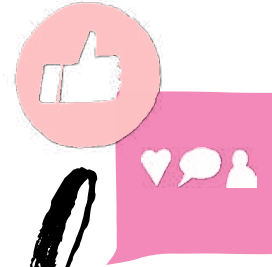


MARY KAY



Digital Parties

FACEBOOK

Skin Care Parties



WHAT IS A *Digital Party!*

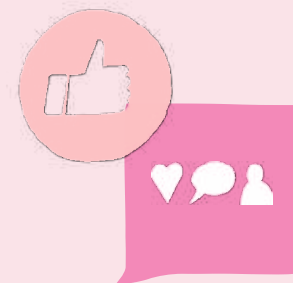
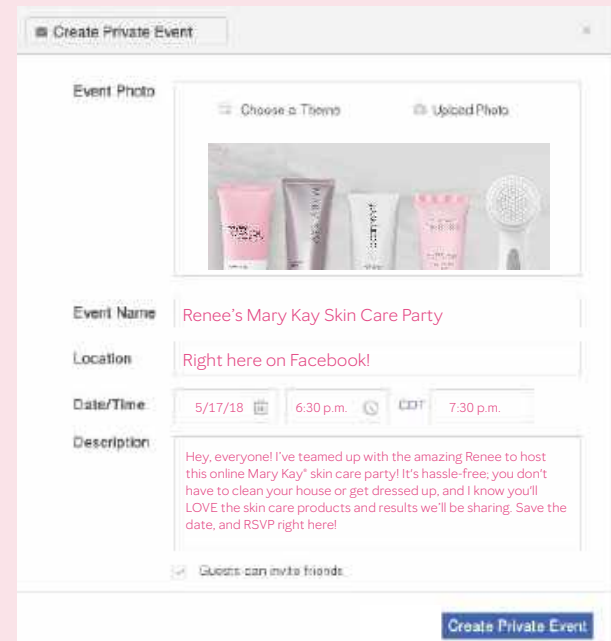
A digital party is simply the act of holding a skin care class, colour party or any other kind of Mary Kay® party digitally, like through your social media channels. In this guide, we'll specifically cover holding skin care parties using Facebook Events. During this hour-long online event, you can use 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!*

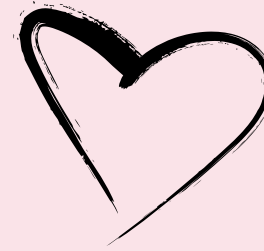
There are lots of ways Facebook parties can help give your business (and bookings) a boost. Just remember, Facebook parties are not designed to replace your in-person, face-to-face party business – this is just another way to enhance your business with more connections with your customers.

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!



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.

Party Tips



Pair these tips with Ch. 3: Facebook Party Script & Images to start holding Facebook parties today!

- ✓ Make your customers feel important! Always invite guests and coach your hostess with personal messages before sending the group event invitation. Be careful with group Facebook messages or sending a group text, as it can start a flood of responses to everyone in the message, and no one enjoys that!
- ✓ You can begin to tout the benefits of an in-person consultation anytime you message a guest. Simply mention the opportunity for a complimentary personal consultation after the party when you invite your guests.
- ✓ A typical Facebook party should last about an hour, which means you should use about 10-13 posts per party, at about 3-5 minutes per post. The script in this guide matches this recommendation.
- ✓ Comment on your own posts within the party to create more conversation or add additional web links, videos or product information. If comments or interaction are lagging, consider a prize draw or post a question! You also can coach your hostess to chime in if the pace starts to slow.
- ✓ Don't feel like you have to answer every single question. Allow other guests and your hostess to answer too. It can add to the energy and interaction in the party, and guests will love an honest testimonial from another customer or Mary Kay fan.
- ✓ Don't forget to enter guest information into myCustomersSM.
- ✓ Every Beauty Consultant may choose to run her parties in the way that works best for her. Talk to other team members, experiment and find out what works best for you!
- ✓ Be sure to follow all Social Media Guidelines and only post "commercial" posts on your Mary Kay business page, in closed social media groups or through other private communication methods.

SO MANY WAYS TO PARTY

Remember, Facebook parties aren't meant to replace your face-to-face parties. They can add additional income opportunities to your business, and you also can use them to book additional one-on-one consultations and in-person parties with attendees.

*Most importantly:
Have fun, be flexible
and go with the flow!*

Video Tips

Videos can be an exciting way to engage your guests during a Facebook party. There are some official Mary Kay® videos recommended in the skin care party script, but you also can create personal videos to connect to guests during your party.

VIDEO IDEAS

- You can use video to introduce yourself and tell your I-story to kick off the party.
- If you are comfortable applying product to yourself on video, you can show a quick makeup tutorial or a skin care demonstration.
- If there are other demonstrations that bring a “wow” factor to your in-person parties, you may consider using a video to bring that same surprise and delight to your online parties.

RECORDING VIDEO

- Remember to use a tripod or stable surface, so your video is clear and easy to watch.
- Use a clean, nondistracting background, and be sure the lighting and sound are optimal for your guests.
- Once you’ve recorded your videos on your mobile device or computer, simply save them (as a numbered post) to your party folder.

GOING LIVE

1. If you’re experienced at holding Facebook parties or very comfortable using Facebook Live already, you could consider using this feature for your parties as well.
2. Just as you would with a prerecorded video, you should stabilize your device, frame your shot and test the lighting and sound before the party begins.
3. You should practice what you plan to say or show, so you’re ready to go once the party starts. Consider recording yourself once, so you can watch and make adjustments as needed.
4. Once the party has begun, simply select the Live feature in Facebook and start rolling!

QUICK TIP!

If your significant other, child or pet happens to wander into your live video, don’t fret! Simply introduce them – one of the benefits of your Mary Kay business is the ability to work from home and around your favourite people (or animals)!

Hostess Tips

If you are looking for a hostess, reach out to your customers who are always excited about new Mary Kay® products or who are your loyal customers. Do you know someone interested but hesitant to host a face-to-face party? Offer a Facebook party! Remember, sometimes someone who isn't ready to commit to an in-person party will host or join a Facebook party. Plus, consider following up with anyone who has liked or commented on your promotional Facebook party posts to see if they want to host or attend your next Facebook party.

USING A FACEBOOK PARTY TO HELP OVERCOME OBJECTIONS

Facebook parties aren't meant to replace your in-person parties. But they can help you overcome objections from new customers and hostesses, and ease them into the idea of hosting a party in their homes. Facebook parties are a bit like a risk-free trial for party hosting. And you can easily use a successful Facebook party to book additional one-on-one consultations and in-person parties with attendees.

Offering a digital party can help you overcome all kinds of objections and find new customers. Here are just a few reasons to share with your customers:

- ♥ You don't need a sitter.
- ♥ You don't have to cook or clean the house.
- ♥ You can pop in and out if needed.
- ♥ It's free to host or attend.
- ♥ There aren't any weather or traffic problems to worry about.
- ♥ Friends and family who live far away can attend.
- ♥ Everyone is on Facebook anyway. ;) You can party in your jammies.
- ♥ You can host or attend from any device and any location with an internet signal.

PARTY PROMOTION

When promoting Facebook parties, be sure to follow all Social Media Guidelines and only post "commercial" posts (those that include a call to action, etc.) from your official business page. We've provided several post images and options for promoting Facebook parties and finding a hostess in Ch. 3 Facebook Party Script & Images.

*let's
connect!*

CHECKLIST!

Coaching your hostess

- ✓ Share your excitement as you plan the party! When she is excited, her guests will be too. Remember to apply your Golden Rule service, and don't overwhelm her with too many messages; just keep in touch.
- ✓ Decide on a date and time that works for your hostess and her friends.
- ✓ Ask your hostess to send a personal invitation to her guests on Facebook. It's best if the initial contact comes from someone they know.
- ✓ Once you have her guest list, be sure she knows that you will be communicating with them to add them to the party group, for a follow-up after the party for their very own personal consultation and any other messages you plan to share.
- ✓ If guests live in different cities, be sure your party time is still realistic in differing time zones.
- ✓ Be sure your hostess knows ALL about her hostess gift and any rewards she can earn from her party!
- ✓ Ask your hostess to encourage early RSVPs, and consider offering those guests an extra entry into a prize draw at the time of the party.
- ✓ Encourage your hostess to engage with guests during the party through comments. Ask her to comment and like the party posts (before, during and after the party).
- ✓ Don't forget to enter guest information received from your hostess into myCustomersSM.
- ✓ A few days before the party, reconfirm the date, time and details with your hostess to be sure she's as ready as you are.

PRIZE Giveaway Tips

Everyone loves a prize giveaway! When you are selecting and saving your post images, remember to consider including a few prize drawings in the mix. Drawings for prizes can help engage your guests before and during the party! You'll want to make sure any prize giveaways or drawings you choose to promote comply with all applicable laws and any Facebook terms of use. Of course, it's all up to you if and how you want to give product or prizes away!



KEEP GUESTS ENGAGED

Throughout the party, you can encourage comments and questions, ask guests to identify a specific skin care or beauty need, request referrals, additional bookings or an opportunity interview. Each time a guest completes the actions you've identified, you can add an entry into the draw. There are a number of ways to track the draws:

1. You can write a name on a slip of paper each time a guest qualifies for an entry. Then, add to a bowl and randomly draw a winner. You could even consider doing this type of drawing via Live Video for some added excitement.
2. For a single-entry draw, you can assign a number to each guest and use any random number generator tool available on the web to select the winner.
3. There also are apps available on your mobile device to help facilitate draws. Try searching "prize draw" or "raffle* app" in your device's app store.

**Note: Although the apps may refer to the draws as a "raffle," you should not use this term in your party or with your guests/hostess. Actual raffles must abide by specific rules and laws in different provinces. You are simply hosting a prize draw or giveaway.*