



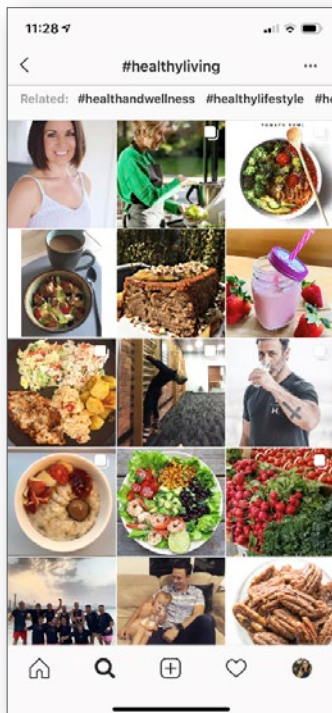
Engaging Prospects Virtually with Social Media



Research

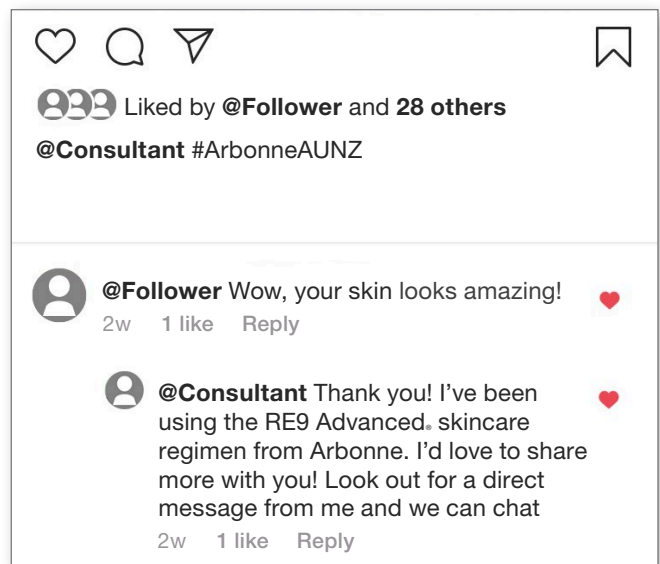
The internet is full of people! Find new prospects and start building genuine relationships with them through likes, comments and private messages.

- Use the Explore page on Instagram or browse hashtags to find and follow other like-minded people.
- Use Instagram polls to ask your audience what content they like to see.
- Stay in the know about the beauty and wellness industries. Learn about and share current events that relate to your passions or your Arbonne business.
- Ask questions in your photo captions or Instagram stories to see how your audience relates to your posts (e.g., What's your favourite skincare product? What's your must-have nutrition product?)



Engage

Like, comment, share, favourite, retweet, private message, etc. Individually connect with those who want to connect with you! If anyone comments on your photo, reply! If they tag you, share to your Facebook News Feed or Instagram story! If they like and support your content, send them a private message to get their number and meet up for coffee.



Educate

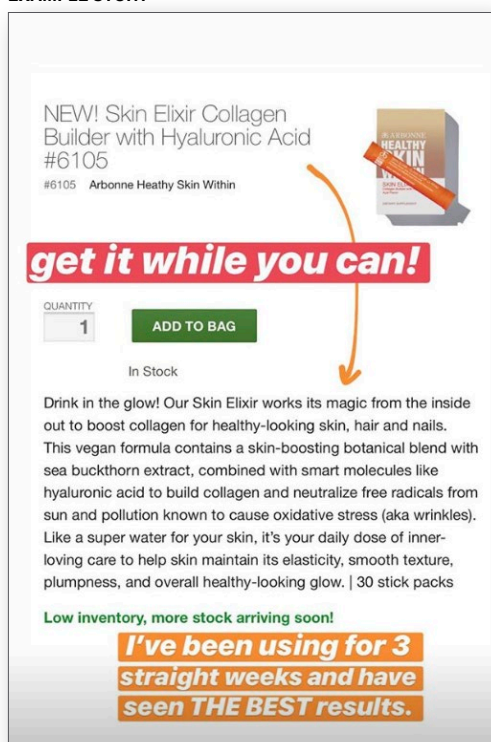
Use your social media posts as a way to educate your followers on product knowledge, the Arbonne Opportunity and your personal brand.

- Share product education found on The Source regarding ingredients and what it means to be Certified Arbonne Clean-.
- Share the importance of skincare, clean ingredients and healthy living inside and out, and why they matter to you.
- Post compliant content about what it looks like to start and grow an Arbonne business.

EXAMPLE POST



EXAMPLE STORY



Use Best Practice

Do not use false income and/or lifestyle claims to engage or entice people into following you and learning about your business. It's best practice to always be transparent and authentic (both personally and virtually) when illustrating how you've grown your Arbonne business and how it has fit into your life dreams.

EXAMPLE POST



Action Steps

1. Follow 5 new accounts you discover through research using the techniques above.
2. Engage with each new prospect by liking, commenting or sending a direct message.
3. Pick a topic that you are passionate about and curate an educational post about it. Make sure to personally reach out to everyone who likes or comments on it!

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