

**HOW TO  
SURVIVE THE  
IMPACT OF  
COVID-19**

MARCH 2020

**PREPARED BY**  
KLABRATE

A large, detailed microscopic image of a coronavirus particle, showing its characteristic spherical shape and the crown-like spikes protruding from its surface. The image is in grayscale and occupies the left side of the page.

# OVERVIEW

## Coronavirus & MLM

Coronavirus or more accurately COVID-19 is exploding around the world and has already had a huge impact on the travel industry and financial markets.

As the virus spreads, the impact on civil society will be felt in our everyday lives as more and more people are forced to self-isolate in an attempt to slow down the rate of new infections.

The Network Marketing industry is highly dependent on face-to-face contact and live events that are used to generate new business and customer relationships and to help foster adhesion among distributors.

Clearly, in-person prospecting and events will be affected rapidly by the need to safeguard the community at large.



# OVERVIEW

## How will this impact the industry?

Events of all sizes form the backbone of networking from customer facing meet-up's to company sponsored distributor events. These are likely to be among the first casualties of this new environment.

Similarly, face-to-face prospecting will prove to be extremely difficult if not impossible as nervous customer and distributor prospects prove reluctant to meet new contacts.

Notwithstanding that travel will be severely curtailed as large-scale quarantining may be introduced as in Italy and China.

There will also be an impact on the number of active reps as large parts of the distributor channel may become incapacitated. The same holds true for customers.



# WHAT CAN YOU DO?

## *Digital Prospecting*

The vast majority of people in MLM believe posting pictures of themselves having a great time and living the dream is Digital Prospecting. Unfortunately, this is more to do with Social Proof and although it is still very important it is far from a coordinated and intelligent Digital Prospecting Strategy.

If your network cannot get out to events or face to face meetings' they are going to have to rely on reaching new distributors and customers online.

Facebook is full of ill-conceived and poor-quality attempts to generate new prospects. This is going to get worse as more and more people use this platform as a potential lifeline for their businesses. Facebook is the easiest platform to use but the hardest platform to make work for the vast majority of individuals in the network marketing industry.

A successful Digital Prospecting campaign would include the following:

**Programmatic Marketing** (paid advertising) - without doubt the most effective way to reach highly targeted audiences anywhere in the world.

**Facebook** (Paid & Organic) - you can generate good quality and effective distributors along with regular customers using Facebook. If you are using paid-for-advertising you really need some help from someone who knows what they are doing. Lots of money gets wasted on Facebook ads because they are easy to set up. However, without the correct help, they are the most difficult to make work.

Organic opportunities are free and valuable but take effort and a coordinated plan. Simply providing your network with pretty posts and product images is nowhere near enough to make this successful. You should ideally post 3 - 4 times per day on Facebook.





# WHAT CAN YOU DO?

## *Digital Prospecting continued..*

**LinkedIn** (Paid & Organic) - LinkedIn is really effective for finding leaders and team builders. Paid advertising on LinkedIn can get really expensive so again enlist the help of someone who understands what they are doing.

Organic is easy for your team to do but they must have a good strategy and approach this religiously everyday if they are to make this work. Ideally create 100 new connections every day.

**Instagram** (Paid & Organic) - Instagram is great for finding customers. Instagram is a very visual platform so use lots of great imagery, both product and lifestyle. You can run paid ads on Instagram however our recommendation would be to use organic here. Ideally post 2 - 3 times per day.

**Video** (Organic) - You can of course pay for ads on YouTube but building an audience using organic content is much more powerful. Video is a fantastic medium for network marketing professionals however the vast majority of your network will not feel comfortable making videos, appearing in videos or have the skills to produce and market quality video's so they will need help. Ideally you will post at least 1 video per week through YouTube, Vimeo and all your social media channels.

**Twitter** (Organic) - Twitter make it really easy to target individuals you think are most likely to be interested in your products and becoming a distributor. Twitter does require a lot of work though as you have to fight to be heard. Giving your network a series of links to landing pages or product videos is not enough. You need to give them something interesting to say, something that will stand out amongst the noise. Your team should be sending at least 8 tweets per day.



# WHAT CAN YOU DO?

## *Digital Prospecting continued..*

**Pinterest** (Organic) - Pinterest is another fantastic visual medium. It is great for promoting product but also the lifestyle of a successful network marketing professional. Make sure any images posted are really good quality. Ideally you should post daily on Pinterest.

**Sampling** (Paid & Organic) - where a company has products that lends itself to providing samples then this is proven to deliver quality customers via all digital platforms both paid and organic. The key is to offer the sample free-of-charge but consumers are required to pay for shipping. Also, you must ensure you target people who are most likely to purchase your products after they receive the samples.





# AUTOMATION

## WHAT CAN YOU DO?

### *Automate Your Marketing.*

Traditional MLM training teaches individuals to target their warm market leads. These are people in their address book, extended circle of friends and work colleagues. We would love to believe that this will generate thousands of opportunities and for the odd individual it might. However, as we all know for the vast majority of people this circle of influence is maximum 200 people. If they have been in more than one network marketing opportunity it is probably far less.

With the correct approach, systems and training every single one of your team could have thousands of warm-market leads if you and they embrace the digital arena.

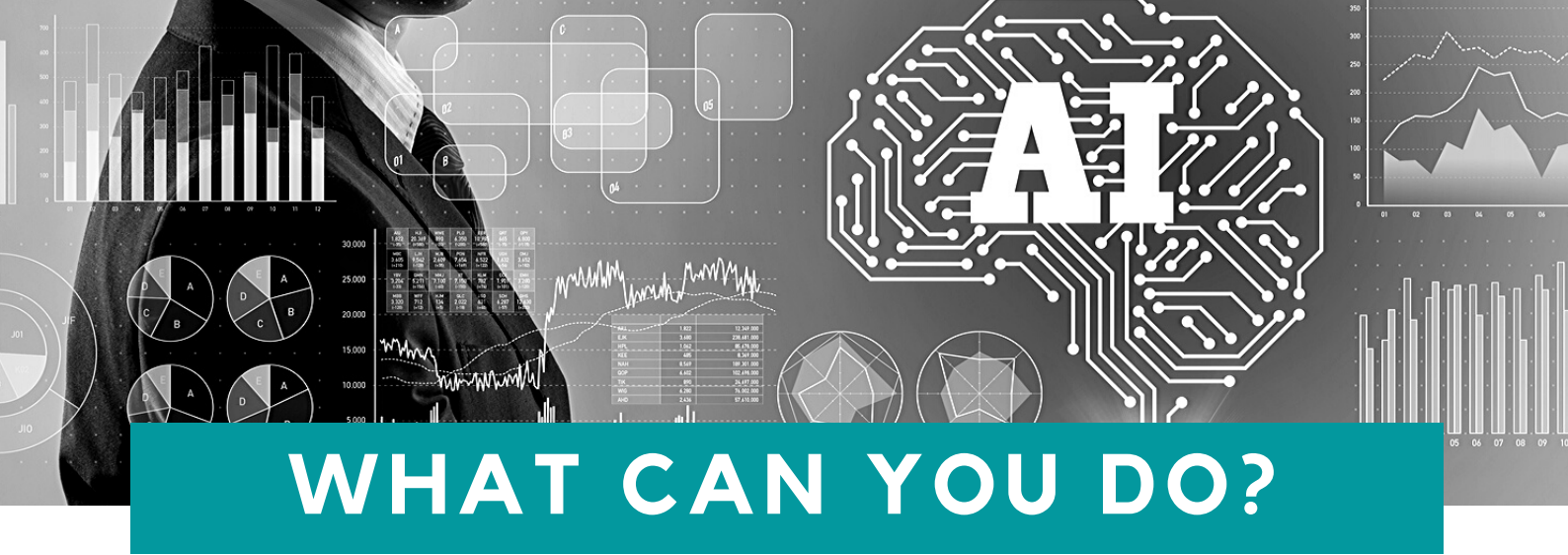
Conventional sales and marketing training is that it takes 7 contacts on average to convert a cold lead into a warm useable opportunity. In the digital world this is now believed to be 15 contacts on average, largely because of the amount of content at our fingertips, shortening of our attention span and the many different ways we get our information.

Unless you create an automated marketing process and system then the vast majority of your network will never have the time, skills or appetite to generate 15 contacts per prospect.

Companies that are now truly embracing automated marketing will over the next 12 months own the digital space and grow exponentially. There will always be a place for traditional network marketing, but the growth opportunities will be tiny compared to those that have a quality online strategy.

A top-quality automated marketing system will not only significantly improve your recruitment worldwide but it will generate customers and more important ensure you retain customers.





# WHAT CAN YOU DO?

## *Automate Your Marketing continued..*

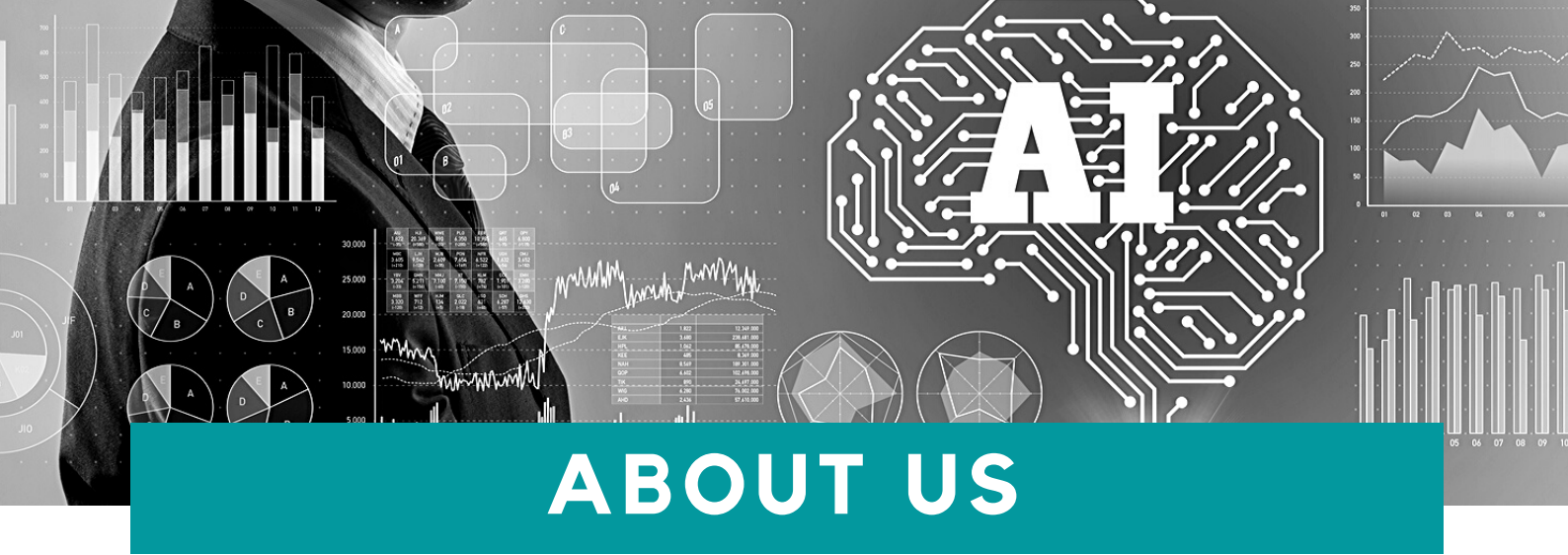
At the moment there are very few automated marketing systems on the market. Many companies have their own internal CRM systems, but these are not automated marketing systems and are not fit for purpose in 2020.

Successful Automated Marketing ensures every single prospect in your entire network is managed effectively, consistently and with high quality material. It is perfect for part time networkers and improves conversions by as much as 34% on average.

During challenging times like the coronavirus outbreak, it ensures that recruitment, customer sales and customer retention continues even if your members are out of action due to illness, holidays or other unforeseen circumstances.







# ABOUT US

## *Klabrate*

Klabrate has partnered with the leading Network Marketing Software developer (ProSoft) to create the only true fully automated digital marketing system.

Mark Chadwick the CEO of Klabrate, himself a top earner and well known leader in network marketing, has worked with the team at ProSoft to create the perfect system to move MLM into the digital arena.

Mark said “we have exceptional products and services and so it was essential we developed the best Digital & Automated Marketing system to future proof our business and really take full advantage of the Global Economy”

Driven by Artificial Intelligence and Conditional Logic, ProSoft automates the process of acquiring new customers and distributors. It converts significantly more leads into viable opportunities and keeps promoters happy and loyal.

ProSoft worked with Klabrate to create a state-of-the art digital referral system which allows your team members to grow their customers and distributors organically via their personal connections and via social media.

