

Facebook Posting Party Tips

Use (find material in Royal Family FB page):

Summer Beauty Bash

10 Favorite Things

What Not to Do:

- Don't post just graphics & words
 - Do games/activities
 - Go Live/Videos
 - Lots of variety
- Don't not welcome guest to the group
 - Every couple days welcome new guests
 - Tag guests by name (it creates a notification to them)
- Don't expect the hostess to do what you tell her or need her to do
 - Send message to hostess (find this in Tuesday Hot News)
 - Give her tips/ideas and dates/times
 - Give hostess instructions; tell her why you are excited
 - Encourage hostess to post their 'why' they are hosting
 - Give her a script to use to invite guests (don't 'kidnap')
 - Create the group for hostess
- Don't post all MK stock photos
 - Post real product pictures - take them yourself or 'borrow' from others
 - Use actual customer before/after photos
- Don't just go for the sale at the end of party
 - Be strategic - book the next hostess(es)
 - Get referrals (use referral sheet offering incentive)
- ❑ Create a FB group not an event
- ❑ Offer the hostess incentive (ie: 20% toward her purchases)
- ❑ Give hostess an incentive for actual number of people in the group (ie: mascara per 10 people)
- ❑ Schedule posts on specific dates/times up to the party
- ❑ Encourage hostess to comment on posts
- ❑ Engage with guests
- ❑ Go live (20-30 minutes) in the party at specified time show products, engage with guests
- ❑ Follow UP immediately after with a special offer for all guests who engaged during the party
- ❑ Message everyone that commented during the party the next day thanking them for joining in
- ❑ Message even those that did not engage or comment thanking them for being a guest of hostess
- ❑ Offer beauty bag/pamper package for booking a party
- ❑ Provide hostess offers - treat them as a referral