

Annex

I. Timeline of events during the 3-month communication plan

31st OCT.
HALLOWEEN

Halloween discount

When: from 15th to 31st October.

Advertisement: Yes, SEA on social media.

Objective: attract new female customers from the European Union between the ages of 18-22 years old.

Channels: E-commerce, social media posts, stories and reels, tweets, newsletter.

Message: Offer a discount to the “witches” who want to wear esoteric jewellery on Halloween.

26th NOV.
BLACK FRIDAY

Black Friday discounts

When: During the week before and the same day.

Advertisement: Yes, SEA on social media and e-commerce.

Objective: attract new female customers from the European Union between the ages of 22-34 years old.

Channels: E-commerce, Social media posts, stories and reels, tweets, newsletter.

Message: Discounts on the store during the whole week.

29th NOV.
CYBER MONDAY

Cyber Monday discounts

When: The same day.

Advertisement: Yes, SEA on social media and e-commerce.

Objective: attract new female customers from the European Union between the ages of 18-34 years old.

Channels: E-commerce, Social media posts, stories and reels, tweets, newsletter.

Message: An extra discount, as a second opportunity for the audience who did not buy during the Black Friday week.

30th NOV.
INFLUENCER'S DAY

Influencer's Day contest

When: During the whole month, the winner is announced the 30th November.

Advertisement: Yes, SEA on social media.

Objective: the international participants reached through the previous events, will attract other international users that are connected to their network.

Channels: E-commerce, Social media posts, stories and reels.

Message: All the participants will have to use the hashtag #BohemicasAmbassador to post a picture “being an influencer” showing or talking about a Bohémicas product. They will have to ask their followers to like the picture, because the most liked one will win a pack of jewellery.

