

CHAPTER 1

WHY

*Digital
Parties!*



This section includes tips on using this guide and some good reasons to jump into the world of digital parties.

WHAT IS A *Digital Party!*

A digital party is simply the act of holding a skin care class, colour party or any other kind of Mary Kay® party digitally, like through your social media channels. In this guide, we'll specifically cover holding skin care parties using Facebook Events. During this hour-long online event, you can use the scripts, images, videos and tips in this guide to share everything you love about Mary Kay® skin care with your customers, no matter where they live or how busy their schedules may be!

WHY BOOK *Facebook Parties!*

There are lots of ways Facebook parties can help give your business (and bookings) a boost. Just remember, Facebook parties are not designed to replace your in-person, face-to-face party business – this is just another way to enhance your business with more connections with your customers.

You can use Facebook parties to sell, book and team-build, just like you do during in-person parties. There are so many reasons to layer online parties into your business:

- ♥ Reach people who live far away or with whom you may not have regular in-person contact.
- ♥ Reach shy people or anyone who isn't comfortable in a face-to-face party.
- ♥ Party from home or wherever you have an internet connection!
- ♥ Salvage an in-person party when severe weather or other unexpected obstacles lead to a possible cancellation.
- ♥ Persuade more attendees to join an online party, especially if they are new to Mary Kay.
- ♥ Less prep time when you use approved scripts and images in this guide.
- ♥ Adding just a few Facebook parties each month can mean a big boost in business and bookings!

Create Private Event

Event Photo

Choose a Theme Upload Photo

Event Name Renee's Mary Kay Skin Care Party

Location Right here on Facebook!

Date/Time 5/17/18 6:30 p.m. CDT 7:30 p.m.

Description Hey, everyone! I've teamed up with the amazing Renee to host this online Mary Kay skin care party! It's hassle-free; you don't have to clean your house or get dressed up, and I know you'll LOVE the skin care products and results we'll be sharing. Save the date, and RSVP right here!

Guests can invite friends

Create Private Event



TYPES OF *Facebook Parties!*



01

WITH A HOSTESS

Just like your in-person parties, working with a hostess who can invite her friends, family and colleagues can increase party attendance, bring in new customers who aren't familiar with Mary Kay and gives you an extra cheerleader during your Facebook party.

02

WITHOUT A HOSTESS

You also can host a Facebook party without a hostess. Simply build a guest list on your own by posting on your business page and by sending messages through Facebook Messenger, text and email. This can be a great option when you are first starting out and may just help you find a hostess for your next party!

03

WITH YOUR TEAM OR UNIT

Another option is to host a party with other team or unit members. If you are more experienced and comfortable holding Facebook parties, this can be a fabulous hands-on education opportunity for your fellow team members. Your team members can build up the guest list and keep the excitement up while they learn as you run the party. (Just be sure guests know to contact their own Beauty Consultants for orders.)

SOCIAL SELLING



Independent Beauty Consultants who successfully run a Facebook party could see 1-3 in-person bookings with proper follow-up.