

PINK WEEKEND *Ideas*

Pink Weekend is a HUGE sales weekend! Plan your promotions now to maximize your sales. You get to decide what sales, if any, you'd like to run during Pink weekend- but whatever you decide, make sure you make a BIG deal out of it: let your customers know, build excitement and create a sense of urgency!

Here are a few suggestions that might inspire an idea that will be right for your business.

PINK FRIDAY

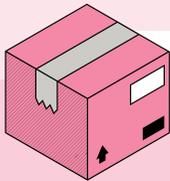
- Have a staggered sale, for example: 30% off for order that come in before 8am, 25% for order 8am-12pm, 20% 12-4pm, 15% after 4pm. Have your customers leave their orders on your voice mail, email, or text so you know the time ordered and give them the appropriate deal!
- Emphasize what you want to sell most: 30% off all skincare sets, 25% off supplements, 20% off makeup
- Buy 2, Get 1 free
- Do a customer drawing when you hit your sales goal "when we hit \$1,000 in sales for the day, one customer will get her order at half off!"
- Take a look at your inventory and make a special sale on something you have a lot of, or out of season limited edition items
- Email, text, and post your sale in your customer group!



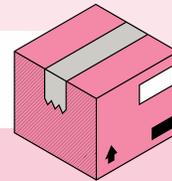
SMALL BUSINESS SATURDAY



- Let your customers know how much you appreciate them and what their sales support in your home: "I am so grateful for all of my customers! Your orders pay for susie's ballet class each month. As a thank you for supporting my small business, I am offering a special gift with purchase with all orders today"
- Have a special deal on YOUR favorite products
- Have a special deal on your most popular products
- Have a special deal on the first Mary Kay products you ever tried
- Small business owners are busy ladies! Have a 5-minute-face deal that includes a products for a quick makeup look: CC Cream, lip gloss, blush, liquid eye shadow, mascara
- Have an open house



CYBER MONDAY



- Have a discount for customers who are registered on your website or the Mary Kay shopping app
- Promote the Skin Analyzer app, and offer a discount on the recommended products
- Have your customers try the Mirror Me app and offer a special deal on their favorite Look
- Remind your customers about stocking stuffers and hard to shop for loved ones - like MEN- and offer a discount on those products
- Offer a gift with purchase
- Do a special drawing for a special product from everyone who ordered over the weekend