

Launching on Social Media

Arbonne is a people business, so it thrives on building relationships. With so many social platforms available, connections are no longer limited to “in-person” or “over-the-phone” contact. This simple guide is the first step in your social media education to help you launch your business online.

GETTING STARTED

On your Arbonne social media accounts you can promote the products, the Opportunity, and what makes your specific Arbonne journey special. Sharing love statements about the products and your business will give your social media presence a level of authenticity that will attract Clients and business-builders.

When creating your Arbonne social media presences, create business accounts that represent you and your personal Arbonne brand. Avoid coming across as an official Arbonne Home Office page, and be careful not to misuse the Arbonne trademark.

- ✓ @JSmithIndependentConsultant, @JaneBotanicalBusiness, @KristiMomprenneur
✗ @ArbonneOttawa, @MakeMillions, @JaneArbonneConsultant, @MyBizSellsArbonne

- 1 Use images from the Digital Toolkit or the Arbonne social channels to help shape your personal brand image.



- 2 Use the following tactics to clarify your relationship with Arbonne:

- Pin a post or video about your Arbonne business to the top of your page
- Frequently state that you are an Independent Consultant in the About or Description sections, posts, videos, Lives, etc.
- Use Arbonne-created images and the Independent Consultant logo from the Digital Toolkit

SOCIAL SELLING

You are encouraged to publicly share Arbonne-created rewards, promotions, specials and incentives on your social accounts. Be clear when describing offers.

For example:

- ✓ Receive 20% off product orders with a Preferred Client account. Ask me how!
- ✓ Limited-time Arbonne sale! Receive 20-40% off select holiday products. Check it out on my site!

On the other hand, avoid using confusing language, which can be misleading.

For example:

- ✗ I can provide you with an exclusive 20% VIP client membership to purchase Arbonne that you won't find anywhere else!



To allow for an equal sales opportunity for all Independent Consultants, you may offer your personal discounts and promotions via interpersonal communication methods. **These methods include:**

- My Office Pro CRM journeys and other personal communications
- Private message or direct message
- Text, email, or phone
- 1:1, party, or get-together
- Closed groups and Lives

On your public Arbonne accounts, use redirecting phrases such as:

- ✓ Private Message me to order.
- ✓ Visit my website for more details.
- ✓ Looking for great deals on Arbonne products? Ask me about my closed Client group!
- ✓ Search no more for Black Friday deals! Contact me now!

Instead of using direct sales language such as:

- ✗ Discounted percentages (75% off)
- ✗ Amount saved (\$50 off for Mums)
- ✗ Give-and-take promotions (Buy One Get One [BOGO] Free)

VIRTUAL EVENTS & GROUPS

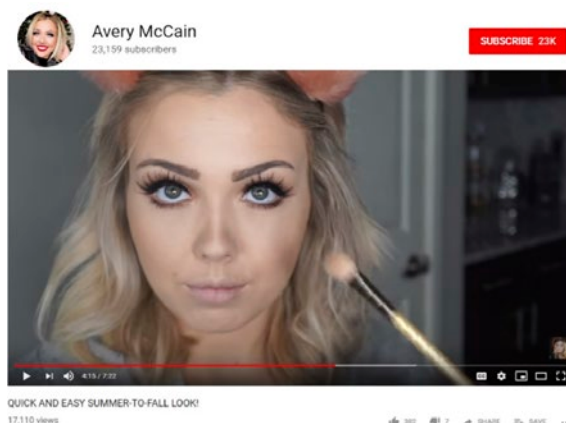
Grouping prospects and Clients into a variety of nutrition, business and product groups can be a great advantage to your growing business. Have a few Clients interested in a 30-day program? Maybe a few who love makeup? Use these common interests or goals to create a group and focus your messaging to target their needs. You can make it even more fun with personal product promotions!

- Only add individuals to a group or event who have given their permission or have requested to join
- Create a unique name for your event (Sally's Online Event)
- Include your personal Arbonne website to direct guests to place orders
- Utilise the Digital Toolkit, Photofy, Share It tool and any available Arbonne promotions
- Include the retail and/or Preferred Client pricing for products
- Include Arbonne business materials to inform your guests about account benefits and the Arbonne Opportunity
- Share Meet the Product sheets, Arbonne product videos, opportunity and lifestyle flyers/videos, etc.

VIDEO & OTHER ONLINE PLATFORMS

You are a product of the product and sharing your experiences, knowledge and the Arbonne Opportunity via video or any other online sharing medium is a great way to engage new prospects and connect with your Clients.

- Video channels created on social media platforms such as YouTube and Vimeo must follow the same guidelines as when creating an Arbonne social media account. The same goes for accounts created on other online platforms such as SoundCloud, Zoom, etc.
- All videos and online content need to include the appropriate disclaimer found in Section 3 of the Policies & Procedures Manual
- Use language from Arbonne tools when speaking about the products, ingredients and certifications
- Include a link to iccs.arbonne.com when talking about your success story, lifestyle, the Arbonne Opportunity, or income



SOCIAL MEDIA BEHAVIOUR

You are encouraged to link, like, comment and share content from any Arbonne Home Office social media account. Promote good social media etiquette by refraining from soliciting potential Clients and prospects on Arbonne Home Office social media accounts.

- Remember the Golden Rule: Do unto others as you would have them do unto you
- Respect the privacy of others in your posts
- Avoid engaging in gossip or the disparagement of any individual, company, or competitor

NEXT STEPS

- Search "social media" on The Source to review tools that can help maximise your online potential
- Visit DigitalToolkit.arbonne.com for resources and customisable assets for your business
- Engage with B.E.S.T. by visiting facebook.com/arbonnebest to get weekly tips, examples, articles and more
- Send your content and questions to best.arbonne.com if you need help or a second pair of eyes



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