

HOW TO ABSOLUTELY OWN FACEBOOK PARTIES



Facebook parties are not only a way to have fun with people you'd never meet in person, but they're also a fantastic to increase your sales and grow your Annique business! While we will always love a girls' night out where we can get prettied up and leave hubby home with the kids a Facebook party is a welcome way to entertain guests on any night of the week without leaving the comfort of your own home! Essentially, a Facebook Party is a virtual Pamper Party. Virtual reality is a big trend now; it makes it easy to be anywhere, without leaving your home. Especially during a national lockdown...

Let's get real here though, not all Facebook Parties are created equal. Some of them are quite epic. And those are the ones YOU want to be known for! So how do you crush Facebook Parties like a pro? Easy!

Facebook Parties- Practical Guide to getting Started

1 Set up an event on your Facebook business page – everything happens inside this event.

2 Pick an actual appointed time for the event (about 45 minutes should be right) then plan to close the party within 24 hours.



3 Invite your hostess as a co-host within the event during set up so that s/he may invite her friends. There is no limit to the number because she doesn't have to worry about fitting them all in her living room! Tell your hostess that personal invitations work best rather than messaging 57 people at once!



4 Your lead up posts should be fun and informative – a quote, a picture, a quick tip, etc.

5 Post the morning of, and an hour before the event is to start, as a reminder.



6 Post something on your public wall about 15 minutes prior to the event and tag the hostess about how excited you are for her Facebook party – her friends will see it!

7 Greet every new attendee! Just like at a real party you should make them feel welcome!



FACEBOOK PARTY TIPS



#1

YOU MUST COACH YOUR HOST

The very first thing you must do with every party is make sure your host is comfortable, excited and knowledgeable of what is going to take place before, during and after the party. You two are a team – you both want to get those sales and entertain your guests just as you would in person, so don't forget to make your host know that she is in it to win it with you! Without host coaching you better believe that the party will fail, so make sure they have the tips and advice to have a successful event! Have a meeting before the party to go over the program and expectations. Answer any questions she might have and settle her nerves.



#2

CRANK UP THE FUN

People don't want to attend a party that is filled with product posts – they want to be entertained! Make sure that you have pre-posts that ask questions to break the ice, play a game, and get to know your guests so they feel welcome and inclined to participate throughout your party. Facebook parties aren't just about selling Annique products – they're a place to build relationships and have fun! Say things in your posts and comments that make people smile and feel good. Did you get that? You should be commenting on comments! In order to make the Facebook Party as real as possible, the host should focus on the senses. Talk about how the product looks, feels, smells, and even tastes, etc. Be as descriptive as possible in order to make the product come alive for the customer.



#3

MAKE IT MEMORABLE

It doesn't have to be a holiday or special occasion for you to have a theme party – any night of the week can have a fun party theme that your host can choose or even better, give your host a few that you love throwing and have her pick one. Once the word gets out that your parties are unique and super entertaining, people will be asking you to host! Throw themed parties you're passionate about; something that excites you and gets you researching and compiling. When you're passionate about something, it oozes out of you and intrigues others. Killer themed party ideas could include: a tea party, lockdown party, birthday party, slumber party, pajama party, spa party, mother and daughter party!



FACEBOOK PARTY TIPS

#4

SHOW OFF THE REAL YOU

Do NOT be afraid to let your guests get to know the real you! Whether you go FB Live or schedule a welcome video that explains your Why, having your guests hear you and “see” you will immediately grow that relationship and you’ll bond much quicker which results in those sought after sales and long term customers!



#5

MAKE THEIR SHOPPING EXPERIENCE EASY BREEZY

It's imperative that you don't make your guests go searching high and low for a way to order what they want, they will change their mind. It's nothing personal! It's all about making yourself accessible in this fast-paced online world. Make it as easy as possible to order. Include your unique Annique Shop link to order at the bottom in every 2 or 3 posts. Don't make guests go looking for it. Be available for one to one consultations with party participants after the party, to answer any questions and give your expert advice.



#6

WRAP IT UP WITH A BANG!

Let your guests know when it is closing time in a fun and interactive way that will get them participating but also give you great results as well!

If you apply these tips to your own Facebook party strategy you'll be sure to please! Your guests will be fully engaged and entertained and most importantly, they'll be interested in placing an order with you because guess what? You just crushed it!

