



Explore **ma**

# Getting Started

## 5 Marketing Tools that come with your DRS



**Your new Distributor Recruiting Site is equipped with the tools to engage your team and prospects with state-of-the-art email marketing. You'll also be able to leverage search engine optimization (SEO) tools to find prospects who are looking for a business opportunity. And social media capabilities will keep an ongoing conversation going between you, your team and prospects.**



### Here are some more great things about DRS sites:

- You don't need to be a Web designer or have extensive programming skills. If you know how to surf the Web or send email, you can launch a DRS.
- DRS technology is based on an easy-to-use drag-and-drop interface.
- You can set up your own domains and email addresses, create auto response messages, manage customers, leverage SEO tools and social media features, and also benefit from frequent system upgrades.

**Continued on next page**



### Let's get started with the critical step of setting up SEO.

- Search engine optimization is important in today's business environment.
- To get started, go the Administration page, click "Manage your Web Site," and then click "Promote your Site." This page includes links to submit your DRS site to popular search engines, enabling your customers to more easily find your site when they search the Web.
- Usage of mobile devices such as smartphones and tablets is growing at a phenomenal rate. Consider launching a mobile-optimized Web site for your business.
- A tremendous amount of resources are available to you. MarketAmerica.com, the corporate Web site, supports DRS sites. Shop.com will continue to serve as your shopping and consumer Web site. And your DRS will be positioned as your personal Web site.

### You'll also want to check out your DRS Team Page. Content suggestions include:

- Upcoming events
- Announcements
- Run challenges
- Sharing success stories
- A "Join Our Team" link

### The Specialties Page is another place on your DRS to create opportunities.

- Create links to your Shop.com Web site, where visitors are offered exclusive brands and services.
- Take advantage of billion-dollar markets from our partner stores.
- Talk about your specialties, the events you host, training opportunities, and more.
- With brands like Isotonix, Ultimatealoe, Timeless Prescription, Pentaxyl, Cellular Laboratories, Prime Anti-Aging Nutraceuticals, Motives, maWebCenters, and more—the opportunities are endless.

### Remember the five steps to success with your DRS.

- Customize ... Personalize your site. Make it about YOU.
- Identify prospects ... Try nameslists and warm contacts.
- Engage prospects ... In person and on social media. Whether you are prospecting in person or on social media, it's the same thing. You simply share information with your prospects. It's a great way to qualify a prospect, because you will be working with interested prospects rather than rushing into showing the plan.
- Follow up ... Contact qualified prospects. Send them your Web site link. Answer questions. Provide links to MarketAmerica.com and Shop.com.
- Tools ... DRS marketing tools engage your prospects and team with email marketing. Leverage SEO tools to find prospects who are looking for an opportunity. Use social media to maintain conversations with your prospects and team.

