

Digital Best Practices



Party Tips

Setup for Success

Video Tips

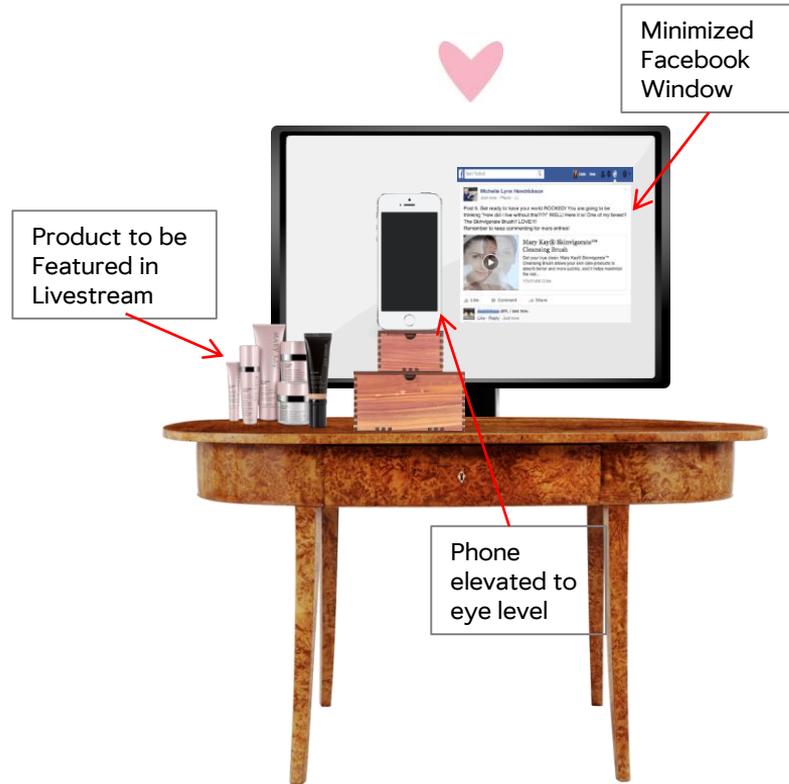
Tips and A-ha's!

Party Tips

- A typical Facebook party should last **about an hour**.
- Send **Mary Kay product samples** prior to your party so your guests have them available to try during your party.
- **Make your customers feel important!** Send a personal message to the hostess and each guest before sending the group event invitation.
- You can tout the benefits of a **follow up consultation or second appointment** anytime you message a guest. This can be digital too!
- 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 drawing or post a poll or a question! You also can **coach your hostess** to chime in if the pace starts to slow.
- Don't feel like you must answer every single question. Allow other guests or 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 Mary Kay fan.
- **Don't forget** to enter guest information into your *myCustomers+*TM App.

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.

Setup For Success



- ♥ Try out your livestream before your first party! Going to an event or on a beautiful walk? Livestream it!
- ♥ Gather the product you plan on sharing live so that it is easy to reach once you start broadcasting. An idea might be to set them on a table in front of you, but below the camera.
- ♥ Ensure you have good lighting.
- ♥ Find someplace to prop your phone so you can be “hands free” and at eye level. This will give you more opportunity to show and demonstrate the product.
- ♥ Don't be too far from the phone as you could lose audio quality.
- ♥ If you want, open your home computer screen to see what your guests are seeing.

Video Tips

Going Live!

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

Even if you aren't experienced at holding Digital Parties , we will walk you through every step.

- 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.
- Record in a quiet space with minimal distractions in the background.
- You should practice what you plan to say or show, so you're ready once the party starts. Consider recording yourself once, so you can watch and adjust as needed.
- 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 favorite people (or animals)!

Tips And A-ha's!

- Use the back of your hand and hold it up to the camera to show different formulas and shades.
- When possible, take opportunities to cross promote other products. For example, if you're showing new eye shadow shades, you could also show Mary Kay® Oil-Free Eye Makeup Remover.
- Show the hydration of a product by letting it catch the light on the back of your hand.
- Want to showcase a product feature that might be hard to see? Hold up a sturdy piece of white paper behind it. For example, the bristles of a mascara wand.

