



# Zinzino Social Selling Guide

Sharing our stories in your social media

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# Share content that matters

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Our content puts the products you recommend into the bigger picture. It builds trust, commitment and your own brand, as well as ours. Sharing content that matters in social media is a golden opportunity to break through the clutter, connect with your customers and get to the next step in the closing process.

## **It will do your personal brand good too**

Let our stories, our findings and our insights, be icebreakers, conversation starters, a chance to get recognized in your community. Put yourself out there, side by side with your customers. Stories are the glue that connects us all. Sharing what matters to you will turn you into a source of inspiration, a problem-solver, a guide, or even an ally when the going gets tough. Be one of the above, or all. You decide.



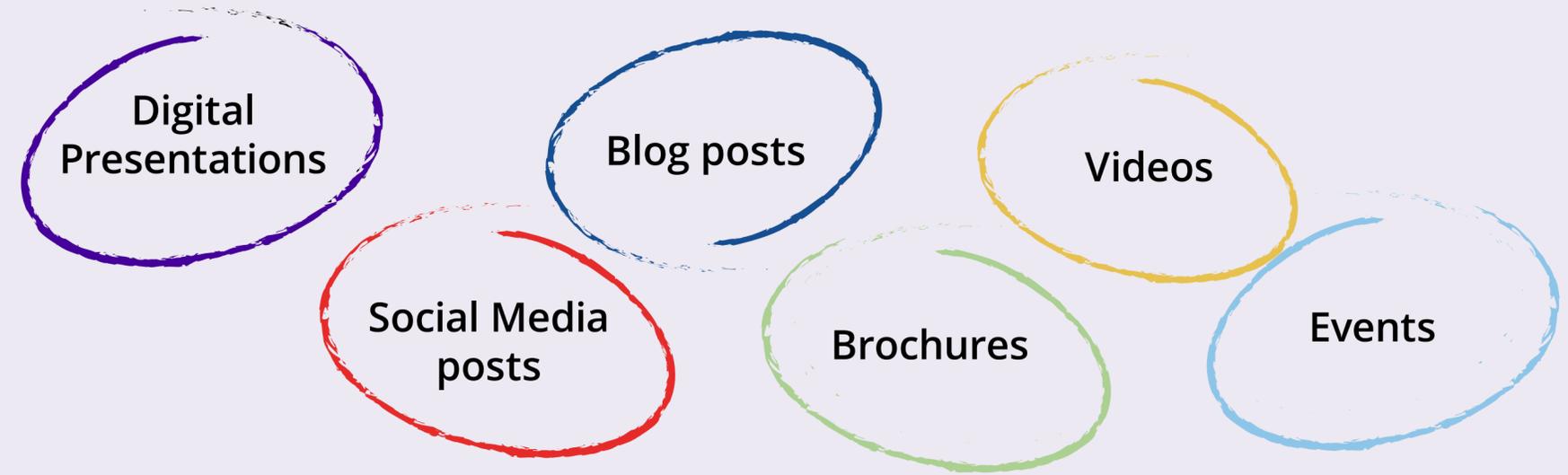
# Platforms, tools and types of content

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We offer an abundance of fresh, exciting, inspiring and educational content for you to easily share with your Customers and prospects, in real life or in your social media via our hub or mobile app.

## Please note!

Share our content via Zinzino Hub or Mobile app from your personal, replicated site link to ensure that your prospect will end up on your personal website.



ZINZINO  
BACKOFFICE

ZINZINO TV

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## Our social media platforms\*



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*\*Beyond the official Zinzino channel, there are specific profiles for the countries we operate in, both for Customers and Partners.*

# Social selling online

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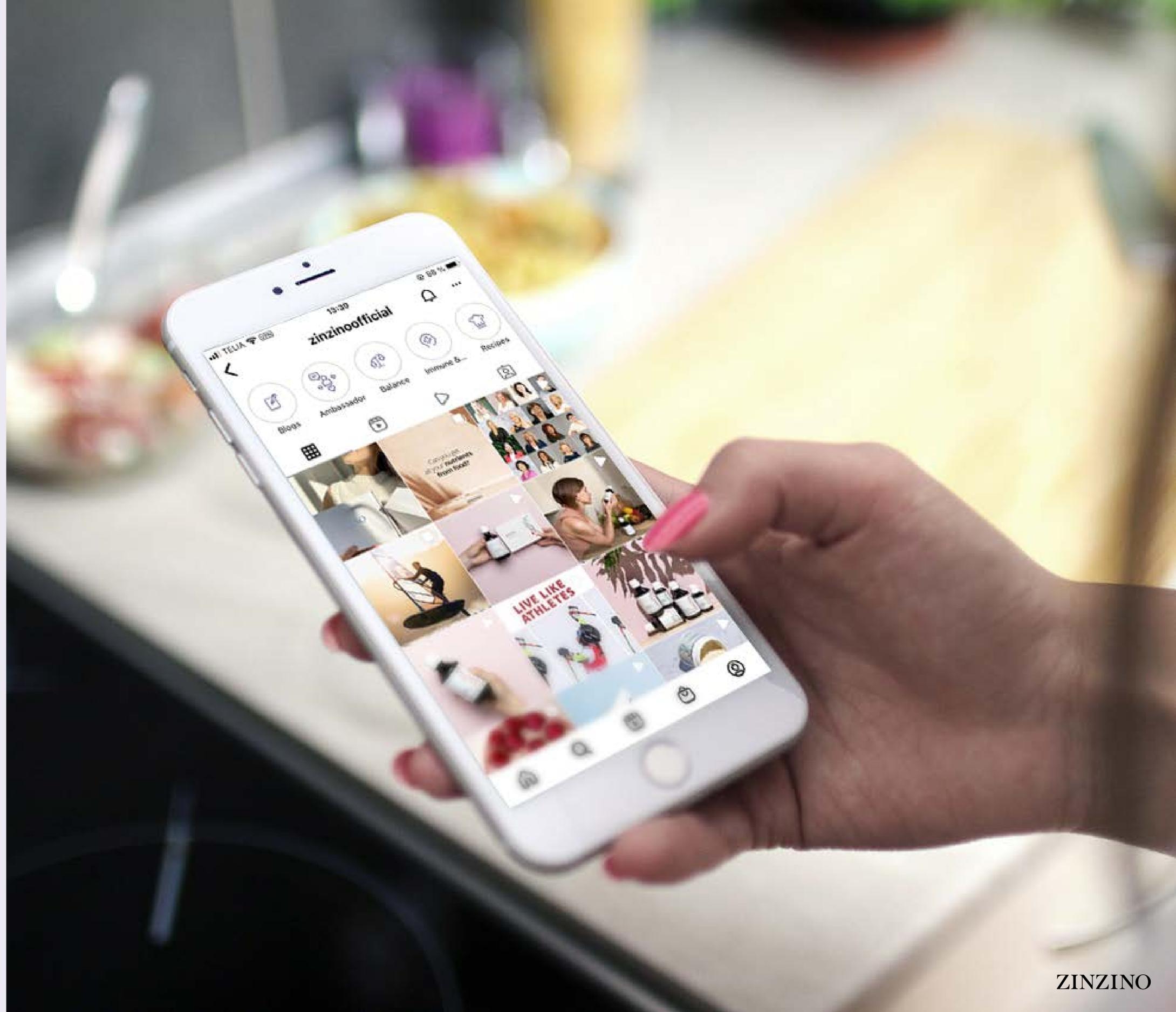
## **Listen first. Talk later.**

Social media is invaluable for communicating, prospecting and nurturing your community. It helps you to grow your personal brand online and give your business attention. This “post and pray” method will not do the trick. To make lasting impressions, you need to consistency and content.

Join the ongoing conversations and stay there. Share stories that people can relate to, connect with and want to hear more about. Choose your angle carefully with a voice that resonates both with your own mission and our brand promise.

## **Here's how**

These guidelines will give you the tools to perfect your social skills online. We offer a library of resources to help you get started in positioning and promoting your personal brand, so you can confidently capitalize on the unlimited potential of social media. From what platforms to use and popular post types, to non-salesy outreach and how to handle challenges.



# Marketing dos and don'ts

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There are certain rules and ethics to keep in mind when running your social media accounts.

## **Download these files:**

[[Read the full Marketing & Ethics Rulebook](#)]

[Instagram & Facebook [name suggestions](#)]

## **Do you feel unsure?**

We're here. Just get in touch with the Zinzino marketing department at [marketing@zinzino.com](mailto:marketing@zinzino.com)

- ❌ No use of the Zinzino name, any product names, trademarked words, phrases in the title, description, or @\_\_\_\_ handle
- ❌ No medical claims or promises (unless it's approved in the product sheet)
- ❌ No mentions of healing or preventing diseases

# The Social Selling Guide

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This is where the fun begins. Once you're familiar with the rules, you're ready to tell the world about your endeavors as a Zinzino Independent Partner. Set yourself up for success by reading up on the tips and strategies in our Social Selling Guide. Grab a coffee, a notebook and pen, and give yourself a few hours to brainstorm the questions in the guide. Do this explorative work now and you'll never be stuck for post ideas. Become a social media pro in a day!

[The Zinzino [Social Selling Guide](#)]



# Key social selling takeaways

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It's important to go through the Social Selling Guide as you're getting started – then, re-read it every few months to sharpen your knowledge. We understand there's a lot to remember. For a snapshot of the key takeaways that you can stick up on your wall in the office, this is the resource.

It'll help keep you motivated, on-brand and on track to success. Every post will lead you closer to building an epic, loyal, Zinzino-loving community that's all yours.

[[Key Selling Takeaways](#) poster for your workspace]

1. Choose the right platform
2. Who are you?
3. Build your community
4. Double check before you tap
5. Benefit-rich content. No claims.
6. Cycle the three e's
7. Check the three c's
8. Schedule your posts
9. Balance your personality & Zinzino's
10. Live the Zinzino lifestyle
11. Spark dialogue
12. Play the long game

# The Social Content Planner

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You don't have to generate fresh content ideas out of thin air, every day. Create the perfect rhythm and routine with a calendar of social media content that's irresistible. This resource helps you plan in advance, with posts that align with your brand story and resonate with your followers to inspire them to take ownership of their health (with the help of Zinzino products).

[Plan your content for the year]



# Mastering hashtags

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Hashtags help your posts come up when people search for those relevant phrases. It's a powerful strategy that can place your posts in front of hundreds or thousands of users, that wouldn't otherwise see your content.

There's an art and a science to mastering hashtags, so it doesn't feel spammy. Refer to the hashtag etiquette section in the [Social Selling Guide](#). 10x the visibility of your posts with relevant, popular hashtags.

[Start using [these hashtags](#)]



# Social media visual and video assets

You don't have to go digging (or paying for) images or social videos to use in your content. Access our large range of photos and videos via your Partner Back Office, Team Zinzino Facebook groups, and via our mobile app. We have also prepared corresponding captions for product-related images that you may use at your discretion.

## The Back Office

Download images from the File Library. Click on Social Media, then Social Media Partner Images.

## Facebook Groups

Click on Photos on the left-hand column, then Albums, followed by Product Albums folder. Save any of the photos you like.

Check these locations regularly for new assets. If you have an image you'd like to use but are unsure about, just ask. Email your question to [marketing@zinzino.com](mailto:marketing@zinzino.com)

## Isolated products



## Lifestyle



## Social videos



# Our marketing rules and ethics

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As a Zinzino Independent Partner, you are required to comply with the rules, regulations and procedures contained in our Marketing Rules & Ethics document. It is very important that you take the time to thoroughly read and understand all the information it contains.

The Company reserves the right to make changes to this document by publishing or transmitting amendments to its Partners as it deems appropriate. The Company honors all federal, state, and local regulations governing direct sales and requires every Zinzino Independent Partner to do the same.

## Tip!

You can always see the latest updates regarding rules or policy at our Partner Support web page by clicking on the link below:

<https://zinzinowebstorage.blob.core.windows.net/filelibrary/Zinzino-Marketing-rules-and-ethics.pdf>

Let's shape the future of  
nutrition together!

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# Get in touch with us

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