

Millennials On Board Instructions.

My idea for using this:

1. You start to have every millennial prospects post pictures of themselves at your parties or just using our great products and tag #millennialsloveMK. Put a sign at the end of your table and give a prize ticket for anyone who does this before the end of the party.
2. Reach out to current clients or prospects in this age bracket and give them a swag bag with the incentive to post a pic of them using MK products daily for a week with a cool remark and give them 10% off their next order for every day they do it up to 5. Instagram is the best place to help spread the # trend.
3. Create these posters to display at your parties to show more young women loving our products.
4. Create postcards using the picture and have the qr code on the back so they can scan it to watch the Millennials love Mary Kay video.
5. Use this video to help us with our Market Research!
 - Ask a prospective millennial the question "I am doing Market Research. Would you be willing to watch a 3 min video and give me your opinion for a small gift.
 - Then ask "What do you know of Mary Kay?"
 - Have them scan the qr picture (how to: insert the qr picture inside a word document and expand the corners to make it large) OR text them the video link or just play it off your ipad.
 - Text/hand them or send them the Millennial MK survey link. Once they have completed it you can give them a small sample as a Thank You gift. (create your own so it goes into your inbox.)
 - Give them a "We are millennials: postcard with your business card and a sample on the back.
 - Schedule a Beauty Experience with them right there and offer them a Swag Bag or a small gift when they hold their appointment on the original date.
 - I record all of their names in my phone as WC_Name_ so I can find them easily in my contacts. WC = Warm Chatter. I am putting in the company section: Millennials/where I met them or a note about them.

The best part of all of this is that we can do the same for the other largest groups of women in MK: baby boomers & Latinos. Hope this helps!