

These "6 Steps to Marketing Your Web Site" will help you to get your online business off to a great start and make your Web site the best customer service and relationship building tool that it can be!

by NSD Linda Toupin

- 1.. Update your business cards with your Web site address now - don't wait until you run out of cards to reorder. Let everyone know that you offer the convenience of online shopping! (Call MK Impressions at 1-800-627-9577 to order your business cards today.)
- 2.. Order product reorder labels that include your Web site address, so customers know that they can easily order products from you online.
- 3.. Include your Web site address on every brochure and newsletter - on every form of correspondence that goes to your customer.
- 4.. Collect your customers' email addresses so you can easily send them notes about new products and special offers on your Web site.
- 5.. Send your customers a postcard that features your Web site address so they know that they can shop online.
- 6.. Include your Web site address on your voicemail to remind your customers that they have another way to order from you.

Send your customers an email notifying them about new special offers available from Mary Kay , including reminders about the Embrace Life gift line. Here are some suggestions for what your email might say:

Dear (Customer Name),

What's your Color I.D.? Flirty, feisty, fickle, ultra-feminine? I've got all the looks to help you express your true personality - from mood to mood! Thanks to the Mary Kay products for fall - from crayons to blush sticks to nail enamels - you can express your true self anywhere, any time! And speaking of any time, you can order through my Web site (www.marykay.com/consultant name) 24 hours a day, seven days a week - for the fastest, most convenient service possible. I look forward to hearing from you! (Your Name)

(Business-Building - potential customer)

Dear (Customer Name),

I'm a Mary Kay (Consultant/Director) and I heard (from so-and-so) you might be interested in

learning more about our products and opportunities. I'd love to get together and fill you in. We're proud of our tradition of excellent products and customer service. And we've got great (holiday/seasonal/promotional) products featured right now. In fact, the Mary Kay "world" is an exciting place to be all the time. I'd love to take you there! I'll give you a call in a couple of days to see if we can visit at your convenience. In the meantime, you can visit my Web site any time of the day or night at (www.marykay.com /consultant name). See you soon!
(Your Name)

(General - existing customer)

Dear (Customer Name),
Because you're one of my most valued customers, connecting with you quickly and easily is so important to me. I want to share all the latest news about our fabulous products, promotions and gift-with-purchase offers as soon as I hear about them. That's why I'm so excited about my Mary Kay Web site (www.marykay.com /consultant name), where you can get all the scoop - and place an order - around the clock, seven days a week. It's the most convenient way to shop! I check my site often to make sure I receive and process your orders as fast as possible. That means you can start using them and giving them before you know it. See you at my site! (Your Name)

(Business-Building - potential customer)

Dear (Customer Name),
I'm a Mary Kay (Consultant/Director) and I heard (from so-and-so) you might be interested in learning more about our products and opportunities. I'd love to get together and fill you in. We're proud of our tradition of excellent products and customer service. And we've got great (holiday/seasonal/promotional) products featured right now. In fact, the Mary Kay "world" is an exciting place to be all the time. I'd love to take you there! I'll give you a call in a couple of days to see if we can visit at your convenience. In the meantime, you can visit my Web site any time of the day or night at (www.marykay.com /consultant name). See you soon! (Your Name)

Using Electronic Greeting Cards to Announce Your New marykay.com Web site and to Build Relationships With Your Customers.

What better way to announce your new marykay.com Web site than to send your customers an electronic greeting card? You can use e-greetings to wish your customers happy birthday, congratulations, or "just because." Below are links to Web sites that offer a variety of e-greetings for you to personalize and send for any occasion.