

Digital Skin Care Parties

What is a Digital Party?

Why book Digital Parties?

Types of Digital Parties

Comparing In-Person vs. Facebook Live

What Is A Digital Party?

A **digital party** is simply holding a skin care class, color party or any other kind of Mary Kay® party digitally, through your social media channels or other streaming platforms.

A digital party is an opportunity to expand your network, providing a way to share and grow your business.

Digital Parties are not designed to replace your in-person, face-to-face business
– they are a way to expand your business or provide another way to enhance your existing business with more ways to connect to your customers.

Why Book Digital Parties?

You can use Digital Parties to book, sell, and team-build, just like you do during in-person parties.

There are lots of ways Digital Parties can help give your business (and bookings) a boost.

- 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!
- A great option when weather or other unexpected obstacles lead to a possible cancellation.
- Persuades more attendees to join an online party, especially if they are new to Mary Kay.

Adding just a few Digital Parties each month can mean a big boost in business and bookings!

Various Ways To Party Online

Facebook Live Party

Just like in-person parties, you can hold digital parties using Facebook Live . 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 Digital Party.

Facebook Live Events

You can hold Facebook Live Events to introduce new Mary Kay® products or feature some of your favorite Mary Kay® products.

One-on-One Appointments

You can utilize Facebook Messenger, Facetime, Skype, etc. to hold One-on-One Appointments.

Comparing In-Person vs. Facebook Live Party

	In-Person Party	Facebook Live Party
Pre-party Planning		
Contact your guests to introduce yourself and ask questions from the Customer Profile card	✓	✓
Create your Facebook Group Event		✓
Coach your hostess		✓
Send your product samples to your guest		✓
Before the Party		
Set up the skin care party table	✓	
Start your Facebook Live Party		✓
Show your hostess how to do the Satin Hands® product demo	✓	
Greet your guests at the door with a handshake to get to know them	✓	
Opening		
Welcome guests and thank the hostess	✓	✓
Share a little bit about the party	✓	✓
Introductions in person	✓	
Introductions through comments during your live party		✓
Talk about <i>The Mary Kay Foundation</i> SM	✓	✓
Talk about the <i>Mary Kay</i> ® Opportunity	✓	✓
Share your I-Story	✓	✓
Share what you offer your customers – The <i>Mary</i> ® <i>Kay</i> Satisfaction Guarantee	✓	✓
Let the Beauty Begin		
Instruct guests to try the products as you talk about the benefits	✓	✓
Close		
Wrap up and quick review of the products	✓	✓
Review the sets that are available	✓	✓
Talk about special offers	✓	✓
Lead-in to individual consultations	✓	
Offer opportunities for digital One-on-One Appointments		✓
Close the sale!	✓	✓