

To: Sales Team

From: Marketing Team

Re: **3-DAY PAYDAY SALE**

Date: September 13, 2022

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

---

Greetings!

To boost our sales for the month, we are excited to inform you that we will be implementing another 3-day Pay Day sale on September 15 – 17 and September 28 – 30, 2022.

Please see the details below and share the good news to our dear clients, family and friends:

**WHAT:** 3-DAY PAYDAY SALE

**WHEN:** September 15 – 17 and September 28 – 30, 2022

**WHERE:** All Sophia Jewellery outlet

**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on September 15 – 17 and September 28 – 30 will get an additional 5% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promotion is open for Cash, G-cash & Debit card only.
- 1.3 Additional discounts can no longer be given on top of this. Since this is overlapping with the Teachers Day Promo, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code #22PDS.

**B. Awareness**

**1. Promotional Collaterals** – Starting September 15 – 17 and September 28 – 30, PayDay Sale poster will be displayed in all stores.

**2. Text blast Brigade** – Text blast will be done through CRM and EC’s  
“Good news! Hardwork does pay off! You deserve a gift from yourself this payday. Hurry and head to the Sophia Jewellery and go get that jewelry you've been eyeing for on our 3-Day Payday Sale. This will be from September 15 – 17 only. Hurry and take advantage of this limited time offer. Visit us NOW”  
Note: *Please revise the dates since we'll be having 2 separate activity dates*

**3. Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
“Good afternoon, Ma’am/Sir, meron po tayong 3day Pay Day Sale ngayon, and meron po tayong special discounts sa mga regular items for limited time period. Pasok po kayo para Makita nyo mga items namin. You deserve to reward yourself po.”

**4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting.

In line with this, we are also expecting to receive the following from you:

- a. As a reference of documentation, you can send us some photos of our clients who availed the promo to [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com) and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.
- b. Debriefing will be done by Ma’am Colleen via phone call on September 16 and 30.

For any concerns and feedback regarding the promotion, please feel free to contact M’ Colleen Veloso from Marketing team at 0917-795-7460.

Thank you.



Darlyn D. Espiritu  
Marketing Director