




TriVita School of Business Presents:
TriVita through the Holidays
Part 2. TriVita and Social Media

Live Broadcast 

Tuesday, December 6, 2011, North America

Start: 5:00pm Pacific US / 8:00pm Eastern US / 6:00pm Arizona

Duration: Approx. 45 Minutes



Toll
Phone
Audio

United States: +1 (714)551-0010

Canada: +1 (647)723-3285

Australia: +61 (0) 3 9008 7864

New Zealand: +64 (0) 9 280 6305

Internet

Free internet audio available through your computer speakers or headset.



Corporate Presenters



facebook

Search

Ted Hernandez
Works at Trivita Studied at University of Arizona Lives in Gilbert, Arizona Married to Judy Lynch Hernandez From Visalia, California Born on July 16 Add languages you know Edit Profile

Wall
Info
Photos (12)
Notes
Friends
Subscriptions

Married to
Judy Lynch Hernandez

Friends (58)
Lynda Lybeck Robinson
Grethe Sofie Arrestad

Update Status Add Photo / Video

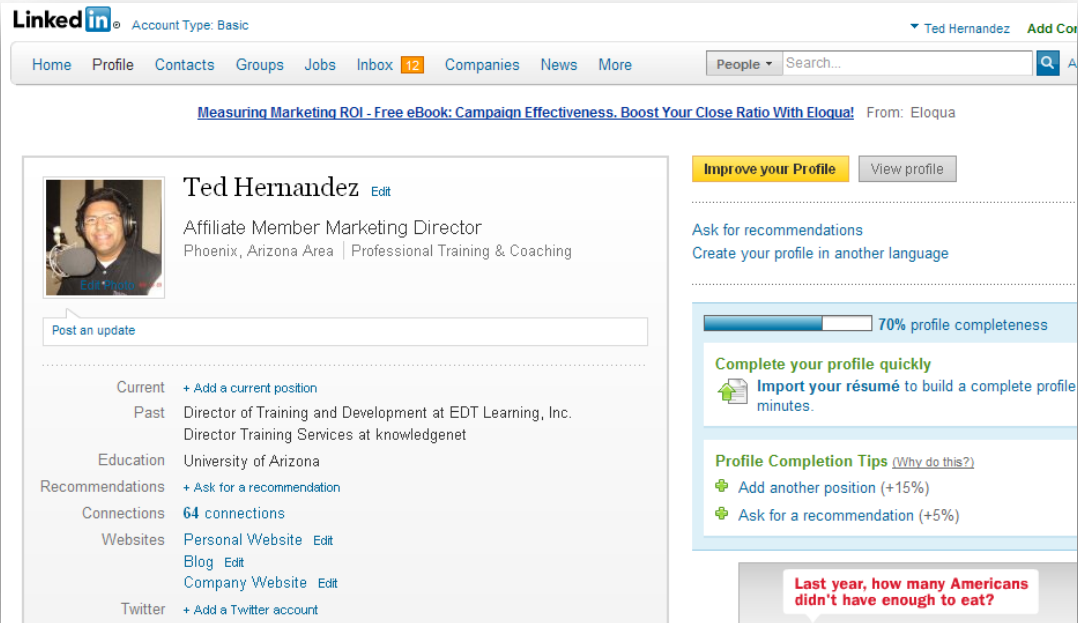
What's on your mind?

Ted Hernandez added knowledge net to his work.
Like · Comment · November 30 at 7:31pm

RECENT ACTIVITY

- Ted listed Matt Hernandez as his son. · Like · Comment
- Ted listed Cadia Hernandez as his daughter. · Like · Comment
- Ted is now friends with Susie Mcmonagle and 2 other people.
- Ted is now friends with Cherie Hufford and 9 other people.

Berit Warhuus
How fun to see you here Ted ;) Hope you're doing good ;)
Like · Comment · See Friendship · October 23 at 2:57pm



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 12 Companies News More

People Search...

Measuring Marketing ROI - Free eBook: Campaign Effectiveness. Boost Your Close Ratio With Eloqua! From: Eloqua

Improve your Profile View profile

Ask for recommendations
Create your profile in another language

70% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile minutes.

Profile Completion Tips (Why do this?)

- Add another position (+15%)
- Ask for a recommendation (+5%)

Last year, how many Americans didn't have enough to eat?

Ted Hernandez Edit
Affiliate Member Marketing Director
Phoenix, Arizona Area | Professional Training & Coaching

Post an update

Current + Add a current position
Past Director of Training and Development at EDT Learning, Inc.
Director Training Services at knowledgegenet

Education University of Arizona

Recommendations + Ask for a recommendation

Connections 64 connections

Websites Personal Website Edit
Blog Edit
Company Website Edit

Twitter + Add a Twitter account

Ted Hernandez - Affiliate Member Marketing Director



Corporate Presenters

The image shows a screenshot of a Facebook profile for Terry Newsome. The profile picture shows two men, one of whom is Terry Newsome. The navigation menu on the left includes Wall, Info, Photos, and Friends. The main content area displays the 'Friends' list, which includes:

- Adam Logan Lover (Hogwarts School of Witchcraft and Wizardry)
- Al Maassen (Directors at ITBO - Independant TriVita Business Owner)
- Allan Edwards (Works at Career Images Model and Talent Agency Inc)
- Ana At Doperoy (Fort Lauderdale, Florida)
- Andy Rooks (Works at Crowley Maritime Corporation)
- Anita DuPont Kelly

On the right side of the profile, there are sections for 'You and Terry' (listing Jeff Alberts as a mutual friend), a sponsored game 'Simple, Relaxing Game' (Mahjongg Dime), a fanhood for the 'SAN FRANCISCO 49ers', and 'People You May Know' (listing Pamela Shea and Shannon Hanrahan Garcia).

Terry Newsome - International Sales Director



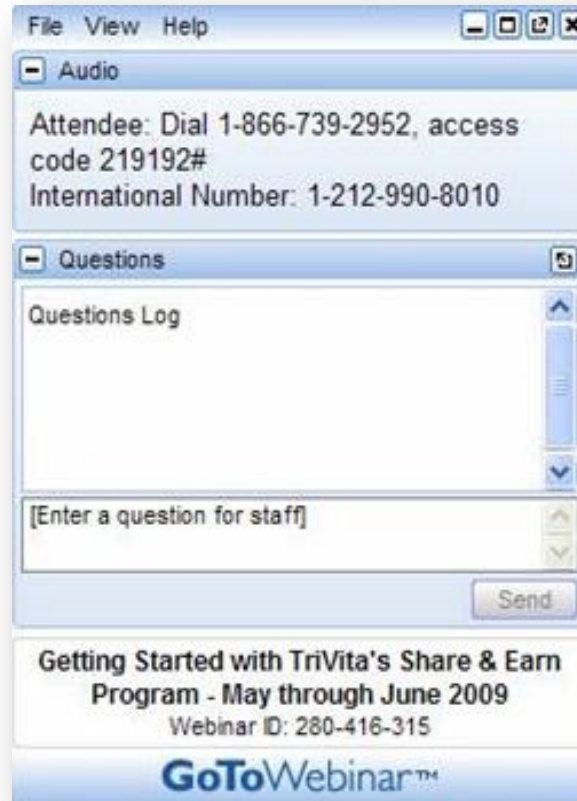
Corporate Keynote Presenter



Deborah Poulos - Senior Online Marketing Manager



Ask your questions



File View Help

Audio

Attendee: Dial 1-866-739-2952, access code 219192#
International Number: 1-212-990-8010

Questions

Questions Log

[Enter a question for staff]

Send

Getting Started with TriVita's Share & Earn Program - May through June 2009
Webinar ID: 280-416-315

GoToWebinar™

Type your question
Press the **SEND** button



Corporate Updates

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COMMUNICATION CENTER

SHARE AND EARN PROGRAM

CEO LEADERSHIP SERIES

TRIVITA EVENTS

GLOSSARY OF TERMS

TriVita Back Office
Complete Online
Resource



Success Dashboard - Down 7 Tiers

Compensation - Qualifications

Career Path & Compensation Plan

Volume Summary

Next Career Path Title

Monthly Group Volume **11128**

Last Month's Income **\$1570.46**

Enrollments YTD **985**

YTD Gifts of Health Sent **14**

Nopalea Co-Op Reservations **0**

Reassignable Media Contacts **5**

YTD Compensation Summary **\$60098.18**



LEARN - TRIVITA EVENTS



As an Affiliate Member, TriVita offers many opportunities for education and inspiration, so you can grow your business – and pursue your life purposes. Each year, TriVita hosts several events including the annual Galaxy of Stars, Director's events, training, webinars, conference calls and more.

[Click here](#) to view the complete Calendar of Events.

Calendar of Events



Annual Galaxy of Stars

TriVita holds the annual Galaxy of Stars event to celebrate the year's achievements and provide valuable new tools and information to help you take your TriVita Wellness Business to greater heights. Affiliate Members of all levels, from all over the world, gather to recognize and be recognized. It's a time to shine the spotlight on our Rising Stars and give credit and recognition to those who move up in their career path.

This spectacular event is held in the month of July in Arizona, home of TriVita's world headquarters.

Continue to watch for further information and learn how you can be a part of the next Galaxy of Stars!

Galaxy of the Stars Registration Coming Soon!



Annual Director Leadership Forum

In February, we gather with those who have excelled in their career path, reaching Director and beyond, for the annual Director Leadership Forum. This is an opportunity to cultivate relationships, discover key leadership concepts and come together for inspiring presentations, dynamic team-building and unforgettable group activities – set to the back-drap of an exotic

December 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

- Weekly Corporate Training
- Galaxy of Stars
- Director Leadership Forum

Galaxy of Stars

2011
2010

Director Leadership Forum

2012
2011



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Archived Events

< December 2011 >						
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Galaxy of Stars

2011
2010

Director Leadership Forum

2012
2011



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Simple steps to Building
TriVita Wellness Business

- GROUP LIST
- COMPENSATION PLAN
- NEW MEMBERS
- QUALIFICATIONS
- COMPENSATION STATEMENT
- COMPENSATION SUMMARY
- UPLINE LINEAGE
- CONTACT MANAGER
- REASSIGNMENT TOOL
- CAMPAIGNS



Success Dashboard - Down 7 Tiers

Compensation - Qualifications

Reassignment Tool

Compensation Plan

Volume Summary

Next Career Path Title

Monthly Group Volume **11128**

Last Month's Income **\$1570.46**

Enrollments YTD **985**


YTD Gifts of Health Sent **14**

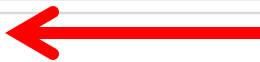
Nopalea Co-Op Reservations **0**

Reassignable Media Contacts **5**

YTD Compensation Summary **\$60098.18**



Select A Month December - 2010 



Earnings (entire month)

Commission - First Tier	\$170.64
Commission - Multi Tier	\$1,561.11
Share and Earn - First Tier	\$1,179.23
Share and Earn - Multi Tier	\$2,487.43
2 Star Director Bonus	\$319.48
3 Star Director Bonus	\$319.48
Director Bonus	\$48.86
1 Star Director Bonus	\$160.36
Adjustments	(\$432.48)

Total Check Before Deductions \$5,814.11

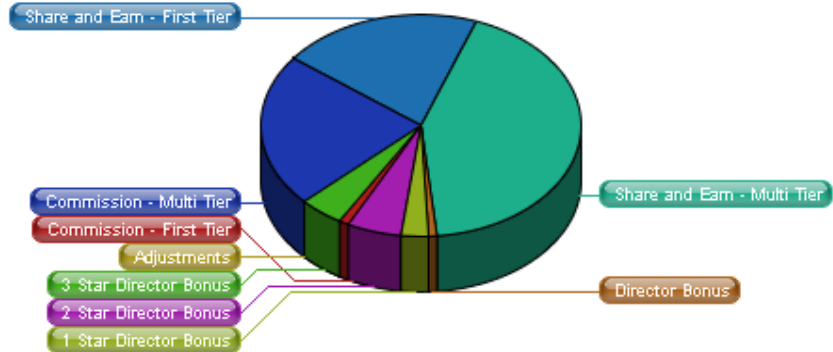
Deductions (entire month)

House of Giving - Well Project	(\$25.00)
Total Check (entire month)	\$5,789.11

Cumulative Compensation

12-month Cumulative Compensation	\$53,830.78
Lifetime Cumulative Compensation	\$69,568.90

Compensation Breakdown



Commission - First Tier: \$170.64 (2.93%)
Commission - Multi Tier: \$1561.11 (26.85%)
Share and Earn - First Tier: \$1179.23 (20.28%)
Share and Earn - Multi Tier: \$2487.43 (42.78%)
Director Bonus: \$48.86 (0.84%)
1 Star Director Bonus: \$160.36 (2.76%)
2 Star Director Bonus: \$319.48 (5.49%)
3 Star Director Bonus: \$319.48 (5.49%)
Adjustments: \$-432.48 (-7.44%)

COMMISSIONABLE VOLUME

Affiliate Member Uni-Level:	18,772
Customer Uni-Level:	24,430
Share and Earn:	16,258

NON-COMMISSIONABLE VOLUME

Co-op Bonus Points:	13,200
Gift of Health:	720
Personal Qualifying Order:	125
Win-Back:	382

MONTHLY TGV WITHIN 7 TIERS

Commissionable:	59,460
Non-Commissionable:	14,427

Total: 59,460

Total: 14,427

Total: 73,887

Select A Month December - 2010

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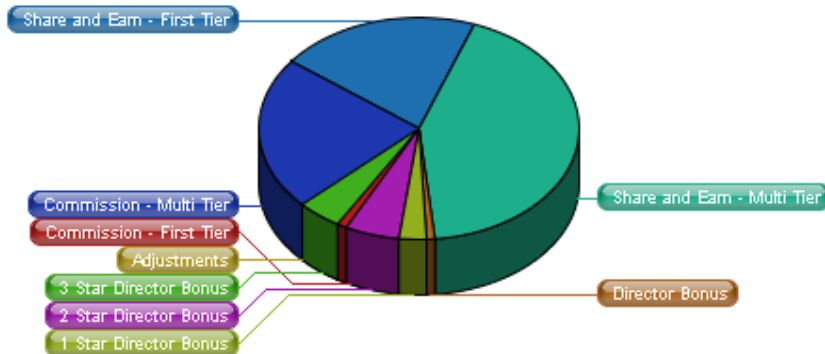
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Personal Qualifying Order: 125
Win-Back: 382

Total: 14,427

MONTHLY TGV WITHIN 7 TIERS

Commissionable: 59,460
Non-Commissionable: 14,427

Total: 73,887

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John & Jane Sample
Current Title: 4 Star Affiliate Member
Member ID: 11182012
TGV: 15827
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ORDER HISTORY

- ACCOUNT INFORMATION
- WEBSITE CUSTOMIZATION
- SELECT PAYMENT OPTION
- HOUSE OF GIVING

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Success Dashboard - Down 7 Tiers

Compensation - Qualifications

Career Path & Compensation Plan

Volume Summary

Next Career Path Title 1 Star Director
Monthly Group Volume 15827
Last Month's Income \$2305.43
Enrollments YTD 124

YTD Gifts of Health Sent 15
Nopalea Co-Op Reservations 25
Reassignable Media Contacts 0
YTD Compensation Summary \$14732.23



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John & Jane Sample

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Member ID: 11182012

TGV: 15827

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MY ACCOUNT - ORDER HISTORY



This page displays all details of your prior product orders, media bundle purchases and sharing tools.

Filtering Options: Include - All

Display By Date Range: 12/5/2011 - 12/5/2010

No available orders in the last 12 months.



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John & Jane Sample

Current Title: 4 Star Affiliate Member

Member ID: 11182012

TGV: 15827

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MY ACCOUNT - ORDER HISTORY



This page displays all details of your prior product orders, media bundle purchases and sharing tools.

▶ Filtering Options: Include - All

- All
- Gift Of Health
- Media**
- Products
- Sharing Tools
- Events

Include Exclude

1. Select a Filter
- All
 - Gift of Health
 - Media
 - Products
 - Sharing Tools
 - Events

▶ Display By Date Range: 12/5/2011 - 12/5/2010

Start Date:

End Date:

December 2011

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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MY ACCOUNT - ORDER HISTORY



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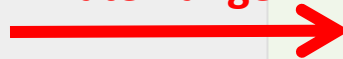
Filtering Options: Include - All

- All
- Gift Of Health
- Media
- Products
- Sharing Tools

Include Exclude

Refresh List

2. Calendar Select
Date Range



Display By Date Range: 12/5/2011 - 12/5/2010

Start Date: 1/1/11

End Date: 12/31/2011

December 2011

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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MY ACCOUNT - ORDER HISTORY



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Filtering Options: Include - All

- All
- Gift Of Health
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- Products
- Sharing Tools
- Events

Include Exclude

[Refresh List](#)

3. Refresh List



Display By Date Range: 12/5/2011 - 12/5/2010

Start Date:

End Date:

December 2011

Refresh List

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Here is a list of your orders. New orders will show after they have been processed.

Order Count: 37

Order	Date	Total	Points	Detail	Tracking
20926116	11/29/2011	\$720.00	0	Detail	
20926184	11/29/2011	\$720.00	0	Detail	
20920935	11/28/2011	\$720.00	0	Detail	
20899179	11/22/2011	\$240.00	0	Detail	
20884175	11/18/2011	\$720.00	0	Detail	
20877789	11/17/2011	\$720.00	0	Detail	
20872866	11/16/2011	\$720.00	0	Detail	
20777265	10/25/2011	\$720.00	0	Detail	
20777349	10/25/2011	\$720.00	0	Detail	
20766094	10/22/2011	\$720.00	0	Detail	
20553264	9/2/2011	\$720.00	0	Detail	
20417036	8/1/2011	\$720.00	0	Detail	
20417027	8/1/2011	\$720.00	0	Detail	
20417054	8/1/2011	\$720.00	0	Detail	
20417045	8/1/2011	\$720.00	0	Detail	
20351587	7/16/2011	\$720.00	0	Detail	
10189746	1/3/2011	\$720.00	0	Detail	
10189623	1/3/2011	\$720.00	0	Detail	
10189790	1/3/2011	\$240.00	0	Detail	
10189773	1/3/2011	\$720.00	0	Detail	
Totals:		\$24,960.00	0		

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20926116	11/29/2011	\$720.00	0	Detail	
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Poll Question #1



Poll Question #2



Corporate Keynote Presenter



Deborah Poulos - Senior Online Marketing Manager





Deborah Poulos

Senior Online Marketing Manager



TriVita & Social Media



Agenda

- What's happening in social media?
- Sharing tools on trivita.com
- TriVita on Facebook - today
- TriVita on Facebook - future



Trends in Social Media



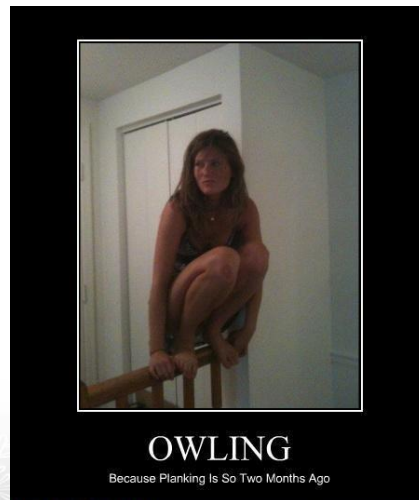
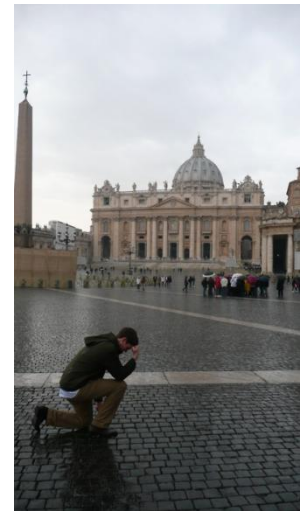


- More than 800 million active users
- 350 million of those are via mobile device
- Average user has 130 friends
- Average user connects to 80 pages, groups, & events
- 250 million photos loaded each day
- 75% of users are outside of U.S.
- More than 500 million people use an app each month
- **TriVita Corporate Facebook: www.facebook.com/TriVita**

Source: Facebook



How are people using Facebook?



How are people using Facebook?

- Facebook users continue to focus more on...
 - Socializing and sharing
 - Games
 - Photos
 - Interactive experiences
- Facebook ads
 - Click-through rate is only 0.05%, which is half the industry standard
 - Low success for new customer acquisition because users learn to ignore them
 - Can increase brand awareness and loyalty
- Brand loyalty is low



Facebook & e-commerce

- Facebook users generally don't want to be sold to...
- Brand pages need to be engaging, entertaining while promoting or fans get bored
- Facebook fan pages, promotions, and stores can work when done well
 - Compelling message
 - Create sense of value or exclusivity
 - Create a community
 - Engage and listen to fans



Facebook All-Stars – Burt's Bees



Burt's Bees ▶ Spreading the Buzz Like

Health/Beauty

Catch the Buzz.

At BURT'S BEES, our commitment to social responsibility, natural beauty and well-being and sustainability is shared by people in **31** countries all over the world and counting. **AND THAT'S A BEAUTIFUL THING.**

927,478
People Worldwide Like Burt's Bees

See what the **WORLD** is saying about **BURT'S BEES.**
Then tell us what **YOU** think.

Share: Post

Write something... Share

Wall
Info
Friend activity
Bee Merry
Welcome
Shop & Share
A Natural Pick
Coupons
We're on Twitter
Spreading the Buzz
Videos
Photos
Poll
Questions

- Customers sharing their Burt's Bees experiences with others across the world
- Creates sense of community
- Fun stuff
 - 'behind the scenes' videos
 - User-generated content
 - Coupons
 - Polls, quizzes, contests, etc.
- Simple FB catalog that encourages sharing and links back to their e-commerce site





- ~250 million registered users
- 100 million people use it per month
- 50 million people log in per day
- 250 million tweets a day
- 2400 advertisers now with 80% renewal rate on ads
- ~60% of Twitter users abandon the service after 1 month compared to 70% retention rate by Facebook
- **TriVita twitter: twitter.com/trivitainc**

Sources: Twitter, Nielsen

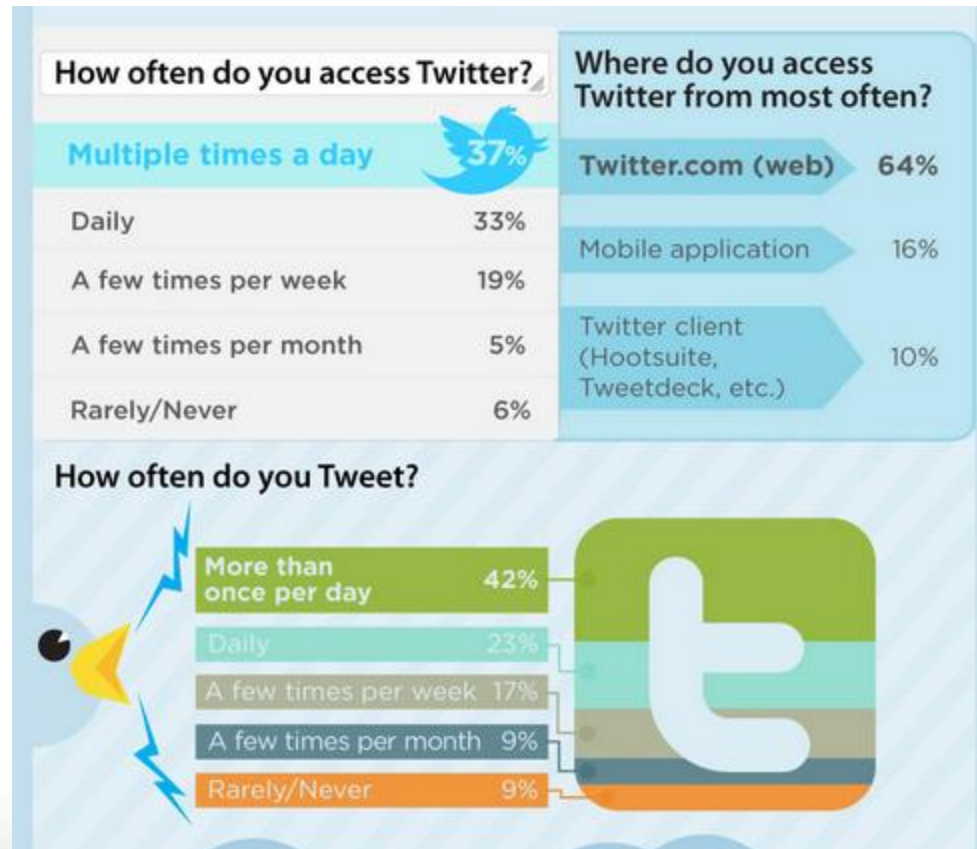


What are people doing on Twitter?

- Top trending Twitter topics of 2011
 1. Justin Bieber
 2. Soccer/Football – Women’s FIFA World Cup
 3. Lady Gaga
 4. NBA
 5. Jonas Brothers
 6. Christmas
 7. Super Junior (South Korean boy band)
 8. Britney Spears
 9. Japan Earthquake
 10. One Direction (British/Irish boy band)
- Sponsored and promoted tweets are generating buzz
- Customer service via Twitter is growing



How are people using Twitter?





- Estimated to have 40 million or more users – 68% male
- Currently a very technology-focused crowd with deeper conversation, more professional networking, less entertainment but...
- It's getting more social
 - 6 billion photos added every month; now at 100 billion photos
 - More games, promotions, and interactivity developed every day
- Released 'brand pages' in November 2011
- TriVita will be developing our Google+ page in 2012

Source: Mashable



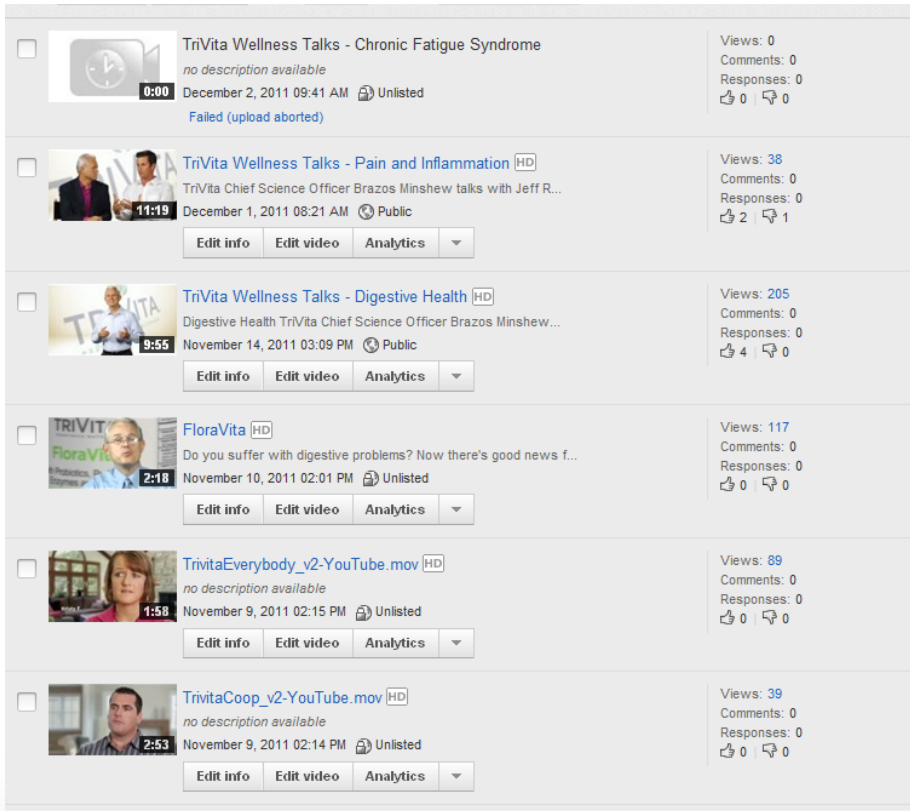


- Over 3 billion videos are viewed each day
- 48 hours of video are uploaded every minute
- 70% of traffic comes from outside of the U.S.
- Demographic is 18 – 54 years old
- ~800 million unique user visits each month
- **TriVita YouTube channel: www.youtube.com/trivitainc**

Source: YouTube



TriVita on YouTube



The screenshot displays a list of seven videos from the TriVita YouTube channel. Each video entry includes a thumbnail, a title, a description, a date, a privacy setting, and engagement statistics (Views, Comments, Responses). The videos are:

- TriVita Wellness Talks - Chronic Fatigue Syndrome**: no description available, December 2, 2011 09:41 AM, Unlisted, Views: 0, Comments: 0, Responses: 0.
- TriVita Wellness Talks - Pain and Inflammation**: TriVita Chief Science Officer Brazos Minshew talks with Jeff R..., December 1, 2011 08:21 AM, Public, Views: 38, Comments: 0, Responses: 0.
- TriVita Wellness Talks - Digestive Health**: Digestive Health TriVita Chief Science Officer Brazos Minshew..., November 14, 2011 03:09 PM, Public, Views: 205, Comments: 0, Responses: 0.
- FloraVita**: Do you suffer with digestive problems? Now there's good news f..., November 10, 2011 02:01 PM, Unlisted, Views: 117, Comments: 0, Responses: 0.
- TrivitaEverybody_v2-YouTube.mov**: no description available, November 9, 2011 02:15 PM, Unlisted, Views: 89, Comments: 0, Responses: 0.
- TrivitaCoop_v2-YouTube.mov**: no description available, November 9, 2011 02:14 PM, Unlisted, Views: 39, Comments: 0, Responses: 0.

- All product videos
- Affiliate Member program testimonials
- Wellness Talks
- Affiliate Training Webinars
- TriVita events



Sharing tools on Trivita.com

The image shows a screenshot of a web browser window displaying a Facebook sharing tool. The browser's address bar shows the URL: <https://www.facebook.com/sharer/sharer.php?v=4&src=bm&u=http%3A%2F%2Fwww.trivita.com>. The Facebook sharing interface includes a "Share this link" button, a "Share On your own Wall" dropdown menu, and a "Friends" dropdown menu. The background of the browser window shows the Trivita website, featuring the Trivita logo (a green leaf above the text "TRIVITA. experience wellness") and a "PRODUCTS" section. A "Floravita™" product is visible in the background. Below the product image, there are navigation controls: a left and right arrow, "1 of 12 Choose a thumbnail", and a "No thumbnail" checkbox. At the bottom right of the sharing tool, there are "Share link" and "Cancel" buttons.




Sharing tools on trivita.com

Floravita™

Like Send Be the first of your friends to like this.

SHARE

NEW



▶ MUTE ZOOM

Links to more information

**Do you suffer with digestive problems?
Now there's good news for your gut –
and your overall wellness.**

FloraVita:

- Helps reduce bloating, gas and upset stomach
- Supports colon health, regularity and relief from constipation
- Helps restore the natural balance of good bacteria in your digestive tract

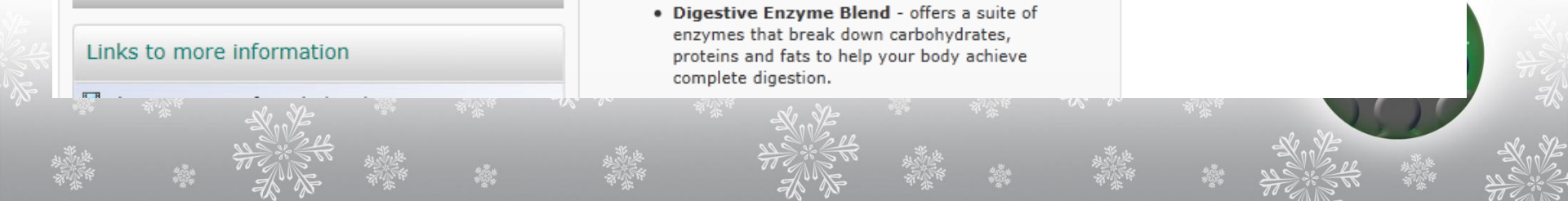
Powerpacked with four classes of nutrients for complete digestive health:

- **The HardiStrain® Probiotic Blend** - delivers a potent 10 billion CFU, including 10 different friendly bacteria strains.
- **Prebiotic Blend** - this growth-stimulating prebiotic blend helps probiotics multiply and also soothes and boosts the defense function of the digestive system.
- **Digestive Enzyme Blend** - offers a suite of enzymes that break down carbohydrates, proteins and fats to help your body achieve complete digestion.

Bookmark & Share

Facebook	Twitter
Email	Print
Reddit	StumbleUpon
Favorites	Gmail
Blogger	LinkedIn
Tumblr	More... (335)

AddThis Settings Privacy



TriVita on Facebook Today

TriVita corporate - www.facebook.com/trivita

facebook

Search

TriVita Like

Health/Medical/Pharmaceuticals · Scottsdale, Arizona · Edit info

Wall TriVita · Everyone (Most recent)

Share: Status Photo Link Video Question

Write something...

Steven E Petrillose
If you want to build a business with these great products what the best way to start
Like · Comment · 1 December at 04:25

Brian Holmes likes this.
Write a comment...

TriVita
this week's Weekly Wellness Report tackles digestion and introduces TriVita's newest product, FloraVita!

Healthy Digestion for a Healthy Life - WWR 254
www.trivita.com
Health begins in the digestive system. If our digestive system (DS) is working as designed, we will have a good appetite, sweet-smelling breath, abundant energy and daily elimination of waste. When our DS works well we feel on top of the world!

307 People Reached · 14 People Talking About This
Like · Comment · Share · 29 November at 09:41

11 people like this.
1 share

Pastor Robert C Moore Just started taking this... I love it!
30 November at 13:05 · Like

TRIVITA
experience wellness

Wall
Hidden posts
Info
Friend activity (1+)
Insights
Photos
EDIT

About Edit
TriVita is dedicated to helping you pursue healthy living. A trusted health...
More

1,571 like this
41 talking about this
47 were here

Likes
Dr. Judy Ellison - Wellness from the Heart
Get updates via RSS
Share

- Weekly Wellness Reports
- Wellness Talks
- Michael Ellison blog updates
- Dr. Judy blog updates
- Photos
- Comments and questions from other fans
- TriVita specials reminders
- TriVita announcements



TriVita on Facebook Today

Friends of Nopalea - www.facebook.com/friendsofnopalea

Friends of Nopalea



Discover the benefits of this amazing, natural, anti-inflammatory wellness drink.



- Wall
- Info
- Friend activity
- Photos
- News
- Share Nopalea**

About
Nopalea™ is the anti-inflammatory wellness drink that people are raving about!

802

Friends of Nopalea ▶ **Share Nopalea** 

Health/Beauty

Welcome Nopalea™

to Friends of Nopalea on Facebook where we want to hear YOUR Nopalea story!

We hope you'll "Like" us and write about your Nopalea experience on our wall.



CLICK HERE Nopalea™

to proudly Share the Friends of Nopalea page on your wall and help spread the word about Nopalea!



- Amazing testimonials about Nopalea
- Sharing tools to help you share the health with your Facebook community
- Opportunities to share your Nopalea success story with others



TriVita on Facebook Today

Nopalea by TriVita - www.facebook.com/nopaleabytrivita



- Wall
- Info
- Friend activity
- Gift of Health Give-a-way
- Buy Nopalea
- Welcome
- Offer

About
Buy Nopalea Now
<http://tinyurl.com/nopaleafb> or call
toll free: 800-440-4607

14,489
like this
1,234
talking about this

- Create a Page
- Add to my page's favourites
- Get updates via RSS
- Report Page
- Share

Nopalea by TriVita Like

Product/Service

Wall Nopalea by TriVita · Everyone (Top posts)

Share: Post Photo

Write something...

Nopalea by TriVita
Trans fats raise your bad cholesterol just like saturated fats, but they also increase inflammation and lower the good cholesterol that protects us against heart disease. <http://ow.ly/7QefO>



Like · Comment · Share · about an hour ago via HootSuite

4 people like this.

Write a comment...

Nopalea by TriVita
Here are some low-impact workout for those suffering with pain in joints. <http://ow.ly/7Pw51>

Y! **Five Low-Impact Workouts for Joint Relief**
ow.ly
Most people that have injuries to their joints or are more prone to joint inflammation can find exercise painful and unbearable, however, their are...

Like · Comment · Share · 17 hours ago via HootSuite

9 people like this.

Write a comment...

- Health and wellness news
- Contests and giveaways
- Special offers
- Facebook store



TriVita on Facebook Soon

- Corporate TriVita Facebook page is being upgraded to provide more interactive, fun and educational tools to help
 - Generate more buzz on all TriVita products
 - Create a community of wellness seekers
 - Help you grow your TriVita business through Facebook
- Currently evaluating Facebook application vendors to help us create a more engaging, entertaining and informative Facebook experience



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- Currently evaluating Facebook application vendors to help us create a more engaging, entertaining and informative Facebook experience
- Look for the new TriVita Facebook experience in 2012!

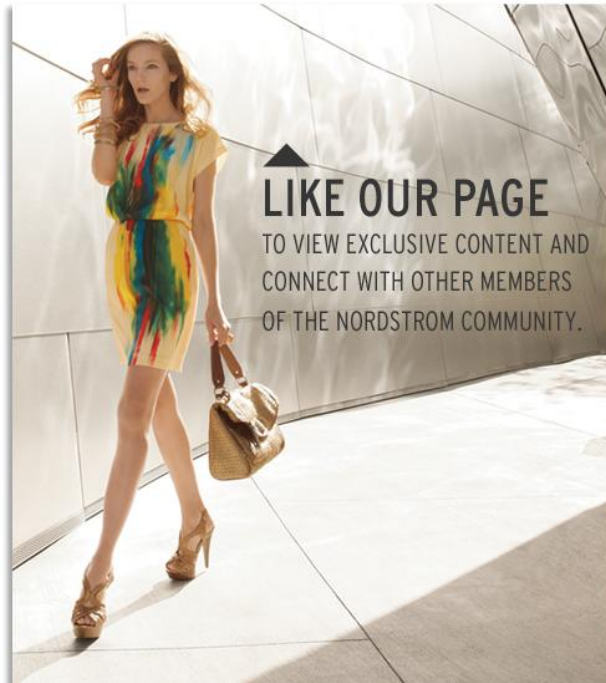


Welcome Page

Pepsi Like
Food/Beverages



Nordstrom Like
Clothing



Like
Irvine, California



Interactive Contests, Quizzes & Games

Outside Magazine ▶ Best Town

Magazine



The screenshot shows a voting interface for 'Outside Magazine Best Town Ever 2011'. At the top left is the 'Outside BEST TOWN EVER 2011' logo. Below it is a thumbnail of the magazine cover with the headline 'Where to Live Now'. The main text reads: 'Vote for Outside's Best Town Ever! Win a five-day adventure* to one of the ten finalist towns'. Below this is a list of ten towns: Ashland, OR · Boulder, CO · Burlington, VT · Charleston, SC · Chattanooga, TN · Portland, ME · Portland, OR · Madison, WI · Santa Fe, NM · Tucson, AZ. A central image shows a scenic view of Ashland, OR, with a yellow banner at the bottom that says 'Ashland, OR'. Below the banner, it displays '735 votes' and '158 comments'. Navigation arrows are visible on the left and right sides of the town image.

- Fan of the week/month – share your picture with TriVita products
- User video – 1 to 3 min video on how TriVita products change your life for the better
- TriVita recipes – NOP, LO, F&V
- TriVita around the world / TriVita on vacation
- Test Your Health & Wellness knowledge (VJ quizzes)
- How much do you know about TriVita? (company education)
- How well do you know TriVita products? (product education)
- How much do you know about AUS, NZ, other countries (TriVita global expansion)



Fan of the Week/Month



FAN OF THE WEEK



AMERICA RUNS ON DUNKIN'™



World's Favorite Cookie



World's Fan of the Week



Washington, USA



Evy R.

Post or tag Oreo in your photo to give us permission to make you Fan of the Week, or use it in our photo bar.

TEXAS FAN OF THE WEEK



IZOD

INDYCAR SERIES



Recipes

Cookie Creations

Featured:

Lemon Blossom OREO Cookie Balls

Who can resist these beautiful
Lemon Blossom Oreo Cookie Balls?
Great as a favor for a Bridal shower
or for any other colorful event!

[Get the recipe >](#)



Beverages

[See all >](#)



Oreo Milk Shake

Parfaits

[See all >](#)



Oreo Crunch Parfait

Candies

[See all >](#)



Toasted Coconut Golden
Oreo Cookie Balls

Cheesecakes

[See all >](#)

Frozen Desserts

[See all >](#)

Kids & Seasonal

[See all >](#)



Video Libraries - Wellness Stories & Products

SUCCESS STORIES WITH *PointsPlus* PROGRAM



Meet Liz

As a longtime Weight Watchers Leader and new mom, Liz was at the perfect place in her life to try out our brand new *PointsPlus* program. As one of the first to follow the new Plan, she lost the baby weight - and then some.
[Read Liz's story](#)

EXPERIENCE JENNIFER'S JOURNEY ▶

JENNIFER'S BLOG ▶

 Like us on facebook

 Follow us on twitter


- Catalog of Wellness Stories by product or health concern
 - Text
 - Video
 - Photos
- Share Your Wellness Story
 - Submit via online that links back to TriVita.com
 - Standard incentive to share story
 - Special incentives for products lacking stories



Promotions

Get More for Your Pets

Save on These Products and More



Hill's Science Diet Dog Food

Get up to \$80 in coupons from Hill's Science Diet dog food in select varieties in specially marked 35 pound bags
(Offer only valid in the U.S.)

[f](#) [t](#)

[Learn More](#)

Prev 12345 Next

- Monthly promotions
- Facebook-specific promotions
- Share Your Wellness Story promotions



Meet Our Healthcare Professionals

Ask The Experts (MS SmallBiz Partners) 

Product/Service



Store

Discovery Channel ▶ Shop 

TV network



Discovery Channel Life On Earth Collection
~~\$199.95~~ **\$99.99**



Man vs. Wild I'm With the Expert T-Shirt - Black
\$24.95



Deadliest Catch Season 6 DVD
~~\$49.95~~ **\$19.99**



MythBusters Jamie + Adam Bobblehead Set
~~\$49.90~~ **\$39.99**

1-800-Flowers.com ▶ Exclusive Offer

Product/Service



Thanks for Liking us! We Like you too! Use code **Facebook20** at checkout for a Special Discount!

[Shop Now](#)



Feedback on trivita.com?

- We LOVE your feedback!
- Contact me with any questions or comments
 - deborah.poulos@trivita.com
 - +480.337.4018





Ted Hernandez

Affiliate Member Marketing Director





Terry Newsome

International Sales Director





Terry Newsome
International Sales Director



The Power of Social Media!

- Six Degrees of Separation... “Who do you know?”
- (Facebook= 4.5 degrees of Separation!!!)
- Organic Search Engine Optimization
- Google owns YouTube! (Views increase Ranks!)
- Web and Internet Traffic: TriVita #33 in DS!
- Facebook “Likes”: TriVita now in the Top 50- DS!
- Social Media Could be the Key to Your Future!





Ted Hernandez

Affiliate Member Marketing Director



TriVita Through the Holidays

- Part 3. December 13 – **2011 Recap!**



Thank you for attending!



Terry Newsome



Ted Hernandez



Corporate Keynote Presenter



Deborah Poulos - Senior Online Marketing Manager





TRIVITA[®]

SCHOOL OF BUSINESS

Education for Success