

The *Mary Kay*[®] App ACTION PLAN

Are you ready to boost sales by giving your customers instant access to shop *Mary Kay*[®] products? The *Mary Kay*[®] App is a free digital resource designed to place the power of perusing beauty directly in your customers' hands. Not only does the *Mary Kay*[®] App help your customers place orders from their smartphones with ease, it also allows for seamless communications – such as new product launch alerts, promotions and more.

This document shares the Six Most Important Things you need to know about this game-changing app and how you can introduce it to your customers! You'll also find a few sample scripts, ideas for generating leads and prompts to engage your customers and provide them with Golden Rule customer service.

1

Download the app, and familiarize yourself with its features.

- Simply go to the App Store or Google Play, and search for "Mary Kay App."
- Once downloaded, explore each section to fully experience what your customers will experience.
- Unlock all of the great features by locating your profile and registering with yourself.
- Create your own personalized *Order of Application* and *Shareable Wish List!*



2

Invite your customers to download the app and to register with you!

Consider offering your customers a reward for downloading the app – such as a gift with purchase or a future order discount. Below are multiple ways that you can share the app with your customers:

- Share the app with your customers directly from the App Store or Google Play. Simply click on the *Mary Kay*[®] App icon, and tap on the Share icon located at the top right corner of the screen. (Note: You can share the app directly from an iPhone to other iPhone users. The same is true for Android phone users. If your customers have a different type of smartphone than you, invite them to download the app directly from the App Store or Google Play.)
- Open the sharing options icon on your smartphone to select how you want to share the app with your customers.
- Invite your customers to download the app directly from the App Store or Google Play by searching "Mary Kay App."

START THE CONVERSATION!

"Hi, Julie! Have you heard that Mary Kay has an app for customers so you can shop for your fave products from the convenience of your smartphone? Just go to your app store and type "Mary Kay App" to download the app.

Hi, Julie!

3

Invite your customers to connect with you!

- Customers who are already registered on your *Mary Kay*[®] Personal Web Site can log in using their existing credentials.
- Customers who aren't yet registered on your PWS can search for you by first name, last name and state – so be sure to provide this information in the invite.
- If you don't have a PWS, your customers can still locate you within the app by searching for you by first name, last name and state in the Consultant tab.
- You can also text a personalized QR code to your customers from the *Mary Kay*[®] App that includes a link to connect with you directly. Find your QR code in the Consultant tab located under your profile picture. Simply tap the QR code to display the Share and Download options.



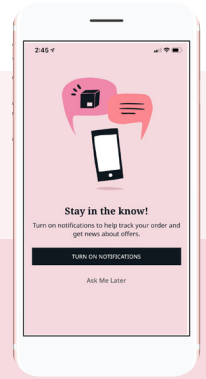
4

Invite your customers to receive push notifications!

This is truly the best way for them to stay in the know about new product launches and promotions. All they have to do is opt in!

START THE CONVERSATION!

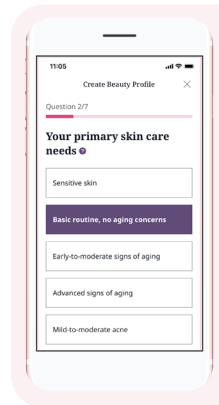
"Please opt in to receive notifications so you can stay in the know about new product launches, promos and more. As a thank-you for downloading and connecting with me in the app, I'm happy to offer you a free __ on your next *Mary Kay*® purchase. Can't wait to hear what you think of the app!"



5

Invite your customers to complete their Beauty Profiles on the app.

- To locate the Beauty Profile within the app, your customers will need to sign in and tap the My MK tab at the bottom of the app screen.
- Once their Beauty Profiles are completed, they'll be served up a list of product recommendations.
- Additionally, you will automatically see the information generated in *myCustomers*™ and *myCustomers+*™ so you can assist them in creating their own personalized skin care routines!



6

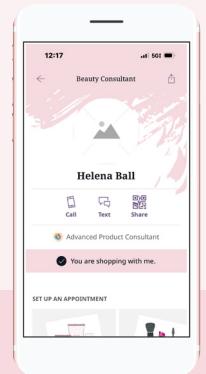
Invite your customers to share your profile.

Encourage your customers to share your profile with their friends and family directly from the app. Offer a reward if new customers register with you from their referrals. It's super simple for your customers to do:

- Ask them to sign in and tap on the Consultant tab at the bottom of the screen.
- A sharing icon will appear at the top right of the screen. They will need to tap on the icon to access the sharing functions, then select their sharing preference.
- They also have the option to tap on the QR code to share a link through text that will take the recipient directly to your profile!

START THE CONVERSATION!

"Hi, Susie! Would you like to receive credit toward your next order? When you share my profile information with five of your friends or family members through the *Mary Kay*® App, you'll receive a special discount from me!"



ARE YOU READY TO TAKE ACTION?

Visit the Mobile Apps page on *Mary Kay InTouch*® to learn more about the *Mary Kay*® App and to access all of the great resources available to share with your customers.

Mary Kay InTouch® > Business Tools > Document Library > Mobile Apps