

E-COMMERCE CONNECTION

Jane **MARINI**
SKIN RESEARCH®

DID YOU KNOW?

THE 2020 PANDEMIC HAS CHANGED CONSUMER BUYING HABITS.

Over 75% of U.S. consumers have changed to new brands during the pandemic. The top three reasons were value, availability and convenience.¹



31% of shoppers make more online purchases now vs. pre-pandemic.²

Online spending is up **77%** year-over-year.³

YOUR CUSTOMERS ARE ONLINE

MEET YOUR CUSTOMERS WHERE THEY ARE.



E-commerce has seen 10 year's growth in 3 months!

50% of customers are shopping on digital channels for products they've never bought online before.²



E-Commerce **skin care** sales are up over **300%**.³

The average consumer purchases skin care

5 to 6 times per year.

How many of these purchases are with you?



E-COMMERCE MADE SIMPLE

JMSR HAS A PLUG AND PLAY E-COMMERCE SOLUTION WITH FULL CIRCLE SUPPORT.



we pick it. ✓
we pack it. ✓
we ship it. ✓

Managing Your Own E-Commerce Can Be Expensive & Time Consuming.

**FREE
2-DAY
SHIPPING**

Maximize Your Revenue With Purchasing Reports



- Engage with customers by following up after purchases using Online Purchase Reports
- Use purchasing details to connect with complementary in-office treatments
- Leverage the Purchase Reports for insights on maximizing in-office inventory

WE DO IT ALL!

\$10 per transaction

- 2-day shipping
- Inventory management
- Customer service
- Retention engagement

GROW YOUR BUSINESS



Most clinics only sell to each customer 1 to 2x per year.

Your business is missing over \$1000 per customer.

OPPORTUNITY

Many clinics have over 3000 customer contacts.

How many do you have?

Just 10% re-engagement adds 300 retail customers.

The average American female spends \$1000-\$1500 on beauty products each year. **(\$250 5x per year)**

With 100 customers (2 /week), this increases revenue by

\$100,000

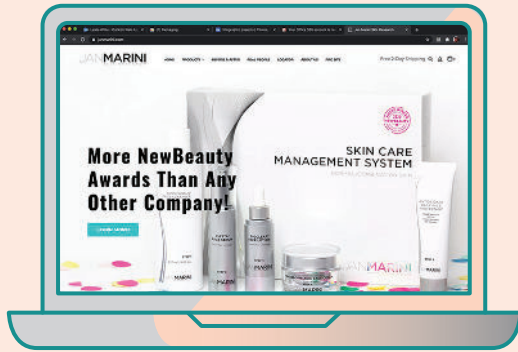
**MAKE OVER
\$550,000
ADDITIONAL
REVENUE!**

100% of 300 customers increases revenue by

\$450,000

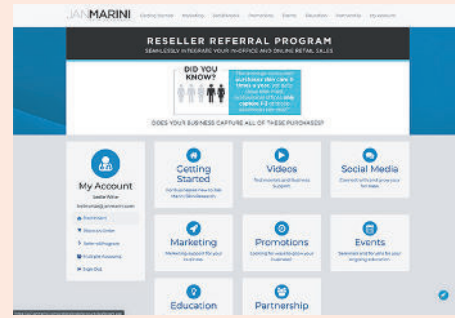


HOW IT WORKS



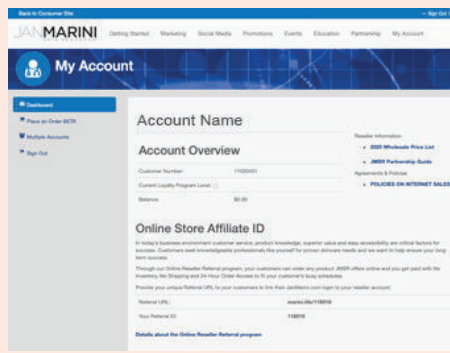
1

Login to our Professionals site.



2

Go to **DASHBOARD** to access your unique affiliate code.



3

Send an email to your customers directing them to purchase product from [janmarini.com](https://www.janmarini.com) using your unique affiliate code link.

4

Once linked, the account is linked to you permanently.



5

Maximize your revenue with purchasing reports.

TRANSFORM YOUR BUSINESS

¹ <https://www.zdnet.com/article/mckinsey-three-factors-drive-consumer-loyalty-in-the-next-normal/>

² <https://www.inc.com/maria-haggerty/four-ways-covid-19-changed-online-consumer-behavior.html>

³ <https://www.forbes.com/sites/johnkoetsier/2020/06/12/covid-19-accelerated-e-commerce-growth-4-to-6-years/#6275bca1600f>