



STEPS TO SUCCESS

W
I
R
A
B
E
M
A
®

LETTER FROM THE OWNERS

Valued #Bellababe Retailers,

First and foremost, thank you. Thank you for your bravery and perseverance during this pandemic and thank you for continuing to support Mirabella even in times of peril. We cannot begin to express how much your business means, not only to the two of us, but our team. As the beauty industry begins to open again, we know the waves of uncertainty that plague small business owners like yourself and we hope you know that Mirabella is working daily to help ease those feelings.

We, as well as so many of you, recognize that the beauty industry is forever changed by the safety practices and precautions brought to light during this crisis. And, while we do not hold all the answers, we are committed to actively looking for solutions to help Mirabella and its valued retailers succeed moving forward. We are both excited to share with you our most recent addition to the marketing support material to aid in maximizing success with Mirabella: STEPS TO SUCCESS. This document contains a 10-month plan to get your business back on track with Mirabella sales following the pandemic. Within this document, you will find innovative new ideas for contactless events, as well as step by step instructions for implementing sales promotions and effective bi-monthly campaign techniques proven to facilitate profits. We encourage each of you to utilize this new tool as you re-open your business!

We have often said how incredibly proud we are of our retailers and their success with Mirabella. We can now say, wholeheartedly, that we are also proud of their resiliency and PURE tenacity to bounce back from this pandemic even stronger and more successful than before. We hope you know that team Mirabella is here to help in any way possible.

Again, thank you for your love and support of Mirabella.

- Miranda + Layne Coggins, *family owned and operated*



DISPLAYS THAT MAKE A MAJOR IMPACT

OPEN SELL

Beautiful new Open Sell Display is Mirabella's most luxurious full stand-alone unit. This innovative, eye-catching display features the line in its entirety, a mirror for flawless testing of the products and a LED-lit logo panel on each side. Each unit purchased comes with a full set of testers, retail bags and product catalogs.



*ALL PRICING INCLUDES DISPLAY, TESTERS,
AND DELIVERY TO DOOR.



PREMIUM UNIT



LIMITED LINE



MINI OPEN SELL

Beautiful new Mini Open Sell Display is Mirabella's newest solution to creating a luxurious full stand-alone unit that minimizes floor space. This innovative, eye-catching display, ideal for retailers with a smaller space, features the line in its entirety, a mirror for flawless testing of the products and a selfie wall on the back. Each unit purchased comes with a full set of testers, retail bags and product catalogs.

MIRABELLA®

BEST PRACTICES FOR DISPLAY UNIT

BEST PRACTICES FOR DISPLAY MAINTENANCE

- Make sure Mirabella display unit is in a location that receives heavy traffic and is visible from multiple locations within the retail space.
- Keep display unit clean and sanitized by wiping down the unit, as well as the swatch book, multiple times daily. Bullets and stick products will need to be scraped with a spatula or disposable applicator to remove any product that may have been used by a client. All pencils and crayons will need to be scraped, or the tip removed, and then sprayed with alcohol and allowed to dry before capping and returning to the display unit. Wipe the tops of powder products in compacts or palettes with a clean tissue to remove product that may have been touched by clients while testing.
- Wipe down tester products multiple times daily, too. It is recommended, for the time being, to designate testers be handled by staff members only and product be distributed by staff to customers via disposable applicator if a sample is requested.
- Consider placing a sign in close proximity to the display unit with a message regarding about tester policies and sanitation, for example: In an effort to keep you safe and protect our products from contamination, please notify a team member if you would like to test a product and they will assist you. Please do not handle any product that you do not intend to purchase.”
- Check the display unit inventory levels bi-weekly to ensure the unit is fully stocked with inventory and tester sticks.

ESSENTIAL MARKETING TOOLS FOR SUCCESSFUL MIRABELLA SALES

MIRABELLA®

MIRABELLA SWATCH BOOK



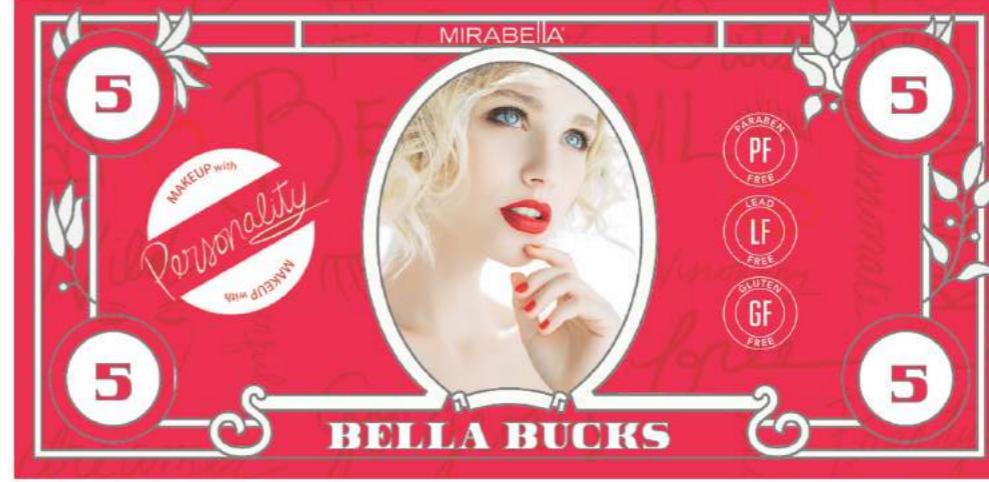
WHAT IT IS: A stunning 72-page flip-style book containing each of Mirabella's products swatched on clear plastic that allows for effortless and safe color-matching of foundations and the ability to try lip and eye colors on the skin without actually using the product. Each flip book includes product knowledge, as well as helpful pro tips and marketing benefits. It also comes with a Sculpt Foundation & Contour Brush to allow customers to see a sample of Mirabella's professional quality makeup brushes, and also feel the ultra-plush cruelty-free bristles.

TIPS + TRICKS FOR MAXIMIZING BENEFITS OF SWATCH BOOK

- Keep swatch book in an easily accessible area, i.e., front desk or display unit adjacent, rather than a waiting area to ensure proper sanitation practices. **Consider investing in a swatch book for each room or station to reduce the number of people in contact with each book.*
- Train front desk staff and all stylists/estheticians how to use the book to facilitate sales and proper color matching. Be sure always to reference the product benefits and selling tips located in the swatch book during client interactions.
- Keep swatch book sanitized and clean. Be sure to disinfect the book after each use with a disinfecting wipe or spray. We suggest using a microfiber cloth to avoid scratching the surface of the swatch book pages.
- Recommend testing shade swatches on makeup-free skin for the most accurate color match or shade representation.
- Complexion shade testing works best on the inside of the wrist or jawline. Hold the swatch book card approximately 2-3 inches from the skin for the best match.
- Lighting plays a significant role in proper shade matching, and it is best to use the swatch book in natural daylight. If natural lighting is not possible, aim for pure white light, like an LED-lit area, rather than incandescent or fluorescent lighting.

BELLA BUCKS

We recommend printing the Bella Bucks page located on Go-Bella.com under the Marketing Assets Tab under the Retailers drop-down menu. Bella Bucks will be referenced numerous times throughout this document's sales technique and idea suggestions. *Use at your discretion. Mirabella is not responsible for reimbursements.



#BELLABABE LOYALTY CARDS

A loyalty program is an excellent way for your business to not only hold onto clients, but also allow customers to act as free brand ambassadors for your salon and Mirabella. To download and print these cards, visit Go-Bella.com and navigate to the Marketing Assets tab in the Retailers drop-down menu. We have left space on this card to enter the guidelines and rewards that best meet your business objectives. *Use at your discretion. Mirabella is not responsible for reimbursements.



STEPS TO A SUCCESSFUL EVENT

HOSTING EVENTS IS AN IMPORTANT PART OF CREATING BRAND AWARENESS WITH CLIENTELE AND BOOSTING REVENUE. SHOWCASING MIRABELLA WITH AN EVENT PROVIDES A FUN AND INTERACTIVE ENVIRONMENT IN WHICH CLIENTS CAN GET INFORMATION AND EXPERT ADVICE FROM SALON AND SPA STAFF.

EVENTS NOT ONLY ANNOUNCE THAT MAKEUP IS AVAILABLE FOR RETAIL AND APPLICATION AT YOUR LOCATION, BUT ALSO ENCOURAGE CLIENTS TO SEE YOUR BUSINESS AS THE “GO-TO” SOURCE FOR EVERYTHING BEAUTY RELATED.

DETERMINING THE PURPOSE/GOAL OF THE EVENT

Determining the purpose and goal of the event is the first step to ensuring its success.

Hosting events can boost revenue by accomplishing all of the following:

- Sell through older inventory or discontinued items
- Introduce clients to the brand for the first time
- Boost sales of a particular product category
- Introduce a newly released product or group of products
- Cross-promote other brands and services in the salon/spa

ORGANIZING THE EVENT

Events can be organized in 2 different ways, each serving a unique purpose. Evaluate what will most interest your target market and choose the event type that best meets that need. Alternating event types throughout the year may be an excellent approach to entice return attendance, keep enthusiasm high, and rotate through inventory.

1. Mixer or social event

- This type of event focuses on socializing and creating rapport with guests while introducing them to the brand
- Offers more exceptional ability to introduce a brand to a large number of guests
- Although, attendance of quality clients, who are genuinely interested in purchasing, is not guaranteed

2. Makeup lesson or application

- This type of event involves booking appointments in which clients can receive a makeup application or makeup lesson from staff members
- Ensures attendance of quality clients who are genuinely interested in purchasing
- However, longer appointments and small classes can limit revenue potential

RECOMMENDATIONS FOR SUCCESS

1. Evaluate inventory, set a sales goal, and plan accordingly

- Evaluate current inventory to see what discontinued or hard-to-sell items can be pushed at the event or used for GWP (gift with purchase).
- Decide what new or best-selling products are to be featured at the event and ensure inventory levels support the sales goal.

2. Choose a theme

- Themes are a great way to boost interest and excitement with current and potential clients.
- Themes help set the tone for the event and make for more natural planning.
- Alternating themes keeps events from feeling generic and helps with advertising and social media posting.

3. Choose a date and time for success

- For in-house events, know your customer traffic patterns and choose a day of the week and time period in which traffic is high. For virtual events, utilize statistics from social media insights to help determine when your audience is most active and engaged.
- Planning events around holidays, a change in seasons, graduations, wedding season, prom, or similarly occurring annual events builds anticipation and excitement, year after year.
- Choose a date that is 4-6 weeks out. Too much notice diminishes excitement, while poor attendance is a risk with too little notice.

4. Involve the whole staff

- Salon Ambassadors should act as a point-person to help event organization flow smoothly.
- Clients love to interact with his/her stylist or esthetician! Getting staff involved strengthens the relationship between service provider and guest. Post-event sales are boosted when clients know a staff member is available for assistance with future purchases.
- Involving support staff ensures great customer service and purchasing efficiency.

5. Encourage a commitment to attend

- No matter which type of event is hosted, selling tickets is essential for guaranteed attendance and ROI.
- Ticket price can be applied toward a purchase during the event, act as an entry into a raffle, or include a small makeup kit for classes.
- Events that require a ticket purchase have a 95-100% attendance rate. Those without can expect a 50% attendance rate.

6. Schedule in-salon/spa appointments effectively

- If hosting an application event, it is essential to pre-book appointments to stay organized and give each guest personalized attention.
- Full-face applications will require more time, thus allowing fewer clients to book appointments; however, those that attend such a class are highly likely to purchase multiple items.
- Applications focused on one facial feature or a trending makeup technique will allow for shorter appointments and time to schedule more clients, but the average expenditure per person may be less.
- Organize events of this nature according to what best suits the needs and wants of your target market and client base.

7. Advertise, use promotions, and post to social media

- Make discussion about the event a regular occurrence. Front desk staff should mention the event while booking appointments, ringing up guests, and placing reminder calls. Stylists and estheticians should mention the event to guests at appointments and wear makeup to support the theme if possible.
- Use www.go-bella.com to pull product and model imagery to create high quality signage and digital flyers to use to advertise the event.
- Send email invitations to customer base with instructions for purchasing tickets and promotions that will be offered.

7. Advertise, use promotions, and post to social media, continued*

- Incentivize guests to attend with a friend that is new to the business to increase exposure and brand awareness.
- Use promotions and GWP to encourage large sales and create a sense of urgency to purchase at the event. A tier-based discount is often effective at increasing average ticket totals.
- Utilize social media outlets, such as Facebook and Instagram, for free advertising by posting event information and updates as the event date approaches. Share inspiration photos and give a glimpse of what will be offered during the event to build excitement. Remember to take photos during the event to use for advertising in the future. Include relevant hashtags to help potential clients see the posts, be sure to tag @mirabellabeauty!

CLOSING
THE
SALE

While events can be fun, and a great way to socialize with clientele while introducing them to the brand, don't forget that the main purpose is to boost revenue!

Use the following tips to help close the sale during in-house events:

1. Use active listening to gather information about client needs, repeat it back to the client, using their own words, and follow up with a question to confirm understanding.
2. Utilize face charts, product catalogs, or a simple written list to document recommendations and review them with the client.

Use the following tips to help close the sale during virtual events:

1. Take advantage of chat, comments, or direct private messaging capabilities of social media and webinar platforms by encouraging clients to use these tools to place orders during the event for pickup or delivery.
2. Invite viewers to schedule a one-on-one or in-person consultation following the virtual event and utilize a swatch book to assist with color matching and formulation.

While events can be fun, and a great way to socialize with clientele while introducing them to the brand, don't forget that the primary purpose is to boost revenue! * continued

Use the following tips to help close the sale during any event type:

1. If a client feels overwhelmed with product choices, aim to sell 2-3 items that make the most impact on their desired look, as opposed to pushing every product that was applied.
2. Assume the sale! Be confident in the service you provided and recognize the value in your personalized recommendations.

FOLLOW UP

Maximize sales potential and evaluate event success by following up!

How do we do this?

1. Follow up with staff to see what worked and what did not. Use that information to create a plan for more success at future events.
2. Follow up by evaluating sales reports. Take stock of what sold, what did not, and the effectiveness of any offered specials or promotions.
3. Follow up with attendees! Extending promos for 24-48 hours post event to attendees can bring in extra revenue. Reach out to answer any lingering questions regarding products or services in which the guest had showed interest. Many guests that did not purchase during the event will do so after if a follow up call or email is administered.
4. For ease of following up, virtual events that require registration or a purchased ticket are preferred. However, for open live events, encourage viewers to comment or private message with questions or if they would like assistance choosing product.

VIRTUAL EVENT THEME & PROMOTION IDEAS

1. Virtual Happy Hour with Local Influencer – Sell tickets to a virtual happy hour. Partner with a local influencer and/or a complementary local business (i.e. boutique) for added exposure and have influencer speak on favorite looks for season with Mirabella products and/or pair with boutique clothing. Offer VIP pricing for brands.
2. Makeup Lessons – Conducted very similarly to the in-person makeup lessons, we suggest selling a limited number of tickets for the online event that focuses on either a tutorial or educational topic for Mirabella. This could be a one-time event or even broken into a mini-series with multiple topics, i.e. Tips for a Quick, Fresh Face/Back to School to Day to Night Shade Changes.
3. Live Social Media Event- Invite attendees to tune into a Live IG or FB event and encourage participation during the airing with prizes or limited time discounts with special promo codes only shared during the viewing time.
4. Virtual Charity Event- Balloons are filled with varying denominations of Bella Bucks. Clients then choose a balloon to pop and receive the Bella Buck inside to use toward a purchase.
5. Bootcamp Event via Zoom – Invite clients to attend a zoom meeting in which a tutorial or education event occurs focusing on a particular trend, i.e. bold lip, smokey eye, etc.

IN-SALON/SPA EVENT THEME & PROMOTION IDEAS

1. Kissing booth/Kissable Lips – Clients apply lip product then kiss a piece of paper. Kisses are displayed or put into a raffle and then a “winner” is chosen to receive a prize, or all participants get a percentage off a lip product purchase.
2. Spring Cleaning – Guests bring in old makeup products to trade in for a discount on a comparable Mirabella product. For example: bring in an old eyeshadow palette, get a discount on a new Eye Love You palette.
3. Facial Feature Focus – Choose a facial feature and build the event around products for that feature only: Brows that Wow, Luscious Lips, All About Eyes, etc.
4. Balloon Pop for Bella Bucks – Balloons are filled with varying denominations of Bella Bucks. Clients then choose a balloon to pop and receive the Bella Buck inside to use toward a purchase.
5. Find/Meet Your Perfect Match – Gear event toward helping clients find his/her perfection foundation, concealer, and Pure Press shades.
6. Martinis, Mom’s, & Mirabella – A Mother’s Day-centered event, complete with adult refreshments and Mirabella applications.

7. Sunday Funday (or any day of the week) – Co-host an event and combine promotions with a local brewery, winery, bar, or pub. Set up small Mirabella Minute stations and gain access to potential new clients and introduce the brand to your local market.
8. Wheel of Fortune – Spin the wheel to determine a prize or discount on products.
9. Freshen Up for Fall – Center event around updating makeup colors for autumn.
10. Jet Setter – Perfect for clients that travel! Offer Mirabella Minutes showcasing products that can be used multiple ways and offer discounts on those products.
11. Snowflake Surprise – Add promos or discounts to the back of decorative snowflakes, let clients choose one and receive the special on the back.
12. Make Waves in Summer Trends – Host a fun, summertime gathering. Offer applications or Mirabella Minutes centered around trending seasonal looks.

13. Anniversary Elements - Celebrate the salon/spa's business anniversary by using the element for that year as an inspiration for decorations and makeup looks.
For example: 4th year = Fruits & Flowers, 7th year = Copper, 13th year = Lace, 25th year = Silver, etc.
14. Sweet Treats - Center the theme around candy, cookies, and bright pops of color. Have a candy bar and offer promos on, and do touch-ups with, bright lip colors.
15. New Year, New You - A class or party centered around exploring new color choices or makeup styles that help create a new signature look for the upcoming year.
16. Blast from the Past - Design updated versions of decade themed applications and offer discounts on bundled products to recreate the look.
For example: 50's = bold, black liner and red lip, 60's = graphic liner and a pastel or nude lip, 80's = bright color combinations and full brows, etc.
17. Tailgate Party - Host an event centered around a big game for a local favorite sports team, incorporate giveaways or boosted purchasing incentives if the team wins.

18. Blow-outs & Brunch – Perfect low-key weekend event featuring blow-outs and natural, glowing makeup applications with breakfast bites and refreshments.
19. Cosmetics for a Cause – Host an event to support a favorite charity. A percentage of profits are donated to the cause, or, for every item purchased, something will also be donated to the charity.
20. Makeovers/Mirabella & March Madness – Guests can participate in a March Madness bracket competition where the winner(s) receives a prize, such as a free full-face application and discount on product purchases.
21. Blast from the Past – Design updated versions of decade themed applications and offer discounts on bundled products to recreate the look. For example: 50's = bold, black liner and red lip, 60's = graphic liner and a pastel or nude lip, 80's = bright color combinations and full brows, etc.
22. Tailgate Party – Host an event centered around a big game for a local favorite sports team, incorporate giveaways or boosted purchasing incentives if the team wins.

**SUCCESSFUL EVENTS
EXECUTED BY OUR VALUED
RETAILERS**



MIRABELLA®

**10-MONTH
SALES + PROMOTION
CALENDAR**

BACK IN BUSINESS/ CLIENT APPRECIATION

GOAL: Thank clients for his/her patience, understanding, and support during the pandemic's hardest times and generate excitement for reopening and getting clients restocked with Mirabella.

IDEAS FOR EVENT OFFERINGS:

- *10 Minute Back to Basics Makeup Tutorial since everyone is getting back into wearing makeup regularly post quarantine.*
- *Partner with a local influencer to have a meet + greet/happy hour and have him/her talk about go-to Mirabella personal favorites.*
- *Partner with local boutique for expanded audience + pair makeup with fashion trends for fall.*
- *Offer VIP pricing on select Mirabella products and/or raffle Mirabella products with entry ticket #'s.*

MATERIALS TO AID IN SUCCESSFUL IMPLEMENTATION:

- Bella Bucks – Offer a certain amount of Bella Bucks back for \$ spent on purchase.
- Loyalty Cards – Include in attendees “swag bags” or hand out to each attendee upon entry.
- Invitation for print or email – Download from Go-Bella.com and fill out in Microsoft Powerpoint with information about event.
- Mirabella Moment Welcome Back Card – Print and place at cash rap and/or booths to spark conversation.

**Make this event a virtual one by inviting clients to a FB\Live or Zoom meeting and diminish questions/concerns regarding safety and sanitation.*

WELCOME *Back*

Use this space to describe event in detail.

DATE 19 January 2017

TIME 6:00 pm – 9:00 pm

PLACE Location
Street Address
City

RSVP Name
Contact info



MIRABELLA®

FRESHEN UP FOR FALL

GOAL: Ask clients about his/her makeup routine changes or transitions during the colder months and educate him/her on trending fall makeup looks/products in an effort to facilitate increased sales. Don't forget to discuss skincare, too, as winter approaches!

IDEAS FOR BEST SALES TECHNIQUES & CONVOS:

- *Bold Lip Bootcamp – Educate clients on how to create a perfect bold lip for Fall with rich wine and red shades.*
- *Share top makeup looks for Fall with break down on how to achieve the look at home and offer product kits at discounted prices.*
- *Tips + Tricks on how to pick the proper bold lip shade for clients' coloring.*
- *Share Mirabella's simple 3-piece skincare system with customers and advise that skincare is crucial during cold months.*

MATERIALS TO AID IN SUCCESSFUL IMPLEMENTATION:

- Bella Bucks – Offer a percentage of purchase back in Bella Bucks for a potential additional purchase.
- Raffle Tickets – Offer a #BellaBabe Bold Lip Box for winner. Attendees can purchase tickets to enter the drawing.
- Mirabella Moment Postcard for Fall – Print and place around salon or at each service station to spark conversation!

ONE FOR YOU, ONE FOR ME WINTER BOGO

GOAL: Increase sales during peak holiday months with add-on sales to Mirabella product purchases.

IDEAS FOR CLOSING THE SALE:

- *Create a faux mantle and hang Mirabella Giftables like stockings or over stockings for a holiday feel, or create a winter wonderland with snowflakes that will spark conversation about the cute gift sets.*
- *Offer the option to purchase one and donate the additional with a partnered charity for the holidays.*
- *Educate staff about each gift set and hold a contest among employees of who can sell the most gift sets with a reward for highest sales.*

MATERIALS TO AID IN SUCCESSFUL IMPLEMENTATION:

- Mini Stockings (if you want to create a holiday vibe/conversation starter about the Giftables) or Snowflakes.
- Mirabella Moment Holiday Card – Print and keep at cash rap and/or all booths to spark conversation.

FALL IN LOVE WITH MIRABELLA CONTEST

GOAL: Introduce new clients to Mirabella while keeping the brand fresh on current clients' minds. Get customers excited about the brand with a contest!

IDEAS FOR CONTEST:

- *Kiss a Card - Clients choose a favorite Mirabella lip shade and kiss a notecard. He/she enters information on the back and is entered into a drawing.*
- *Swatch Book Kiss Cam – Clients take a photo showing his/her favorite lip shade from the swatch book over lips. This photo is posted to retailer's social media and the client is then entered into a drawing.*

MATERIALS TO AID IN SUCCESSFUL IMPLEMENTATION:

- Swatch Book for easier sanitation for contest.
- Bella Bucks – Offer a percentage of ticket purchase back in Bella Bucks for a potential purchase.
- Raffle Tickets – Offer a #BellaBabe Bold Lip Box for winner. Attendees can purchase tickets to enter the drawing.
- Mirabella Moment Postcard for Valentines Day

EASTER EGG HUNT WITH THE BELLA BUCKS BUNNY

GOAL: Incentivize customers to invest in Mirabella products with a fun Easter egg hunt to find an egg filled with Bella Bucks of different amounts.

IDEAS FOR EXECUTION:

- *Hide eggs (in plain sight) around the retail floor and have clients pick an egg to reveal prize.*
- *Market the Easter Egg Hunt on social media and talk about receiving a visit from the Bella Bucks Bunny ☺*

MATERIALS TO AID IN SUCCESSFUL IMPLEMENTATION:

- Easter eggs
- Bella Bucks – Put Bella Bucks of varying amounts into eggs before hiding the eggs around retail floor.
- Mirabella Moment Postcard for Spring

MIRABELLA MOMENTS POSTCARDS

SINCE MIRABELLA MINUTE OPPORTUNITIES ARE CURRENTLY LIMITED DUE TO THE PANDEMIC, WE ENCOURAGE YOU TO ENGAGE WITH CLIENT'S IN CONVERSATIONS ABOUT HIS/HER MAKEUP NEEDS!

MIRABELLA®

Aug/Sept

MIRABELLA MOMENT WELCOME BACK CARD

*Postcards can be found and printed on Go-Bella.com

WELCOME BACK
#BELLABABE!

*READY TO RESTOCK
YOUR MAKEUP BAG
POST QUARATINE?*

ASK US ABOUT OUR CURRENT
MIRABELLA BEAUTY
PRODUCT OFFERINGS AND
LET US HELP YOU GET BACK
TO BUSINESS AS USUAL!

MIRABELLA



Oct / Nov

MIRABELLA MOMENT FALL CARD

*Postcards can be found and printed on Go-Bella.com



Dec/Jan

MIRABELLA MOMENT HOLIDAY CARD

*Postcards can be found and printed on Go-Bella.com

ASK ABOUT OUR MIRABELLA
WINTER MUST-HAVES!

FROM
SKINCARE TO
BRUSHES,
THERE IS
A LITTLE
SOMETHING
FOR EVERY
#BELLABABE ON
YOUR LIST!

MIRABELLA

Feb/March

MIRABELLA MOMENT VALENTINES CARD

*Postcards can be found and printed on Go-Bella.com



April/May

MIRABELLA MOMENT EASTER CARD

*Postcards can be found and printed on Go-Bella.com



MIRABELLA®