



# Leveraging Social Media for Business-Building Success

Social media provides opportunities for multiple two-way interactions between you and your followers and prospects. Social media can also attract new Clients and Preferred Clients.

## **SOCIAL MEDIA CAN HELP YOU:**

- Build your network.
- Influence purchasing decisions.
- Build your business and your team.
- Direct prospects and new Clients to your Arbonne replicated website for shopping.
- Learn about and connect with customers.
- Reach a new audience, locally or globally in any country in which Arbonne conducts business.
- Improve customer service by addressing needs and feedback directly.
- Create relationships and generate leads.
- Increase awareness about your Arbonne business.
- Present Arbonne products in real-life situations.
- Promote upcoming Group Presentations.
- Share products and sales tips on your Arbonne business page, using the Arbonne Digital Toolkit.

Follow these tips to maximise your social media presence!

## **ENGAGE FOLLOWERS IN ONE OF THE FOLLOWING WAYS:**

- Ask questions to spark discussion.
- Share your personal testimonials about the product or the opportunity to spark interest.
- Use compliant hashtags to gain new followers and potential customers by tapping into new communities.
- Treat social media copy like you are talking to friends at a party rather than speaking at a meeting.
- Utilise the Arbonne Digital Toolkit to help you create professional, on-brand posts.
- Here are some examples of great-looking, compliant posts created with the Share It feature in the Digital Toolkit.



### **Genius Ultra**

Gentle waves help push the product onto the outer layers of the skin, getting into the ridges and ultimately maximizing your Arbonne® skincare products for faster results.

ARBONNE.COM



I love the freedom to bike when I want.

Imagine the freedom to live the life of your dreams by starting your own successful business. That's the beauty of the Arbonne business model. Learn more by visiting our website.

DAC.ARBONNE.COM

Visit [digitaltoolkit.arbonne.com/en\\_AU/](https://digitaltoolkit.arbonne.com/en_AU/) or [digitaltoolkit.arbonne.com/en\\_NZ/](https://digitaltoolkit.arbonne.com/en_NZ/) to explore the images available. Be sure to check out the Digital Toolkit Success Tool for detailed how-to-use instructions.



# Leveraging Social Media for Business-Building Success

## WELCOME ALL NEW CONSULTANTS TO YOUR TEAM AND SHARE A LINK TO THEIR PERSONAL WEBSITE

- Encourage your entire team to like and comment on the welcome post.
- Go directly to the new Independent Consultant's page to like and follow them.
- When a new Independent Consultant earns the first level Promotions & Bonus Booster or the Independent Consultant Cash Bonus, post a congratulation on their page.
- Encourage all new Independent Consultants to post a short, live video about Arbonne and their experience in month one of their business.

## NETWORK TO FIND NEW TEAM MEMBERS

- One of the main tips on how to do social media well is to share the whole Arbonne story. Some people tend to focus their attention on one thing, so share all of the following:
  - *Why* — Arbonne's and your personal vision and purpose.
  - *Products* — Why Arbonne rocks.
  - *Arbonne Opportunity* — Remember to include a link to [iccs.arbonne.com](http://iccs.arbonne.com).
  - *Personal invitation* — Get new prospects virtually funneled down by scheduling business calls, booking shows, samples, orders, etc.
  - Use social media as your doorway into all those real income-producing activities.
- Here's a sample post on asking people to join your business:
  - "I am looking for people to mentor who are ready and eager to be successful entrepreneurs! Not sure this describes you? Are you already successful at whatever you do? Do you work hard? Do you like to serve others? Do you want to leave a legacy? Do you love looking and feeling your best? Are you kind, smart, and forward thinking? If any of these apply to you (or if you know anyone that this describes) and you are ready to learn more, message me and I will gladly show you how! For average earning information, visit [iccs.arbonne.com](http://iccs.arbonne.com). #BESTdecisionofmylife #seekingawesomeness #showingothershowtoshine #arbonnelife"

Create a social media presence that is subtle and authentically you:

- Use social media as a connection point for family, friends, and to meet new people.
- Get comfortable using social media as a regular part of your scheduled activities.
- Post three personal, family, or inspiring posts for each Arbonne business post.

Engage other people's timelines or posts:

- Pick your dream team and be intentional about focusing on their wall/posts to help you get to know them better, along with other people in their network.
- Send private messages to people liking or commenting on your posts to engage them in conversations. Be sure to check your country's anti-spam laws to be sure your messages are allowable.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [arbonne.com](http://arbonne.com).

**For more tips, log in to The Source and search:  
Arbonne Social Media Training Series.**



2017R02 03-07  
©2017 ARBONNE INTERNATIONAL, LLC  
ALL RIGHTS RESERVED. | [ARBONNE.COM](http://ARBONNE.COM)