



Unleash Your Romantic Side with Victoria's Secret Romantic Body Mist

This presentation outlines a comprehensive digital marketing campaign for Victoria's Secret Romantic Body Mist at Maxie, a department store in May Pen, Jamaica.



Project Overview

1

Goal

Enhance brand visibility and drive traffic to Maxie.

2

Target

Promote the romantic aura associated with the scent.

3

Strategy

Implement a multi-channel digital marketing campaign.

4

Outcome

Increase sales and establish Victoria's Secret as a leading fragrance brand in May Pen.

Target Audience

Demographics

- Females aged 18-35
- Middle to upper-middle-class income

Psychographics

- Beauty enthusiasts
- Active on social media
- Seeking romantic gifts or personal use
- Interested in unique and quality fragrances



Campaign Objectives

Brand Recognition

Establish Victoria's Secret as a leading romantic fragrance brand in May Pen.

In-store Sales

Drive traffic to Maxie through promotions and special offers.

Engagement/Interaction

Generate hype on social media through engagement and in-store events.

Digital Advertising Strategy



Channel	Ad Copy	Keywords	Metrics
Google Ads	Ad Title: "Get Romantic at Maxie" Description: "Indulge in the enchanting Victoria's Secret Body Mist. Ideal for date nights or everyday allure! Only at Maxie, May Pen." Call to Action: "Visit Us Today"	VS Romantic Body Mist, best body sprays, fragrances for her, floral fragrance, gifts for her.	Target CTR: 4% Estimated Impressions: 2,00,000 within the first month. Expected Clicks: 8,000.

Social Media Ads

1

Instagram Ads

Beautiful images and short videos representing romance tied with the product.

2

Facebook Ads

Promotions and contests that encourage user engagement.

3

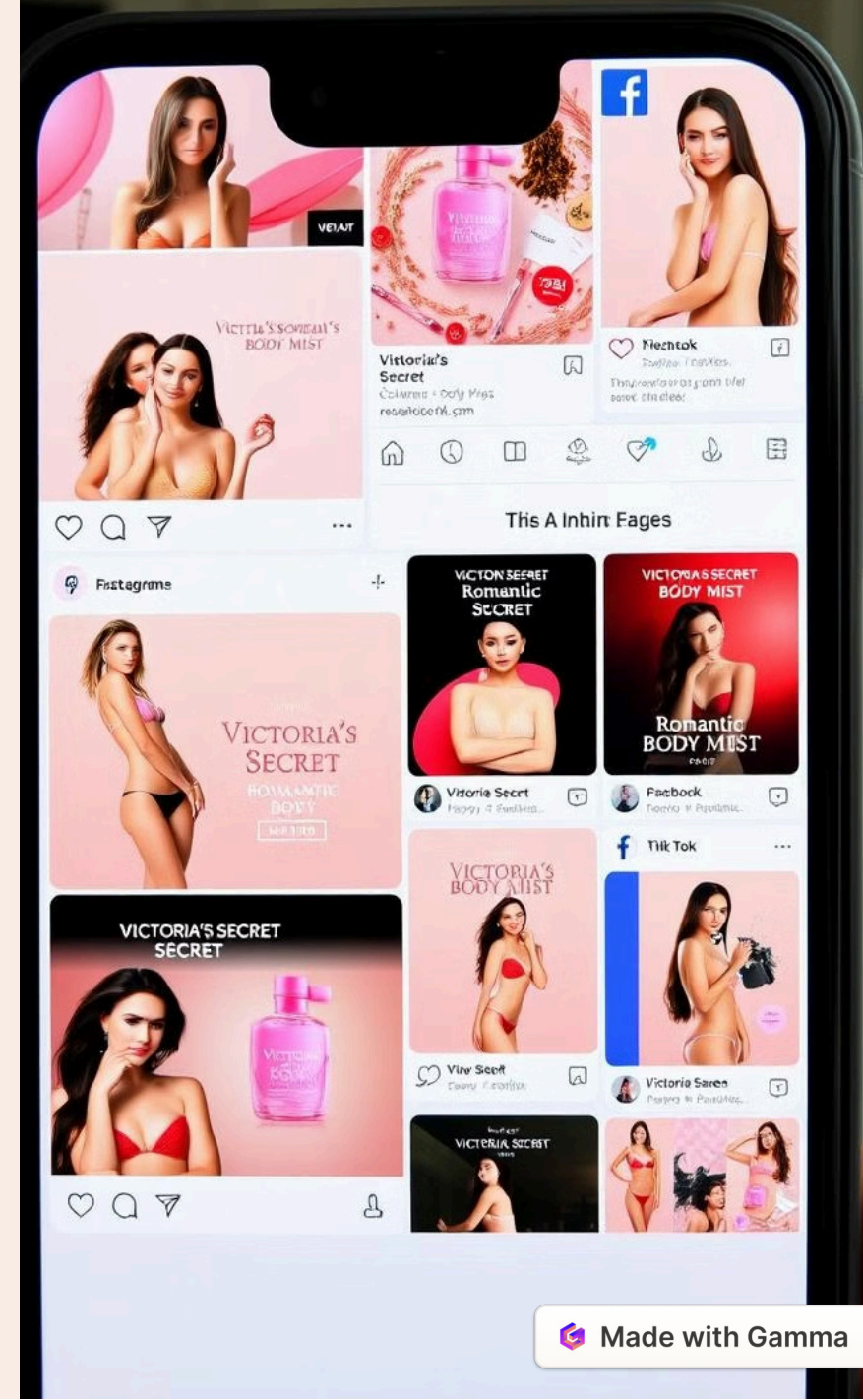
TikTok Ads

Short video clips featuring influencers trying the body mist and giving dating tips.

4

Twitter Ads

Special announcements and reminders of limited-time promotions.



VICTORIA'S SECRET



Shop Now

Banner Ads

Placement	Ad Copy	Dimensions	Metrics
Lifestyle and beauty websites, blogs, and online magazines	Banner Text: "Find Your Romance at Maxie" Image: Aesthetic shots of Romantic Body Mist against a rose background or with dimmed lighting.	728x90 (Leaderboard), 300x250 (Medium Rectangle), 300x600 (Half Page)	Target CTR: 0.75%. Estimated Impressions: 250,000 across selected websites. Expected Clicks: ~1,875.



Offline and In-Store Promotion



In-store Events

Host a "Romantic Night" event at Maxie featuring free fragrance samples, complimentary gift wrapping, and mini workshops.



Promotional Display

Place beautiful displays near the entrance and at the beauty area in Maxie to attract customers' attention.

ROMANVIST BODY PIES MIST						
PECCOMINCT BOY SPERT HIST						
		TOTAL BLSIGET	TIME RNUN5	YTUR TIXLJ	ILIVE BESKTS	TOTAL PLSGET

Totalial		\$6,0000	\$1,000		\$4,000	\$15000
Varena Sating		\$600	\$600		\$560	\$000
Jornapit		\$200	\$540		\$270	\$000
Theronlturee		\$600	\$500		\$500	\$600
Teashems		\$200	\$700		\$200	25.00
Lerp tiers		\$600	\$100		\$000	\$5000
Recert Flairl		\$500	\$000		\$290	\$5000
Hec's Menlatiatt		\$700	\$200		\$000	\$2900
Roulyers		\$500	\$100		\$400	\$2500
Victoria Poyenation		\$270	\$670		1,670	\$4600
Victiral Sxwee Mist		\$600	\$600		1,770	15300
Yey Heals		\$550	\$450		\$700	\$000
Amiis Plocs		\$550	\$200			\$100
Spoot Eabes		\$600	\$500			\$000
Tots Fauss		\$100	\$500		\$200	\$200
Las Pracleys		\$700	\$220		\$250	\$000
Cointiallesze		\$700	\$500			\$000
Fart Foues		\$200				\$000
Com loyee		\$600				\$300
Ronty Staces		\$300	\$600			\$000
Rovee Hves		\$600	\$560			\$000
Poclires						
Boy Miss						\$000
Nervacies						
Peetttime						
Biromas		\$000				\$600
Fctal Mase		\$200	\$5.00			\$500
Bes Coveet		\$300	\$5.00			\$700
Carsion		\$377	\$5.70			\$500
Vctat's Flist		\$600	\$5.00			\$000
Blisf Proloant		\$000				
Chainsl		\$270	\$5.00			\$000
FortTists						
Hin Miss		\$200	\$6.00			\$500
Coat Scmest		\$200	\$4.10			
Bost Strver		\$750	\$9.70			\$000
YeeJ Plass		\$200				\$600
Fedons		\$100	\$5.00			\$500
Wap Relis		\$200	\$5.50			\$000

Budget Breakdown

Category	Budget
Total Budget	\$15,000
Google Ads Budget	\$3,000
Social Media Ads Budget	\$6,000
Banner Ads Budget	\$2,000
In-Store Event Budget	\$4,000



Measurement and KPIs

1

Total Sales

Track the total sales of Victoria's Secret Romantic Body Mist at Maxie during the campaign period.

2

Foot Traffic

Analyze foot traffic pre- and post-event, including at the in-store activity.

3

Social Media Engagement

Assess the success of the ads by analyzing the CTR, the impressions, and the number of clicks.

Successful Conclusion to a Memorable Campaign

This comprehensive advertising campaign for Victoria's Secret Romantic Body Mist at Maxie in May Pen is poised to deliver an impactful engagement with the target audience, strengthening the brand's presence and driving revenue in the local community.

