

# Virtual Beauty Experience *Instructions*

There are many ways to get creative with your Virtual Gatherings! Facebook is a great tool to connect with large groups of people and educate them on the product. Here are some ways you can hold a Facebook Party:

1. You can post a series of short product video clips and images for the guests to comment on. These video clips can be from the Company or short 2 min videos you make yourself.
2. You can go LIVE in the party and share about the products. Introduce yourself, MK's story, and select which products you would like to talk about. Hold up the products in the video and educate the audience on how the products work. You can answer questions and interact live with your guests.
3. You can post a pre recorded video. Just like idea #2, you can do the same things but instead of going LIVE you can pre record the video and interact in the comments.
4. You can go LIVE at the beginning and the end of the party and post images and video clips in between.
5. You can send out samples ahead of time and everyone can connect through facebook video chat. You can walk everyone through the skincare process while they are in their own bathroom, just like you would if everyone was together.

Don't limit your creativity to just these ideas! There are so many things you can do. Try them all and figure out which ones feel the best for you and give you the best results. You might have to try them a few times to really get a good feel.

## *Format*

You can change out the products that you talk about for each Virtual Experience. You can follow a normal Beauty Experience format or you could hold an Experience where you just talk about the different Skin Care Lines, or only focus on different Treatments. You can hold Virtual Experiences that are themed around a specific topic. You can also call each experience something different such as...

- Product Preview
- Virtual Beauty Experience
- Facebook Facials

### **Themed Experiences:**

- Blending 101 - How to Blend Corrector Correctly
- 7 Life Changing Makeup Tricks for Every Woman
- The Formula for Flawless Foundation
- Eye Rehab
- 15 Eyebrow Hacks Every Woman Should Know
- 10 Makeup Tips for Beginners



*Idea:* Go to Pinterest and search Makeup or Skincare Tutorials and find all kinds of ideas. You can just follow their suggestions/tips and translate them to our products.

# Post Resources

Click [HERE](#) to find an outline of a Facebook Product Preview. These outlined posts are just examples, as videos and things can change. If you can no longer find the exact video that is being referred to, find something similar and switch it out. You can leave out certain posts or add in additional posts. You can change up the verbiage or the order. This is just to give you a guide and a place to start. You can do the parties differently each time if you want to.

Click [HERE](#) to find additional Post Examples that you can use to create your own outline.

## Videos:

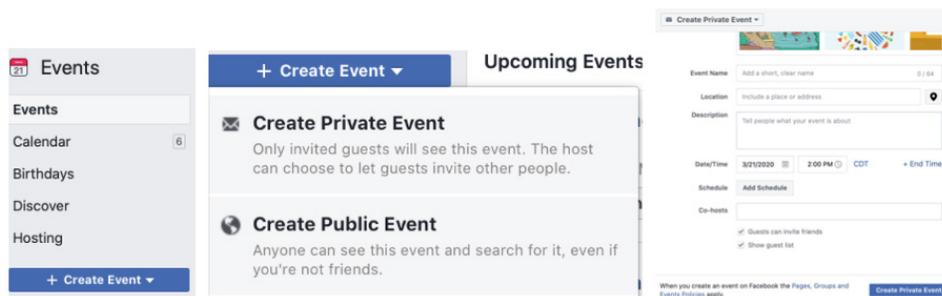
- You can use the Company's YouTube Videos. Make sure to change the link to a Safe Share link, so they are not distracted by the other videos that pop up on YouTube. A Safe Share link will take them to a landing page instead of to YouTube. Click [HERE](#) to find a link converter.
- You can find a list of videos that have already been converted to Safe Share Links and are ready to use from Girl Boss Graphics by clicking [HERE](#).
- You can also use other people's pre-recorded videos if you don't want to make your own.

## Images:

- You can use the company's Digital Assets and Pride Point images.
- Find images on the Company's Facebook Page & Instagram.
- Find Tutorial Images on the Company's Pinterest page.
- MK in the Media images can be found in the Girl Boss Graphics DropBox. You can also find them organized by product, so that you can include them with your posts that refer to specific products. Find the Girl Boss Graphics DropBox [HERE](#).
- You can also find images that are created for Facebook Parties that are ready to use on [www.girlbossgraphics.com](http://www.girlbossgraphics.com) > Marketing > Virtual Business. Non-Girl Boss Graphics Members can find some of the Images on the Freebie Go Give Gallery Page on their website.

## Virtual Experience Tips

- Create the event under Events on Facebook. **IMPORTANT:** Set the Event to “Private” otherwise it shows up in EVERYONE'S newsfeed and looks spammy! Individually invite your personal guests. You can also set your Hostess as a Co-Host. Make sure to also select that “Guests can invite friends”. You will have better success if you send private messages and then invite people instead of mass inviting your entire friends list.



- Only invite people once they have said yes to your private message. This keeps the event exclusive and also ensures that people's inboxes aren't blown up by 300+ notifications from an event they weren't even interested in attending. You can find ideas for Script examples from Girl Boss Graphics by clicking [HERE](#).
- You can post Teaser videos a few days or hours before the event. If the event is a week away you can post two or three teasers to build anticipation and excitement. When people comment on these they are entered into the free product drawing. Color product videos from our Global Makeup Artists, make great Teaser videos.
- During the Event the guests can comment on the posts to be entered into a Free Product Giveaway at the end. Every time they comment/ask questions they receive an entry.
- Number your Posts so that the guests can keep track of the order you are posting things.
- PIN the most recent post to the top of the Event so that guests can find it easily. Once people start to comment on the most recent post, you know they have had enough time to read the post and watch the videos and you can post the next one. You can still go back to the previous posts and continue engaging with the guests who joined in late or are behind.
- Encourage the guests to continually REFRESH the page so that they always see the PINNED post.
- Virtual Events work the best if they are just an hour and there are 10 or less posts. You want people to attend the event together at the same time and schedule it in versus having something that they have to remember to check back on over hours or multiple days.
- You can offer whatever specials or promotions you would like to during the Preview. You can post a picture of a closing sheet or you can come up with something yourself.
- You can keep track of entries into the drawing on an excel sheet. You can preselect 2 numbers ahead of time that will be the winners---for examples row 31 and row 50.
- At the end of the Event, do a drawing from everyone who commented and interacted throughout the event. You can create a Google Form that all of the guests will fill out at the end of the event giving you their contact info and answering any questions you want them to answer. If you do not want to create a Google Form, you can also give them the questions you would like them to answer and have them Direct Message you on Facebook.
- Hold a Grand Prize Giveaway 24 hours after the Event. Everyone who fills out the Google Form or Messages you, will go into the drawing. Every product they purchase within the next 24 hours will also get them additional drawing entries.
- As the orders come in, you can post "Thank You For Your Order" images in the event, recognizing everyone for their purchases.
- You can also choose to hold your Product Previews or LIVE videos in your Facebook Client Facebook Group. You can have your hostess add her guests to the group. This works best for a LIVE video that is just one or two posts, versus an event where you will be posting multiple times in an hour, notifying everyone who is in the group each time you post.