

ANNIQUE rooibos

ANNIQUE ROOIBOS CONSULTANT GUIDE TO Daily, Weekly and Monthly “CUSTOMER ENGAGEMENT”

🌸 Customer Engagement & Marketing Plan

- Week 1 → Kick-off, gratitude, awareness
- Week 2 → Relationship building & reactivation
- Week 3 → Focused sales drive – including NEW clients
- Week 4 → Closing, urgency, convert conversation to cash

✅ Daily: Update status and social media with latest info

✅ Daily / every 2nd or 3rd day: Share advertisements/testimonial on WhatsApp groups

<p>Week 1</p> <ul style="list-style-type: none"> • 1st: Send thank-you message for previous month's support • Diarise BIRTHDAYS for the month • 1st-3rd: Remind customer of roll-over specials (last day to order) • 2nd: Circulate Beauté + mini newsletter (highlight new month's products) • Start follow-up list of people requesting product info • Begin month-end orders wish list 	<p>Week 2</p> <ul style="list-style-type: none"> • Follow up on client satisfaction (<i>focus on new customer/products</i>) • Beauté 10x10 marketing: match each product and each benefit with a customer • FOCUS SELLING FLASH SALE: Review product record cards - who is using what. Up-sell and cross-sell • Reach out to inactive customer (<i>no orders for 2 months</i>) • Plan next month's activities (get-togethers, pamper sessions, tea events)
<p>Week 3</p> <ul style="list-style-type: none"> • Personally contact Beauté 10x10 target market including NEW customer (<i>take orders for month-end</i>) • Review customer record cards → match product benefits with customer needs – including new products for existing customer • FOCUS SELLING TOP 3 PRODUCTS: Review product record cards, who is using what (<i>Up-sell and cross-sell</i>) • Personal checklist – Family follow-ups • Follow-up Shoplink customer from previous month 	<p>Week 4</p> <ul style="list-style-type: none"> • Share summary pages on groups • Personal message each customer with tailored specific recommendations • FOCUS SELLING FLASH SALE: Review product record cards, who is using what (<i>Up-sell and cross-sell</i>) • Offer combos (<i>seasonal/trending/request-based</i>) Target new clients • Communicate cut-off dates (<i>26th-27th</i>) • Follow-up on previous requests (<i>29th-30th</i>) <p>Send “LAST CALL / FINAL CALL” reminders (<i>29th-30th</i>)</p>