

# Digital Apps Tools

(As of 10/1/21)

**App details can be found on Intouch: Resources > Digital Zone >Go Mobile with Mary Kay**  
(Videos regarding Apps are found in the bottom drop down in the Go Mobile tab)

## 1) Mirror me:

- ❖ Customer uses her own picture to try different makeup looks (Created by MK or they can customize).
- ❖ Can add products to shopping bag.(redirects to marykay.com to then enter beauty consultant)
- ❖ Can share looks with you and friends

### **IDEAS FOR USE:**

- Use for 2nd appt.
- Have them do the app before the appt and then you can send samples to them to try on zoom or demo in person
- Part of a scavenger hunt in a customer group (day long, but weave this in). They can post the look in the group
- You can post various looks on you as this or that engagements to give content for group tutorials
- Great for consultants who are “color challenged” because it helps the customer pick a look that will look good on them. (It does the customization for you)

## 2) Skin Analyzer:

- ❖ Uses advanced facial skin recommendation technology to measure scan results against a database of more than **80,000** facial profiles.
- ❖ Evaluates the skin using insights from characteristics of *overall texture, the number of wrinkles, skin tone and under eye appearance.*
- ❖ Provides a customized regimen of Mary Kay® products that best addresses your skin care needs.
- ❖ Can add products to shopping bag.(redirects to marykay.com to then enter beauty consultant)

### **IDEAS FOR USE:**

- If someone is trying to decide which skincare line or supplements, you can refer them to this.
- Part of a scavenger hunt in customer group (day long, but weave this in). Send pic through messenger or text (rather than posting in group - I wouldn't want people to see my results.)
- Text directions to customers and give them a discount for their birthday, based on occupation,or just random texts.
- Book virtual appointment and have them skin analyze first & send results
- Do at beginning of skincare class.

### 3) Suite 13: *Designed for customers to take a guided VIP tour or explore on their own.*

(Supporting materials on Intouch > Education > Suite 13)

- ❖ Suite 13™ Appointment Guide
- ❖ Suite 13™ FAQs
- ❖ Suite 13™ Tour Map
- ❖ MKeCards®
- ❖ Mary Kay® Digital Library
  - Posts to share on your social media channels

[www.marykay.com/suite13](http://www.marykay.com/suite13) or your mary kay website

**IDEAS FOR USE/MISUSE: EMPHASIZE AN EXAMPLE OF JUST READING PRODUCT INFO**

**Does anyone remember 7th grade social studies when you went around the room and took turns reading?**

**Stories are more interesting than facts - but how long would your party be if you told a story about each product?**

- Do **not** wing it. (Practice First; this is not a fly by the seat of your pants experience)  
Have a plan for your tour.
- Watch the MK tutorial; print out the tour map (It shows descriptions and potential dialogues for the 1st floor)
- Product Knowledge for New Consultants
- New type of Virtual Party (WARNING: WORDS; Don't stop everywhere)
- Create a Scavenger hunt for customer group to drive engagement and get them to explore it.
- Customers can be encouraged to check it out to see other products MK offers

#### 4) My customers

- ❖ Track Customers and Orders
- ❖ Process CDS
- ❖ Track Inventory
- ❖ 6 Most Important things List
- ❖ Create Reports (Customer Sales Detail and Summary Reports)
- ❖ Message People or Groups (tags - messaging groups) {Share my PCP tags}
  - Select the filter icon (second one in with lines and circles)
  - Select last order time frame, birthday, anniversary, tag
    - Pick the appropriate tag
  - Apply
  - ✓ mark
  - Select the ones to text
  - Create text
  - Done (Start sending it- IPHONE manually)

## 5) Great start - Opening page is MK quote

- ❖ Main Page:
  - Welcome Video
  - Tracking reports/Personal Team Report (tracking your great start progress and the great start progress of team members ex. # of days/ws orders to get to next bonus level.
  - Grand Opening posts
  - Ready Set sell brochure (Ready Set Keep Selling) and Team building Rewards brochure
- ❖ **Education tab:**
  - Mary Kay University
  - Link to **Mobile Learning App**
  - How to quick start tutorial videos for logging into InTouch, Creating a personal website and Setting up Propay
  - Skincare confident
  - Clinical Solutions Confident
  - Color Confident
- ❖ **Selling tab:**
  - Go Social: Social Sharing Post (Pics to use in posts, SHORT video of tips, guidelines incl commercial vs testimonials)
  - Link to **My customers app**
  - Link to **Digital Showcase App**
  - In Person Skincare Party (how-to video)
  - Virtual Skin Care Party (how-to video)
- ❖ **Team Building Tab:**
  - Team Building Flier to send prospects
  - Team Building Rewards Flier (same as home page)
  - Conversation guide and role play video (Check with director; she may want to start you with a different conversation guide...ex. Pink Training Chat)
  - Inventory Discussion

## 6) E-catalog (Can send to customers)

- ❖ **Current Catalog**
- ❖ **Clinical Solutions Catalog**
- ❖ **Skincare Catalog**
- ❖ **Fragrance Catalog** *(All the info on fragrances, notes, application, and which fragrance to pick based on what scents you like)*
- ❖ **Men's Catalog**
- ❖ **A Legacy of Giving** (all the feel-good stuff about our company and the global difference we make)

## 7) MK Mobile Learning App -

- ❖ Audio & video inspiration & education; You can search by category or download your favorite files so you can learn on the go *(Do you get paid to listen to the radio???)*
- ❖ Speeches and classes recorded at Company-sponsored events of leaders & **Mary Kay**
- ❖ Product education videos
- ❖ Exclusive DIQ Corner

## 8) Digital showcase app

- ❖ MK Connections Brochure
- ❖ Suite 13 tour Map
- ❖ Star Program Info.
- ❖ MK Connections Brochure
- ❖ **Mary Kay Love What You do Team Building Flyers** (Flyers, 4 team building videos transitioning from sharing with director to sharing biz alone using the flyer as a visual tool and 3 short stories to share with others: (white, latina, brown)
- ❖ **Applause Magazine**
- ❖ **Applause Magazine Podcast** (All the info from the printed applause without having to read)
- ❖ **Start Something Beautiful Magazine**
- ❖ **In Person skin Care Party Guest version & Consultant version with many WORDS.**
  - **I think you could use this to screen share on zoom, especially if you don't have products yet \*Share this with your new people that only got \$30ekit**
- ❖ **Roadmap for new sales directors**
- ❖ **Seminar awards**
- ❖ **Virtual Skin Care Class Party Dialogues WORDS** (Virtual Flip Chart with Guest viewing pages on Intouch>education>party central> Virtual Parties)
- ❖ **Hostess Brochure** (*Use as guide for self; the rewards page has various hostess program samples and would not be good to send to hostess*)
- ❖ **Old Applause**
- ❖ **Seminar Souvenirs**
- ❖ **Mary Kay Looks Collection** (Videos and palettes with different shadows on various types of eyes, ex. Standard, hooded, deep set, etc.) *More suggestions for the makeup challenged*

## 9) Ordering App:

- ❖ Ordering made easy from your phone.
- ❖ Tabs aren't identical to Intouch tabs, but super easy to figure out
- ❖ Can view previous orders
- ❖ Can save to Intouch if you want to access it from there to finish ordering

## 10) Mary Kay Events:

- ❖ Up to date on conference details, event information and changes or updates that may occur during an event.

***(There are many digital tools in Digital Zone/Assets)***