

Anniversary Join Promotion

Situation

Providing an industry-leading, family-friendly business opportunity

When Heidi and Orville Thompson launched Scentsy as a direct selling company in 2004, they thoughtfully crafted the Scentsy Mission to help guide their steps.

For the Thompsons, that mission was a promise — a set of guidelines for how they'd run Scentsy. And it was no accident that it centered on providing "an industry-leading, family-friendly business opportunity." Not because they were determined to get a gold star or be declared best among their peers. They knew that making Scentsy family-friendly would be a constant reminder — for Consultants, employees and themselves — of what's truly important. And that their commitment to establishing Scentsy as an industry leader would set a standard for excellence in every business decision, each new product or program launch and in how they would support Independent Scentsy Consultants, lifting every boat in their rising tide.

15 years of Scentsy Spirit

In 2019, we decided to celebrate Scentsy's 15-year anniversary by inviting as many people to the party to possible. Still building on the promises made in the Scentsy Mission, we set out to create an easy path for anyone to take hold of our opportunity and start their own Scentsy business.

Strategy & Tactics

Design a limited-time offer to join Scentsy for just \$15 USD, removing a major barrier to entry for many prospective recruits and invigorating morale and motivation among Scentsy Consultants.

Entice new prospects with the \$15 Anniversary Starter Kit.

We pared down our standard Starter Kit — usually \$99 USD — to include just the essentials needed to help a new Consultant get started: a Scentsy Warmer and Scentsy Wax Bar, plus a few business materials (with access to a library of training and additional resources online).

Though our typical enrollment fee is among the lowest in the industry, it can still be a reason not to join Scentsy. Offering promotional pricing helped our on-the-fence prospects finally take the leap. Once they joined, we were ready with all the support and resources they'd need to see immediate results, encouraging them to stay for the long haul.

Build confidence and motivation among existing Consultants to finally begin recruiting.

Our top Consultants are those who don't just sell Scentsy products, but also build and support thriving teams — but recruiting can be scary! By offering special anniversary pricing, Consultants who had never tried recruiting before were suddenly open to the prospect of developing an enduring business by building a team.

Provide training for Consultant recruiters to help them onboard new team members.

We knew going into these promotion months that we'd need to focus on not just enrolling new Consultants, but retaining them in the months that followed. We developed new leadership and mentor training for Consultant recruiters so they could walk alongside their new team members and help them get plugged in and thriving.

Our home office support staff also provided welcome calls to new Consultants, offering suggestions for how to get started, reviewing the training and marketing resources available and answering all their questions. During May and September, outbound welcome calls to new Consultants increased more than 250%!

Anniversary Join Promotion

Results

"It gave my team the confidence to share Scentsy with everyone." — Angie W., Scentsy Consultant

"Sponsoring is the hardest part of the business. To be able to get someone to say 'yes' who otherwise wouldn't energizes Consultants and gives them fresh confidence — catapulting them into the next season of their business." — Jenae S., Scentsy Consultant

We ensured an industry-leading, family-friendly business opportunity — for tomorrow.

We enrolled more new Consultants than ever before.

Our May promotion completely shattered Scentsy's one-day and one-month records for new Consultant enrollments, with **4,255 enrollments on May 31** and **32,180 total new enrollments** for the month.

Our September promotion far exceeded our targets by performing nearly as well as May, with **30,597 total new enrollments** for the month.

Together, these promotions created an energy and momentum in the field that ultimately led to **a record-breaking year** for new enrollments and **5% YOY growth in overall sales revenue!**

Thousands of existing Consultants recruited for the first time.

- In May, **17,719 Consultants** recruited new team members and **7,213 were first-time recruiters.**
- In September, **17,611 Consultants** recruited new team members and **5,372 were first-time recruiters.**

Consultants who joined during the promotion hit the ground running.

Because we bolstered existing Consultants with new training on how to support their new recruits, we saw higher than expected sales performance and retention rates among enrollees.

- **Sales:** Consultants who joined during our May and September promotions contributed 11.14% of total 2019 Scentsy revenue.
- **Retention:** 42% of May recruits and 48% of September recruits went active (sold a product minimum) before their first termination window.

We rallied together, across Scentsy teams, to support record-breaking activity.

Our warehouse, shipping, supply chain and operations teams made strategic decisions and adjustments each day to ensure enough products were available at the right distribution centers to process Anniversary Starter Kits in May and September — up to 5X our typical monthly volume — as timely and efficiently as possible.

"Three vanilla lattes, or..."

The messaging for the campaign was designed to meet prospects where they are, comparing the \$15 cost of starting their own business to common, everyday expenses like grabbing a few lattes or getting a manicure. We also used, for the first time ever, video with imagery display ads, resulting in **an uptick of 75.3% in Consultant conversions** from paid advertising.