

MARY KAY

# VIRTUAL SKIN CARE PARTIES

What Is A Virtual Party?

Why Book Virtual Parties?

Types Of Virtual Parties

Parties With Or Without A Hostess

Parties With Or Without Product Samples

# WHAT IS A VIRTUAL PARTY?

A **virtual party** is simply holding a skin care class, color party or any other kind of Mary Kay® party through video conferencing, your social media channels or other streaming platforms versus holding a party in-person.

**Virtual parties** are a great opportunity to maximize your time by connecting with an endless list of potential customers or team members — such as family, friends, acquaintances, colleagues and others.

**Virtual Parties are a great way to add additional business to in person parties** – they are a way to expand your business or provide another way to maximize your business with more ways to connect to your customers.



# WHY BOOK VIRTUAL PARTIES?

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

There are lots of ways Virtual 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.
- The guests at the party can be from multiple cities and states.
- 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.
- Maximize your time with potentially more guests attending a single virtual party.

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

# VARIOUS WAYS TO PARTY VIRTUALLY

## Facebook Live Party

Just like in-person parties, you can hold virtual parties in real-time 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 Virtual Party.

## Facebook Watch Party

Facebook Watch Party is for groups that choose to watch videos together, regardless of their location. It's like a live feed on Facebook, but in this case, the participants will be invited separately by the hostess to view pre-loaded videos.

## Zoom

Zoom is a video conferencing tool that can be used across any device. It has meeting capabilities that make it easy to start, join, and collaborate with attendees of your parties.

## One-on-One Virtual Appointments

You can utilize Facebook Messenger, Facetime, Zoom, Skype, etc. to hold your one-on-one appointments.

# HOSTESS OR NO HOSTESS – YOU CHOOSE

## With a Hostess

Just like in-person parties, 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 party.

## Without a Hostess

You also can host a virtual party without a hostess. In this case, you become the hostess. Simply build a guest list by posting on your business page and by sending private messages through your Social Media channels. Encourage guests to bring a friend to expand the guest list even more. It doesn't matter if guests don't know each other because it's virtual! This can be a great option when you are first starting out and may just help you find a hostess for your next party.

## With Your Team or Unit

Another option is to host a party with other team or unit members where you each invite guests to the party. This can be a good option if you are new to holding virtual parties so you can learn how to do your own. Just be sure guests know to contact their own Independent Beauty Consultants for orders.

# PARTIES *WITH* PRODUCT SAMPLES

Are you hosting a Grand Opening Party to kick off your business or are you hosting a party where your guests are trying the Mary Kay® products in real-time? Consider providing product samples for your customers to create excitement and potentially increase sales.

## **Parties with product samples:**

- Provide the opportunity for your guests to try the products as you demonstrate during your virtual party.
- Keeps guests interested and engaged.
- Helps make selling easy!

**Tip: Mail samples in a timely manner to ensure that your guests receive them before the party. If they live close by, you can drop them off the day of the party.**

# PARTIES *WITHOUT* PRODUCT SAMPLES

Parties without product samples can be equally as engaging as with samples. You can share product information and benefits using professionally branded videos and materials available to you on Mary Kay InTouch®.

## **Parties without product samples:**

- Can be an option for Facebook Live, Facebook Posting or large Zoom parties.
- Consider offering product samples as a gift or prize to encourage participation during your party.

## **Resources available for you on Mary Kay InTouch® :**

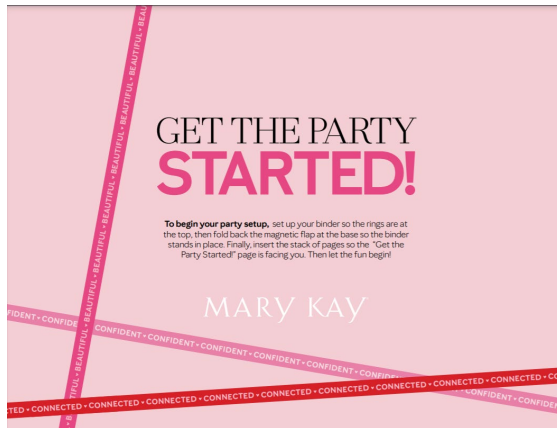
For everything product related, visit Mary Kay InTouch® > Products > Product Central

For everything party related, visit Mary Kay InTouch® > Education > Party Central

# DOWNLOADABLE RESOURCES FOR YOUR PARTY

These shareable resources can make your party a huge success! Find these and more on *Mary Kay Intouch*®

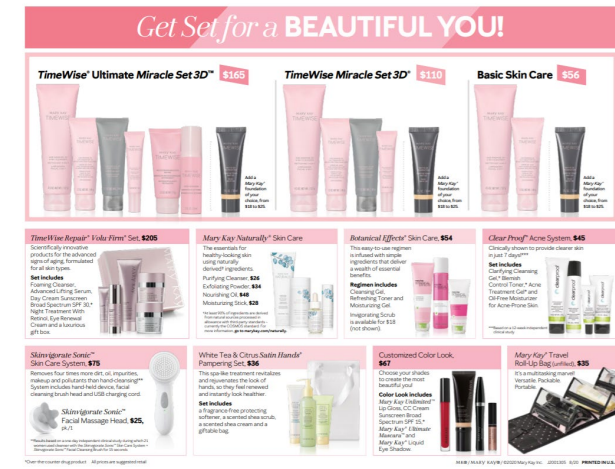
Download and share the virtual version of the Flip Chart for a presentation on the Mary Kay® products and the business opportunity.



Download and share the Beauty Book for a skin care class.



Download and share the Skin Care Place mat so your customers can view the sets for sale during your close.



Mary Kay Intouch® > Education > Party Central > Supporting Materials



# PARTY PREP FOR YOUR FACEBOOK BUSINESS PAGE

Product images can make your party a huge success! Find these and more on Mary Kay *Intouch*®

You can personalize your Facebook Event page by [uploading photos](#) and adding a description based on your Virtual Party theme. Consider posting once per day leading up to the Event. Ask attendees questions like, “Which products are you most excited to see?” or “What Mary Kay® products are you using now?” to engage your audience.

You can use the Social Media Playbook, Digital Party Social Media Playbook, Digital Assets and Digital Library to spark ideas on what posts to create.



Mary Kay *Intouch*® > Education > Party Central

# LEARN AND PRACTICE!

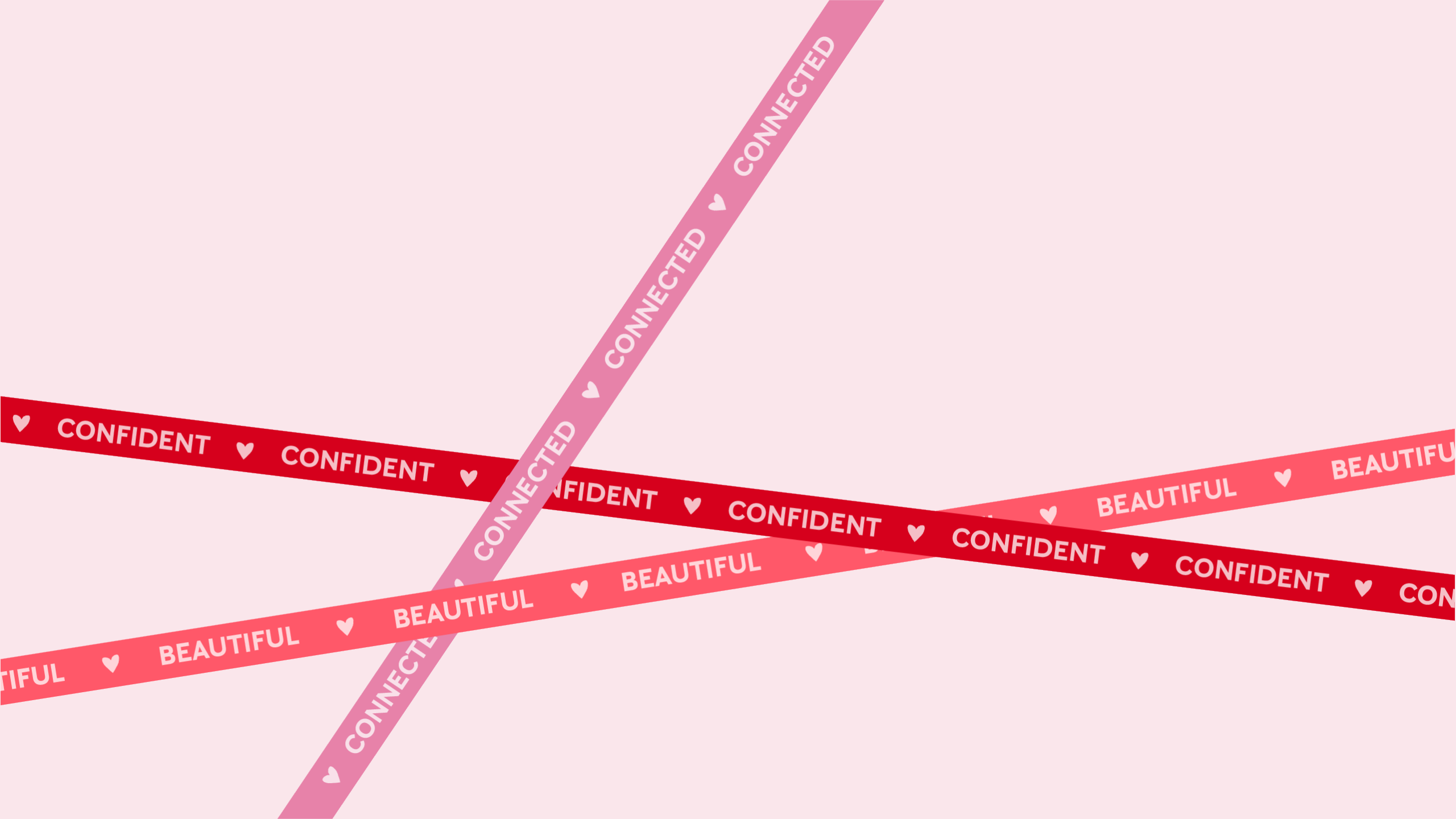
Whether you are holding a virtual party or an in-person party, party basics are the same. Read your Flip Chart to learn how to present the amazing Mary Kay® products!

- A digital copy is available on Mary Kay InTouch® > Education > Party Central > Supporting Materials
- Download the mobile version from the Digital Showcase App
- Purchase a paper copy on Section 2 of online ordering

## Review suggested dialogues from your

- Start Something Beautiful® Magazine
- Flip Chart
- How to Virtual Party Guide – Step 3

Visit the Mary Kay Video Lounge for helpful tips on how to grow your Mary Kay business virtually. [Click here](#) or visit Mary Kay InTouch® > Video Lounge > Education



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