Virtual Party

CHECKLIST

☐ Create a Facebook event.
  • How to set up an event

☐ Invite guests to your event

☐ Create a host code

☐ Create and gather the content for the event page and make a posting schedule. Creating great content will help your guests stay engaged and keep them excited about participating.
  • Showcase a couple of cute samples
    • Use Succeed Weekly for inspiration
    • Follow Stampin’ Up!’s blog for tons of cute samples
  • Visit the promotions tab for new and current e-cards and other graphics you can use
  • Utilize Stampin’ Up!’s video library for quick product demonstrations
  • Plan drawings or other incentives for customers to interact with during the event that will encourage them to place orders
  • Get attendees excited by posting reminders about the party and offering sneak peeks of Stampin’ Up!’s amazing products
  • Here is a schedule sample—which you can tailor to your individual event!

  7:00 PM: Welcome; do a “Who’s here?” roll call (maybe offer a prize for roll call responders); ask how they know the party host.
  7:05 PM: What’s your favorite Stampin’ Up! stamp set? What’s the last thing you purchased from Stampin’ Up!?
  7:10 PM: Send a link to an item in the current Stampin’ Up! catalog.
  7:20 PM: Explain how to place an order. Do a prize patrol (based on answers to the questions asked above).
  7:20 PM: Send a link to a Stampin’ Up! video, Pinterest image, or your personal blog. Ask attendees to respond to what they see.
  7:30 PM: Show a technique or send a link to a different item in the current Stampin’ Up! catalog.
  7:40 PM: Share your schedule of upcoming classes or open houses.
  7:45 PM: Invite attendees to host their own Facebook party. Be sure to post details about host benefits and share the perks of being a Stampin’ Up! host.
  7:50 PM: Explain when the party will close; ask for any questions.
  7:55 PM: Thank everyone for attending and sharing their comments; give away one more prize.

☐ After orders have shipped, follow up with guests who placed orders. Do they need anything else? Do they have any questions about their products?