

# OPEN & INCLUSIVE COMMUNITY CLASSES

## SITUATION:

2020 provided many challenges for direct selling companies, especially party plan companies. Our business model is based on people getting together, interacting, and experiencing our products' look, feel, and smell. Our Community Classes provided edutainment that our consultants could enjoy and share to provide the needed connections and relationship building that was missing and desperately needed to build their businesses.

As we moved through 2021, it was time for a shift in how consultants reached current customers and built a base of new customers. Consultants were tired and a bit weary from the external world. Consultants joining in 2020 had never been to a Jordan Essentials party or experienced the products outside of their personal use.

Facebook parties were held in private groups, required joining, and were often a series of posts over several days. The interaction was limited, and redundancy was a problem. Finding new hosts and customers outside of the current circle of friends was a challenge for long-term consultants and new consultants as well.

We watched attendance in closed group classes fade, and the number of new members decline. It often felt like we were "preaching to the choir" in classes we hosted. Consultants needed a way to expose more people to products, educate, and engage while learning and experiencing Jordan Essentials themselves.

Facebook was the primary social media platform of our field force. Looking at this, we embraced it and created the open Community Class on our business page. The business page offered a free platform and all-inclusive reach to consultants, customers, and guests.

Community Classes opened up an unlimited number of guests and created a place for consultants to learn and hold multiple parties using the same class. The Community Class would provide a powerful tool for all consultants to build their business and reach a new circle of customers and potential team members.

## OUR PRIMARY OBJECTIVES OF THE COMMUNITY CLASS WERE TO PROVIDE:

1. Meaningful content that could be easily watched and shared
2. A resource consultants could use to build their sales and customer base
3. Name recognition for Jordan Essentials as a whole

To meet these objectives, we recognized content is king, and our strategy was to provide meaningful content to all who watch. Content needed to appeal on various levels, and it needed to be entertaining, educational, and explain the value of Jordan Essentials products.

## OBJECTIVES & STRATEGY



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***We shared a different topic each month, and the presenters varied.***

Leveraging experts from the home office such as CEO & Founder Nancy Bogart and Director of Sales & Communications Marian Smith, a NAHA certified aromatherapist, classes included DIY projects such as holiday gifting ideas and wrapping, educational topics such as using essential oils, and demonstration classes on makeup and facecare.

With fun topics like our summer Spa-B-Que and 5 Minute Facials, people were intrigued to attend live and engage with others watching along.

Consultants had the option of watching on the Facebook page or sharing into their VIP group, creating a mini-class inside of their group.

One Community Class offered a special pre-purchase of our face care products. Community classes provided information in general about healthy skin and a healthy life. Jordan Essentials' products were featured, but it was not a hard-selling infomercial. This format had a wide appeal to consultants as they felt more comfortable sharing it on a personal Facebook profile.

The Facebook platform was also easy for consultants and viewers, and no extra technology or joining was necessary.

***Building sales and gaining new customers was a key objective.***

For example, our CEO & Founder, Nancy Bogart, demonstrated how and why to use each product included in the sampler with the face care class. This community class successfully provided content and a training video on our face care for new consultants. All consultants can share this community class in their own VIP Facebook groups and on their profiles on Facebook. Its third-party credibility added a layer of customer-building potential for the consultants that share the class.

Providing a sampler option allowed consultants to easily follow up with customers for feedback and collect orders for full-size products.

Community classes also filled in for in-person parties. The Mega-Party, which was popular in groups, was fading. The community class offered the place to gather multiple hosts who invited their guests to watch along. The interaction was great, and with home office staff and leaders participating, guests could ask questions and new consultants felt comfortable not having to know all the answers. This was a huge win for consultants who were still learning about products.

***Showcasing the free class on Facebook also gained exposure for Jordan Essentials in the open marketplace.***

Attendees did not need to be connected with a current consultant to watch the class, and those who watched and expressed an interest were followed up with by home office staff. These new leads were shared with qualifying leaders.

## RESULTS

Pivoting with the open community class led to strong growth numbers in 2021 in sales and in sponsoring. 2021 was our largest sales year in Jordan Essentials history. We welcomed record numbers of new "Jordies" to our family. New consultants joined feeling they had a way to share Jordan Essentials with others without having to have all the answers or be in-person.

***We saw the reach of the Community Class grow over five times since our first class. Our last Community Class had a reach of almost 20,000 viewers.***