

**BLACK FRIDAY DEAL**  
**11/25-11/27**

**45% OFF EVERYTHING**  
**+**  
**FREE SHIPPING**  
**+**  
**FREE GIFT SET\***

Gift set includes: 4 assorted soap samples, Lavender Massage Oil sample, Peppermint Lip Balm, Vanilla Orange Sugar Scrub sample, Lavender Sugar Scrub sample, and Lemongrass Sugar Scrub sample.

**GET IT NOW**

ESSENTIAL OIL SET  
PLANTLIFE

LEMON GRASS  
LIME  
PEPPERMINT  
VANILLA ORANGE  
LAVENDER  
LEMONGRASS

to  
From:

PLANTLIFE

The advertisement features a white-bordered text box centered over a background of Plantlife products. The products are displayed on shelves with labels like 'ESSENTIAL OIL SET' and 'PLANTLIFE'. There are also decorative elements like red and green tinsel and a red bow. A 'to' and 'From:' tag is visible in the foreground.

**PLANTLIFE**  
**2016 BLACK FRIDAY PROMOTION CAMPAIGN**  
**NOVEMBER 18 – DECEMBER 4, 2016**

# PLANTLIFE 2016 BLACK FRIDAY PROMOTION CAMPAIGN

## OUR TASK

Evolve the way that Plantlife marketed its products during the 2016 Black Friday / Cyber Monday promotion window. Concept and execute all moving pieces of the strategy with the goal of increasing total sales and revenue by a min. of 25-30% over 2015 performance. Introduce new channels and pinpoint new target audiences to maximize sales and brand visibility during a highly competitive shopping season.

## OUR STRATEGY

We ran an integrated ad campaign for 17 days (Nov. 18 – Dec. 4). We promoted best sellers, products the brand wanted to liquidate, and featured a wide spectrum of promotional offers including expedited/free shipping, discounts & bounce-back offers, and product sample GWPs. Channels included: Facebook, Instagram, Pinterest, Gmail, Google Shopping, and CRM/email. Targeting included fans of competing brands, CRM, lookalike custom audiences, and legacy VIP customers.

## THE RESULTS

### 2016 vs. 2015

- 142% Sales Increase Y-O-Y
- 235% More Transactions Sold in 2016
- 162% More Items Sold in 2016
- 5-to-1 Campaign ROI

### AD CAMPAIGN STATS

- Total Social Engagements: 2,292
- Cost Per Transaction: \$9.96
- Ad Impressions: 450,000+

### TOTAL IMPRESSIONS

- All-in: 1,000,000+

# FACEBOOK & INSTAGRAM ADS

**Plantlife** Sponsored

Check the aromatherapy lovers off your list! Get your holiday shopping done early with our Black Friday Week Daily Deals.

**MONDAY 11/21**  
ONE-DAY ONLY!

**50% OFF**  
ALL CANDLES

Shop Now

**TUESDAY**  
ONE-DAY ONLY!

**50% Off Essential Oil Carrier Cases**

Shop Now

Like Comment Share

**Plantlife** Sponsored Like Page

#FBF Flash 'Black' Friday! In case you missed it - Enjoy 50% Off + Free Shipping + Free Gift! 12/2/16 -12/4/16. No promo code needed!

**LAST DAY TO SHOP 50% OFF!**

**SHOP SALE >**

Flash 'Black' Friday Sale - 50% Off!

Plantlife Natural Body Care products are the perfect blend of science and nature, using "old world" formulas combined with the timeless sciences of herbology and aromatherapy. Give the gift of relaxation this season!

Plantlife.net Shop Now

# PROMOTIONAL EMAILS

**PLANTLIFE™**  
An Aromatherapy Company

**45% OFF + FREE**

**BLACK FRIDAY**  
11/25-11/26

45% OFF EVERYTHING + FREE SHIPPING + FREE GIFT SET\*

Gift set includes: 1 Black Soap sample, Soap samples, Lavender Massage, Peppermint Lip Balm, Vanilla Orange sample, Lavender Sugar Scrub, 1 Lemongrass Sugar scrub/sampler.

**GET IT NOW**

SHOP AROMATHERAPY  
SHOP BATH & BODY  
SHOP GIFTS  
SHOP SAMPLES  
SHOP BULK  
SHOP SALES & DEALS

Join us on: f t p

**PLANTLIFE™**  
An Aromatherapy Company

**50% OFF + FREE + FREE TRAVEL SET\***

**CYBER MONDAY SALE**  
ONE-DAY-ONLY

50% OFF EVERYTHING + FREE SHIPPING + FREE TRAVEL SET\*

Travel Set includes: 4 assorted soap samples, Hercol Lip Balm, Lavender Lip Balm, Relax Massage Oil Sample, and a Stress Relief Massage Oil Sample.

**GET IT NOW**

SHOP AROMATHERAPY  
SHOP BATH & BODY  
SHOP GIFTS  
SHOP SAMPLES  
SHOP BULK  
SHOP SALES & DEALS

Join us on: f t p i e

**IN CASE YOU MISSED IT**  
#FBF 12/2/16 - 12/4/16

**50% OFF EVERYTHING + FREE SHIPPING + FREE GIFT SET\***

\*Gift set available with minimum \$50 purchase.

**GET IT NOW**

# PINTEREST TALL PINS

CHECK THE  
**AROMATHERAPY Lovers**  
OFF YOUR LIST

Put your holiday shopping plans on hold with the help of our 2011 Special Friday: Aromatherapy Lovers!

**MONDAY 11/21**  
**50% OFF**  
ALL CANDLES!

The perfect gift to calm your holiday nerves. See website for details.

**TUESDAY 11/22**  
**50% OFF**

**WEDNESDAY 11/23**  
**50% OFF**  
ALL LOTIONS

Gift-giving made even easier. Agreements to happy gift-givers. Shop Now >

**THURSDAY 11/24**  
**ONE DAY ONLY**  
BUY ONE ESSENCE GET A FREE ESSENTIAL OIL BUNDLE

**BLACK FRIDAY!**  
VA ID 11/24-11/27  
**45% OFF**  
+ FREE SHIPPING + FREE GIFT

Starting tomorrow at 12:00 AM (Black Friday) a FREE gift per purchase. Shop Now >

**50% OFF ENTIRE SITE**  
+ FREE SHIPPING  
+ FREE TRAVEL KIT  
+ PURCHASE 10+ ESSENTIAL OILS

**CYBER MONDAY DEAL**

PLANTLIFE.NET

*Long-burning aromatherapy candles will make your season merry & bright.*

PLANTLIFE.NET

## 5 WAYS TO BEAT HOLIDAY STRESS

- 1 Take a deep breath.**

Inhale and hold. Count to 5. Then slowly exhale. Repeat. Feel better yet? Light a Frankincense & Patchouli candle while doing this for a grounding and balancing effect. Also great to use with Yoga.
- 2 Sweet Dreams.**

It's no secret that sleep is important, so try to get more of it, especially during the holidays. Using the Sleep Tight essential oil in your home can help soothe your mind and body to rest.
- 3 Enjoy a therapeutic bath.**

Put on Citrus, light your favorite candle, and unwind with the therapeutic stress-relieving scent of lavender. Tense muscles will magically disappear.
- 4 Fight colds on the go.**

Relieves stuffy noses and congestion the natural way with a synergistic blend of pure therapeutic essential oils. Breathe Aromatherapy Personal Mist doubles as an air purifier - perfect for the office.
- 5 Rejuvenate your skin.**

This one may not be as obvious: exfoliating your skin can be rejuvenating. Especially with Black Soap, which has activated charcoal that extracts impurities and calms troubled skin. The best part? It won't leave your skin feeling dry.

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