



ONLINE AVON PARTY COUNTDOWN

YOUR GUIDE TO GETTING YOUR GUESTS EXCITED DURING THE LEAD UP TO YOUR ONLINE PARTY

AVON

GET YOUR GUESTS EXCITED IN THE LEAD UP TO YOUR PARTY

PLAN IN A WEEKS WORTH OF SOCIAL MEDIA POSTS TO EXCITE YOUR AUDIENCE AND FOLLOW THESE UP WITH PERSONAL MESSAGES TOO.

WE'VE GOT YOUR PERFECT PARTY COUNTDOWN RIGHT HERE.

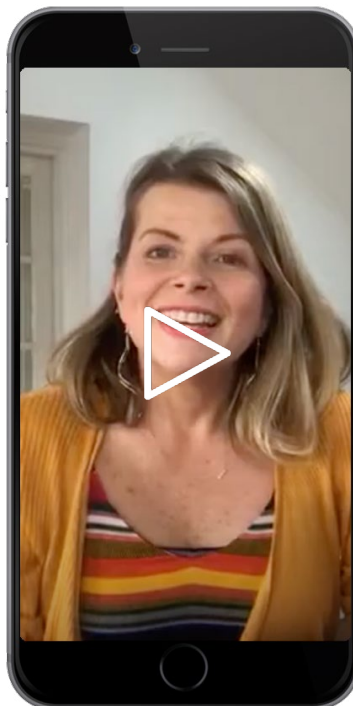
HERE'S SOME EXAMPLES OF WHAT YOU COULD POST IN YOUR FACEBOOK EVENT AND SEND TO YOUR GUESTS.

1 WEEK BEFORE

Create your event and invite your guests with a personal message.

Go LIVE in the event or include a 30 second video with the low-down of what to expect from your party.

CLICK TO PLAY EXAMPLE VIDEO



If you are planning on having a prize draw on the evening for your attendees, let your guests know now. You could offer them an extra entry for inviting a guest too.

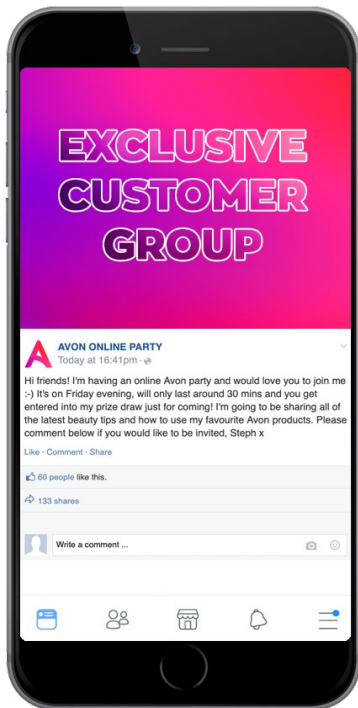
Follow each invite up with a personal message, here is an example of some words you could use...



GET YOUR GUESTS EXCITED IN THE LEAD UP TO YOUR PARTY

6 DAYS BEFORE

Share your online Avon party in your exclusive customer Facebook group with a personal message. Let your guests know how excited you are about the party and what they can expect. Here's an example of what you could share.



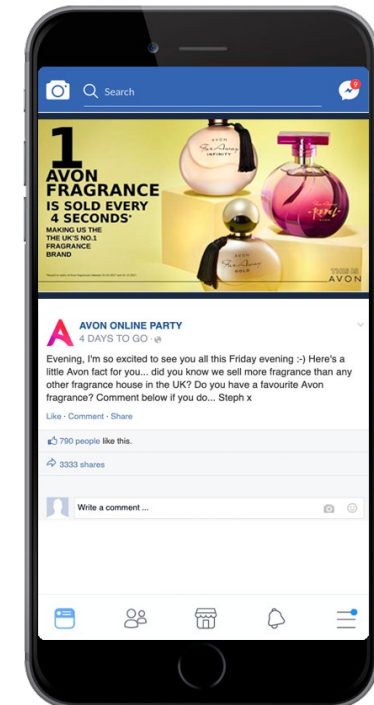
5 DAYS BEFORE

Post in the event reminding your guests to invite their friends and family. Tell them about a product you can't wait to show them at your online party. You could say something like this "Who on here loves our Avon Bubble Bath? Did you know we sell 6 every minute? Our best sellers are White Lily, Lavender and Goodnight Sweetheart - which is your favourite?" Don't forget to pop on a great image.



4 DAYS BEFORE

Add another countdown post in your event, with a picture of your favourite Avon Perfume. Add in the fact: We are the No1 fragrance brand in the UK. Ask who has bought an Avon perfume before and which is their favourite.



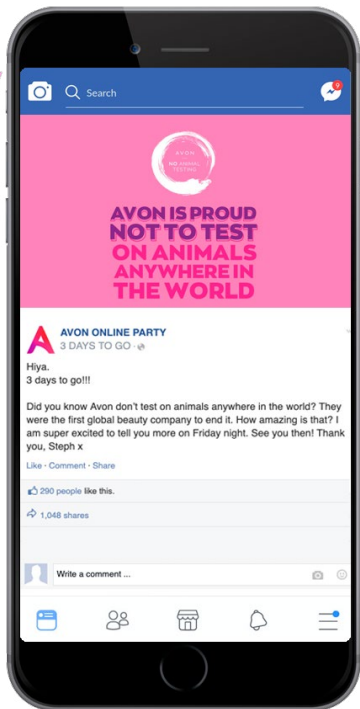
CREATE THE BUZZ!

GET YOUR GUESTS EXCITED IN THE LEAD UP TO YOUR PARTY

3 DAYS BEFORE

3 days to go!!! Add another countdown post in your Facebook event.

Why not shout loud and proud about the fact that Avon were the first global beauty company to end animal testing, and are proud not to test on animals anywhere in the world.



2 DAYS BEFORE

2 days to go!!! Add another countdown post and share a fact about our blind test results with an image too. "Have you tried our amazing Lip Oils? In a recent blind test, 8/10 consumers loved it just as much as Clarins Lip Comfort Oil! Ours is a bit of luxury, without the luxury price tag. Its infused with jojoba, avocado, coconut oils and vitamin E, and also has an SPF12 protection too".



1 DAY BEFORE

1 day to go! Post and share your excitement. It could sound something like this "I'm so excited! Can you tell??? Just one more sleep! Have you seen our new Dual Dark Circle Corrector? It's a new product which diminishes the look of dark circles around your eyes! It's fab, and just one of the products I will be sharing tomorrow evening.

Don't forget to click on 'going' and bring along a friend too."



ON THE DAY

Post in your event to remind your guests to join you at the time of the party. Why not use a fun or 'I'm excited' gif? Post again 1 hour before the event. Don't forget to also send them a personal message telling them you can't wait to see them. We've got a great example you can use here.

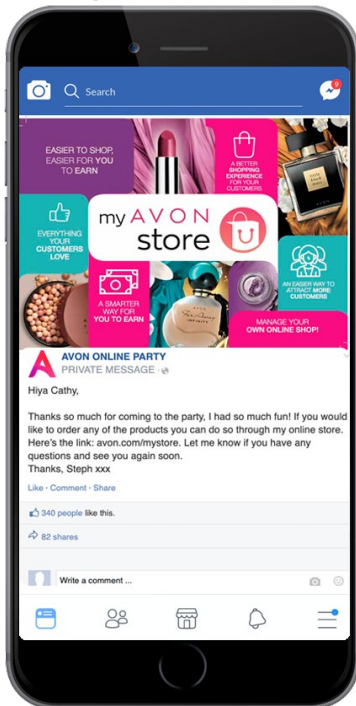


START THE PARTY... HAVE FUN!

THE AFTER - PARTY

AT THE CLOSE OF YOUR PARTY

Pop a post in the event to thank everyone for coming, with a reminder of how to order from you, any current offers and the link to your online store and the Instant Brochure. Use one of our great 'Thank you' images. Don't forget you will need to follow up with everyone with a personal message too. The personal reach out really gets results.



1 DAY AFTER THE EVENT

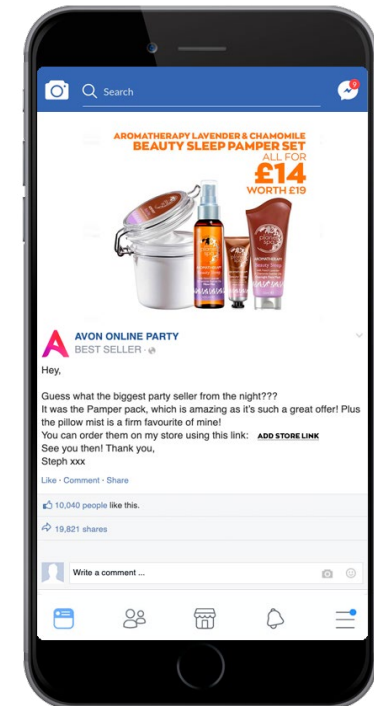
Save the date! Send out a post with your next planned party date on and let them know you will invite them nearer the time.



2 DAYS AFTER THE EVENT

Post a thank you to everyone who has ordered so far. Why not share what the most popular party purchase was?

It might create some FOMO (fear of missing out) and others might want to try it too!





GET READY FOR YOUR NEXT ONLINE PARTY

VISIT THE LEARNING HUB FOR MORE GREAT ONLINE IDEAS AND TO GET SOCIAL SAVVY

AVON