

To: All Team Members
From: Marketing Team
Re: **2024 Website Promotions**
Date: April 20, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

To strengthen our online presence and support our Sales Team, we’ve already scheduled a year-long website promotion. Pls see the list of promotions below for your reference.

2024 Website Promotions

Month	Duration	Promotion	Promo Title	Mechanics
January	Jan 15 - 31	Lucky Charms Collection	Luchy Charms, Lucky You	35% Discount on all lucky charms
February	Feb 1-28	Hearts Day Sale	Two-gether this Valentines	35% Discount on all hearts item Hearts Bundle with special price
		Engagement Ring Collection	A commitment to last a lifetime	35% Discount on all engagement Rings
March	Mar 03	Flash Sale 3.3	3.3 Mega Sale	35% Discount on all items
	Mar 15-31	Wedding Ring Sale	For the ONE	35% Discount on all ONE items
	Mar 1-15	Women's Week Special Sale	Women Shines	35% Discount on AFFIRMATION items
April	Apr 1-15	Birthday Blast Sale	3rd year with you!	35% Discount on all items
May	May 1-15	Mother's Day Super Sale	A Mom's Story with Love	35% Discount on all items
	May 16-31	Affirmation Sale (Part of Mental Health Awareness Week celebration on May 15-21)	Value YOU	35% Discount on AFFIRMATION items
June	June 1-15	Mid-Year Sale	Happiness in Jewelry	35% Discount on all items
	Jun 15- Jul 15	Graduation Day Sale	Honor your shining Milestone	35% Discount on necklaces and pendant
College Ring			GWP for every college ring purchase Freebies: Tote Bag	
July	Jul 29-31	3-day sale	Friendship Sale	35% Discount on SPARK items
August	Aug 1-31	The Modern Filipina Sale	Essential Picks for every Pinay	35% Discount on PINAY items
	Aug 08	Flash Sale 8.8	8.8 Festival Sale	35% Discount on all items
September	Sept 1- 30	BER-Celebration Sale	A September Jewelry to Remember	35% Discount on IMPRINTS items

	Sept 09	Flash Sale 9.9	9.9 Super Shopping Sale	35% Discount on all Items
October	Oct 1- 15	Early Christmas Sale	Christmas in October	35% Discount on all items
	Oct 20-22	3-day sale	World Gold Day	35% Discount on all items
	Oct 30 - Nov 2	Halloween Sale	No Tricks, Just Treats!	35% Discount on necklaces and pendant
November	Nov 11	Flash Sale 11.11	11.11 Christmas Shopping	35% Discount on HIJA & IMPRINTS items
	Nov 1-30	Kids Collection Sale	Make your child shine even brighter	35% Discount on HIJA items
December	Dec 1-31	Christmas Super Sale	Your Shiny & Sparkly Christmas	35% Discount when on all items GWP for every minimum purchase worth 10k Freebies: SJI Totebag

In line with this, we would like to ask for the team members support to share it with your family, friends, and clients. You can visit the website at <https://sophiajewellery.com/>.

For any questions and concerns please contact M' Chang of Mktg Online Team at 0917-795-7505.

For your information and guidance.

Thank you.


Darlyn D. Espiritu
Marketing Director