

Growing Cosmetics Business Keeps Customers Engaged, Buying with a Newsletter Makeover from Sales in a Click™

March 28, 2008

Touch of Pink COSMETICS

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This Month

Tips for stronger nails
by *Samantha Superville*

Stronger nails come as a result of good nail health. It may also be artificially supplemented, but the fundamental nail strength comes from taking care of them. Cleaning: Keeping nails clean is the tantamount to maintaining nail health and therefore nail strength. Nails that are kept free of dirt and grime are always far more sturdy. Wash your hands regularly and if you must...

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Tips for achieving plumper lips

In February of 2004, Amy Weber was ready for a change. After four years as a Mary Kay consultant, she left the company, contemplating her next adventure. But when Weber began selling her leftover stock of Mary Kay products on eBay, she little suspected it would be the start of an exciting new business!

Because many Consultants like Weber typically carry on-hand inventory, they often find themselves with leftover products when they leave the business. "At first it was just a short-term project," Weber explained. "But I quickly found many other former Mary Kay consultants were in the same boat and were asking me to help liquidate their inventories. Business started to snowball."

After about a year, Weber shifted from traditional eBay selling to running her own web site on eBay's ProStores platform—and Touch of Pink Cosmetics was born (www.touchofpinkcosmetics.com). Now one of ProStores largest customers, the company sells Mary Kay products at a discount to over 50,000 consumers, obtaining inventory either from departing consultants like Weber or from current Mary Kay consultants who want to balance their inventory.

Specific product quantities can fluctuate significantly, so Touch of Pink keeps products moving by offering frequent specials. To let customers know about her special offers, Weber started a monthly e-newsletter, taking advantage of a hosted email marketing service. She was lucky to find someone who could help with HTML coding and the technical aspects of putting together a custom newsletter.



Then in 2007 Weber discovered Sales in a Click from IMN. From the available content categories, Weber chose articles on style and beauty for her largely female audience. Like before, Weber can feature the products she wants to move. “It’s a great experience,” Weber explained. “We used to have to build our e-newsletter by hand each month, and now it’s almost no work at all. Not only that, but the IMN e-newsletters produce better results for us.”

Results come in two forms, says Weber: more orders and positive feedback from customers. “People look forward to our e-newsletter now. They can’t wait to receive it each month.”

Like other web merchants using Sales in a Click, Weber has experienced a significant increase in orders when her e-newsletter goes out. “At first I wasn’t prepared. Now I know I’ll need staff in place to fill a lot more orders each time customers hear from us.” For the four-day period after the e-newsletter is sent, Touch of Pink generally receives 68% more orders than on an average day. In addition, web traffic is up significantly.

For Weber, it’s all about keeping customers engaged. “We do have competition now, so we need to stay in customers’ minds. The e-newsletter helps us do that,” she concluded. “I highly recommend Sales in a Click. Putting together your own e-newsletter takes time, and especially if you’re not familiar with the technology, it can be difficult. For busy owners, Sales in a Click is definitely the way to go.”

Touch of Pink By the Numbers

URL: www.touchofpinkcosmetics.com

Products: Mary Kay cosmetics

Customers: Female consumers

E-newsletter Attributable Sales: 24%

Other Benefits: Increased traffic, positive customer feedback