The Gift of Scent Announces that Jeffrey Smith is Their New Marketing Director

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The Gift of Scent is happy to announce that Jeffrey Smith, author of SEO Ultimate Plugin and Other SEO Training Courses, has joined Gift of Scent as their marketing director at the close of 2018. Jeffrey has been a marketing expert for over 25 years and is a welcomed addition to the Gift of Scent marketing family.

When approached about this announcement, the spokesperson of The Gift of Scent shared this comment, ?We are just so happy to have Jeffrey on board. We know he?s done remarkable work for other companies and his marketing books have been enlightening. We are glad to welcome him to the team and hope that, together, we will be able to make The Gift of Scent reach its full potential.?

The Gift of Scent Marketing Director Jeffrey Smith shared this thought, ?This mix and range of products has few comparable competitors. What I?ll be doing, primarily, is helping The Gift of Scent become more visible. They have great products and great value, they just need to be seen. I believe that with my experience, we?ll be able to give The Gift of Scent the competitive edge it deserves.?

Though soy-based candles are a huge market for The Gift of Scent, they have recently put a large focus on

their reed diffusers. The reed diffuser is a decorative set that slowly releases the scent of essential oils into the air. With the eucalyptus and lavender set, they are designed to reflect the product they smell like. Many buyers who are interested in a safer alternative to candles find the reed diffusers to be a great option.

Anthony Harrington shared this review of the lavender reed diffuser he purchased in May 2018, ?My wife loves the smell of lavender, so I wanted to surprise her with a reed diffuser. I set it up in the bedroom and after a few hours, the scent had spread through the room. When I initially opened the package, I kind of expected it to be overpowering, but the scent was actually fairly nice and subtle. My wife noticed it right away and loved the gift.?

Outside of aroma diffusers, The Gift of Scent offers other scent-related products as well that aren?t limited to an aromatic experience. The Gift of Scent also carries personal care products, such as soaps, scrubs, and eye masks. The salt soaks are designed to help reinvigorate and re-energize the bath taker while absorbing essential nutrients and minerals.

Grace R., shared her review of the peaceful salt soak she purchased from The Gift of Scent, ?I loved the smell as soon as I opened the bottle. I poured the peaceful soak into my hot bath water and I felt relaxed from the release of the essential oils into the steam, before I even got into the bath to soak. I was so relaxed once I got in the tub, I almost fell asleep! I still feel like I left all my stress in the tub water as I watched it swirl down the drain.?

The Gift of Scent also has shifted their focus to offering gift sets for every aromatherapy enthusiast. Some gift sets include scent products for the car while other include season-specific products for fall or the holidays. In any case, their fragrance oil diffusers are among their top sellers. They offer reed diffusers, Plugables® Electric home fragrancers, and ultrasonic diffusers in order to satisfy the needs of any aromatics fanatic. With marmalade and creme brulee, The Gift of Scent tart waxes will pair well with any of their decorative wax warmers.

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The Gift of Scent

The Gift of Scent offers an innovative selection of fragrance products ranging from electric aroma diffusers for home, office or travel, candles, aromatherapy & essential oils, as well as fragrance products for bath, body and more.

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