

**AVON**

**R**

**CREATING YOUR  
30 SECOND ONLINE  
COMMERCIAL**



# GROW YOUR CUSTOMER BASE AND INCREASE YOUR EARNINGS WITH YOUR 30 SECOND COMMERCIAL

**Building relationships with customers is at the heart of our business.**

We know that developing these relationships online can be a little trickier than when you're meeting people face-to-face. To help you **reach more customers, build relationships** and **promote your Avon business**, we've put together this handy guide to finding customers online, using the personal touch of your very own commercial.



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# WHAT IS A 30 SECOND COMMERCIAL?

**This short but powerful clip is essentially your very own online advert, that you can create from the comfort of your home.**

Similar to canvassing cards, a 30 second commercial has **3 main purposes...**

- 1.** Building those all-important relationships with your existing customers.
- 2.** Enticing new customers to shop with you.
- 3.** Reconnecting with past customers to let them know you're still here!

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# WHY SHOULD I MAKE ONE?

**Putting a face to your name will add a new dimension to your digital business.**

It's a quick and easy way to **connect with more potential customers** and introduce yourself virtually to your customer base.

# HOW DO I MAKE ONE?

**It's simple to make a 30 second commercial on your smartphone or camera.**

You can film it yourself or ask a friend or family member to record it for you. Stand in front of a neutral backdrop if possible, so you're the focus of the video.

**Most importantly, remember to be yourself!**

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# HOW LONG SHOULD THE VIDEO BE?

**Keep it short and snappy!**

Aim to make it around **30 to 45 seconds long**, as this is the length of time people are likely to stay engaged.

# WHAT SHOULD I SAY?

**There's no one way to make your commercial, so do what feels right for you.**

Make it **as unique as possible** to beat those pesky social media algorithms and **reach as many people as possible**. Why not introduce a product you're loving to really grab their attention or **invite customers to contact you** for product recommendations and samples?

[TAP HERE FOR EXAMPLES](#)

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# TOP TIP

**We highly recommend creating your very own 30 second commercial to use as the perfect partner to your paper canvassing cards.**

It's a fab technique for **enticing new customers** to buy products from you and for rekindling relationships with past customers. Coupled together, this will create more touch points and **greater exposure for your business**.

Tap on the buttons below for examples of a 30 second commercial with words to say! Remember to **make it as unique as possible** and **be you!**



**Reconnecting with past customers**



**Inviting people into your Facebook Group**



**Enticing new customers to shop with you**

For our top tips and training on how to grow your business digitally, go to the 'Social Savvy' section of Avon Connect.

**GOOD LUCK!**

**WE CAN'T WAIT TO SEE YOUR VIDEOS.**

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