



## Makeup Marketing Online January 2017 Boot Camp – Day #4

This is your last day of homework. Yay...you made it! Congratulations on taking the time to learn new skills and advance your Avon business in 2017. One of the best decisions you can make in your Avon business is to take the time to learn and spend the money to invest in your skills and yourself.

This is my first time doing this type of class as well so thank you for being patient with me. Not caught up yet? No worries...print out these assignment sheets, go at your own pace, and figure out how to do new skills one step at a time.

Tomorrow at 11am Central is our live webinar. Here is the link to register:

<https://zoom.us/webinar/register/6cd68072c52f7fcec5b9141539e44ee6>

Whether you can attend or can't attend tomorrow, you will receive a copy of the recording so you can listen to the playback. I will be going over the activities we did throughout the week so you can see them step-by-step.

- **Activity #1:** Let's register you to receive Avon emails. This will only work if you have the automated email program turned on. To learn how to turn the program on, watch this video: <https://youtu.be/KUEhDhLBihs>
  1. Go to your Avon eStore (ex: [www.youravon.com/eseagren](http://www.youravon.com/eseagren))
  2. Select Register from the menu at the top of the page
  3. Fill out the New Customer Registration form and be sure you have the option selected to receive email offers

**Tip:** By receiving the emails from Avon, you get to see the marketing your customers receive. This will be beneficial to you in helping your customers and getting a better idea of what you should be marketing on a daily basis. This is also going to give you access to images and marketing messages



from corporate so you don't feel like you're all alone in this online marketing thing. =)

- **Activity #2:** Let's go to our Avon eStore and share one of the products to our social media profiles.
  1. Go to your Avon eStore ([www.youravon.com/eseagren](http://www.youravon.com/eseagren))
  2. Click on Shop Now
  3. Go to the top search bar and type in Glimmersticks
  4. Click on the Glimmersticks Brow Definer
  5. Use the social media share buttons below the product image to promote the product online (If you use an automated social media scheduler like Buffer, click on the Twitter button to get a direct link to the product. You can then copy the status update and paste it into Buffer to post at a later time)
  6. Use the special offer if there is one and the star rating to entice browsers to click through and purchase

For ex: Check out Glimmersticks Brow Definer on sale for buy 1, get for \$1.99 now through February 2. Shop Avon online at <http://avon4.me/2k7sKcp> or

Rated 4.7 out of 5 stars by 941 customers, try Avon's Glimmerstick Brow Definer at <http://avon4.me/2k7sKcp>

**Tip:** The least amount of clicks a customer has to make to make a purchase, the better. Some popular buzz words to use in your social media posts are: sale, buy online, deal, review, special offer, popular Avon brands, Outlet, campaign numbers, samples, catalog request, etc. I like to schedule 5 social media posts per day. Good times to post are first thing in the morning, lunch time, and night time. The traffic on social media peaks on weekday nights (8 – 9pm).



- **Activity #3:** Now let's learn how to create a video. When I do videos of me talking, I use my iPhone or iPad. I then upload them to YouTube where I can share straight to social media, email them, or embed them in a blog post.

To record my computer screen with a small screenshot of my face, I use Zoom. In the past, I used FreeConferenceCall.com but prefer Zoom.

Follow these steps to make a video slideshow.

1. Go to Animoto. Use this link to receive a free month:  
<http://animoto.com/ref/Emily-c61f9dced>
2. Click on Create in your dashboard
3. Click on Slideshow Video – Create
4. Pick a video style you like – let's click on the Brilliance style
5. When the window pops up with the Brilliance example, click on Create Video
6. Click on the + rectangle to add photos
7. You can choose to upload your own photos from your computer or use one of your social media profiles to grab photos you have already posted
8. You can change the music in the background by clicking Change Song
9. Keep in mind you cannot post a song that is copyrighted on Facebook or on YouTube without having ads turned on
10. You can choose a song from Animoto. If you are on YouTube, you can click on the Audio option to add a song that is free to use

**Tip:** Social media websites prefer videos originated in their own platform. For example: You are better off uploading a video straight to Facebook rather than sharing a video from YouTube. You will get more exposure to your fans if you upload the video directly to Facebook. Be careful about incorporating music as there are copyright issues that will prevent your video from showing to your audience.



- **Activity #4:** You can use photos on social media as sales tools and as recruiting tools. Let's create a photo collage in Pizap.

**Sales Tools / Ideas:** Product Haul, Before & After, Product Showcase, Beauty Tip, Makeup Tip, Campaign Specials, New Products, Product Review

**Recruiting Tools / Ideas:** Trips (Travel), Meetings (Having Fun), Incentives (Earning Fabulous Prizes), Recognition, Results, Financial Freedom, Freedom of Time

1. Go to [www.pizap.com](http://www.pizap.com)
2. Click on Start
3. Choose what type of layout you'd like to use to create your image - for now, click on Collage
4. Pick a layout based on how many photos you are going to incorporate
5. Click on the Add Photo option in each box to insert your photo
6. Click edit on the photo if you need to rotate it or make other changes
7. Click on the T above the image to insert text
8. Pick a font and size that is easy to read
9. I like to describe the photo and include my website address
10. Once you like the look of your photo collage, click on Save
11. Save the photo to your computer so you can share it with your networks

Congratulations...you have completed your homework for Makeup Marketing Online January 2017 Boot Camp! Way to go. Remember your success is dependent on you...you are your CEO, marketing, sales, operations, financial, and human resources department. This Avon journey can take you wherever you want to go but you have to be accountable, you have to do the work, and you have to be the one to choose success over giving up! Now go do some marketing Makeup Marketers! Thank you for participating in this course. =)