

Pink Friday Sale Strategy (Scripts & Extras from our Hangout!)

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The key to an effective sale any time of the year is communication, communication, communication. Notify your clients, family and friends in advance of the sale in multiple ways: postcards, email, facebook, call and text. Remind them of the sale as the date approaches and the day of the sale (even throughout the sale if you are working toward a specific goal – they want to help you WIN!). Individual follow-up with your customers, family and friends is critical for great results!

NOW:

- Set up a VIP Customer FB Page and post a welcome to Save The Date (see script below)
- Post on Instagram & Facebook
 - Example Post: Save the Date!! Register on my personal website to receive the scoop on my upcoming sale that is so good it turns Black Friday PINK!!
www.marykay.com/YOURWEBSITE
<Include Image>
- Send your customers, family and friends a customized email this week to build anticipation of the sale!! (use mail chimp free account, mail merge, etc)

Subject: Mary Kay Sale - PINK FRIDAY! SAVE THE DATE

Your favorite Mary Kay consultant loves a great deal AND one thing I love even more is giving you one, so the day after Thanksgiving: Everything is on Sale! Shop EARLY to save more!

<Include Image>

<<MK Signature>>

Week of Thanksgiving:

- Use social media to your advantage!
 - Post about your sale on your fb business page
 - Why not change the COVER of your personal Page to reflect the SAVE THE DATE?!
 - Build anticipation on your VIP customer page with product videos or images
- Monday – send another email which includes all of the sale information

Subject: Mary Kay Sale - PINK FRIDAY!

Your favorite Mary Kay consultant loves a great deal AND one thing I love even more is giving you one, so this FRIDAY:

Everything is on Sale! Shop EARLY to save more!

<Image with details>

Visit my website to order: www.marykay.com/YOURWEBSITE, reply to this email or call/text me!

Please note: Discounts will be applied once your order is submitted based on time stamp – discount will not be reflected in your cart. Orders can be submitted via email, call, text or my website

EXTRA EXTRA: I have MK SWAG BAGS, a special gift on all orders over \$50 and YOU receive \$15 in MK Gift Card to use with me on a future order for every 3 friends/family who purchase from me on Pink Friday (with NO LIMIT!)

<<MK Signature>>

- Wednesday Night (day before Thanksgiving) – text reminders
 - Set your phone alarm NOW! <insert stitched image of all 3: sale details, \$50 free and \$15 MK Cash made using app like photogrid>
 - Put your family to work – have relatives/friends text their friends to!
- Thursday LATE night (Thanksgiving) – text message again

I hope you had a great Thanksgiving!! I am thankful to have you as a customer! To show my appreciation, someone will earn their Pink Friday order for free!

Respond to this text with “Alarm Set” to get entered to win a \$25 gift certificate.

<Insert Elf Image>

****The key here is to get them to interact with you!****

- PINK Friday (Day of Sale) – Get Parties Booked!! Referral GENERATION!

If you have 10 customers refer you to 10 people- that’s 100 new leads/parties facials- FREE SAMPLE SWAG BAG for every 10 referrals!

Text them, “Hey girl! I got your order! I wanted to talk to you ASAP to get you in on a limited time gift. Call me to get details!”

When she calls- if you get 7-8 people to do a party with you & me in the next two weeks, you can probably get your whole order for free! Lets get it on the books! <<book appt>>

Then you say, “I have 7 SWAG BAGS left.... Post a selfie of you with a MK product and tag me and 10 of your friends that you want to gift with my Pink Friday Sale. If you do this in the next 10 minutes, one of the bags is yours!”

Then contact those referrals through FB, "Hey Claire – check your messages for a special gift!"

"Hey Claire this is Karla, and I'm a friend of Holly's! She just took advantage of my pink Friday sale and unlocked TEN invites! She wanted YOU to have one of them! <attach image>

- Saturday – Small Business Saturday

- Reach out to anyone you were expecting to order Friday who didn't
- Social Media Posts, email, a text or phone call to anyone you expected to order who did not

When you #ShopSmall you support families & people. It is #SmallBizSaturday! If we all just bought 1 of our holiday gifts from a small business instead of a big box, imagine what a difference we could make?!? Please consider heading to my website and finding something for yourself or a loved one today. THANK YOU! www.marykay.com/YOURWEBSITE

- Enroll your friends:

Hi friends! May I post my Small Business Saturday info on your wall?

If so, I'll enter you to win a full-size prize! Simply comment below with a "YES!"

Then: "Hello friends! It is #SmallBizSaturday and our amazing <friend> is letting me post about mine. I own my own Mary Kay business selling skincare, cosmetics & body care. If we all just bought 1 of our holiday gifts from a small business instead of a big box, imagine what a difference we could make?!? Please consider heading to my website and finding something for yourself/loved ones today. THANK YOU! www.marykay.com/YOURWEBSITE

- Monday: Cyber Monday – another catch all – follow up with anyone you expected would order and the 10 tagged friends who unlocked access to the sale!

- Did you miss PINK Friday??? Don't worry, there's still Cyber Monday with special discounts <post Image>