

# Consumer Marketing Resources At-a-Glance

## Party Central

Your hosting headquarters



### BOOKING

- Check out the Book It section for booking tips and scripts.

### SELLING

- Use the *Beaute-vite*® Party Planner to help you plan parties, customizing with fun party themes. You can include links to Mary Kay® eCatalogs and the *Mary Kay Mirror Me*™ App in your invite.
- Check out the Party Tips and the Party Printouts section for place mats, party guides and checklists.

### GET IT

*Mary Kay InTouch*® > Business Tools > Party Central

## Mary Kay® Personal Web Site (PWS)

A business-building resource similar to marykay.com, except it's *personalized*.

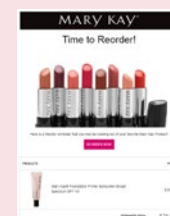
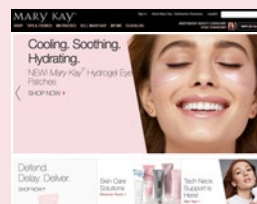
### BOOKING

The Profile area on your *Mary Kay*® Personal Web Site gives you the opportunity to highlight your business services. If you choose to, you can hold a *Mary Kay*® party, display your photo, add a customized message and share your specialties.

### SELLING

Your customers can:

- Shop day or night – at their convenience.
- Take advantage of free samples which can help drive your sales.
- Your customers can place orders and pay with their credit or debit cards all from your PWS if you sign up for ProPay. Go to *Mary Kay InTouch*® > Ordering > ProPay
- You also can opt in to offer your customers Product Reorder Reminders. *Mary Kay InTouch*® > Business Tools > Product Reorder Reminders



### TEAM-BUILDING

- You'll want to tell potential team members about a *Mary Kay*® Personal Web Site since it's an example of one of the incredible business resources the Company offers.
- It's updated every quarter so it has a fresh new look every season.

### GET IT

*Mary Kay InTouch*® > Business Tools > Personal Web Site Manager

### COST

\$30 annual fee

## Mary Kay® Digital Showcase

A place to go to find digital business-building resources.

### BOOKING

- Conducting skin care parties has never been easier! A digital version of the Flip Chart is available for your smartphone or tablet. The digital content does not require an internet connection after it is downloaded. (Note: The printed Flip Chart is still available.)
- Also includes the *Mary Kay*® Looks Collection which features shareable how-to videos with application tips. Takes the guesswork out of color selling.



### TEAM-BUILDING

- The Love What You Do Team-Building Materials make sharing the Mary Kay opportunity fun and easy.
- Rewards can encourage potential team members. Show them the Star Consultant eBrochure and Seminar Awards eCatalog.

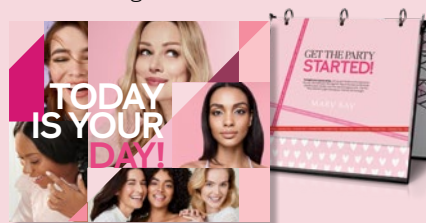
### GET IT

*Mary Kay InTouch*® > Resources > Digital Zone > Apps for Your Mary Kay Business

Download *Mary Kay*® Digital Showcase from the App Store or Google Play. Available for Apple and Android devices.

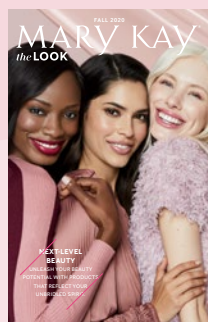
### COST

Free



## Preferred Customer Program<sup>SM</sup> (The Look with sample)

A direct mail service that sends mailers right to your customers in your name!



### BOOKING

Quarterly mailers like *The Look* give you a great reason to call your customer and offer them a private facial or invite them to your party where they can try before they buy.

### SELLING

Quarterly mailers keep your product and services top-of-mind which can increase your sales. And you'll want to follow up and ask your customers how they liked the exclusive product sample they received in *The Look*.

### TEAM-BUILDING

- *The Look* mailer often has a "marketing the opportunity" ad in it. This can encourage your customers to become team members.

### GET IT

*Mary Kay InTouch*® > Business Tools > Preferred Customer Program

### COST

Only \$0.70 per customer

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MARY KAY

# Consumer Marketing Resources At-a-Glance (cont.)

## Social Media

Get social! *Mary Kay*® resources can help you connect.



### BOOKING

- Social media is a great way to stay connected with friends and family. And it is also a powerful resource for engaging and energizing your customers.
- Post regularly about products that you love to entice potential new customers. Review the Legal Guidelines on *Mary Kay*® *InTouch* to understand what is appropriate to post on social media.

### SELLING

- A free and easy way to let your friends and followers know about your *Mary Kay* business.
- Request to join the My *Mary Kay* Facebook group by submitting your full name and Consultant number through the group sign-up. There you will find content designed to educate, celebrate and motivate YOU and your business. Be a part of the *Mary Kay* community by joining in the fun.
- Facebook parties or Instagram Lives are a great way to reach your customers who prefer an online shopping experience.
- Download the quarterly Social Media Playbook from Product Central each quarter to get prompts and post ideas for your own social selling posts.

### GET IT

*Mary Kay InTouch*® > Resources > Digital Zone

- Facebook Group for Independent Beauty Consultants – MyMaryKayOfficial
- Facebook – MaryKay
- Twitter – @marykay
- YouTube – marykay
- Pinterest – marykayus
- Instagram – marykayus

### COST

Free



## Product Central

Your one-stop shop for all things product related.

### SELLING

- Get product ingredient information so you can inform and impress your customers.
- Print fact sheets, fliers, charts, the quarterly Social Media Playbook and more for quick reference or to share with your customers.
- Watch product and application videos that can help make you the expert.

### GET IT

*Mary Kay InTouch*® > Products > Product Central

### COST

Free



## Team-Building Resources

*Mary Kay* offers Independent Beauty Consultants resources that can help you share the opportunity.



Take advantage of:

- Online lessons.
- *Steps to Success* brochure.
- Printable fliers, *MKeCards*® and *Mary Kay*® eCatalogs.

### GET IT

*Mary Kay InTouch*® > Education > How to Team-Build  
marykay.com and your *Mary Kay*® Personal Web Site under Sell *Mary Kay*

### COST

Free

## Working Live

Enhance your virtual meetings by upgrading the platforms you rely on.

Working Live offers the following benefits:

- Includes the reliability of Zoom.
- The ability to host webinars with 500 attendees.
- Unlimited cloud recordings.
- Ability to broadcast to Facebook Live.
- Breakout rooms.
- Meeting insights.
- Audio transcripts.
- A Zoom license (without the 40-minute cutoff).

### GET IT

Find Working Live and see up-to-date pricing on *Mary Kay InTouch*® > Ordering > *MKConnections*® Approved Vendors.



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MARY KAY

# Consumer Marketing Resources At-a-Glance (cont.)

## MKeCards®

Colorful, impactful electronic cards to help you promote your products and business

### BOOKING

Send MKeCards® featuring the new products for the season. They can:

- Get your customers interested in hosting a party.
- Entice your customers to book an appointment to try before they buy.

### SELLING

MKeCards® are an easy way to:

- Create excitement for products.
- Drive your customers to your Mary Kay® Personal Web Site.
- Thank your customers for their order, wish them happy birthday and build relationships.

### TEAM-BUILDING

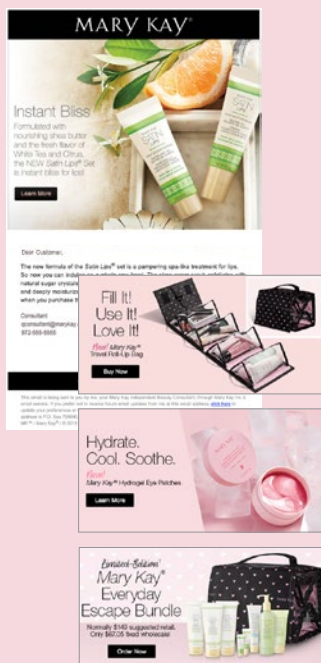
MKeCards® are an easy way to share the opportunity with your customers, friends and family.

### GET IT

Mary Kay InTouch® > Business Tools > Customer eCards

### COST

Free



## Build-Your-Own Resource

This resource lets you create customized marketing materials.



### SELLING

- Use the resource to create brochures with the products and sets you choose.
- You also can use the resource to create attention-getting party tray inserts to use at your parties.

### GET IT

Mary Kay InTouch® > Business Tools > Build Your Own

### COST

Free

## Customer Delivery Service, EZ Ship and Guest Checkout

### BOOKING

- When you book and host online parties, you can use the Customer Delivery Service to get your customers' orders to them quickly and conveniently.
- When your customers see how easy and convenient it is to do business with you, they are more likely to book with you again.

### SELLING

You can add the following to the beautifully packed order box:

- Customer Delivery Service – either two samples or *The Look*.
- EZ Ship – two samples selected by the Company and changed quarterly.
- Guest checkout – *The Look*

### TEAM-BUILDING

- Share with your customers how easy it is for you to fulfill orders and how fast they arrive.
- They'll see how having a Mary Kay business could fit into their lifestyles.

### GET IT

Mary Kay InTouch® > Ordering > Order Fulfillment Options

### COST

See Mary Kay InTouch® for the most up-to-date pricing.



## Beaut e News®

Weekly eNewsletter sent to your customers when you have a Mary Kay® Personal Web Site

### BOOKING

- Helps you stay top-of-mind with your customers by emailing them the latest trend and product info.
- Your contact info is included in every newsletter so your customers can easily reach you.

### SELLING

- Gives your customers the latest info about Mary Kay® products, gift ideas and beauty trends.
- Directs customers to your Mary Kay® Personal Web Site where they can make purchases.

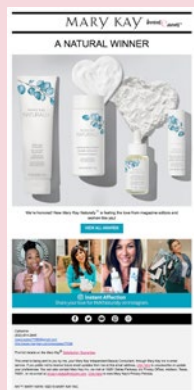
### GET IT

Mary Kay InTouch® > Business Tools > Mary Kay® Beaut e News® Newsletter

Note: Beaut e News® is only available for PWS subscribers.

### COST

Free





# Consumer Marketing Resources At-a-Glance (cont.)

## myCustomers+™ App

It's your *portable* business management system!

### BOOKING

- Manage your customer base to uncover booking opportunities.
- "Tag" your customers based on their level of interest to make marketing opportunities easier to identify.
- Set reminders for following up with your customers.
- Text, email or call your customers directly from the app.

### SELLING

- The app allows you to place customer orders on the go and indicates when orders are placed on your *Mary Kay*® Personal Web Site.
- You can run reports and track and manage inventory so you always have the products your customers want.
- It even has a super cool feature that lets you scan the labels on your orders from the Company to quickly add products to your inventory.



### TEAM-BUILDING

A powerful app to help you with your Mary Kay business.

- Use the app in the presence of potential new team members while conducting your Mary Kay business.
- Highlight and demonstrate the app's functionality to potential new team members.
- Use "tags" to keep track of potential new team members.
- Schedule your layering appointments using "reminders."

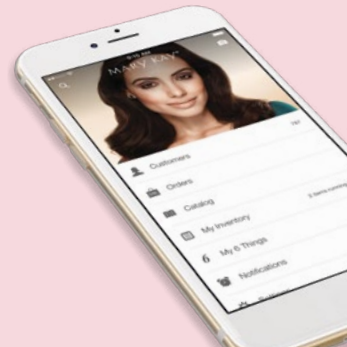
### GET IT

*Mary Kay InTouch*® > Resources > Digital Zone > Apps for Your Mary Kay Business

Download the *myCustomers+*™ App from the App Store or Google Play. Available for Apple and Android devices in English or Spanish. You can load and use it on multiple devices. Data will sync among devices.

### COST

Free



## Mary Kay MirrorMe™ App

The virtual makeover app is an interactive online color playground.

### BOOKING

- Offers a fun, risk-free try-before-you-buy experience that can help with booking.
- Gives your customers another reason to contact you – to purchase their new look!

### SELLING

- Augmented reality technology allows your customers to try color products on their faces in *real time*, while moving naturally and viewing makeup in a lifelike setting.
- Instantly allows your customers to try on hundreds of *Mary Kay*® products, shades and specially curated one-click looks.
- Your customers can share looks with friends across social media platforms.

### GET IT

*Mary Kay InTouch*® > Resources > Digital Zone > Apps for Your Mary Kay Business

marykay.com and your *Mary Kay*® Personal Web Site > Tips & Trends > Mary Kay Mobile Apps

Download the *Mary Kay MirrorMe*™ App from the App Store or Google Play. Available for Apple and Android devices.

### COST

Free



## Mary Kay® Digital Assets

Find images you can download to use on social media or for print materials.

### GET THEM

*Mary Kay InTouch*® > Resources > Digital Assets

### COST

Free



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MARY KAY

# Consumer Marketing Resources At-a-Glance (cont.)

## Mary Kay® eCatalogs

Full-color electronic catalogs that feature skin care, on-trend color, men's products and more!

### BOOKING

- Send *Mary Kay®* eCatalogs through your *Mary Kay®* Personal Web Site. Then follow up to book.
- Based on your customers' interests, show themed *Mary Kay®* eCatalogs at your parties. They could help you book a second appointment.

### SELLING

- Drive your customers to [marykay.com](http://marykay.com) where they can navigate to your PWS, shop and create wish lists. (NOTE: *Mary Kay®* eCatalogs no longer include links to shop on your PWS and will link back to [marykay.com](http://marykay.com))
- *Mary Kay®* eCatalogs make it possible for your customers to view the content from their mobile devices.
- When sending *Beaute-Vites*, you can elect to include a link to *Mary Kay®* eCatalogs on [marykay.com](http://marykay.com)

### WHERE TO GET IT

[marykay.com](http://marykay.com) and on your *Mary Kay®* Personal Web Site under eCatalog.

*Mary Kay InTouch®* > Resources > Digital Zone > Go Mobile With Mary Kay Apps!

Download from the App Store or Google Play. Available for Apple and Android devices.

### COST

Free



## Mary Kay® Skin Analyzer App

Think of the app as your digital skin care assistant!

### BOOKING

- The *Mary Kay®* Skin Analyzer App can be a valuable resource to help you book appointments.

### SELLING

- *Mary Kay®* Skin Analyzer will scan your customers' faces to detect subtle signs of aging. Based on the results, the app will offer product recommendations.
- The app positions you as an expert in skin care solutions, which could help with repeat sales.

### GET IT

*Mary Kay InTouch®* > Resources > Digital Zone > Apps for Your Mary Kay Business

Download the *Mary Kay®* Skin Analyzer App from the App Store or Google Play. Available for Apple and Android devices.

### COST

Free



## MKConnections®

A site where you can find exclusive products and offers.



### SELLING

- You'll find items to help you conduct your business and sell *Mary Kay®* products like a professional – *Mary Kay*-branded business cards, beauty coats, carrying cases and more!

### TEAM-BUILDING

- A new Independent Beauty Consultant is eligible to purchase a discounted Business-Building Kit with her first order placed during A+1. This can be a great talking point before or after she starts her business.

### GET IT

*Mary Kay InTouch®* > Ordering > *MKConnections®* Approved Vendors > *MKConnections®*

## Company-Approved Advertising and PR

### BOOKING

- Share ads, videos, media mentions and awards with your customers to generate excitement for *Mary Kay®* products, strengthen your customer relationships and build credibility.
- Put samples with print ads and media mentions or awards to leave with new or existing customers.
- Share the latest Beauty Editor awards and buzz on your Facebook page.

### SELLING

- Play the latest *Mary Kay®* product commercials or online videos at a party or guest night to generate excitement about a variety of products. It gives new Beauty Consultants confidence to know the Company is strong and supports their businesses.
- Keep your competitive edge by using professional, Company-provided and -approved advertising. You'll find a variety of ads that you can choose from to promote every aspect of your business.
- You can target your audience, depending on the publication or your area of expertise.

### Beauty Editors' Picks



### TEAM-BUILDING

- Leverage the credibility and validation of buzz-worthy program sponsorships, print ads, Beauty Editor buzz and awards about your *Mary Kay®* products with potential new team members.

### GET IT

Advertising sponsorship info and Company-approved ads on *Mary Kay InTouch®* > Resources > Magazine Press

Media mentions & awards: [marykay.com](http://marykay.com) and your *Mary Kay®* Personal Web Site > Tips & Trends > MK Mentions

### COST

N/A

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MARY KAY