

10 SMART CALL-TO-ACTION IDEAS FOR FACEBOOK PARTIES



by Lynn Bardowski



1 Get a free sample

Take the convo off of Facebook and ask guests to text you to get a free sample. If you don't have affordable samples send a how-to PDF or video. Include a catalog & sponsoring info.

2 Invite a friend

Offer a bonus prize drawing when party guests share the event and invite friends who love (your product) to join in. Post a fun selfie of you with your friends.

3 Option A, B or C?

Learn what guests are interested in by asking them to pick a "favorite" that applies to your product. Examples: color, recipe, scent, nail wrap, lip gloss, kitchen gadget, tote.

4 Testimonials

Ask guests to share a picture or video of a favorite product (or hostess gift) & include what they love about it.

5 Rate This Product

Rate a specific product: On a scale of 1 to 5 (5 being you love it) rate this product. This helps you get to know what party guests are interested in so you can deliver exactly what they want during the live party.

6 Let's stay connected

Invite guests to join your email list, like your Facebook page, or request to join your VIP Group. And, after the orders have been delivered, ask Customers to review your biz page!

7 Roll call

15 minutes before you start the party post a picture of the Hostess and ask guests to share how they know her (or him). Look for besties who might book a party to help the Hostess!

8 Pick a date, Pick a prize

Increase bookings by holding up 3 gift bags with party dates on them & encourage guests to "get the whole look" by booking a party!
*Prize awarded when the party is held

9 Ask me a ?

Identify sponsoring leads when you're LIVE by saying "ask me any question about my job!" Or, post a picture of you enjoying family time, on an incentive trip or with your team. .

10 Door Prize Drawing

Never party without your lead funnel (door prize slip). Use open ended questions to identify more leads for parties and sponsoring. Tip: use Google Forms to make a virtual DPS.