



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

Suggested DAILY Routine: 15 Steps in 15 Minutes

- 1- Check Zindigo Group Brand Ambassador Facebook page:** Join the group page and check it daily for news, promos, and community building, join the conversation, get involved :)
- 2- Check Zindigo's Daily Tip Sheet:** Read it and put it into action.
- 3- Send Daily Email from Email Library:** Start with the Subscriber Series; Invite a Friend to Open a Shop (these series takes 3-4 days, then ROTATE sending gift cards, newsletter emails DAILY). Daily impressions leads to sales.
- 4- Facebook Zindigo Daily Post:** Make suggested post on personal FB page from Zindigo Daily, share on Zindigo Fan page, add personal message. When posting from Zindigodaily.com be sure to LOG IN and get your reference ID number so all of the traffic is driven to your shop!
- 5- Facebook inspirational post:** Make a personal post on personal FB page (inspirational, personal, fun quote, celebrity siting, something personal and/or inspirational).
- 6- Facebook Zindigo item-of-the-day post:** Pick a favorite item in your shop DAILY and post it and link it to your shop. Perhaps call it "Daily Fashion Fix" or whatever you decide. First choose from top-selling brands: Nesh NYC, Raoul, Kay Unger, Jay Godfrey, Petit Pois, Walter Baker, Stella Valle, Threads of Friendship, Erickson Beamon Rocks.

7- Tweet Zindigo Daily: Make suggested Tweet, add personal hashtag and ask to retweet from Zindigo Daily (2 tweets per day is recommended, Tweet subscriber link at least 1x per week). Be sure to LOG IN to get your personal reference ID # each time.

8- Pinterest: Pin from Zindigo Daily and add to your personal Zindigo Pinterest board, with shop link embedded (pinning 5 images per day is recommended). Be sure to LOG IN to get your personal reference ID # each time.

9- Instagram: Take a relevant picture and post on Instagram with personal comment and link to item or shop and/or category. Be sure to use hashtags (2-3 Instagram images per day).

10- LinkedIn: Daily Connect with NEW mutual contacts on LinkedIn (connect with 10-20 new contacts per day). You can grow your LinkedIn connections to 50-100 per week and upload in to the address book monthly.

11- Zindigo Corporate LinkedIn: Follow Zindigo's LinkedIn and check it DAILY. Like and share content on corporate LinkedIn. These “updates” get more eyeballs on your LinkedIn page.

<https://www.linkedin.com/company/564864?trk=hp-feed-gorilla-suggestedsea>

12- Bookmark APP: Be sure to bookmark email app on mobile. (How-to PDF can be found in Ambassador Central). Invite people to subscribe in person on a DAILY basis. Talk it up with everyone you are in contact with and tell them they will get a \$70 gift card for subscribing.

13- Share the Zindigo Corporate Video: Promote on all social channels (throughout the week).

14- Create your own Content: On your smart phone snap photos and film 10-20 second video clips that you can post onto INSTAGRAM, FACEBOOK, etc. This is also a great recruiting tool if you show “a day in the life of a Zindigo Ambassador”.

15- Personal Outreach: Send a personal one-on-one email to 10-20 of your personal "quality" friends and family members. Tell them about your new business and include a gift card and/or a celebrity pic wearing a Zindigo brand. Follow up on this regularly with a phone call and email. Persistence leads to profits!

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