

YOUR AVON BUSINESS

Choose Your Recruiting Path:

Get New Prospects

Follow Up with Your Team

SOCIAL MEDIA

Pick a platform you're most comfortable with like Facebook, Twitter, Pinterest, etc.

Create a Facebook or Pinterest Business Page

Invite people to follow your page

Create & schedule your posts & always include your online store link

Take the free Facebook Blueprint Program

ONLINE ADVERTISING

Review advertising policies provided by Avon

Research trends & the audience you'd like to target

Google a Paid Search 101 Course

Determine keywords you'd like to bid for your ads

Create your first advertising campaign

GENERAL ADVERTISING

Review advertising policies provided by Avon

Make sure copy & images in your advertising are appropriate and effective

Use your online store link to get new prospects

Content Management System coming soon!

Submit ad campaign to Advertising Council if spend is larger than \$5,000

SHOW UP IN GOOGLE SEARCH

Start your Google My Business listing

Create a Blog or YouTube Channel

Create relevant content consistently - for example, once a week

How to Create content coming soon in Avon U!

EMAIL & TEXT

Create an email or text campaign to follow up with your team

Connect with your team and send them relevant content

Connect, engage, and encourage your team with fun and useful tips

AVON