



MEDIA RELEASE

Thursday, 24 August 2017

The Original Social Sellers

Amway Australia and New Zealand has seen a big increase in social following on its platforms, with over 300% increase in Instagram followers and a nearly 50% increase in new likes in 2016 compared to 2015.

Although Amway Australia and New Zealand continue to see growth on their social media platforms, the concept of social selling is not new to this business. For over 50 years, Amway Independent Business Owners (IBOs) have been developing relationships and leveraging their personal social networks to find the right individuals to invite to the business opportunity, build credibility and achieve sales goals within their business.

From a proud history of men and women selling door to door, the cultivation of one-on-one relationships, as part of the sales process, is now taking place via social networks such as Facebook, Twitter, and Instagram. With over 100,000 Amway IBOs in Australia and New Zealand alone, the Amway network is substantial, and is continuing to see growth with the use of social media.

Amway has an array of different Facebook and Instagram pages for their different brands, allowing customers to find the information they want, when they want it, rather than plough through all the stuff they don't. If a customer wants to know all the latest news in the beauty world, they can head to the ARTISTRY page on Facebook, or if they want to know how best to remove food stains on clothes, the Amway HOME page is where to go.

Besides social media, Amway supports our IBOs with the facility to create their own personal pages on the Amway brand sites such as on nutriway.com.au or artistry.com.au. IBOs can then customise all of the information that they want to show and share with who they wish, a great tool for any seller to have.

Social selling is a great tool because it offers a seller a great variety of avenues to be able to reach their target audience. It also allows them to personalise their messaging and have better engagement with customers, rather than a one size fits all approach.

To find out more about Amway's social media platforms, please visit Amway.com.au / amway.co.nz.

Media contact: Christine Chua: 02 9854 8120
Josephine Daly: 0435 081 489

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Amway of Australia
7-9 Irvine Place, Bella Vista, NSW 2153 Australia
www.amway.com.au



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About Amway®

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Amway is the world's number one direct selling business as ranked in the 2016 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

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