

Seminar guide

PROMOTING YOURSELF IN A DIGITAL WORLD

by Emily Seagren



Understanding & Marketing the Avon Brochure

Campaign Dates:

- Know your traditional order due date, eStore campaign dates, and national campaign closing
- Find your due dates on yourAvon.com - My Account - Key Campaign Dates

Online Brochure Links:

- Index of Campaign Catalogs: <https://www2.youravon.com/REPSuite/static/catalog/2016/18/en/index.html>
- Main Avon Brochure: www.youravon.com/static/catalog/2015/18/en/p1.html
- What's New Brochure: <https://www2.youravon.com/REPSuite/static/catalog/2016/16/en/whatsnew/p1.html>
- Current Avon Brochure on your eStore: <https://www.avon.com/brochure/?s=ShopBroch&c=repPWP&rep-id=12345678> (replace 12345678 with your account number)

Marketing your Avon Website

URL Formats:

- Avon eStore Website Paper Format: www.youravon.com/eseagren (easy)
- Avon eStore Online Format: <http://eseagren.avonrepresentative.com> (static)
- Paper Recruiting Instructions: Go to www.sellavon.com (FAQ landing page) or www.startavon.com (inside online contract) - tell them to use your reference code (it is your website username).
- Online Recruiting Instructions: To direct someone to the contract with your reference code embedded in the website address, use this format: <http://eseagren.avonrepresentative.com/opportunity/start>

•Sharing the Right Way:

- Use the Social Media Center - web office or download the Avon Social Media Center App
- Use the Social Media share icons on the bottom left on each product page
- Keep up on the latest eStore offers and incentives to share online

Building your Avon Resume

- **Personal Sales Stats:** # of Brochures Distributed, Amount Spent on Sales Tools, # of Customers, Average Order Size, Campaign Totals, Notes on Activity
- **Online Sales Stats:** # of Website Visitors, # of Customers, Average Order Size, Campaign Totals, Notes on Activity (Blog, Social Media, etc.)
- **Team Sales Stats:** Unit Sales, Earnings Amt, # of Reps by Generation, # of Leaders by Title, Rep Order Activity (% who place an order), Avg Order Size, New Appts, Notes
- **Other Accomplishments to Track:** Awards, Trips, Incentives, Community Work

Emily's Favorite Tools

- **Avon Tools:** Automated Email Program, Email Import Tool, Social Media Center, Customizing your eStore, Avon WebTV, Avon Fab 5, your Avon eStore, and Avon Products on Social Media
- **Other Tools:** Buffer App, Zoom, WordPress or Blogger, Pizap, Magisto, Google Analytics or StatCounter, Campaign Mailer, Retailmenot.com, eBates, Facebook.com/twitter

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Free Avon Tips: www.makeupmarketingonline.com

Facebook: www.facebook.com/emily.seagren

Facebook Group: www.facebook.com/groups/makeupmarketingonline

YouTube: www.youtube.com/user/avonrepemily