










# Mary Kay Consumer Marketing Tools At-A-Glance

MARY KAY®

TOOL	BOOKING	SELLING	TEAM BUILDING	MARY KAY INTOUCH® LOCATION
<p><b>Mary Kay® Personal Web Site (PWS)</b></p> 	<p>The Profile on your Mary Kay® Personal Web Site (PWS) is a chance to highlight your business services.</p> <p>Increase your chances of having a potential new customer choose you to hold a Mary Kay party:</p> <ul style="list-style-type: none"> <li>• Display your picture</li> <li>• Add a customized message</li> <li>• Include your specialties</li> </ul>	<p>Your Mary Kay® Personal Web Site (PWS) is the foundation for your online business. Your customers can:</p> <ul style="list-style-type: none"> <li>• Create stunning new looks with the Virtual Makeover.</li> <li>• Take advantage of free sample offers.</li> <li>• Shop day or night - at their convenience.</li> </ul>	<p>When potential new team members review MaryKay.com for information on the Mary Kay opportunity, they must connect with an Independent Beauty Consultant to learn more. By having a Mary Kay® Personal Web Site, you have the opportunity to show up on the Beauty Consultant locator when someone from your area is looking to learn more about selling Mary Kay.</p>	<p>Business Tools &gt; <a href="#">Personal Web Site Manager</a></p> <p>Sign up for ProPay</p> <ul style="list-style-type: none"> <li>• Allow your customers to place orders and pay you with their credit and debit cards, all from your web site!</li> </ul> <p>From the Ordering drop-down menu, click the ProPay link for more information and to access ProPay's web site</p>
<p><b>eCatalogs - Look Book, Trend Report, Product brochures</b></p> 	<p>Build excitement around Mary Kay products and reach new customers.</p> <ul style="list-style-type: none"> <li>• Encourage them to create wish lists and send them back to you.</li> <li>• Encourage them to share with their friends through email, Facebook &amp; Twitter to expose your business even more.</li> </ul>	<ul style="list-style-type: none"> <li>• When sent from your Personal Web Site or through MK eCards®, the product links on the eCatalog will lead back to your Personal Web Site for easy shopping online.</li> <li>• Your customers can shop, share and interact with eCatalogs on the go from their mobile devices</li> </ul>		<p>Business Tools &gt; <a href="#">Mary Kay® eCatalogs</a></p> <p>All eCatalogs are also posted on marykay.com and your Personal Web Site.</p> <p><i>Free app available for Apple, Android, Microsoft and Kindle Fire devices.</i></p>
<p><b>Beaut-e-News®</b></p> 	<p>Sent on your behalf by Mary Kay:</p> <ul style="list-style-type: none"> <li>• Helps you stay top-of-mind with your customers by emailing them the latest trend &amp; product info.</li> <li>• Your contact info is included in every newsletter so your customers can easily reach you</li> </ul>	<ul style="list-style-type: none"> <li>• Gives your customers the latest info about Mary Kay® products, gift ideas and beauty trends.</li> <li>• Directs customers to your Mary Kay® Personal Web Site, where they can make purchases.</li> </ul>		<p>Business Tools &gt; <a href="#">Beaut-e-News™ Newsletter</a></p> <p><i>Note: Beaut-e-News is only available for PWS subscribers.</i></p>
<p><b>Makeover Contests</b></p> 	<ul style="list-style-type: none"> <li>• Great reason to approach new customers and reconnect with existing ones.</li> <li>• Fabulous prizes for the winners and "give back" themes motivate consumers to enter the contests.</li> </ul>	<ul style="list-style-type: none"> <li>• No purchase is necessary to enter and customers have an opportunity to have a one-on-one complimentary makeover using great Mary Kay® products.</li> <li>• Great way to talk to new and existing customers about Mary Kay.</li> </ul>	<ul style="list-style-type: none"> <li>• The makeover appointment gives you a great opportunity to share how much you love your Mary Kay business and excite others.</li> </ul>	<p>Contests/Recognition &gt; Contests</p> <p>Contest Site: <a href="http://www.makeovercontestmarykay.com">www.makeovercontestmarykay.com</a></p> <p><i>The 2014 contest is coming!</i></p>
<p><b>Virtual Makeover</b></p> 	<ul style="list-style-type: none"> <li>• This free, interactive online color playground offers a fun, risk-free "try before you buy" experience.</li> <li>• Gives your customers another reason to contact you - to purchase their new look!</li> </ul>	<ul style="list-style-type: none"> <li>• Try on-trend makeup artist looks or create custom looks.</li> <li>• Save, print and e-mail their makeovers to friends.</li> <li>• Your customer can click through to your PWS to purchase their new look.</li> </ul>		<p>Business Tools &gt; Digital Zone &gt; Digital Tools &gt; Apps for Your Mary Kay Business! &gt; <a href="#">Virtual Makeover</a></p> <p><i>Free app available for Apple, Android and Kindle Fire devices.</i></p>
<p><b>MK Regimen Advisor™</b></p> 	<ul style="list-style-type: none"> <li>• You can email your product recommendations to your customers so they can shop with you online! Remember to include your PWS website info in your email!</li> <li>• Also, a perfect follow up appointment booking tool!</li> <li>• Being a product expert has never been easier!</li> </ul>	<ul style="list-style-type: none"> <li>• It all starts with finding the perfect skin care regimen from Mary Kay! Find the model image that most closely resembles the appearance of your customer's skin. Tap the Recommend button and the perfect daily skin care regimen instantly appears. Touch the Eyes, Lips and Face buttons to get personalized recommendations for those areas that need extra TLC.</li> </ul>		<p>Business Tools &gt; Digital Zone &gt; Digital Tools &gt; Apps for Your Mary Kay Business! &gt; <a href="#">MK Regimen Advisor™</a></p> <p><i>Free app available for iPhone only.</i></p>
<p><b>Social Media</b></p> 	<ul style="list-style-type: none"> <li>• Facebook is not only a great way to stay connected with friends and family, it is also a powerful tool for engaging and communicating with your customers</li> <li>• Share videos from Mary Kay's YouTube channel (trends, videos, application tips and more).</li> <li>• Subscribe to the Mary Kay® YouTube Channel for the latest video updates.</li> </ul>	<ul style="list-style-type: none"> <li>• A free and easy way to let friends know about your Mary Kay business.</li> <li>• Share products from your PWS to your Facebook page using the easy- to-use <i>share</i> feature.</li> <li>• Talk about products, share YouTube videos and show your beauty expertise.</li> </ul>	<ul style="list-style-type: none"> <li>• You can send or link to the Opportunity videos posted on our YouTube channel for those who are interested in learning more about the Mary Kay opportunity.</li> </ul>	<p>Business Tools &gt; Digital Zone &gt; <a href="#">Facebook for Business</a></p> <p>Follow Mary Kay: </p> <p>Mary Kay enjoys a huge presence on social media providing engaging content for your and your customers on:</p> <ul style="list-style-type: none"> <li>• facebook.com/marykay</li> <li>• twitter.com/marykay</li> <li>• youtube.com/marykay</li> <li>• pinterest.com/marykayus</li> <li>• instagram.com/marykayus</li> </ul>
<p><b>MK Connections®</b></p> 		<ul style="list-style-type: none"> <li>• Mary Kay Logoed Business Cards, Beauty Coats, Carrying Cases and more. You will find all the tools to help you sell your products professionally and in style.</li> </ul>	<ul style="list-style-type: none"> <li>• Links to approved providers of business-related services, discounts and insurance providers.</li> </ul>	<p>Ordering &gt; <a href="#">MK Connections</a></p>

TOOL	BOOKING	SELLING	TEAM BUILDING	MARY KAY INTOUCH® LOCATION
<p><b>MK Advertising / Approved Company Advertising</b></p> 	<ul style="list-style-type: none"> <li>Share ads, commercials, news stories and media mentions &amp; awards with customers to generate excitement for your products, strengthen customer relationships, and build credibility.</li> <li>Put samples with print ads &amp; media mentions or awards to leave with new or existing customers</li> <li>Share the latest Beauty Editor awards and buzz on your Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>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 recruits confidence to know the company is strong and supports their business</li> <li>Keep your competitive edge in the marketplace 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</li> </ul>	<ul style="list-style-type: none"> <li>Leverage the credibility and validation of the print ads, Beauty Editor buzz &amp; awards about Mary Kay® products with new recruits and at unit meetings.</li> </ul>	<p>Resources &gt; <a href="#">Advertising</a></p>
<p><b>Party Central</b></p> 	<ul style="list-style-type: none"> <li>Post the <i>Host a Party</i> section on Facebook from your own Personal Web Site to get customers interested in hosting a party.</li> </ul>	<ul style="list-style-type: none"> <li>Use the new Beaute-vite® Party Planner to plan parties, customizing with fun party themes. Choose to include ads to the makeover contest, eCatalogs and Virtual Makeover in your invite – all leading to your PWS.</li> <li>Check out the party tips and the Party Packs section for placemats, party guides and checklists</li> </ul>	<p>Using these party tools with your customers is a great way to show how simple holding a party can be, which is great for recruiting new Independent Beauty Consultants!</p>	<p>Business Tools &gt; <a href="#">Party Central</a></p>
<p><b>MK eCards®</b></p> 	<p>Send MK eCards® featuring the new products for the season or the latest eCatalog.</p> <ul style="list-style-type: none"> <li>Get your customers interested in hosting a party</li> <li>Entice them to book an appointment to try before buying.</li> </ul>	<p>MK eCards® are an easy way to:</p> <ul style="list-style-type: none"> <li>Create new product excitement</li> <li>Drive customers to your PWS</li> <li>Thank customers for their order</li> </ul> <p>Take advantage of this cost-effective tool that you can send anytime!</p>	<p>For those customers or friends with whom you want to share the Mary Kay opportunity, send a team-building MK eCard®.</p>	<p>Business Tools &gt; <a href="#">Customer eCards</a></p> <p><i>Note: Customer eCards are only available for PWS subscribers.</i></p>
<p><b>Build Your Own Tools</b></p> 		<p>Use this user-friendly set of tools to create and customize your own party placemats and brochures to help you at your parties.</p>		<p>Business Tools &gt; <a href="#">Build Your Own</a></p>
<p><b>Product Central</b></p> 		<ul style="list-style-type: none"> <li>One-stop-shop for all things product-related.</li> <li>Print fact sheets, fliers, charts and more to share with your customers or for a quick reference.</li> <li>Watch product and application videos and show them on your laptop.</li> </ul>		<p>Products &gt; <a href="#">Product Central</a></p>
<p><b>"How to Team Build" Site on Mary Kay InTouch®</b></p> 			<ul style="list-style-type: none"> <li>One place to find all of the team-building tools and education.</li> <li>Supercharge your team-building success! It references many resources that are available to you from the Company, such as online lessons to help you become a better team-builder and marketing tools such as brochures, MK eCards® and fliers you can share with your potential new team members. It's all right here!</li> </ul>	<p>Education &gt; <a href="#">How to Team-Build</a></p>
<p><b>Preferred Customer Program: The Look with sampler, Month 2 Mailer</b></p> 	<ul style="list-style-type: none"> <li>These quarterly mailers give you a great reason to follow up with a try-before-you-buy invitation.</li> <li>The Month 2 mailer is only \$0.45 per customer.</li> </ul>	<ul style="list-style-type: none"> <li>Get your customers to experience new products with the sampler in <i>The Look</i>.</li> <li>Increase sales through the Gift with Purchase featured</li> <li>Only \$0.70 per customer</li> </ul>	<ul style="list-style-type: none"> <li>Promote the opportunity with the Team-Building ad in <i>The Look</i>.</li> </ul>	<p>Business Tools &gt; <a href="#">Preferred Customer Program</a></p>
<p><b>Customer Delivery Service</b></p> 	<ul style="list-style-type: none"> <li>Book &amp; host online parties and use CDS to get your customers' orders to them quickly and conveniently</li> </ul>	<ul style="list-style-type: none"> <li>Ship to customers for only \$5.50* and deliver their orders faster and more conveniently. Orders come in a beautifully packaged box.</li> <li>Send them two samplers or a Look Book at no additional cost to you</li> <li>Don't forget to follow up with them on the samples you've sent</li> </ul> <p>*For orders under \$100 wholesale</p>	<ul style="list-style-type: none"> <li>Share with your customers how easy it is for you to fulfill orders using CDS and how fast they arrive and they may see how having a Mary Kay business really could fit into their lifestyle.</li> </ul>	<p>Ordering &gt; <a href="#">Customer Deliver Service</a></p>