

Selling on social media is a key way to growing your Crunchi business. Some of the benefits include the ability to reach more Prospects, the opportunity to develop deeper relationships with Prospects and Clients quickly, and the option to shorten the sales cycle. Here are 10 tips to help you make the most of your social media opportunities.



## 1. MEET YOUR FOLLOWERS WHERE THEY ARE.

**Create accounts and test out content on the main social media platforms.** You might find that different platforms serve different functions. For example, a step-by-step tutorial may be the best way to reach your followers on Instagram Stories, but posting a limited-time sale may be more effective on Facebook. Find what works for you. These next steps will help.

### **Notice how your followers tend to interact with your content.**

- Do they comment mainly on your Instagram Stories?
- Do they only watch you live on Facebook and not on Instagram Live?
- Do you get more likes for posts that have real-life pics of you with the product?

**TIP:** Track your followers' engagement with your social media activity. It will help you see patterns, interact more effectively, and best reach your followers.

**Notice how often your followers engage with your posts about Crunchi.** Is it every 3-4 posts, once a day, twice a week, or some other interval? All communities are different, the key is finding what best engages your unique group of followers.

**TIP:** There isn't one right amount of times to post, but not posting enough won't lead to engagement, and posting too much could push your followers away.

## 2. CREATE ENGAGING CONTENT.

**Include a visual.** Put your products in real-world settings and create people-centric images. Studies show that images of a person actually using a product generate 2-3x more sales!

**Explore creative filters and apps.** Enhancing your images with filters and apps can give them a little extra pizzazz. Some options include Story Art, Story Luxe, and Instories.

**Up your photography game.** Use natural daylight or a ring light to make sure to have good lighting. Clean your camera lens often. Fingerprints can blur your pictures.

**Ask yourself this question:** Would your product photo, Instagram Story, or video be interesting enough and worth "liking" if it wasn't trying to sell something? If yes, post it! If no, get creative and make something that gets a yes to that question.

**TIP:** We've found that people love watching our Advocates do their skincare routine. Make a video of yourself doing your skincare routine and post it on Instagram Stories. You can film it using the camera on your phone and then drop it into an app like CutStory to speed it up a bit, apply music, and cut it into 15-second clips for easy loading onto Instagram.

**TIP:** Make sure you apply text to each slide, too! It's estimated that over 80% of Instagram users watch Instagram Stories with the sound off. You don't want them to miss your message!

### 3. BUILD RELATIONSHIPS

**Engage with your followers.** Share content that's valuable to them. Answer their questions in a timely manner. After you've begun a conversation, you build rapport (this can take time!).

**TIP:** Aim to move all your communications with prospects from Instagram Direct Message (DM) to phone calls or emails as soon as you can. It's more professional and it allows you to have more in-depth conversations.

**Be a good listener.** People share a lot of information when they talk. If you listen carefully, you will be in the best position possible to have meaningful conversations and offer precisely what they need.

**Be patient.** It can take time to build a relationship, especially on social media. Take the time to get to know each other and build trust.

**Focus on quality vs. quantity.** We've found that the depth of your relationships, not the number of followers you have, builds your business.

### 4. PROVIDE VALUE

**Post content that helps people.** Share freely so you build trust and your followers will see that you aren't just trying to sell them something. Do this right and people will perceive you as valuable even before you interact with them personally.

**Allow people to get to know you.** As with any relationship, people need to be able to get to know you and see that you are more than just Crunchi products. Find a balance between posting about Crunchi and other topics. This is how you give your business a personality.

**TIP:** Use your own photos, not stock photos. They help people get to know you.

**Share educational content.** This doesn't have to be boring. It can just be a post that shares information. Some ways to do this are to include an Instagram Story or video tutorials on how to do a regimen step-by-step, posting stats, facts, sharing Client testimonials, or going live for Q&A.

**Share non-Crunchi content:** These posts score tons of engagement and can be a way for new followers

to discover your brand and eventually become Clients. Some examples include sharing a news article about the status of the beauty and personal care industry or posting other related interests such as healthy recipes, at-home workout routines, or safer cleaning products.

**TIP:** Share content that you really care about. Think of it as giving. Give inspiration. Share knowledge. Give how-tos. Whatever you post, make sure it's about helping people. Try to offer them something that they couldn't get anywhere else. We've found that people who give more than they take win at social media.

**TIP:** When you share about skincare/Crunchi and don't end with something about buying the product, offer something personal to gather interest instead. Try a story about yourself, an insight about a product, or a tip you recently learned about the application or building a routine. For more ideas, ask yourself, *"What can I give them today with no strings attached?"*

### 5. BE AUTHENTIC

**Show up with vulnerability.** For your followers to trust you and want to buy from you, they need to feel like you are accessible and knowledgeable. Let them know you. Resist the urge to appear perfect – no one wants to see perfect. People want to be able to relate to what they see.

**Share what you love about our products and the Clean Beauty Movement.** Share your personal experiences. Did you hesitate to switch to safer? Share that! Did you struggle with doing a daily regimen at first? Tell them! Are you truly obsessed with our Goldenlight® Multi-Peptide Facial Serum? Let them know!

**Ask yourself these questions before you post.**

- *Is what I'm sharing honest?*
- *Is it real?*
- *Does it invite the community?*
- *Is it welcoming?*
- *If you create good content and invite people into the conversation? You will inspire the kind of interest that can lead to sales.*

**TIP:** Be yourself! You are an expert at being you and loving what you love. Share your personal passions with gusto!

## 6. CRAFT COMPELLING CAPTIONS

**Use your own words.** Speak naturally. Infuse your own personality into your posts and sell your products without coming across as too 'sales-y'. It's tricky, but you can do it!

**Keep posts short and sweet.** Long posts can lose followers or prompt them to scroll on. It's fine, however, to go into detail if you have something really meaningful or educational to share.

**Use hashtags.** Incorporate appropriate hashtags into your posts so other interested people can find your content. Don't add too many. Lines of hashtags can make people think your post is an ad and scroll on. Examples include #iamcrunchi #crunchi #crunchicollection #cleanbeauty

**Include emojis.** Emojis can lighten big blocks of text, show emotion and make captions easier to read, but don't go overboard, too many emojis can become hard to follow!

**TIP:** When people scroll on, you lose a chance to make a sale. To stop the scroll, make the first line of your caption as interesting as possible. It will make them want to read on.

## 7. INCLUDE A CALL-TO-ACTION (CTA)

**What's a CTA?** It's simply a statement that tells people what you'd like them to do next. Examples include: *DM me to learn more. Follow this link for more product information. Buy now! This deal ends soon.*

**Be direct.** Be clear about what you want your followers to do. People like, and respond to, direction!

**Get creative.** Don't fall into using the same CTA with every post. Ask questions, share quizzes and use polls to make CTAs more fun and interesting.

**Keep the engagement going.** As your followers respond, take the time to build each relationship individually and eventually move into DMs and other 1:1 communication.

**TIP:** End with a CTA every 3rd or 4th time you post or share something Crunchi-related.

**TIP:** Use Instagram Stories to poll and ask people if they want to try samples. It's a great way to boost interaction and interaction is key to boosting sales.

## 8. CROSS-SELL AND UP-SELL

**What is cross-selling?** It's simply selling Clients products that complement or supplement purchases they've made in the past. For example, if you sold a Client a regimen, you can follow up to share the perfect add-on to go with it for optimal results.

**What is upselling?** Increase a Client's value by encouraging them to add on an additional product or purchase something more expensive that fits their needs. For example, if a Client is interested in Goldenlight® Multi-Peptide Facial Serum, you can share a regimen and its benefits.

**Don't push this too hard.** Focus on what Clients want now and let them know you'll follow up later to see what else they might need. That way it feels helpful and genuine, rather than like a hard sell.

## 9. BUILD YOUR NETWORK

**Show up and become familiar on social media.** The more your friends and followers see you commenting on posts, Retweeting thoughtfully, and liking videos, the more likely they'll be to share your content so their followers can see you too.

**TIP:** Post regularly: if you only post once a week, your content isn't out there enough to be recognized by your followers. Even worse, you may not be picked up the algorithm in a way that helps you spread the word.

**Be patient.** Your friends and followers may not engage with you right away, but we find they're more likely to as they get to know you, trust you, and see the value you offer them. Hang in there.

**Think outside the box.** If you were trying to expand your social circle, you wouldn't limit yourself to one way of meeting people. Meeting people online works the same way. Find followers in places that matter to you. Engage with existing communities. Get featured by another popular account. Follow accounts you like, and you may find them following you soon too!

**TIP:** Collaborating with others can be a great way to add followers. Try doing an Instagram takeover for a friend or asking your followers to tag their friends on one of your posts.

## 10. BE CONSISTENT

### **Share content consistently and at optimal**

**times.** Create a content calendar (there are lots of templates and tutorials free online). Use your calendar to help you plan content, share content at the most optimal times and to help you remember to stay engaged with your followers.

**TIP:** Use analytics to find optimal posting times. You may be surprised at how your audience grows and becomes consistently more engaged.

**Keep in touch.** We're all exposed to tons of content every day on social media and it's easy to get lost if you don't consistently engage with your followers. Add new content regularly and respond to texts, DMs, and comments to stay top of mind.

**Be timely.** Answer emails and DMs as quickly as you can. It's a good idea to make it a rule to always respond within a certain amount of time so you maintain the trust and relationships you've built.

**TIP:** Remember the "7 touchpoints to a sale:" Potential Clients need 7 exposures to the brand before they believe you mean what you say and make the jump to engage. Just because your audience isn't buying or emailing right away, doesn't mean they aren't interested. This can take months, but we've seen the 7 touchpoints to a sale come through again and again.