

Social Selling Plan

JANUARY 2021

New Year, New Skin #LBRIGlow

Kick off the New Year by creating a Facebook Group lead funnel that generates sales, parties, and new consultants. The 14-day challenge adds value & engages Group members by providing a solution to one of the top New Year's resolutions: healthy, glowing skin.

Captivate

Step 1: Change your Group cover and invite members to participate in the 14 Day Glowing Skin Challenge

Step 2: Use the challenge to generate new leads. Invite FB friends to join in (make the post public so it can be shared).

Connect

Step 3: Post daily challenges that engage your community

14 Day Challenge ideas:

Day 1: Drink 8 glasses of water every day
Day 2: Target specific signs of aging with powerful serums
Day 3: Wash your face before bed each night
Day 4: Get 7 hours of sleep
Day 5: Clean your makeup brushes
Day 6: Save money and throw out alcohol-filled wipes
Day 7: Treat your feet to a foot spa

Day 8: Exercise
Day 9: Don't squish your face when you sleep
Day 10: Choose a skincare regimen for your skin type
Day 11: Throw out old makeup
Day 12: Say hello to hyaluronic acid
Day 13: Treat yourself to a peel or masque
Day 14: You did it! Post a selfie & tag me

Convert

Step 4: Share the Host bonus and product specials to convert comments to sales and bookings.

Step 5: Post quotes that evoke emotion about the problem you solve and inspire action.