

## FIELD COMMUNICATION MATRIX

### COMMUNICATION VEHICLES:

METHOD/ DISTRIBUTION	VEHICLE	CONTENT	FREQUENCY	TIMING	AUDIENCE	NOTES
EMAIL (includes videos)	Weekly Business Update	Hot this week; program KIA, some program launch; reminders; house- keeping; motivation; quick links	Weekly	Wednesday	Consultants, Leaders, RVP	Avg open rates: CNS: 50% LDR: 70% RVP: 85%
	One-off email	Administrative; program support	As needed		Consultants, Leaders, RVP	AVG: 50%
	Planned program support campaign emails	Program support, strong CTA	As needed		Consultants, Leaders, RVP	Targeted groups: 95%
INTRANET	Comm Center (CBC) <i>Allows us to reduce email touches to protect engagement</i>	Administrative; recognition	As needed		Consultants, Leaders, RVP	Approx. unique monthly visits: US: 21,660 CA: 8,196
	Online Promotions Grid (CBC)	Info about short- term sales on personal websites	As needed		Consultants, Leaders, RVP	
	Ad lobs (CBC)	Program promotion	Monthly and as needed		Consultants, Leaders, RVP	
INTRANET/ WEB	SpotLite	Consultant success stories	Weekly		Consultants, Leaders, RVP + Public: Consumer, Prospects	U.S. Page views, Feb –Nov, 45,291
"PRINT" (PDF) INTRANET	bravo! (US monthly recognition)	Recognition	Monthly	10 <sup>th</sup> +/-	Consultants, Leaders, RVP	Approx 3% of base
	Contenders (US YTD recognition for annual program)	Recognition	Monthly	10 <sup>th</sup> +/-	Consultants, Leaders, RVP	(same)

	Celebrate (CA – contains both monthly and annual recognition)	Recognition	Monthly	20 <sup>th</sup> +/-	Consultants, Leaders, RVP	(same)
	YourBiz	Monthly Consultant program launches and details	Monthly	US: 7 days before month end CA: 1 <sup>st</sup> of month	Consultants, Leaders, RVP	Approx 20% of base
	Monthly Party Flyer	Monthly Party offers for Hosts and Guests	Monthly	6 weeks prior	<ul style="list-style-type: none"> <li>• Informs CNS of offers</li> <li>• Used as Consumer-facing tool</li> </ul>	Available for purchase or download.  Approx. 45% download
	Program Specific (examples:) <ul style="list-style-type: none"> <li>- Trip brochure(s)</li> <li>- Bridging (6-picks)</li> <li>- New catalog playbook</li> <li>- Conference workbook</li> </ul>		(as needed)	Distributed either: <ul style="list-style-type: none"> <li>- On site</li> <li>- Mailings</li> <li>- Dedicated mailing</li> </ul>	Consultants, Leaders, RVPs	
SOCIAL	Facebook Forum	Program promotion; “Word of mouth” information sharing/support amongst Consultants;	As needed		Consultants, Leaders, RVP	U.S. 8,336 members  Canada 2,602 members
MAILINGS	Mail	Catalog launch; major program launch (ex. Trip); samples of new tools	2-4 times annually	Catalog launch	Consultants, Leaders, RVP	To all “active” Consultants