

# Facebook Group

## For Customers

### **PURPOSE**

The Customer Facebook group is another way to help create the Best Customer Experience for our customers. Most importantly, we want the feel in the groups to be very welcoming for the customer where they can be inspired to be healthy! Through posting about our products and other informative and inspiring material about the benefits of whole food nutrition & overall health, we can help our customers to feel good about adding Juice Plus+ to their diet. We want to create a thriving community where we are all cheering each other on to live a healthy lifestyle and to make health fun by focusing on simple changes one month at a time. We call these "Monthly Inspirations."

### **SETTING UP THE GROUP**

Talk with your upline sponsor and NMD about being added to their Customer Facebook group. When you reach a leadership position you may want to begin your own group but seek the guidance of your upline in making this decision. The group works best when there are many ACTIVE and qualified team members who are consistently adding 2 to 5 new customers each month to the group. This makes the group active and exciting.

### **GET STARTED WITH YOUR GROUP**

Each month, we have a new THEME for the Facebook Customer group. Click on "Monthly Inspirations" on the website to see the THEME. We recommend following along with the scheduled THEME. Each month, we will provide you the cover photo, other photos that goes along with the THEME, and a PINNED post describing what the month will be about. Before each month starts, be sure you have an organized posting schedule around each THEME. For example, you may want to have these topics and then have each team member on the page be in charge of posting for a day.

- Motivational Monday –post a motivational quote to start the week
- Tasty Tuesday-post a healthy recipe
- Wellness Wednesday-post information about our products such as a graphic or a video
- Thirsty Thursday-post a Juice Plus+ shake recipe
- Fitness Friday-post a fitness tip
- Spotlight Saturday or Sunday-highlight a Customer or a team member's story about Juice Plus

In addition to these scheduled posts, make sure you and your team members are also posting throughout the week inspiring pictures around the Monthly THEME! For example, if the Monthly THEME is #betterforit then you could post a picture of you finishing a run/walk and say #betterforit

## HOW TO ENGAGE YOUR CUSTOMERS IN THE GROUP

There are three ways that we recommend ENGAGING your customers in the group.

- Ask your customer if you can welcome them in the group. When a customer is welcomed, it makes the group seem more personal and may prompt the customer to feel comfortable posting. The welcome post could say, *"Please welcome Mary to our group. I am so excited that she is starting all three of our capsules the fruits, veggies, and the purple and she is ready to get lots of whole foods into her diet! Welcome to our inspiring group!"*

- A One Day Contest (ideally on Friday) is the best for prompting your customer to post. We suggest doing these 2x a month. For example, you may say we are having a One Day Contest (7am to 7pm) to have some Friday Fun! For the next 12hrs just tell us your favorite fruit or veggie! Then, at 7pm we will pick a winner LIVE in this Facebook group and the winner will receive a gift card to Whole Foods! The SIMPLER the contest the more customers who will post. It is really fun to see your customers post for the next 12 hours and it adds some fun and excitement to the group!

- Make sure you are ENGAGING your customer outside the group. It is nice to ask them outside the group, How do you like the Facebook group? Is there anything else we can add that would help you on your health journey? This makes them feel that they are part of the group and not just a number. Of course, if they say I would love to see some shake recipes, then a few times when you post shake recipes, tag them in the post and say "Thought you would like this one" so that it shows you listened to them.

## FINAL TIPS

It is important that you periodically check on your customer to make sure they do like the group and thank them for being a part of it. The way to make the group the MOST successful is to make sure the customer does not just feel like a number in the group but instead they feel like they matter and they are a part of it.

It is also important that you are very active in the group. Being active means posting inspiring posts about being healthy, always welcoming your customers, and commenting on any posts to show you are engaged and on the group daily.