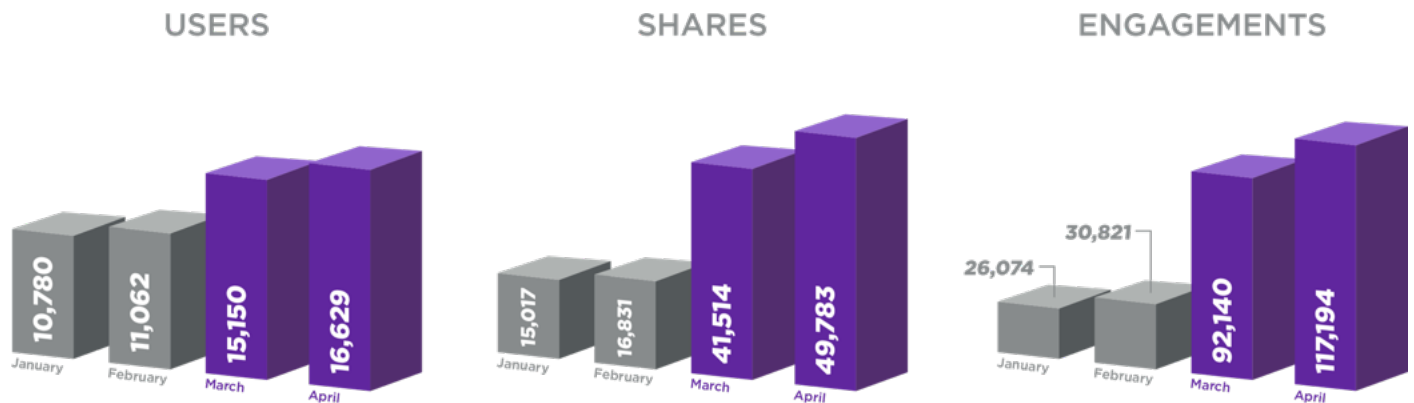




10 Success Practices Training Sheet



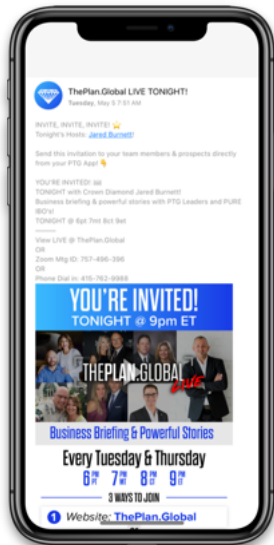
This table shows the massive increase in activity that one of our clients had on the platform in March and April. The increased app activity and exposure to unique prospects helped them achieve back-to-back record breaking months in revenue and growth. And, they are not alone. The majority of our clients are seeing increases in activity that is helping to drive their growth.

Frequently we are asked to share best practices from clients who are using our platform. With over **1,000,000 users** and **80 direct sales clients** using the app, there are some great success stories. This document will share some current insights into how our clients are maximizing the use of the platform to achieve success.

Top 10 Ways to Increase App Activity and Influence Growth with the Verb Platform



- 1. Have a Key stakeholder:** Assigning someone to be a key stakeholder over the app is critical. This person should understand the system and be responsible to train, update content, manage push notifications, and drive the overall use of the platform.
- 2. Keep Content Fresh:** Providing new content in both video, PDF and image formats can help increase activity. Keeping content current is a great way to encourage regular activity. Use the announcement feature to let users when new content is available in the app!



3. **Use the Announcement Feature:** Sending regular push notifications that also appear in the feed can keep your field in touch with what is happening with your company. Successful companies regularly communicate and keep their field up to date with this feature.

Some ideas on announcements:

- New content
- Product promotions
- Zoom Calls
- Promotional content

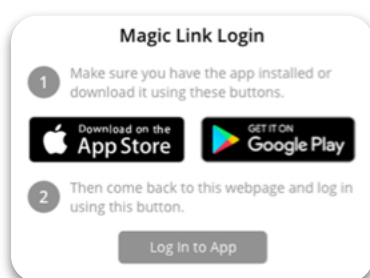
4. **Training to Facebook Groups:** Recording short (3-5 minutes) app trainings and posting them to Facebook groups has helped several of our clients increase effective app usage. Consistent activity is key here!

5. **Sales Team:** Having the internal sales team consistently refer to the app in all conference calls and trainings they are doing, is a great way that some of our clients have created a consistent culture of app usage.

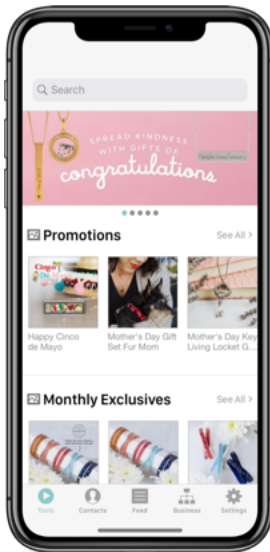
6. **Order Drop:** Several of our clients include a card highlighting the app in outgoing orders. This can be done in monthly auto-ship orders to increase visibility. Focusing on a different feature of the app each month can help drive awareness.



7. **Kit Promotion:** Most of our clients include a card in their starter kit that highlights the app, where to download it, and some of its key features.



8. **Magic Link:** Upon enrollment or subscribing to the app, a "magic" link can be texted and emailed out to the distributor, giving them instant access to download the app and login through a single sign on. This reduces friction to get the app, getting them in right away to drive key app activity from day one.



9. **Product Promos:** Over the past couple of months, our clients have seen record activity and success with their product promotions. Including links in the app to be shared with prospects and customers (and giving credit to the person who shared) is a great way to drive promotions. Sending an announcement/push notification linking to the promotional assets can drive activity.



10. **Learn:** Verb's mobile LMS (Learning Management System) is driving great activity in relation to education, retention and training. Some of the courses and lessons that have been most successful for our clients focus on training for business systems, product education, and app features. Gamification, quizzes, and notifications further encourage the success of this app feature.

