

# *Digital Skin Care Parties*

## Get The Party Started On Facebook

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*Set up your Group/Party on your  
Facebook business page*

*Counting Down to the Party*

*Open the Party*

*Sharing the Product & Company Details*

*Close the Party*

*After the Party Communication*

*Following Up*

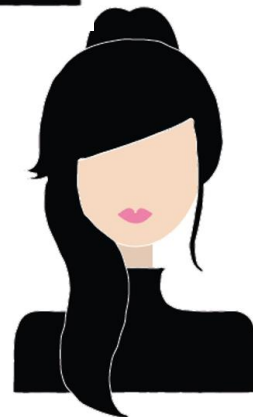
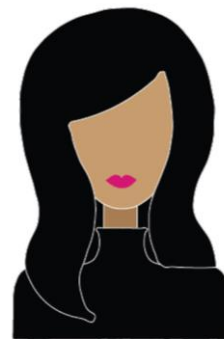
# Building Your Business Digitally

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## SOCIAL MEDIA IS ONE OF THE EASIEST WAYS TO BUILD YOUR PERSONAL BRAND,

expand your business and grow your team. By creating a professional social media presence, you are engaging in a fast-growing, successful form of social networking.


You're able to connect with an endless list of potential customers or team members — such as family, friends, acquaintances, colleagues and others. Simply put, social media can help you sell products and spread your personal message of success.



# How Do I Create A Facebook<sup>®</sup> Group?

*Make sure you use your Facebook Business Page*


To create a Facebook Group for your customers or to host a party:

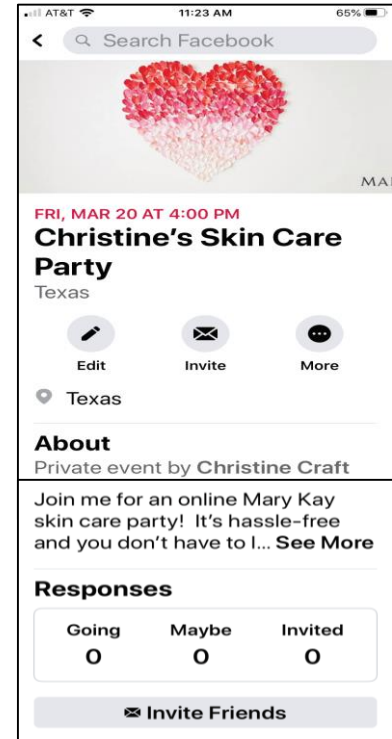
- Open the Facebook app and tap  on the bottom right, then tap **Groups**.
- Click **Create** in the top right of Facebook and select **Group**.
- Enter your Group name. It is recommended that you include your name in your Group name to be easier to find via search. E.g. Susan Miller's Mary Kay Preferred Customers.
- Add Group members and then choose the privacy option for your group. Closed Groups are recommended so your customers can find it via search. Secret Groups cannot be found via search.
- Click **Create**.
- Once you create your Group, personalize it by uploading a cover photo and adding a description. Consider a photo of you and *Mary Kay*<sup>®</sup> products.



# How Do I Create An Event For A Facebook® Group?

To create an event for a Group you manage:

1. From News Feed, click **Groups** in the left menu and select your group.
2. Next to **Write something...** click  and select **Create Group Event**
3. Fill in the details for your event and click **Create**.

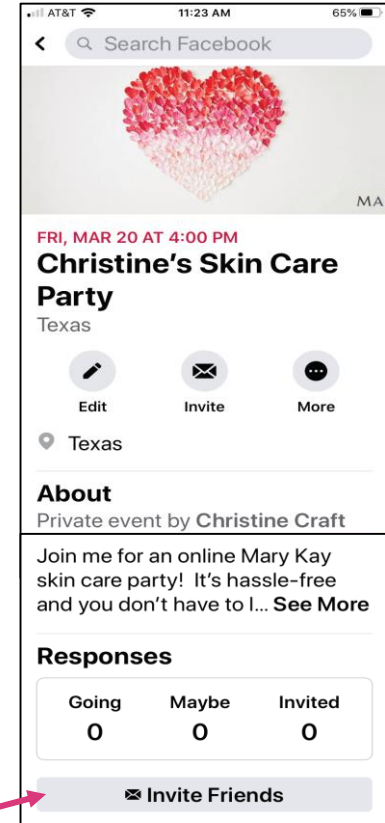
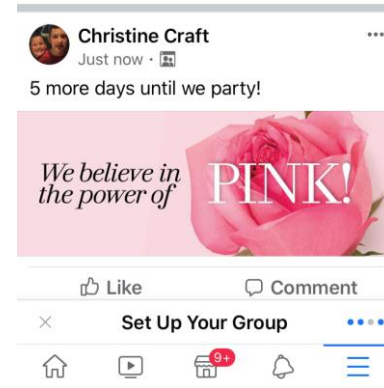


# Counting Down To The Party

## Pre-Party Communication

### Time To Create Excitement!

- Send Facebook invitations to the party group.
- Include date, time and theme of the party in the invitation.
- You can post daily reminders to create excitement.
- Consider posting a link to the latest issue of The Look eCatalog so guests can see a preview of the products.



The more people the merrier!

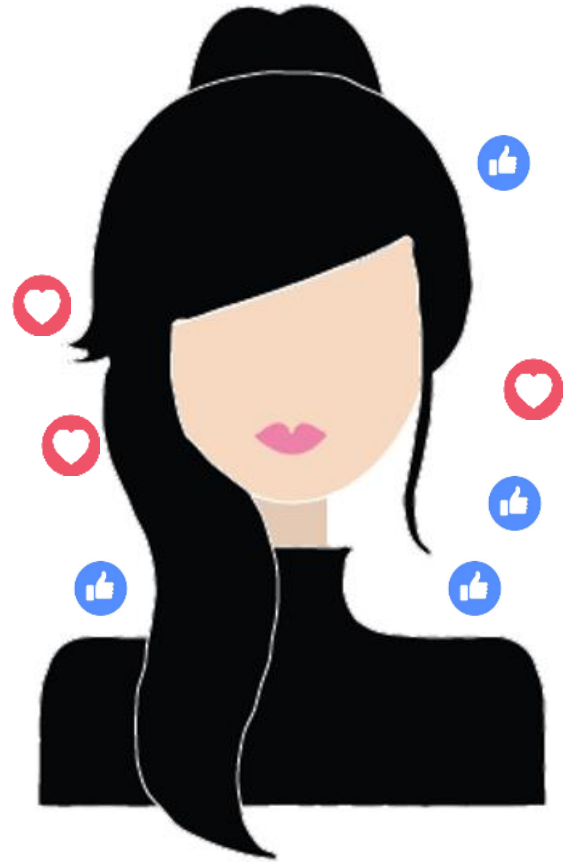
# It's Time To Open The Party!

## *Beginning – Party Kick-off*

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### Party Opening Suggestions:

- Open the party with a personal welcome.
- Share how the party will work.
- Do a “Roll Call” and ask everyone to either like, love or comment.
- Encourage lots of questions and comments throughout the party.
- Share your I-Story and talk about Mary Kay Ash and the Foundation.
- Share the Mary Kay Satisfaction Guarantee.



# It's Time To Party!

## *Sharing the Products*

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### Let Talk About Skin Care!

- You can share each product of the TimeWise Miracle Set 3D™ or the products in your theme.
- Hold each item close to the camera so guests can see the tube and the formula.
- Explain the features and benefits as they try each product from the samples provided.
- Take your time and don't rush their experience.
- Ask guests to comment on how the products feel on their skin and encourage lots of questions.



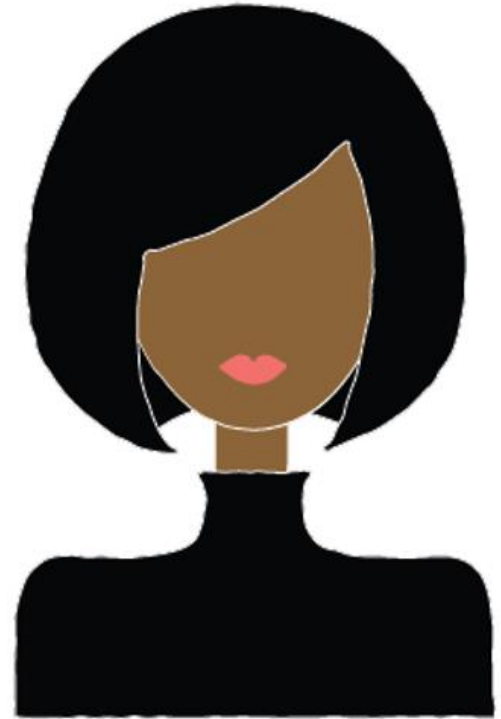
# Close The Party

*It's time to say goodbye*

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## Don't forget all your closing steps!

- Thank everyone for a fabulous virtual party!
- Then you can share special promotions/offers.
- Share the Opportunity and ask for referrals.
- Share the Mary Kay Product Promise.
- Ask guests to private message you to place their order, arrange payment and to get their name, address and phone number so you can deliver their products.
- Remind guests you will follow up with each of them.
- Remain online for a short time to answer questions.





# After The Party

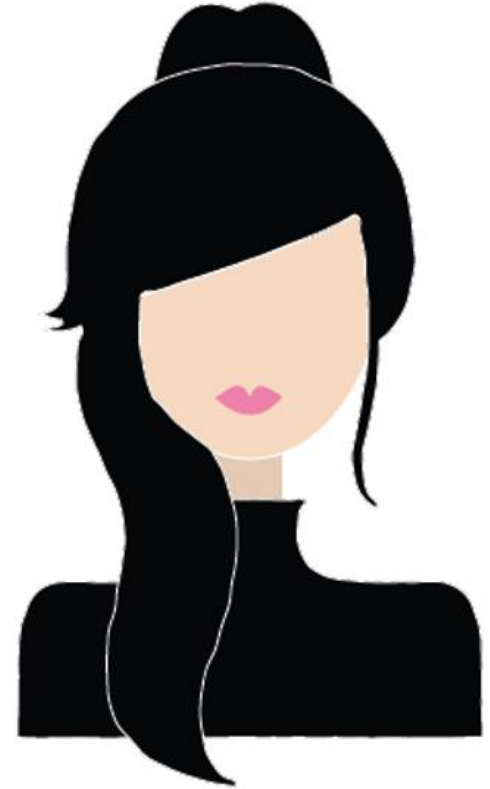
*Script for after the party via text, private message or by phone*

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Hi, {name}!

**Thank you so much for coming to my Mary Kay Digital Party! I hope you had as much fun as I did and learned a lot too!**

- **Option 1:** If your guest asked a lot of questions about a particular product, reference that in your email or private message.
- **Option 2:** Remind her that you mentioned you would be booking follow up appointments and would like to set hers up. She can invite a few friends, make it a party, and earn products!
- **Option 3:** If she bought products, ask her when would be a good time to deliver. This is also another opportunity to set up her follow up appointment or turn it into a party!



# Next Steps

*The follow-up after the party via text, private message or by phone*

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## Success is in the follow-up!

Following up with each guest personally and individually could increase order size and may increase the likelihood of booking another appointment or party.

### Consider:

- Sending a personal thank-you message.
- Booking her promised follow-up appointment - **This appointment can be digital too!**
- And always provide **Golden Rule Customer Service!**

