



CHERRY LACE

CHERRY LACE MEDIA PLAN

Purple Beagle Digital



CONTENT THEMES



01

SEXUAL WELLNESS & EDUCATION

Tips, myths, expert insights

02

LGBTQ+ & SEXUALITY

Real experiences, identity exploration

03

LIFESTYLE & RELATIONSHIPS

Swinging, open relationships, dating tips?

04

PODCAST & BLOG HIGHLIGHTS

Drive traffic to long-form content

05

ENGAGEMENT & COMMUNITY

Q&As, polls, user stories, discussions

HASHTAGS FOR THEMES

- **General:**

- #SexualWellness
- #RelationshipGoals
- #IntimacyMatters

- **LGBTQ+ Focus:**

- #QueerLove
- #SexualityJourney
- #LovesLove

- **Stealth Sales:**

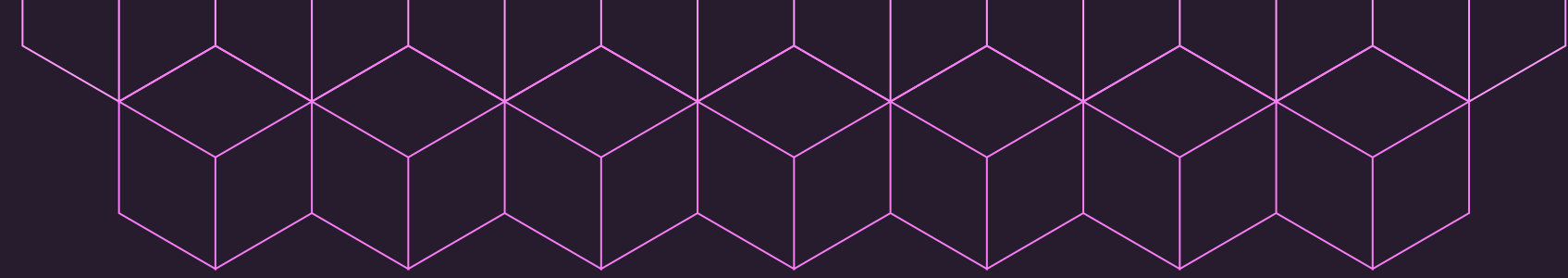
- #SelfCare
- #SensoryExperience
- #PleasureInEveryday

- **Engagement Boosters:**

- #LetsTalkAboutIt
- #ConfidentlyYou



TIPS AND TRICKS



- **Be subtle with adult toy product mentions** – Position toys as part of wellness (e.g., stress relief, self-care, sensuality). Selling toys can't be a main part of posting due to the rules of social media platforms. However, toys aren't the only thing we sell, so there's lots we can advertise
- **Advertise discount codes** – Create codes and post them on social stories and only have them active for 24 hours (or the length of the reel).
- **Engage with posts you're tagged in** – somebody opening a goody bag or reviewing a product? Repost it and engage with their content.
- **Email & Blog Traffic** – Use social to drive followers to email sign-ups and blogs
- **Animals are social media gold** – Do your pets fancy a go in the spotlight for an occasional post?
- **Get shared by partner socials** – Socials of friends / content creators you know / The Mirage club?
- **Consider boosting posts** – pay to get it seen. This is generally effective if it's affordable
- **Get into a flow** – make life easier by repeating certain content types. 2 days each week you can highlight a product from the store. Once a week you can post a short clip from a podcast episode. Knowing these will be a consistent part of the schedule starts to help fill up the calendar and gives a starting point each month.

POST TYPES - MIX IT UP!

- **Reels/Short Videos** – Best for reach and engagement.
- **Stories with Q&A Stickers** – Great for daily engagement and community-building.
- **Carousels & Infographics** – Swipeable multi-image posts Ideal for education and awareness.
- **Memes & Humor** – Helps make the brand more relatable and shareable.
- **Podcast & Blog Promotions (Link Posts, Static Posts, IG Live)** – To drive website traffic and sales.
- **Conversation pieces** – something to stir a conversation





INSTAGRAM

4 posts a week with daily stories



TIKTOK

A video a day



FACEBOOK

4 posts a week



YOUTUBE SHORTS

A video a day



X (TWITTER)

3-5 tweets a day (though this feels excessive and we're not convinced we want to use this?)

PLATFORM BEST PRACTICE

EXAMPLE PLAN

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<i>1st April</i> FB/Insta/X post Website launch celebration FB/Insta reel Website launch celebration TikTok/YT Website launch celebration Email Blast Launch email	<i>2nd April</i> FB/Insta/X post Podcast Live (static) FB/Insta reel Podcast Live (static) + Podcast Short 1.1 TikTok/YT Podcast Short 1.1 Email Blast Break day	<i>3rd April</i> FB/Insta/X post Blog link and snippet (static) FB/Insta reel Blog link and snippet (reel) TikTok/YT Blog link and snippet (reel) Email Blast Break day	<i>4th April</i> FB/Insta/X post SFW product highlight FB/Insta reel Product post Q&A Sticker TikTok/YT Break day Email Blast Weekly Email	<i>5th April</i> FB/Insta/X post Meme/ joke post FB/Insta reel HQ Reel TikTok/YT HQ Reel Email Blast Break day	<i>6th April</i> FB/Insta/X post SFW product highlight FB/Insta reel Product post Q&A Sticker TikTok/YT Break day Email Blast Break day
<i>7th April</i> FB/Insta/X post Mirage Partnership FB/Insta reel Mirage Partnership TikTok/YT Mirage Partnership Email Blast Break day	<i>8th April</i> FB/Insta/X post "Our first week" post FB/Insta reel Podcast Short 1.2 TikTok/YT Podcast Short 1.2 Email Blast Break day	<i>9th April</i> FB/Insta/X post SFW product highlight FB/Insta reel Break day TikTok/YT Break day Email Blast Break day	<i>10th April</i> FB/Insta/X post Break day FB/Insta reel Blog link and snippet (reel) TikTok/YT Blog link and snippet (reel) Email Blast Break day	<i>11th April</i> FB/Insta/X post Inspirational quote FB/Insta reel Break day TikTok/YT Break day Email Blast Weekly Email	<i>12th April</i> FB/Insta/X post Break day FB/Insta reel Break day TikTok/YT Break day Email Blast Break day	<i>13th April</i> FB/Insta/X post Thank venue & guests (static) FB/Insta reel Thank venue & guests (reel) TikTok/YT Thank venue & guests (reel) Email Blast Break day

EXAMPLE POSTS

PRODUCT OF THE DAY

Fifty Shades of Grey Play Nice
Vanilla Candle (90g)



£11.66

www.cherrylace.com

JUNE 7 | THE MIRAGE

IBIZA
Party

HOSTED BY

GYMWIFE

SPONSORED BY



BY CHERRY LACE



Podcast Episode #2



SPECIAL GUEST:
GYMWIFE



HOSTED BY:
VIC + RACHEL

WATCH OR LISTEN NOW!

