















# 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; Personal Web Site Manager</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>Products &gt; Product Central &gt; The Look eCatalog</p> <p>Education &gt; Trends &gt; Trend Report</p> <p>All eCatalogs are also posted on marykay.com and your Personal Web Site.</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; Beaut-e-News™ Newsletter</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>	<p>No purchase is necessary to enter and customers have an opportunity to have a one-on-one complimentary makeover using great Mary Kay® products.</p>	<p>The makeover appointment gives you a great opportunity to share how much you love your Mary Kay business and excite others. Plus there are great incentives for you and new Independent Beauty Consultants who book makeovers.</p>	<p>Contests/Recognition &gt; Contests</p> <p>Contest Site: <a href="http://www.mkmakeovercontest.com">www.mkmakeovercontest.com</a></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; Virtual Makeover</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>	<p>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.</p>	<p>Business Tools &gt; Digital Zone &gt; Facebook for Business</p> <p>Like The Mary Kay Facebook page at: <a href="http://www.facebook.com/marykay">www.facebook.com/marykay</a></p> <p><a href="http://www.youtube.com/marykay">www.youtube.com/marykay</a></p>
<p><b>MK Advertising / Approved Company Advertising</b></p> 	<ul style="list-style-type: none"> <li>• Share ads, commercials, news stories and media mentions with customers to generate excitement for your products, strengthen customer relationships, and build credibility.</li> <li>• Put samples with print ads 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 and Beauty Editor buzz about Mary Kay® products with new recruits and at unit meetings.</li> </ul>	<p>Resources &gt; Advertising &gt; Approved Company Advertising</p>

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<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 <i>Beaute-vite®</i> 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>Education &gt; Party Central</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; Customer eCards</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; Build Your Own</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; Product Central</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; How to Team-Build</p>
<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; MK Connections</p>
<p><b>Preferred Customer Program: The Look with sampler, Month 2 Mailer, Anytime 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 \$0.40 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; Preferred Customer Program</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* and deliver their orders faster and more conveniently. Orders come in a beautifully packaged box.</li> <li>Send them two samplers or a <i>Look Book</i> 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; Customer Deliver Service</p>