



# IDEAS FOR WHAT TO POST

LET YOUR CREATIVITY SHINE

# WHEN YOU POST

1. Be genuine. Talk to your followers the way you would talk to one of your friends.
2. Avoid talking about earnings completely.
3. Remember that people are more interested in balance and flexibility.
4. Talk about what you love about being a Mary Kay Independent Beauty Consultant.
5. Incorporate looks and skincare routine information into everyday posts. Share solutions to common beauty problems to add value for your community.
6. Show your face. When photographing products, show yourself using the product to be a recognizable face in the feed. Demonstrate the products on yourself as much as possible.
7. Share photos or videos from virtual or in-person parties and consultations (with permission from attendees) and focus on the experience and fun!
8. Respond to comments or questions on your post to establish you as a friend AND an expert!



Liked by [juliengg.xoxo](#) and others

[janedeau](#) I don't wake up every day and think about cleanser and moisturizer. I don't get out of bed every day for a pink Cadillac. I show up because I love what I do and love connecting with women. I love being a part of a company built by a woman for women. #MaryKay

# SOCIAL MEDIA CONTENT MIX

| Topic  | How it Comes to Life  | Tactics   |
|--|---|---|
| <b>Market the Opportunity</b><br>Create meaningful connections <i>with your followers and can offer a business opportunity for anyone.</i>   | Your social media presence allows you to share genuinely how your Mary Kay business fits in your life!  | <ul style="list-style-type: none"><li>• Share your day-in-the-life.</li><li>• Share your i-story. What made you choose Mary Kay and what keeps you going?</li><li>• Inspire with motivational quotes and experiences.</li><li>• Show how your Mary Kay business allows your life to be flexible or what value it brings to your life.</li></ul> |
| <b>Share your Expertise and Personalized Service</b><br>Share your product knowledge and beauty expertise while creating meaningful connections <i>with your customers.</i>              | Move beyond product promotion and focus on the value you provide to your customers by truly understanding their individual beauty needs.          | <ul style="list-style-type: none"><li>• Share tactical advice for customers.</li><li>• Share testimonials.</li><li>• Share that you can provide a one-stop-shop for all things beauty with a personal touch.</li><li>• Invite your followers to join virtual parties.</li></ul>   |
| <b>Market the Product</b><br>Mary Kay has a robust product portfolio created by <i>experts in research, science, safety and quality.</i>   | Highlight the authentic and innovative selling points that help make you feel confident and knowledgeable.  | <ul style="list-style-type: none"><li>• Share before &amp; after examples.</li><li>• Share how you are using Mary Kay products to pique the interest of your followers.</li><li>• Share how and why you change up your beauty routine to help you cross-sell.</li></ul>   |
| <b>Values in Action</b><br>For almost 60 years, Mary Kay and the Independent Sales Force have built a legacy of Go-Give action with ongoing commitments for a <i>sustainable future.</i> | Demonstrate participation in relevant cultural topics and social issues that will help you make you proud to be an Independent Beauty Consultant. | <ul style="list-style-type: none"><li>• Share both brand and your individual stories related to communities and causes.</li><li>• Share what the company is doing to support the environment like using biodegradable packing peanuts!</li></ul>  |

# MARKET THE OPPORTUNITY

Learn more about Marketing the Opportunity in the next section!

Share genuinely how your Mary Kay business fits in your life



Liked by juliengg.xoxo and others

**janedeau** With a Mary Kay business, you get perks like:  
💰 Earn up to 50% profit potential on products sold at the suggested retail price. 🛒 Opportunity to have a personal website, so customers can shop 24/7. 🕒 Access to 300+ products.



Liked by juliengg.xoxo and others

**janedeau** As the icon herself often said, "A dream is just a wish until you act upon it, and then it becomes a goal! Today, you can follow in my footsteps as I follow in #MaryKayAsh's footsteps, and become a goal setter! #WomensEntrepreneurshipDay #MaryKay



Liked by juliengg.xoxo and others

**janedeau** I love being my own boss and selling Mary Kay lets me to do just that.

# SHARE YOUR EXPERTISE AND PERSONALIZED SERVICE

Focus on the value you provide to your customers



Liked by juliengg.xoxo and others

**janebeau** I love Mary Kay UNLIMITED LIP GLOSS! The ultrasilky, nonsticky formula glides on with zero drag and immediately moisturizes your lips. Let's find the skin-flattering shade for you!



Liked by juliengg.xoxo and others

**janebeau** Changes in weather can leave your hands in serious need of hydration! I can give you an in-home spa experience that will leave your hands protected, soft and hydrated. If you are looking for your hands to become velvety and smooth, I'm your girl!



Liked by juliengg.xoxo and others

**janebeau** Did you know I can be your one-stop-shop for all things beauty? I can get you started with a skin care routine and the right lipstick. What can I help you with today?

# MARKET THE PRODUCT

Highlight authentic and innovative selling points



Liked by juliengg.xoxo and others

**janedeau** These shimmery pink gels deliver a refreshing burst of hydration to tired eyes. If your eyes are feeling tired, pop on a pair of Mary Kay Hydrogel Eye Patches to depuff and instantly revive eyes.



Liked by juliengg.xoxo and others

**janedeau** Just like our bodies need to be hydrated to look and feel their very best, so does our skin! This is perfect when you need an extra boost of moisture, it leaves your skin feeling cool and refreshed while it hydrates for the next 10 hours. Who needs some hydration?!



Liked by juliengg.xoxo and others

**janedeau** Currently obsessing over Mary Kay Lash Love Fanorama Mascara! It gives everyone's eyes a pair of ultrafluttery and fully fanned-out lashes. Let's chat so I can help you find the perfect look for your lashes.

# VALUES IN ACTION

Share the Go-Give action with ongoing commitments for a sustainable future



Liked by juliengg.xoxo and others

**janedeau** #FunFact - Mary Kay is a member of the Sustainable Packaging Initiative for Cosmetics (SPICE). The mission of SPICE is to drive the future of sustainable packaging for cosmetics to make significant progress in three key areas: guide sustainable packaging policy, drive packaging and provide consumers transparency.



Liked by juliengg.xoxo and others

**janedeau** I'm proud to be a part of a company with a purpose. Mary Kay's commitment to reducing its carbon footprint includes eliminating operational waste and sustainable use of resources we all depend upon to live healthy lives.



Liked by juliengg.xoxo and others

**janedeau** I don't wake up every day and think about cleanser and moisturizer. I don't get out of bed every day for a pink Cadillac. I show up because I love what I do and love connecting with women. I love being a part of a company built by a woman for women. #MaryKay

# WHERE TO GET INSPIRATION

## Share Beauty Expertise & Product Information

### Learn from Mary Kay

Follow the official Mary Kay accounts to learn product information, information on ingredients, how to apply products, ideas for bundles, etc. that you can share with your followers. Other great resources are MaryKay.com and InTouch.

### Your community's experience

Word of mouth is key! Tell your followers (with permission) about happy customers and parties you've hosted.

### Share Mary Kay content

If the Mary Kay account posts something you think your followers will enjoy, you can share or repost it. You can also share content from your Mary Kay personal website.



## Share the Special Moments in Your Life

### Personal Development

Let your community know how much you love your Mary Kay business, whether it's mentoring a new Independent Beauty Consultant, meeting that challenge, or hitting a personal goal, your followers will appreciate seeing the real and authentic parts of your journey. Remember to bring the message back around to your community. How can this inspire them?

### Social Media Holidays

If there are any holidays or social media holidays you think are relevant to you or your community, plan to post for it! Reasons to celebrate: the season, friendship, milestones, gratitude, love, and connection.

### Participate in Mary Kay social media events

Mary Kay accounts will likely post for days like International Women's Day, Mary Kay Ash's Birthday, Mary Kay company Anniversary, and more. Join the celebration!