

# MARY KAY<sup>®</sup>

## DIGITAL TO-DOS

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In today's digital age, it's a great idea to use technology to bring the skin care party and second appointment to life and generate sales. This action plan offers suggestions to help set you up for selling success.

### GET SET-UP:

#### CONNECT

1. Set-up your *Mary Kay*<sup>®</sup> Personal Web Site so your customers can shop with you online 24/7.
2. Join the My Mary Kay Facebook<sup>®</sup> Group for news and tips. It's a closed group only for U.S. Mary Kay Independent Beauty Consultants so you're among great company! Be sure to also follow the Mary Kay Facebook and Instagram pages.

#### GET SOCIAL

Your customers are online, and this is one of the best ways to connect with them.

1. Set-up your Facebook Business Page and Instagram Business Account and get familiar with those platforms.
2. Post regularly to stay top of mind. The Social Media Playbooks, available under Product Central, are a great resource for post ideas and inspiration.

#### GET MOBILE.

These digital tools can help your customers get to know the vast array of Mary Kay products on their personal mobile device.

1. *Mary Kay Mirror Me*<sup>™</sup> App
2. *Mary Kay*<sup>®</sup> eCatalogs

### SELL AND SHARE

#### REVIEW THE DIGITAL BUSINESS BASICS HUB AND THE DIGITAL SKIN CARE PARTIES GUIDE

Located on *Mary Kay InTouch*<sup>®</sup> for specifics on staying connected with your customers. Some ways to sell virtually might include:

- a. Digital Skin Care Party
- b. Virtual Facials via FaceTime
- c. Post about your favorite products on Social Media

#### CONTACT CUSTOMERS

To book digital skin care parties and virtual facials. Scripts are available in the Digital Parties Guide to help get you started.

#### FOLLOW THE BEST PRACTICES

Outlined in the Digital Skin Care Parties Guide to conduct your virtual appointments.

#### SEND MARY KAY<sup>®</sup> ECATALOGS

To customers and invite them to browse.

#### REMEMBER CUSTOMER DELIVERY SERVICE

As an option to deliver customer orders, or if you prefer, offer porch drop-off. Either way, your customer doesn't need to leave her house to feel pampered and beautiful!

#### DON'T FORGET TO FOLLOW-UP!

It's important to provide Golden Rule customer service and ensure your customers are happy with their purchases. You can also schedule second appointments to introduce additional products, as well as ask for referrals and share the Mary Kay opportunity.