

What YOU Must Know About a Personal Web Site:

\$38 Million Dollars in sales last year generated through personal web sites.

Black Friday alone generated more than 9200 orders and \$758,000 in sales.

Our consultants are doing great business online.

Currently only 27% of the independent sales force has a MK personal web site.

No doubt the best way for your customers to discover what they love about Mary Kay is to try our products face to face. The relationships that you build sharing the products face to face are magical and the true foundation of your business. We want to build on that magic.

These digital tools can help you service those customers and make additional sales while you are out working face to face.

Almost all Sales Directors have a personal web site **but only about a quarter of our consultants have a personal web site.** Even understanding that not all beauty consultants are aggressively

working their business, the important thing to recognize is that a personal web site is working even when you are not. Consultants can generate more business just by having a Web Site.

Social Publisher which is included with your \$60 annual Web Site registration will post MK product, promotional news and updates on your FB Business Page and drive all those customers back to your personal Web Site.

Mary Kay will update your site with every product launch without you having to lift a finger.

Every product page has a suggestion on it which allows you to up sell and cross sell while they shop online. Last Nov. during the 4 days of Black Friday to Pink Monday, 18,000 additional products were added to carts and purchased because of those up sells and cross sells. You got them there and we sold them 18,000 more products for you. It's a great deal!

Only personal web site subscribers can choose to send a weekly beauty e-news to their customers.

That is really important because those emails generate about a half-million dollars in sales each month just online alone. We basically put it out there in front of them and they go to your site and buy product.

Mary Kay includes MaryKay.com on all of our promotional materials and advertising to drive more consumers to the consultant locator and ultimately to your personal web site.

Mary Kay spends hundreds of thousands of dollars every year on paid search so when people are out there typing in mascara, foundation into Google or Bing, they are being driven to Mary Kay vs. a competitor.

The company is doing everything they can to drive traffic to your personal web site. How can you set yourself apart from the rest? You may want to consider some good practice items to make sure your site is going to come up in the consultant locator.

You need to promote your site. You could do that with a signature in your email, FB Business Page, Business Cards to continuously remind your customers how to find you online.

Make sure you have a personal profile on your web site. Your photo should present yourself as you are working to make a powerful first impression. On the college tour this last Fall, we saw over and over again that the students would select a consultant who had a photo of herself.

The other item that caught the eye of the students is the Advance Color Consultant designation.

Earn it! You want that displayed on your Web Site Profile as a way to market yourself online.

Mary Kay wants to help you market yourself to new customers and help you have more business.