

50 CONTENT HOOKS

THAT SELL THE FEELING,
NOT JUST THE NOTES



STOP

Describing the
Perfume.

START

Selling the
Feeling.

ASK RACH PH

50 PERFUME CONTENT HOOKS THAT SELL THE FEELING, NOT JUST THE NOTES

Stop describing the perfume. Start selling the feeling.

A content and funnel guide for perfume decant business owners who want to turn more views, saves, and DMs into actual sales.

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YOUR CUSTOMERS AREN'T REALLY BUYING BERGAMOT, VANILLA, OR MUSK.

They're buying how they want to feel.

Confidence before a big meeting.

Pretty on a first date.

Fresh even after a long commute.

Elegant without looking like they tried too hard.

Memorable when they walk away.

This is where many perfume businesses get stuck.

They post beautiful bottles.

They list fragrance notes.

They write, "Long-lasting and perfect for everyday wear."

Then they wonder:

Why are people watching but not buying?

Why do customers keep asking, “Ano pong mabango?”

Why are people saving posts but never checking out?

The problem may not be your perfume.

It may be the way you're communicating its value.

A fragrance note describes what's inside the bottle.

A feeling gives someone a reason to want it.

This guide gives you 50 hooks you can adapt for Reels, TikToks, captions, carousel posts, Stories, emails, and even your product pages.

But I'll also show you something equally important:

Where should your content lead people after they become interested?

Because attention without a next step is just attention.

Let's turn that attention into a customer journey.

PART 1: 50 PERFUME CONTENT HOOKS

1. THE “I WANT TO SMELL EXPENSIVE” HOOKS

Use these for elegant, sophisticated, luxurious, niche, and designer fragrances.

For the girl who wants to smell expensive without trying too hard.

You don't need a designer bag to smell like you have your life together.

This is what I imagine quiet luxury smells like.

She doesn't announce herself. Her perfume does it for her.

The kind of scent that makes people wonder, “What is she wearing?”

Smells like a five-star hotel lobby, a clean outfit, and no unread emails.

For days when you want to smell polished—even when your life is currently held together by iced coffee.

This perfume doesn't scream for attention. It quietly gets it.

Want the expensive-smelling experience without committing to the expensive full bottle?

Consider this your affordable entry into smelling unnecessarily luxurious on a random Tuesday.

Funnel Strategy: Turn Desire Into Discovery

These hooks are great for attracting new people, but don't immediately send cold viewers to a generic product catalog.

Instead, lead them to a curated collection such as:

The Smell Expensive Edit

Offer 3–5 carefully selected decants and give customers a simple CTA:

“Not sure which one fits your vibe? Take our 60-second Scent Match Quiz.”

The funnel could look like:

Content → Scent Match Quiz → Personalized Recommendation → Curated Decant Offer → Follow-Up

The content creates desire.

The quiz captures interest.

The recommendation reduces uncertainty.

The offer makes buying easier.

2. OFFICE AND CAREER WOMAN HOOKS

Use these for clean, fresh, sophisticated, subtle, and professional fragrances.

Your office perfume should whisper, not enter the meeting before you do.

Smell like you came prepared—even if you opened the presentation five minutes ago.

For the woman who wants to smell professional, polished, and quietly unforgettable.

A work perfume for when you want compliments, not an HR meeting.

Clean, confident, and put together—the perfume version of a crisp white shirt.

If “I know what I’m doing” had a signature scent.

The perfect scent for meetings, coffee runs, and pretending your inbox isn’t terrifying.

For the corporate girlie who wants her perfume to last longer than her social battery.

You don’t need a loud perfume to be remembered.

Smell like the woman who already got the promotion.

Funnel Strategy: Sell by Situation, Not Just by Brand

Instead of organizing everything only by perfume brand, organize offers around customer situations.

For example:

The Office Scent Rotation

Monday: Clean and confident

Midweek: Fresh and energizing

Friday: Polished with a little personality

Why does this work?

Because customers often don’t know which fragrance they want.

But they usually know where they want to wear it and how they want to feel.

Your funnel can guide them from:

Office-related Reel → “Find Your Work Scent” Quiz → 3 Recommendations → Office Discovery Set
→ Reorder Reminder

You are no longer asking the customer to understand fragrance.

You are helping them make a decision.

3. DATE NIGHT AND ROMANTIC SCENT HOOKS

Use these for sensual, sweet, warm, floral, gourmand, and seductive scents.

Warning: this perfume may result in someone leaning closer than necessary.

For date nights when you want your perfume to be remembered after you leave.

Sweet, feminine, and just mysterious enough to keep them curious.

The perfume equivalent of good lighting and undeniable chemistry.

Wear this when you want to smell like the best decision they almost didn't make.

Soft enough to pull them closer. Memorable enough to stay on their mind.

Your outfit gets their attention. Your perfume becomes the memory.

First date? Wear something they'll remember on the second.

This isn't a “hug me” perfume. This is a “why do you smell so good?” perfume.

For nights when smelling cute simply isn't enough.

Funnel Strategy: Use Occasion-Based Bundles

Create a simple Date Night Scent Finder.

Ask questions such as:

What's your date setting?

Dinner, coffee, outdoors, or special event?

Do you prefer sweet, fresh, floral, warm, or mysterious?

Do you want something intimate or attention-grabbing?

Then recommend a fragrance or discovery set.

Your funnel becomes:

Date Night Content → Mini Quiz → Recommendation → Date Night Discovery Set → Post-Purchase Cross-Sell

A customer who buys one romantic scent could later receive:

"Loved your date-night fragrance? Here are 3 scents for your everyday rotation."

That is how one purchase can become the beginning of a longer customer relationship.

4. FRESH, CLEAN AND EVERYDAY SCENT HOOKS

Use these for citrus, tea, aquatic, green, airy, musky, and clean fragrances.

For people who want to smell like they just showered—even when the commute says otherwise.

Clean girl energy, bottled.

Smells like fresh sheets, clear skin, and having your life together.

If your favorite compliment is "Ang bango mo, ang fresh mo," start here.

For hot days when you want to smell fresh—not like you're fighting for your life.

Your easy-reach perfume for errands, coffee runs, gym days, and everything in between.

The scent equivalent of opening the windows on a quiet morning.

Fresh without smelling boring. Clean without smelling like laundry detergent.

For the girl who wants people to think she naturally smells this good.

A perfume you can wear almost anywhere without overthinking it.

Funnel Strategy: Create an Easy First Purchase

Every perfume business needs an easy entry offer.

Some customers are curious but not ready for a large order.

Create something like:

The Everyday Scent Discovery Set

Three approachable fragrances.

One simple promise:

“Find the scent you'll actually want to reach for every day.”

Your funnel could be:

Educational Reel → Discovery Set Landing Page → First Purchase → “Which One Was Your Favorite?” Follow-Up → Larger Decant Reorder

The goal of the discovery set isn't only to make the first sale.

It's to help customers identify their next purchase.

5. CONFIDENCE AND MAIN CHARACTER HOOKS

Use these for bold, distinctive, statement-making, and compliment-getting fragrances.

Wear this when you need your confidence to arrive before your courage does.

Main character energy—but make it smell expensive.

For days when being forgettable isn't on the schedule.

This is not a background-character perfume.

Some perfumes complete an outfit. This one changes your posture.

For the woman becoming the version of herself she used to be afraid of.

Wear it to the event. Wear it to the interview. Wear it because you finally feel like yourself again.

The kind of perfume that makes you stand a little taller.

Your confidence doesn't come from a bottle—but smelling incredible certainly doesn't hurt.

For the woman who doesn't need permission to take up space.

Funnel Strategy: Connect Identity to the Offer

Identity-based content works because customers can recognize themselves—or the person they want to become—in the message.

Instead of:

“Shop our perfume decants.”

Try:

Which Scent Energy Are You?

The Quiet Luxury Girl

The Clean and Fresh Girl

The Main Character

The Romantic

The Mysterious One

Each result can lead to a curated recommendation.

The journey becomes:

Identity-Based Content → Scent Personality Quiz → Result Page → Curated

Recommendation → Email or DM Follow-Up → Purchase

This creates a more engaging experience than sending everyone to the same product page.