

# March 2025 Action Plan

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## Overview

March presents a unique opportunity to harness seasonal trends, special events, and consumer behavior shifts to drive engagement and sales. This action plan is designed to help you maximize your social selling efforts by focusing on creating meaningful connections, leveraging promotional opportunities, and increasing brand visibility with Scentsy products. Whether you are looking to build deeper relationships with your audience, introduce new fragrances, or optimize your content strategy, this plan will serve as a roadmap to help you achieve your goals.

This month, capitalize on seasonal events like St. Patrick's Day, the beginning of spring, and Easter preparations to introduce fresh Scentsy marketing themes that resonate with your audience. With the right combination of engagement, outreach, and promotional strategies, you can enhance your brand presence and establish a strong community of loyal Scentsy customers.

Inside this guide, you'll find actionable strategies covering what to share, what to say, and innovative tactics to try. This plan is structured to help you stay consistent, interact effectively, and convert engagement into Scentsy sales. Whether you're a seasoned consultant or just getting started, these methods will empower you to build an engaged audience and grow your business throughout March.

## Key Focus Areas

✔ **Engagement** – Consistently interact with your audience by posting thought-provoking questions, fun polls, and relatable content that encourages participation. Ask about their favorite scents, home fragrance preferences, and scent-related memories. Engagement builds relationships and keeps your Scentsy brand top-of-mind. Responding to comments and initiating direct messages are key components to fostering deeper connections.

✔ **Sales Promotions** – Leverage seasonal opportunities such as St. Patrick's Day, Spring Break, and Easter to craft enticing offers. Highlight limited-time fragrances, bundle deals, and exclusive promotions that create urgency. Utilize storytelling to make Scentsy sales posts more engaging rather than overly promotional.

- ✔ **Content Strategy** – Develop a mix of educational, entertaining, and sales-driven content. Share Scentsy warmer tips, fragrance layering ideas, and best scent pairings. Incorporate video content, customer testimonials, and behind-the-scenes peeks to make your brand relatable. Maintain a balance between promotional posts and value-driven content to keep followers engaged without overwhelming them with sales pitches.
- ✔ **Direct Outreach** – Move from public engagement to private conversations by initiating meaningful interactions. Acknowledge active commenters and likers by sending them personalized messages, offering scent recommendations, or inviting them to exclusive deals. Utilize messenger marketing tactics to build relationships and ultimately convert engagement into Scentsy sales.
- ✔ **Community Building** – Foster a sense of belonging by creating a space where customers and followers feel valued. This can be through VIP scent clubs, exclusive sneak peeks of new fragrances, appreciation posts, or interactive events like “Scent of the Month” discussions. A strong, engaged community leads to repeat customers and organic referrals.
- ✔ **Brand Authenticity** – Share personal experiences with Scentsy, favorite scent stories, and how fragrance impacts your daily life. Authenticity builds trust and helps differentiate you from competitors. Show up consistently and let your personality shine in your messaging, making your audience feel personally connected to your Scentsy brand.
- ✔ **Leveraging Trends & Seasonal Themes** – Keep your content fresh by tapping into trending home décor styles, seasonal scents, and social media challenges. Participate in relevant national days, pop culture references, and scent-inspired themes to remain relevant and attract new engagement.

## What to Share

- ✦ **Conversation Starters** – Daily engagement questions to spark interactions. Ask simple, fun questions that encourage quick responses, such as "What's your go-to scent for relaxation?" or "If you could create your own Scentsy fragrance, what would it be?"
- ✦ **Behind-the-Scenes** – Give your audience a peek into your Scentsy business, workspace, or favorite product setups. Share how you organize, package, or use Scentsy products in your own home. Example: "Here's my wax bar collection – what's in your Scentsy stash?"
- ✦ **Customer Stories** – Highlight real testimonials and experiences from Scentsy customers. Use quotes, before-and-after home fragrance transformations, or video reviews. Example: "Meet

Sarah! She switched to Scentsy warmers and hasn't looked back—here's why!"

✦ **Product Spotlights** – Feature best-selling Scentsy bars, warmers, diffusers, and new arrivals. Explain the benefits, scent notes, and why people love them. Example: "The new Spring Collection is here! This limited-edition scent is a must-have for floral lovers!"

✦ **Polls & Challenges** – Interactive content boosts engagement! Try “This or That” scent battles, caption contests, or fun challenges. Example: "Which scent do you prefer in your kitchen—Citrus 🍊 or Vanilla 🍌? Vote below!"

✦ **Educational Content** – Share helpful tips, FAQs, and industry insights. Teach your audience how to maximize their Scentsy experience, such as "The best ways to clean your warmer!" or "Why Scentsy wax lasts longer than traditional candles!"

✦ **Limited-Time Offers** – Create urgency with exclusive promotions and time-sensitive sales. Announce flash deals, bundle discounts, or free shipping days. Example: "For the next 24 hours ONLY – buy 3 wax bars, get 1 free!"

✦ **User-Generated Content (UGC)** – Encourage customers to share photos/videos of their Scentsy warmers in action. Feature them on your page and give a shoutout. Example: "Look at this cozy setup from @customer! What's your current scent of the season?"

✦ **Behind-the-Brand Stories** – Share your journey as a Scentsy consultant, what inspired you to join, and how the products fit into your life. Example: "I fell in love with Scentsy because..."

✦ **Seasonal & Trending Topics** – Tap into holidays, home décor trends, or seasonal scent swaps. Example: "Spring is here! Time to swap out the winter scents—what's your pick for the new season?"

# What to Say

## 💬 Example Engagement Prompts:

- "What's one Scentsy scent you can't live without this spring? 🌸"
- "If you found a pot of gold at the end of the rainbow, which Scentsy warmer or wax bar would you buy first? 💰"
- "Would you rather... have a house that always smells like fresh-baked cookies 🍪 or a spa retreat? 🌿"
- "Scent showdown: Fruity 🍓 or Floral 🌹? Which fragrance family do you love most?"
- "This or that: Fresh Cotton Laundry 🧺 or Sweet Vanilla Cupcake 🍰? What's your ultimate home fragrance vibe?"

## 💡 Follow-up Responses to Keep the Conversation Going:

- "Love that! Have you ever had a Scentsy scent that reminded you of a special moment?"
- "That sounds amazing! Any new fragrances you're excited to try this season?"
- "Ooooh, great choice! 💰 What's your dream Scentsy collection?"
- "Yesss! 🍓 Do you love fruity scents all year long or just in spring and summer?"
- "Are you more of a warm, cozy scent lover or a fresh, airy fragrance fan?"

## 🧠 Deeper Engagement Tactics:

- **Personal Stories:** Share a personal experience related to the topic and ask if they've had a similar one. Example: "I just switched my warmer to 'Lush Gardenia' and it instantly reminded me of my grandma's backyard! Do you have a scent that brings back a special memory?"
- **Tagging Strategy:** If a conversation is getting traction, tag someone else who might relate. Example: "@Sarah, I know you LOVE bakery scents! What's your favorite Scentsy bar?"
- **Encourage Visual Responses:** Ask followers to reply with a GIF, emoji, or picture. Example: "Drop a GIF that describes how your house smells right now! 🏠👉"
- **Turn Comments into Conversations:** When someone engages, respond with an open-ended question instead of just liking their comment. Keep the discussion flowing by asking follow-up questions like, "What's the first scent you ever tried from Scentsy?" or "How do you choose your scent of the day?"

🚀 Use these prompts to spark conversations, build relationships, and keep your Scentsy business thriving this March!

# Final Tips for Success

✅ **Be Consistent** – Post regularly to keep your audience engaged and maintain visibility in social media algorithms. Create a content schedule featuring Scentsy promotions, fragrance tips, and interactive posts.

✅ **Engage & Interact** – Social selling isn't just about posting—it's about building relationships. Respond to comments, react to posts, and send direct messages with personalized scent recommendations.

✅ **Use a Variety of Content Formats** – Mix it up with images, videos, carousels, reels, and live streams showcasing Scentsy products in action.

✅ **Track Your Results** – Use analytics tools to measure what's working. Monitor engagement, reach, and sales performance, then adjust your strategy accordingly.

✅ **Test & Experiment** – Try different engagement tactics, messaging styles, and promotional approaches. Find what resonates best with your audience and double down on what works.

- ✔ **Leverage Automation** – Use scheduling tools to plan posts in advance and chatbots to handle basic inquiries, freeing up time to focus on relationship-building.
- ✔ **Create Urgency & Exclusivity** – Use countdowns, limited-time offers, and VIP access strategies to drive conversions.
- ✔ **Stay Authentic** – Be yourself! Share personal stories, showcase your favorite scents, and connect with your audience on a real level.

🚀 **Let's make March 2025 a scent-sational month of engagement and Scentsy sales success!**