

# Paid Social Media Ads

## Frequently Asked Questions

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### Questions About the Paid Social Media Advertising Pilot Program

**1. When does this pilot program begin?**

The program begins on April 3, 2024.

**2. Why is this a pilot program, and when will the pilot end?**

We are calling it a pilot program because paid social media advertising is new to our market. Since social media is constantly evolving, we would like to evaluate how paid social media advertising performs for independent sales force members who choose to participate before we make it a permanent part of the Company's social media strategy.

**3. Will there be a staggered launch?**

No. Starting April 3, 2024, all independent sales force members can run paid social media ads on Facebook and Instagram, targeting the entire United States.

**4. Are there any limitations as to who can participate in this pilot program?**

All members of the U.S. independent sales force can start using paid advertising after they accept the Terms and Conditions.

**5. What is paid social media advertising?**

Paid social media advertising is the act of spending money on a social platform such as Facebook or Instagram to accomplish specific goals. For example, a goal can be something like "I want to reach 5,000 people and connect with them about my Mary Kay business" or "I want to drive 200 people to my *Mary Kay*<sup>®</sup> Personal Web Site." These goals could be reached with a small investment, such as \$10 a day for five days!

**6. What social media platforms can I advertise on?**

In this initial stage, we want to pilot paid social media advertising on the largest social media platforms: Facebook and Instagram. These social media platforms are owned by the larger Meta company and have more than 3.9 billion active users. [Read here about why you should advertise on Facebook and Instagram.](#)

## Questions About Paid Social Media Advertising Terms and Conditions

### **1. Why do I have to acknowledge the Terms and Conditions before advertising on social media?**

Because Mary Kay takes brand protection seriously, it is critical for Mary Kay Independent Beauty Consultants to have a clear understanding of the Company's guidelines so they can effectively use paid social media advertising to promote their Mary Kay businesses.

### **2. What do the paid social media advertising Terms and Conditions say?**

The Terms and Conditions outline the directions to follow to start paid social media advertising within the Company's guidelines. The Terms and Conditions include responsibilities, content guidelines, use of intellectual property and consumer protection compliance, among other points. For example, the guidelines include that independent sales force members will conduct themselves in a professional and respectable manner, will run paid social ads only within the U.S. and will only advertise on Meta platforms (Facebook and Instagram).

### **3. How is the Company going to enforce the compliance of the Terms and Conditions?**

All ads on Meta are public and visible to anyone who searches for "Mary Kay." All independent sales force members who advertise on social media must use "Mary Kay" in the captions of their ads or ensure their page names have "Mary Kay" in the titles. We also rely on the honor system, trusting that all sales force members who advertise on social media will adhere to the Terms and Conditions.

### **4. Why is paid social media advertising allowed now?**

Previously, the Company guidelines allowed independent sales force members to boost their posts only to their current followers via a Facebook or Instagram Business Page. These new guidelines allow sales force members to create new connections by targeting any user in the U.S. Paid social media advertising is a great way to effectively reach new consumers, including the next generation of customers, many of whom are shopping on social media. [You can refer to the paid social media advertising guidelines here.](#)

### **5. What kind of social media account do I need in order to advertise?**

To get started in paid social media advertising, you need to have one of the following:

- A Facebook Business Page.
- A Facebook personal profile converted to "professional mode."
- A professional Instagram account, which includes a business or a creator account.

You can visit the [Social Advertising educational page](#) on *Mary Kay InTouch*® to see how to set these up. Personal profile accounts do not offer the functionality to run paid social media ads.

**6. Why must I use the words “Mary Kay” in all my social media ads?**

The Terms and Conditions for paid social media advertising state that you must use the keywords “Mary Kay” in the captions of your unique paid ads because it helps increase awareness of the brand and allows for easy search of the ads.

**7. What can I talk about in my paid social media ads?**

All independent sales force members will be able to create ads around the following four content pillars:

- *Mary Kay*® products, including their benefits, ingredients, usage instructions, upsells and cross-sells! If you want to include pricing, be sure to use the suggested retail price found on [marykay.com](http://marykay.com) or in *The Look* catalog.
- Gifting ideas. It can be helpful to recommend *Mary Kay*® products during the many gifting occasions that arise throughout the year, such as Mother’s Day or weddings.
- Promoting personalized services, such as helping consumers find the right skin care products for their needs or helping them explore new makeup.
- Inviting more people to attend virtual or in-person events related to products, such as skin care classes, makeup workshops and open houses.

Remember to include the words “Mary Kay” in your captions to allow your ads to be searched and to help increase awareness of the brand.

*All ads on social media should focus only on products, not on the Mary Kay opportunity.*

**8. Why can’t I advertise team-building or team-building events?**

It is important to focus on advertising products as this is usually the hook that attracts consumers to the brand. Many people consider the business opportunity after they fall in love with the products. Additionally, Meta has more restrictions on selecting a target audience when an ad offers opportunities such as starting a new business. We want everyone to be set up for success, so the Terms and Conditions allow social media ads that promote *Mary Kay*® products and product-related events.

**9. Why are discounts, promotions, giveaways or specials not allowed in paid social advertising?**

To avoid luring customers away from other Mary Kay Independent Beauty Consultants who use paid social media advertising, the ads should only include the promotions offered in *The Look* catalog, on [marykay.com](http://marykay.com) and on *Mary Kay*® Personal Web Sites. Once consumers respond to your social ad and confirm that they do not already have a Mary Kay Independent Beauty Consultant, you can then offer your specials. Your paid social media ads can also link to your business page where you can promote your discounts. They may also link to

your *Mary Kay*<sup>®</sup> Personal Web Site where you might offer incentives such as free shipping.

**10. What kind of images or videos can I use in my ads?**

You can create your own images or videos to show off *Mary Kay*<sup>®</sup> products. If you need pointers on how to shoot social media content, be sure to check out the [Shooting Content Like a Pro](#) master class video. You can also leverage the Company-provided images in the [Digital Image Library](#) or the downloadable videos available in the [Video Library](#), but be sure not to alter or modify these assets and to post them as is in your ads. DO NOT use images or videos from other sources, including the Mary Kay U.S. social media channel, another independent sales force member's social media channel, other companies or the internet, as you do not have the usage rights for these assets. If you need more tips on what ad creative should look like, [see creative best practices by Meta](#).

## Questions About the Basics of Paid Social Media Advertising

### 1. How much does paid social media advertising cost?

The budget you assign to paid social media advertising is entirely up to you and your goals. We recommend that you start with \$10 a day for a week to see the results you get.

### 2. What is the difference between boosting and Meta ad campaigns?

Boosting and Meta ad campaigns provide two different ways to promote your content on Facebook and Instagram to reach new users. Here are the key differences between the two:

- **Boosting** is a quick and easy way to promote your existing posts to a wider audience. You can choose the target audience, budget and duration of the boost. Your target audience will see boosted posts in their main feed, in stories and on the Explore pages of Facebook and Instagram. Boosted posts can be created from your business or professional account on Facebook and Instagram. Boosted posts have fewer customization features than ads and are ideal for increasing engagement and driving traffic to your *Mary Kay*® Personal Web Site. [Learn more about boosting.](#)
- **Meta ad campaigns** offer more refined audience targeting and are more complex, so they require more planning and strategy. Meta ad campaigns can only be done if you have a Facebook Business Page. You can create ads from scratch in Ads Manager on your Facebook Business Page, customizing your ad campaigns and tracking your ad performance. Ad campaigns can be optimized for specific goals such as link clicks, awareness, sales, leads, video views and more. Ad campaigns can be placed across Facebook, Messenger, Instagram and the [Meta Audience Network](#), depending on the ad type. Ad campaigns are ideal for reaching a wider audience, increasing brand awareness and driving traffic to your *Mary Kay*® Personal Web Site. [Learn more about Meta ad campaigns.](#)

The choice between the two depends on your advertising goals and budget. [Learn more about the differences between these two forms of advertising.](#)

### 3. Can I advertise on other social media platforms such as TikTok or YouTube?

In this initial stage, we want to pilot paid social media advertising on the largest social media platforms: Facebook and Instagram. These are great platforms for *Mary Kay* Independent Beauty Consultants to reach new customers with paid social media advertising. In the future, we will evaluate paid social media advertising on other platforms, but current guidelines do not permit this.

**4. What are the benefits of advertising on Meta platforms such as Facebook and Instagram?**

Advertising on Meta can help you reach a wider audience, increase awareness of your business and drive traffic to your *Mary Kay*<sup>®</sup> Personal Web Site. [You can visit this link for the benefits of advertising on Meta.](#)

**5. Where will my ads be seen?**

They will be displayed on Facebook and/or Instagram, but the specific location depends on the objectives you set, as well as your ad type and settings. To learn more about all the possibilities and options, [click here.](#)

## Questions About Paid Social Media Advertising on Facebook

### 1. How do I boost on Facebook?

You can boost from either your desktop device or your mobile device. View instructions on how to boost on Facebook [here](#).

### 2. How do I pause my boosted post?

You can view [this Meta help article](#) for instructions on how to pause a boosted post.

### 3. How much does it cost to advertise on Facebook?

The cost of advertising on Facebook depends on several factors, including your budget, your target audience and the duration of your ad campaign. You can spend as much or as little as you like.

### 4. I saw that Facebook charges a 30% service fee if I boost on the mobile app. How can I avoid this fee?

[Read here](#) on how to avoid the Apple service charge when boosting ads on Facebook.

### 5. How do I build a campaign for Meta ads?

You can view [instructions on how to build a Meta ad campaign here](#). You must have Ads Manager set up to run these campaigns.

### 6. What is Ads Manager on Facebook?

Ads Manager is a tool that allows you to create, manage and track your Meta ads. It's a powerful platform that lets you customize your ad campaigns, target specific audiences and track your ad performance. [Learn more about Ads Manager](#). You can only access Ads Manager if you have a Facebook Business Page. You can access it via your Facebook Business Page, or you can download the app available for iOS and Android.

### 7. How do I set up an Ads Manager account?

To create an Ads Manager account for the first time, follow these steps:

1. Go to the Ads Manager website at <http://www.facebook.com/adsmanager>.
2. Click on the Create Account button in the top right corner of the page.
3. Enter your business email address and a password for your account. Make sure to use a strong and unique password that you haven't used before.
4. Enter your name and phone number.
5. Select your currency and time zone.
6. Read and agree to the Terms and Conditions of Ads Manager.
7. Click on the Create Account button to complete the process.



Once you have created your account, you will be taken to the Ads Manager dashboard where you can start creating and managing your ad campaigns.

**8. Why is my ad being reviewed by Facebook? How long will it take to publish?**

Most ads are reviewed by Meta within the first 24 hours of publishing. All ads are reviewed to ensure they fall within Meta Advertising Standards. [Learn more about the review process.](#)

**9. Help! My ad got rejected. What do I do?**

You can view [this Meta help article](#) to guide you through next steps after your ad is rejected.

**10. My ad was approved, but then it was rejected. What do I do?**

All ads are reviewed by an automatic review system when first published, but sometimes ads can be re-reviewed manually by an individual reviewer. [Learn more in this Meta help article.](#)

**11. My entire ad account was disabled. What do I do?**

[Please view this Meta article](#) for instructions on steps you can take to reclaim your ad account.

## Questions About Paid Social Media Advertising on Instagram

**1. How do I connect my professional Instagram account to my Facebook Business Page?**

If you would like to cross-promote your ads across both your professional Instagram account and your Facebook Business Page, those accounts must be linked. [Here are instructions on how to do that.](#)

**2. How do I boost on Instagram?**

You can view instructions on how to boost on Instagram [here](#).

**3. How do I access Meta ads through Instagram?**

To use Meta Ads Manager, log in to your business account using the Facebook or Ads Manager App on your mobile device. To run Instagram ads via Meta Ads Manager, link your professional Instagram account to your Facebook Business Page. [Here are instructions on how to link those accounts.](#) Once you have connected those accounts, you can [follow these instructions on how to run Instagram ads in Meta Ads Manager.](#) *You can't access Meta Ads Manager on the Instagram App or on Instagram desktop.*

**4. How much does it cost to boost a post on Instagram?**

The cost of boosting a post on Instagram depends on your budget and the duration of the boost. You can spend as much or as little as you like.

**5. Can I boost Reels on Instagram?**

Yes. Your target audience will see your boosted Reels in their main feeds, in Stories, under the Reels tab and on the Explore page. You must have a professional account to boost Reels on Instagram.

**6. What are the requirements for boosting a Reel on Instagram?**

You must have a professional account to boost Reels on Instagram. Additionally, Reels must be under a minute long and use a full-screen, vertical aspect ratio (9:16). You cannot boost Reels that use interactive stickers, copyrighted music, GIFs or third-party camera filters.

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