



The Guide for Direct Selling Brands

How to Team Up With Your Distributors for Bright 2020 Holiday Campaigns

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Why 2020 Holiday Campaigns are special

When it comes to holiday campaigns, it's a great opportunity for direct selling businesses not only to promote their products, but also to resonate with the very spirit of the holidays and bring value to your members and their teams. Since 2020 has been a tough year, people are tired of quarantines and restrictions. As the pandemic has influenced every aspect of their lives, this holiday season will be unlike any we've ever had.

Shopping for holiday presents in malls won't be as common as it used to be, while online shopping is exploding. **There's also a massive spike in the popularity of social media—according to a report by GlobalWebIndex, social media has become the key channel for communication during the pandemic.** Thus, 2020 has created massive opportunities for running holiday campaigns on social media with maximum efficiency.

We've prepared a guide to help your team not miss a thing while planning your campaign this year. Remember that some of your distributors have just started working with social media for promoting and selling products. They would definitely appreciate your guidance on how to do it successfully. That means, a significant part of campaign planning should be devoted to giving them the assets, the education, and the tools they need.

2020 Holiday Season Dates



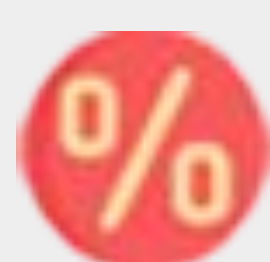
Halloween

October 31st



Thanksgiving

November 26th



Black Friday

November 27th



Christmas

December 25th

5 steps to prepare a holiday campaign

The proper launch of a campaign requires systematic preparations. Your corporate marketing team needs to create a clear offer, distribute product sets, and empower your representatives to promote and to share them.

1. Set up SMART goals

The SMART approach is one of the best frameworks when it comes to validating goals before committing to them. The goals should help you stay focused, realistic, and on track by moving towards them step-by-step.

The **SMART** approach to goal setting presupposes they are:

- **S**pecific (direct and clear)
- **M**easurable (concrete metrics are involved)
- **A**chievable (realistic)
- **R**elevant (worth the effort)
- **T**ime bound (best fit the current time period).

Since social media marketing channel is believed to be tough in terms of measurability and attribution, there's a certain correlation between the number of distributors involved in posting on social media and sales growth. Working with direct selling companies, we have found that **companies that get 70%+ of their distributors involved in running promo campaigns on social get 6.5% MoM sales growth during their campaigns.**

That means that aiming to get the maximum number of distributors involved in sharing your holiday offers should become your top priority for running holiday campaign.

2. Repackage your products as new sets or add specials

To build a new wave of interest in your products, keep them relevant to the holiday season. It's all about giving, bringing value, and spending time with loved ones. Decide which of your products meet this concept: orange and cinnamon essential oils, makeup kits or clothes for a Halloween look, home accessories or cooking hardware that will help create a memorable Christmas party for the family.

It's a good idea to arm your representatives with special holiday sample sets. They'll be able to give them as presents to their family and friends and they'll fall in love with your products. Especially if they look as pretty as this Christmas set by Avon.



3. Prepare key messages and visuals

Keep in mind that it's not only the products your representatives are selling, but the brand idea itself. Pair products with catchy messages and visuals your network can share.

To engage their audiences with these campaigns, your distributors need to post various types of content. We've applied our experience of working with direct selling companies to figure out the perfect content framework for your representatives.

Educational Content				
Promotional Content	Lifestyle Content	Promotional Content	Lifestyle Content	Promotional Content

Educational content should be the basis and take at least 50% of their posting schedule. That means scheduling 2-3 educational posts per week should become a habit for your representatives.

Educational content is about showing the value of your holiday products, sharing tips on how to use them, and providing wellness, beauty, or cooking best practices for holidays, like in this example by dōTERRA.



On the other hand, promotional content is more about introducing time-limited offers and running giveaways, contests, or marathons. Here, Amway gives us a perfect example.

It's up to you at the HQ level to provide templates for educational and promotional content. Make sure the templates are editable—it's important for your reps to add their personal touch to the visuals while staying compliant and on-brand. They also need to be resizable so that it's easier for reps to post them to different social media networks and other marketing channels they use.

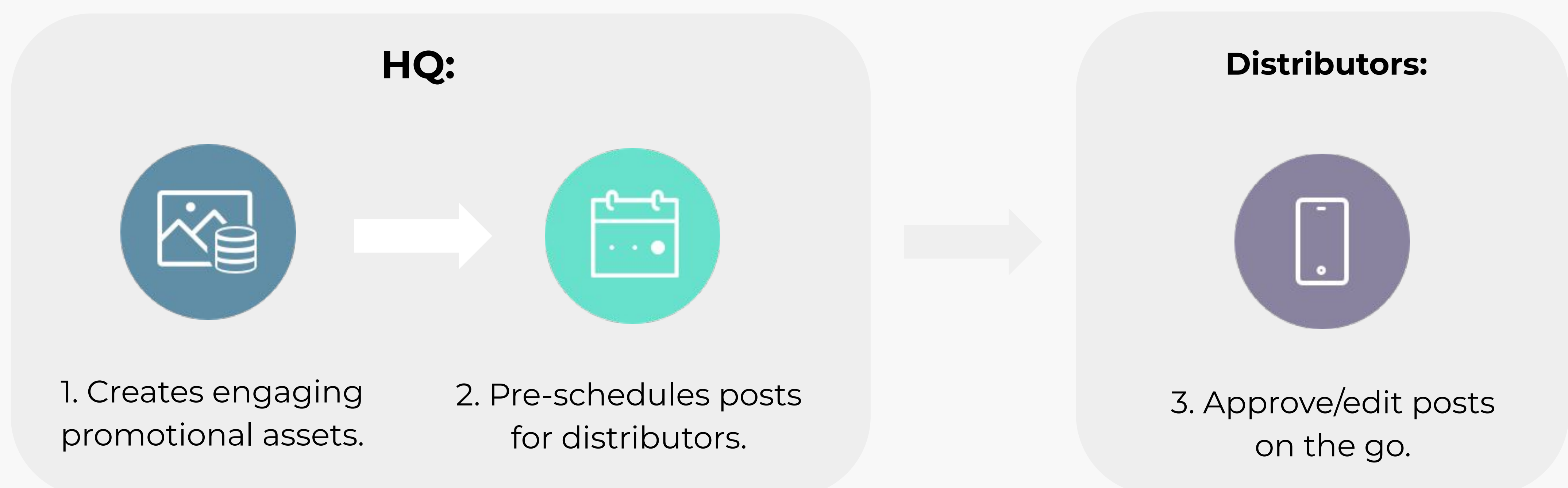
4. Choose a tool for proper content distribution

Even the best preparations and content assets can be in vain if distributors don't use them. Therefore, it should be your top priority to ensure the content distribution workflow you've chosen is clear and smooth for representatives. You need to avoid the most common bottlenecks created by asset management and social sharing workflows that lead to the sad statistic that **only 10% of reps actually post content prepared for them.**

Asset management workflow is most commonly used by direct selling companies which have just started developing a social media marketing channel. It's cumbersome for representatives as they need to download content stored for them and manually post it.

Social sharing solutions enable representatives to post content from the same platform where it's stored. In this way, posting takes fewer steps. But it still doesn't ensure the content is posted at the right time or that it's posted at all.

Content Suggestion workflow is a solution that ensures your distributors post on time, as it enables HQ to schedule promotional posts directly to distributors' calendars. Here's how it works:



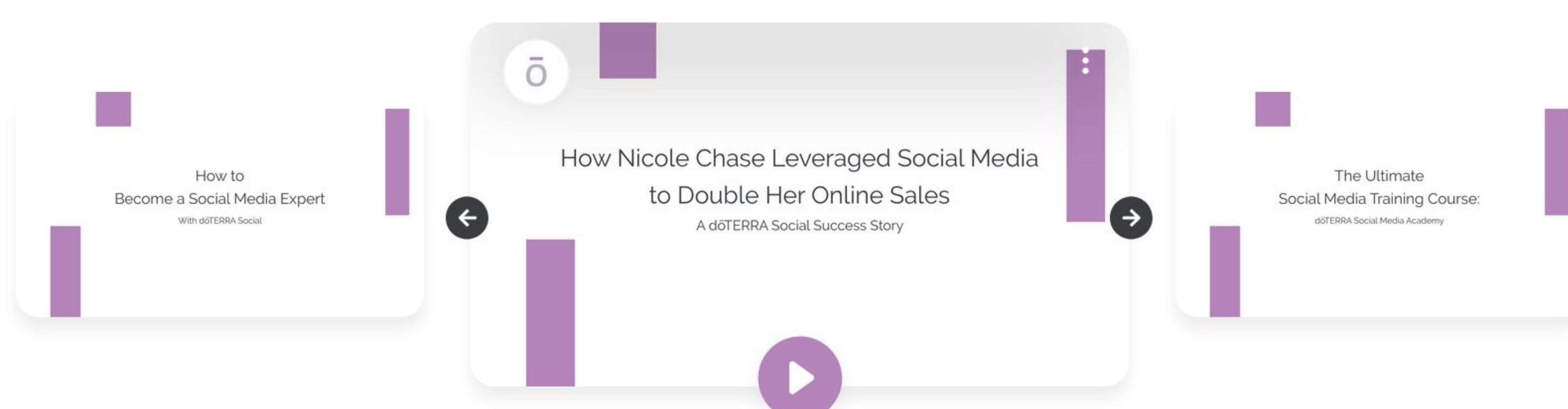
This workflow allows HQ to stay on top of distributors' social media activity and ensures promotional content is posted at the right time.

Meanwhile, distributors can stay active on social media, even if they don't have much time for it. On-the-go approvals make the flow seamless for them.

5. Educate representatives on social media marketing

Choose any convenient format: educational webinars, training sessions, or courses. The key goal is to provide the fundamental social media marketing knowledge: how to create content, master posting, manage direct messages, comments and conversations, and measure results. Here's an example of on-demand webinars dōTERRA provides for their representatives, known as Wellness Advocates.

Learn how to leverage social media marketing with dōTERRA Social webinars



You can also create a training course via Teachable or AcademyOcean.

4 best practices of lifestyle social media posts to share with your representatives

Providing educational and promotional templates for your representatives is your responsibility. But apart from this, they need to build relationships with their teams and customers. To make these relationships thrive, your representatives have to be authentic, reveal their personalities, and post lifestyle content. This cannot be templated, but you definitely can help them out by sharing best practices of lifestyle posts for holidays.

1. Featuring how they use products in daily life

Sharing branded images of promo products, is one thing, but showing how they can actually make one's life better, healthier, and more comfortable is another. People tend to believe other people much more than brands.

Encourage representatives to share such images even if they are not perfect. Genuineness is what matters. These can be images of their holiday table, outfit, or beauty routine.



2. Showing their holiday traditions



Your distributors' teams would appreciate sharing a few personal moments: how they spend time with their loved ones, what traditions they have, what gifts they get.

They don't have to feature your products in such posts as it's about being themselves, not brand ambassadors in this case. This helps build human-to-human relationships with their teams.

3. Becoming a personal gift consultant

During the holiday season, when everyone's occupied with preparations, encourage representatives to bring value to their teams. For example, they can become their teams' personal gift consultants and give tips on how to choose gifts for family members on social media.

Or they can use the gift-giving tradition as an opportunity to introduce promotional products (that's what they need sample sets for).

TOP TEN

conscious

GIFT IDEAS

EXPERIENCES INSTEAD OF THINGS
SOMETHING YOU'VE MADE YOURSELF
PLANTS, FLOWERS, HERBS
ZERO WASTE GIFTS (E.G REUSABLE COFFEE CUP)
A DONATION IN THEIR NAME
AUDIOBOOKS / DIGITAL SUBSCRIPTIONS
GIFTS MADE FROM RECYCLED MATERIALS
WOODEN TOYS INSTEAD OF PLASTIC
DIY PERSONAL CARE PRODUCTS
HOME COMPOSTING

www.theconsciouscoven.com
@theconsciouscoven

4. Running contests or marathons



There's one thing that people like even more than having others being genuine and sharing value. It's expressing themselves, their thoughts and opinions.

Encourage representatives to make posts that provoke conversations: asking questions, as shown in this example by LuLaRoe, inviting clients to take part in marathons. These can be about daily sharing of pictures of a healthy holiday diet, or decorating the house, or working out to get in shape for a holiday dress.

Reps can give products to the most active participants and provide them with a great brand experience. Secondly, such marathons are a great source of user-generated content that can be used in your reps later social media posts.

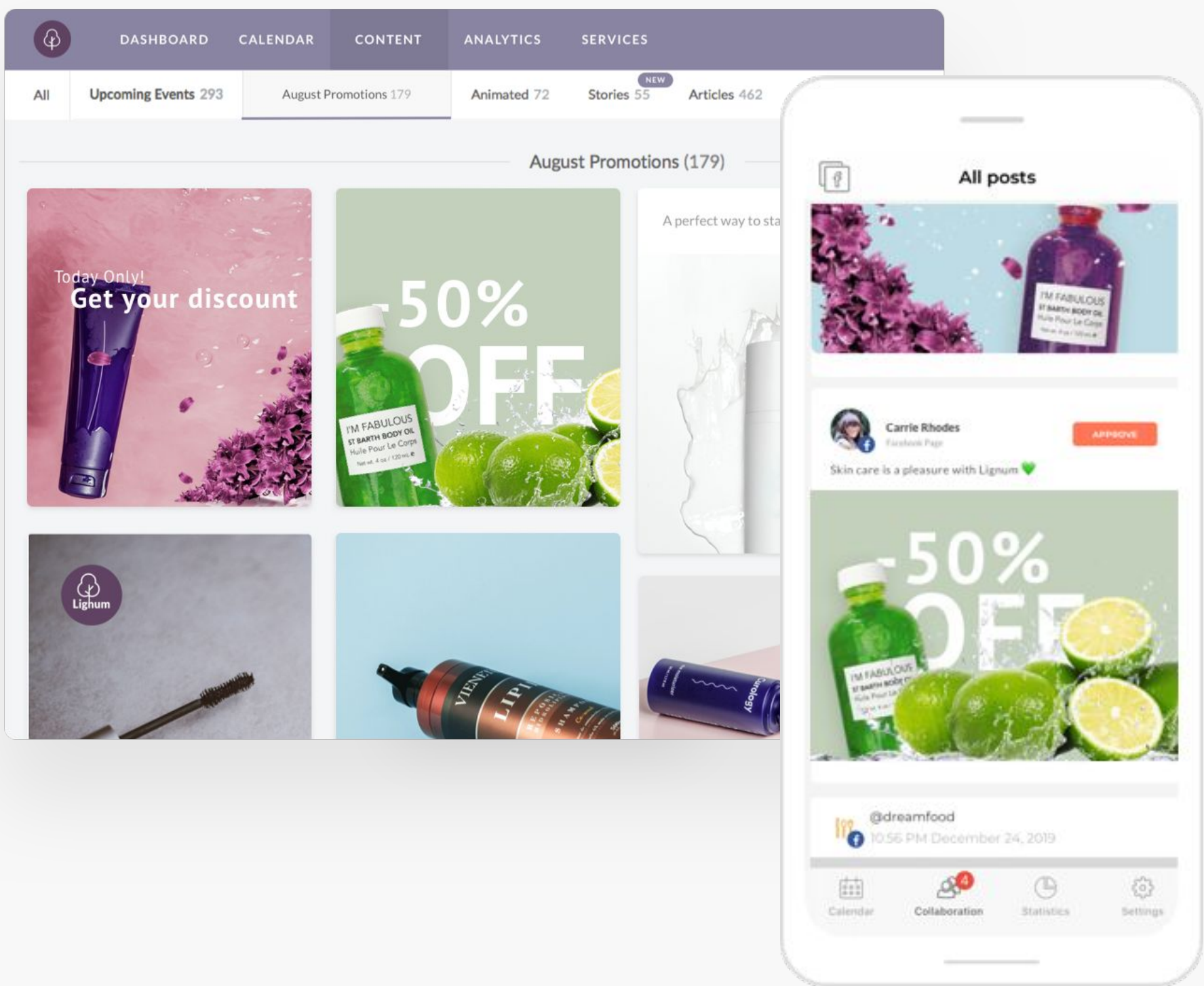
Holiday campaign launch checklist

- ☐ Set up SMART goals
- ☐ Create special products sets and wraps
- ☐ Prepare messages and visuals for your campaign
- ☐ Choose a tool for a proper content distribution
- ☐ Educate reps on social media marketing
- ☐ Share best practices of social media posts with your representatives

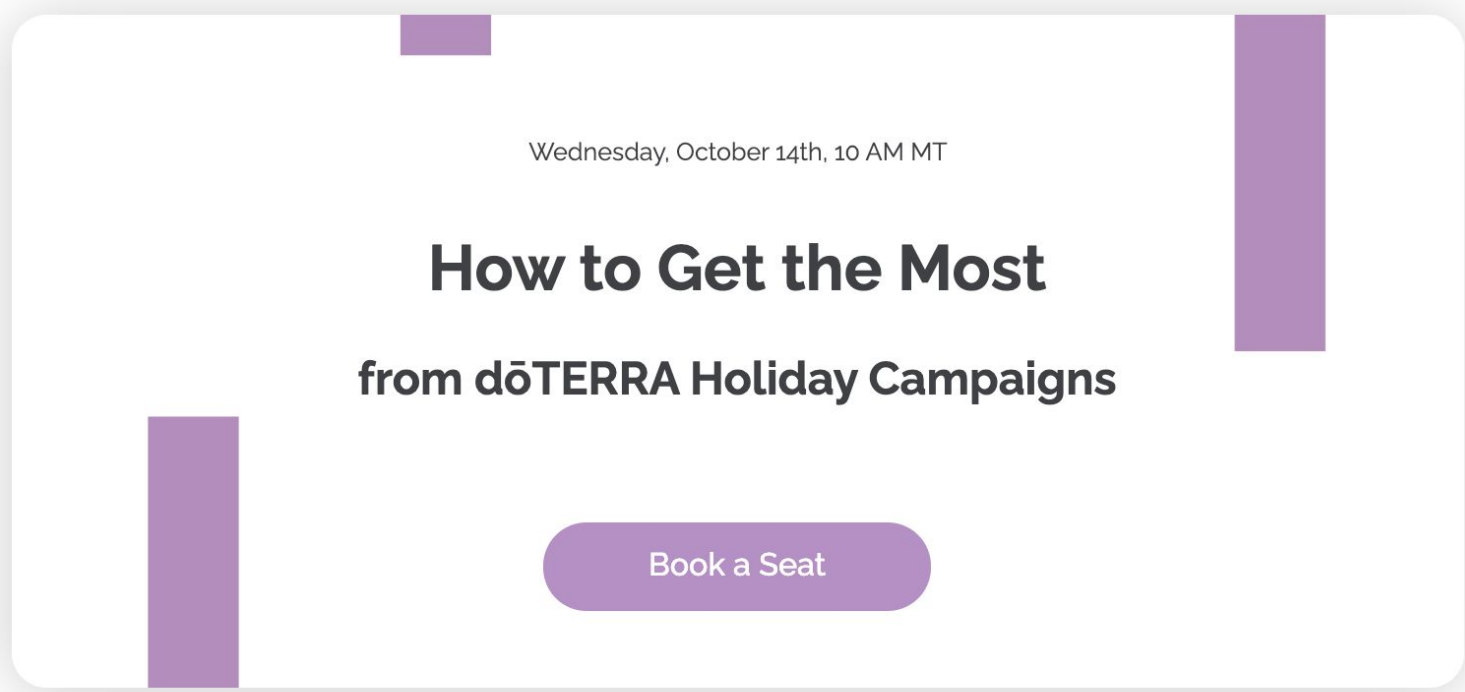
How PromoRepublic can help

1. Ensure on-time posting across your network.

Pre-schedule promotional content to representatives' calendars and let them approve posts on-the-go using their mobile devices.



Book your seat for upcoming dōTERRA Social Webinars



Onboarding webinars

10/28 @ 10am MT [Introduction to dōTERRA Social](#)
11/19 @ 10am MT [Introduction to dōTERRA Social](#)
12/17 @ 10am MT [Introduction to dōTERRA Social](#)

Educational webinars

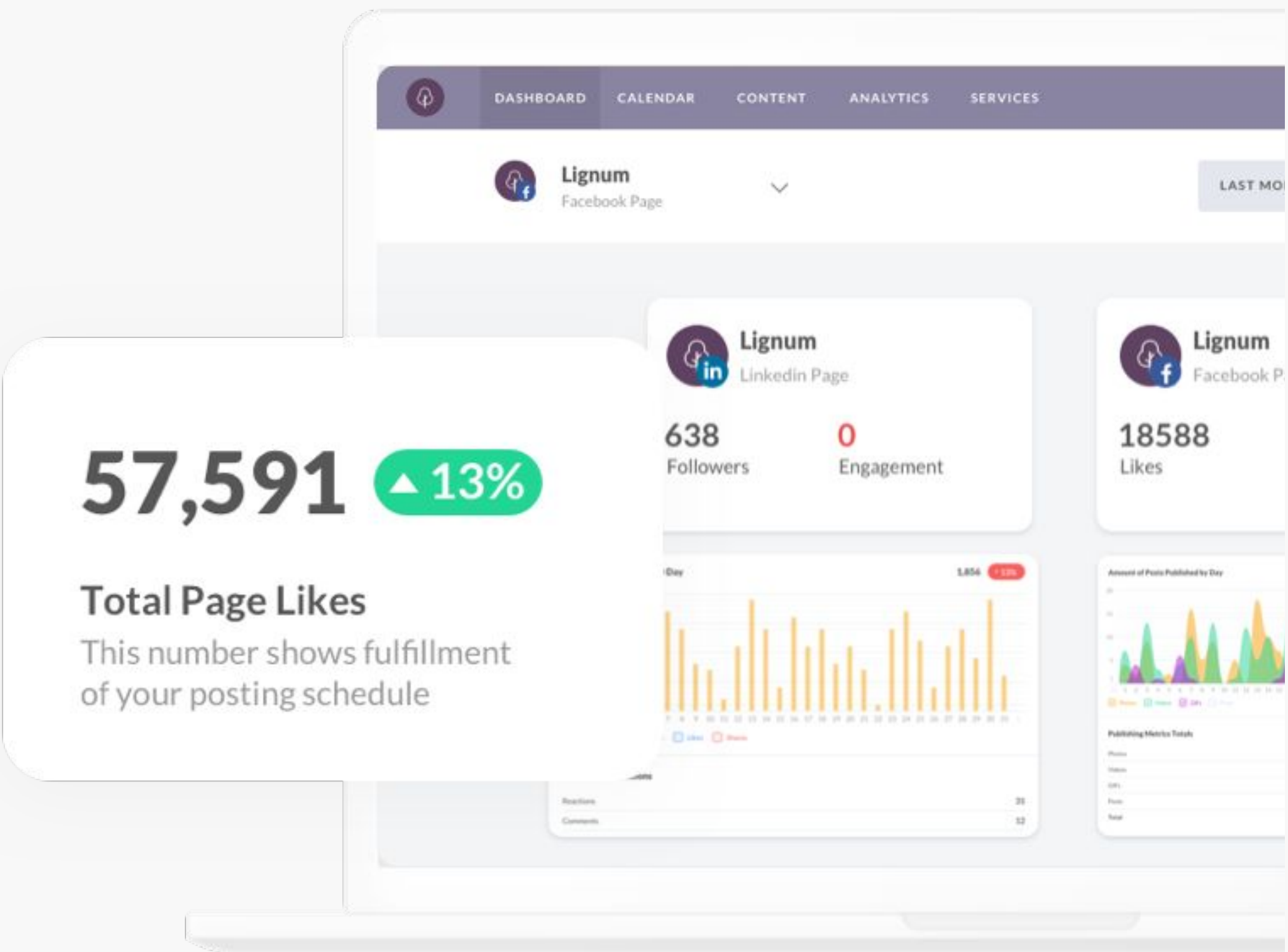
10/14 @ 10am MT [How to Get the Most from dōTERRA Holiday Campaigns](#)
11/11 @ 10am MT [5 Social Media Network Updates You'd Better Utilize to Grow Your Business](#)
12/9 @ 10am MT [5 Engaging Social Media Post Ideas You Should Use Right Now](#)

2. Make distributors more marketing-savvy.

We provide Activation Program for representatives that ensures adoption of the solution across your network and turns your representatives into marketing-savvy influencers.

3. Stay on top of your distributors' performance.

Track key social media metrics and distributors' usage to make planning future campaigns possible by analyzing what works best for your members. Also, you can get an overview of how distributors perform and give them the guidance they need.



We'll be happy to tell you more



Valery Grayson



Eugene Voleeq



How we helped dōTERRA activate Wellness Advocates to amplify the voice of the brand

PromoRepublic's Content Suggestions Technology and Activation Program for Wellness Advocates amplified the number of people talking about dōTERRA and got advocates into the "social first" habit of regularly sharing information and education on social media.

15K

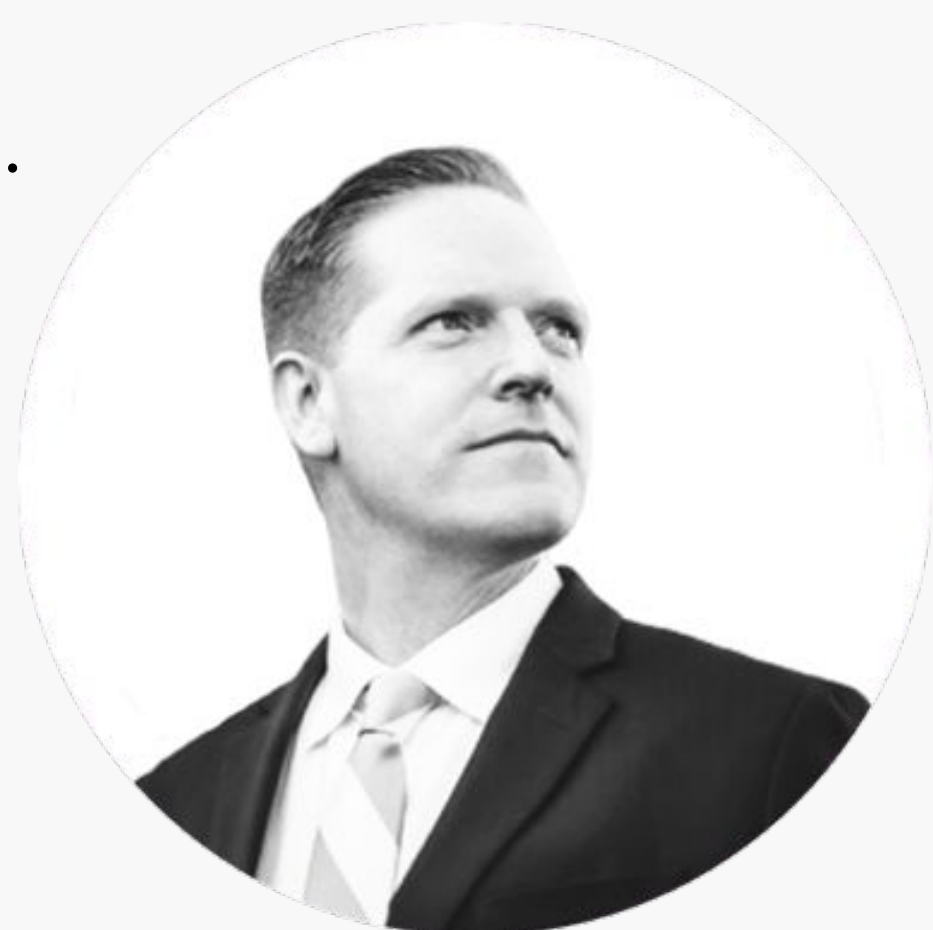
Wellness Advocates in the U.S. landed on the platform

2X

Growth of social media posting activity.

6.6%

MoM sales growth with promotional campaigns.



"PromoRepublic provides our Wellness Advocates with branded content and allows them to add their personal touch to it without any additional time. Activating and empowering WAs to share on social media impacted the results we saw from key campaigns and initiatives."

John Dye, Senior Director of Marketing of dōTERRA—North America.

