

PARTYLITE®

Building Your Community

How to build your business with content and campaigns



What is Content Marketing?

Content Marketing is one of the most important tools you have to grow your online business.

In an increasingly online world, many businesses are competing for the same customer.

In the past, offering discounts or special offers was seen as the key way to drive sales. Today, it is only one part of a broader picture.

Content Marketing is all about creating meaningful stories that connect to the consumer, add value and create desire for your products and our amazing Affiliate opportunity.



Content is KING!

Creating content that tells a story and makes a connection. It can come in many forms and it is worthwhile to familiarize yourself with them:

- **Written**
- **Images**
- **Video**
- **Live Social Broadcasts**
- **Polls**

When developing content, think about how you will broadcast it:

- **Facebook**
- **Instagram**
- **YouTube**



Content Creation Tips

Invest in some equipment to give your content the professional edge like a ring light, photo light box and tripod. Check your settings are well lit, clean and bright.

Look online for some great photography hacks that can sharpen up your content game.

When creating content, think of it as part of a campaign, not a one off, and plan your content over a period.

While your content should look professional, it also needs to be authentic. People want to see, hear and connect with who you are and what your lifestyle looks like. And while you don't need a professional hairdresser, make up artist and stylist, always think about how you are presenting yourself and your business.

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Content Marketing Tactics

Think of Content Marketing in terms of campaigns.

Don't lead with a special offer – this can play into your content mix but the idea here is that offers become a bonus rather than the default. We're here to make money, and it stands to reason you'll make more commission selling full price products.

PLAN your content in advance and build your campaigns to deploy each week. An ad hoc approach will give you ad hoc results.

Every piece of content needs a call to action. Ask open ended questions and encourage interaction and participation.

Content Marketing only works with your follow-up. Every comment, post and interaction need to be responded to. Liking someone's comment is not enough – start an interaction through comments and Direct Messaging.

Remember to document the success of each post and campaign – as you build a bigger audience you'll want to repeat your successes!

Content Calendar

When building campaigns, it is worth using a content calendar to plan.

There are online templates that you can use, or create your own with a notebook.

You'll find a content calendar template in the resource center.

CAMPAIGN	MON	TUE	WED	THU	FRI	SAT	SUN
Tealights	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:
New 3 Wick Cranberry	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:
Affiliate Promo	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:
Melts Madness	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:	FB/IG: YT:

Content Calendar Campaign Example - Product

CAMPAIGN	BEBALANCED – WELLNESS WEEK		
DAY	ACTION	PLATFORM	CALL TO ACTION
MON	Welcome to Wellness Week	FB Live Video	#bebalanced to win tealights
TUE	BeBalanced Diffuser – Features & Benefits	FB/IG Post	Comment below where in your home needs a diffuser.
WED	Share PartyLite Bebalanced Spotify playlist	FB/IG Post	Comment #chill if you need some soothing tunes in your life
THU	Product Focus – Oils Features & Benefits	FB/IG Video	Oil Lover? What are your favorite fragrances?
FRI	BeBalanced Diffuser – show insitu w different colours	FB/IG Video	What colour would suit your home the best?
SAT	Poll: How do you relax?	FB Poll	Poll responses to gauge product preference
SUN	Offer: Buy Diffuser and choose oil for free	FB/IG post w link	Fantastic offer for my VIPs – this is the perfect way to get started with oils – DM me for more info!

Content Calendar Campaign Example - Affiliate

CAMPAIGN	PARTYLITE – NOW IS THE TIME!		
DAY	ACTION	PLATFORM	CALL TO ACTION
MON	Intro Me – Benefits of being Affiliate	FB Live Video	#tellmemore and we can catch up!
TUE	Income Opportunity	FB/IG Post	What would you do with an extra \$100?
WED	PartyLite = Flexibility	FB/IG Post	What do you do for work?
THU	Great Products	FB/IG Video	Who would love 20% off PartyLite every time you shop?
FRI	Poll - Opportunity	FB Poll	What do you want more of in life?
SAT	Community	FB/IG Post	Join our online home fragrance community – link to FB page
SUN	Join Offer - \$50 fee and recap on benefits	FB/IG post w link	The time is NOW! Join me like thousands of others at PartyLite!