

MARY KAY®

AUGUST 2020 SOCIAL MEDIA PLAYBOOK

#MKCelebratePink & #MKBeautyBeyond

If you follow these prompts exactly as they are written, you will create *informational* messages. Informational messages can be posted to both your *personal and business* social media pages. Should you add anything that invites a user to do business with you – such as a price or a suggestion to book a party – these will be considered *commercial* messages, which should only be posted to a *business* page.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Tuesday, Aug. 4	Your nightly <i>Mary Kay®</i> skin care routine	On a shelf or countertop, style the products that you use in your nighttime skin care routine. Move taller products like cleansers or toners to the back and shorter products like eye creams to the front. You can add props like a jar of cotton swabs or a small rolled towel. Take a close-up photo so that the products fill your photo.	<p>Did you know that you can build your own beauty routine with #MaryKay? Yep! The beauty of a Mary Kay® skin care regimen is that you can customize your daily regimen with products created for every skin type, concern and need.</p> <p><i>(Tell us a little bit about your routine. Which product have you used the longest? Which is newest to you? Which could you not live without?)</i></p> <p>Feeling skin-timidated? A Mary Kay Independent Beauty Consultant and the Mary Kay® Skin Analyzer App can help you figure out which regimen is right for your skin. #MKCelebratePink</p>
Sunday, Aug. 9 National Book Lovers Day	White Tea & Citrus <i>Satin Body®</i> Whipped Shea Crème or your favorite <i>Mary Kay®</i> lotion Your favorite book	Lay your favorite book on a table. Near the top right corner of the book, include the White Tea & Citrus <i>Satin Body®</i> Whipped Shea Crème. Try twisting the lid off and leaning it against the edge of the jar so the crème is visible in the photo. Hold your phone about 12 inches above the book and snap a photo.	<p>Did you know that today is #NationalBookLoversDay? My favorite book is...</p> <p><i>(Tell us what your favorite book is and why you love it.)</i></p> <p>What are you currently reading? #MKCelebratePink</p>

WHAT IS SUBTLE SELLING?

Subtle selling on social media is a strategy to create posts that may not directly reference products. Posts like the one above allow you to connect with your followers on a personal level and can help build relationships.

Including a product in the photo is a subtle reminder that your followers can contact you to purchase.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Wednesday, Aug. 12</p>	<p>Mary Kay® Oil-Free Eye Makeup Remover</p> <p>Mary Kay® Waterproof Liquid Eyeliner Pen</p> <p>Lash Love® Waterproof Mascara</p> <p>Cotton swab or cotton pad</p>	<p>Draw a few lines using the Mary Kay® Waterproof Liquid Eyeliner Pen and/or Lash Love® Waterproof Mascara on the back of your hand. Film a video of your hands applying the Mary Kay® Oil-Free Eye Makeup Remover to a cotton swab or cotton pad and gently removing a part of the waterproof swatches.</p>	<p>Even waterproof makeup doesn't stand a chance! 🌊 Mary Kay® Waterproof Liquid Eyeliner Pen and Lash Love® Waterproof Mascara can last all day through the summer heat or poolside fun. But one swipe of Mary Kay® Oil-Free Eye Makeup Remover will gently remove the toughest eye makeup.</p> <p><i>(How long have you been using Mary Kay® Oil-Free Eye Makeup Remover? How does your skin feel after using it? Why do you think everyone needs this eye makeup remover?)</i></p> <p>Do you prefer waterproof makeup products? #MKCelebratePink</p>
<p>Saturday, Aug. 15</p> <p>National Relaxation Day</p>	<p>Mary Kay® Hydrogel Eye Patches, pk./30 pairs</p>	<p>Show us how you relax. Create a relaxing scene in your home to photograph. You could include a candle, a cup of tea, a book or a movie.</p>	<p>Here is how I am relaxing on #NationalRelaxationDay.</p> <p><i>(Tell us about your relaxing set up. How often do you take time to relax? How do you feel before, during and after your relaxation time? How do the Mary Kay® products you are showing help you to relax?)</i></p> <p>How are you taking time to relax today? #MKCelebratePink</p>

NEW HASHTAG

A new hashtag is selected each quarter to go along with the theme of *The Look*. The Fall 2020 theme is *Beauty Beyond Belief*, so the hashtag used within the rest this playbook is #MKBeautyBeyond.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, Aug. 24	Limited-Edition <i>Mary Kay</i> ® Foil Eye Shadow Duo	Create an eye shadow look using one of the new limited-edition <i>Mary Kay</i> ® Foil Eye Shadow Duos. Bring your camera just a few inches from your face before snapping a photo. Facing a window will provide the best lighting. Take one photo while looking straight at the camera and a second photo while looking down, so we can see different angles of your new look. You could also consider filming a Boomerang video of your eye opening and closing to show off your look.	<p>Sophisticated sparkle and high-impact metallics! ✨ The new limited-edition <i>Mary Kay</i>® Foil Eye Shadow Duos make me feel...</p> <p><i>(Describe how your look makes you feel – daring, dramatic, powerful, etc. Step by step, walk us through the products and brushes you used to create your look. Did you try something daring that you wouldn't normally try?)</i></p> <p>What makeup product makes you feel most confident? #MKBeautyBeyond</p>
Thursday, Aug. 27	<p><i>Mary Kay Unlimited</i>™ Lip Gloss</p> <p>Limited-Edition <i>Mary Kay</i>® Cream Blush Duo Stick</p> <p>Limited-Edition <i>Mary Kay</i>® Foil Eye Shadow Duo</p> <p>Limited-Edition <i>Mary Kay At Play</i>® Color Correcting Stick</p>	Create a makeup look that uses some or all of these newly launched products in addition to your go-to <i>Mary Kay</i> ® makeup products. Take a selfie flaunting your new look.	<p>I'm flaunting a full face of new products!</p> <p><i>(List each of the new and limited-edition products that you used to create your look. Which one could you not live without? Which one has the most impact?)</i></p> <p>Have you taken a chance or tried something new this week? Tell me about it in the comments below. 🙌 #MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, Aug. 16	<i>Mary Kay Unlimited™</i> Lip Gloss	Snap a selfie while wearing your favorite new shade of <i>Mary Kay Unlimited™</i> Lip Gloss. Hold the tube close to your face and try snapping a few photos with different facial expressions before choosing your favorite.	<p>It's here!! 🌶️ New! Mary Kay Unlimited™ Lip Gloss comes in 14 gorgeous shades. I'm wearing shade...</p> <p><i>(Tell us about the shade you are wearing? Why is it your favorite? What is your favorite benefit of the new formula? What shade are you going to try next?)</i></p> <p>#MKBeautyBeyond</p>
Tuesday, Aug. 18	Limited-Edition <i>Mary Kay®</i> Cream Blush Duo Stick	Film a Boomerang video while swiping on the limited-edition <i>Mary Kay®</i> Cream Blush Duo Stick. You could apply to your cheek or swipe on the back of your hand.	<p>I'm doubling down on this totable, two-in-one stick! The matte side creates a flattering, naturally blushing cheek, while the shimmery side adds dimension.</p> <p><i>(Which shade are you demonstrating? Which side do you apply first? Did you apply after using foundation or on bare skin? Have you learned any tips while applying the blush stick?)</i></p> <p>#MKBeautyBeyond</p>
Friday, Aug. 21	A <i>Mary Kay®</i> product that your followers may not know about	Take the product and lay it flat on a solid background. You could use colored paper or a poster board to create a solid background. Snap a photo from above.	<p>I believe that the <i>(insert product name)</i> doesn't get enough love!</p> <p><i>(Tell us why you love this underrated product. What benefits would it provide your customers? Whom is this product best-suited for?)</i></p> <p>❤️ #MKBeyondBeauty</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Saturday, Aug. 29	Mary Kay Unlimited™ Lip Gloss	Swatch some or all of your favorite shades of the new <i>Mary Kay Unlimited™</i> Lip Gloss on the back of your hand or on your forearm. Then snap a photo. For the perfect swatch, dip the applicator into the lip gloss tube and gently drag the applicator across your skin. You may need to dip into the lip gloss tube a few times to build a solid color swatch. The swatch should be one to two inches long and the width of the applicator.	Nothing but smooth, glossy goodness! 😊 These new Mary Kay Unlimited™ Lip Glosses are nonsticky, nontacky, have zero-drag glide and distribute the perfect amount of gloss. Which shade is your favorite? #MKBeautyBeyond

HOW ARE THE SOCIAL MEDIA PLAYBOOKS HELPING YOUR BUSINESS?



Allie Litchkowski

I received 5 orders and was contacted by 3 potential new customers 🍷😊

Like · Reply · 1w



Ashe Montanye

I had new people request information on products and scheduled appointments!

Like · Reply · 1w



Sarah-Elizabeth Pilato

I got NEW customers and new orders from people I have known for a long time but just started "watching" me on social media!

Like · Reply · 1w

