

# 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.





# 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**...

- 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!



# WHYSHOULD IMAKE 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 DOI 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!



# 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 ISAY?

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



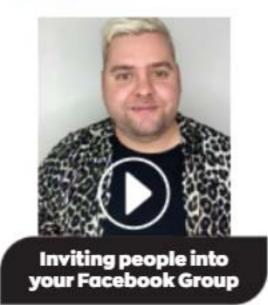
### TOP TIP

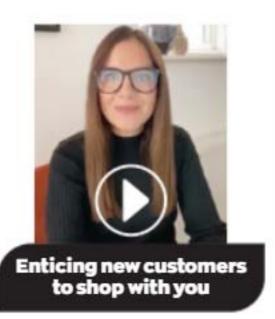
We highly recommend creating your very own 30 second commercial to use as the perfect partner to your paper canvassing cards.

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!** 







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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