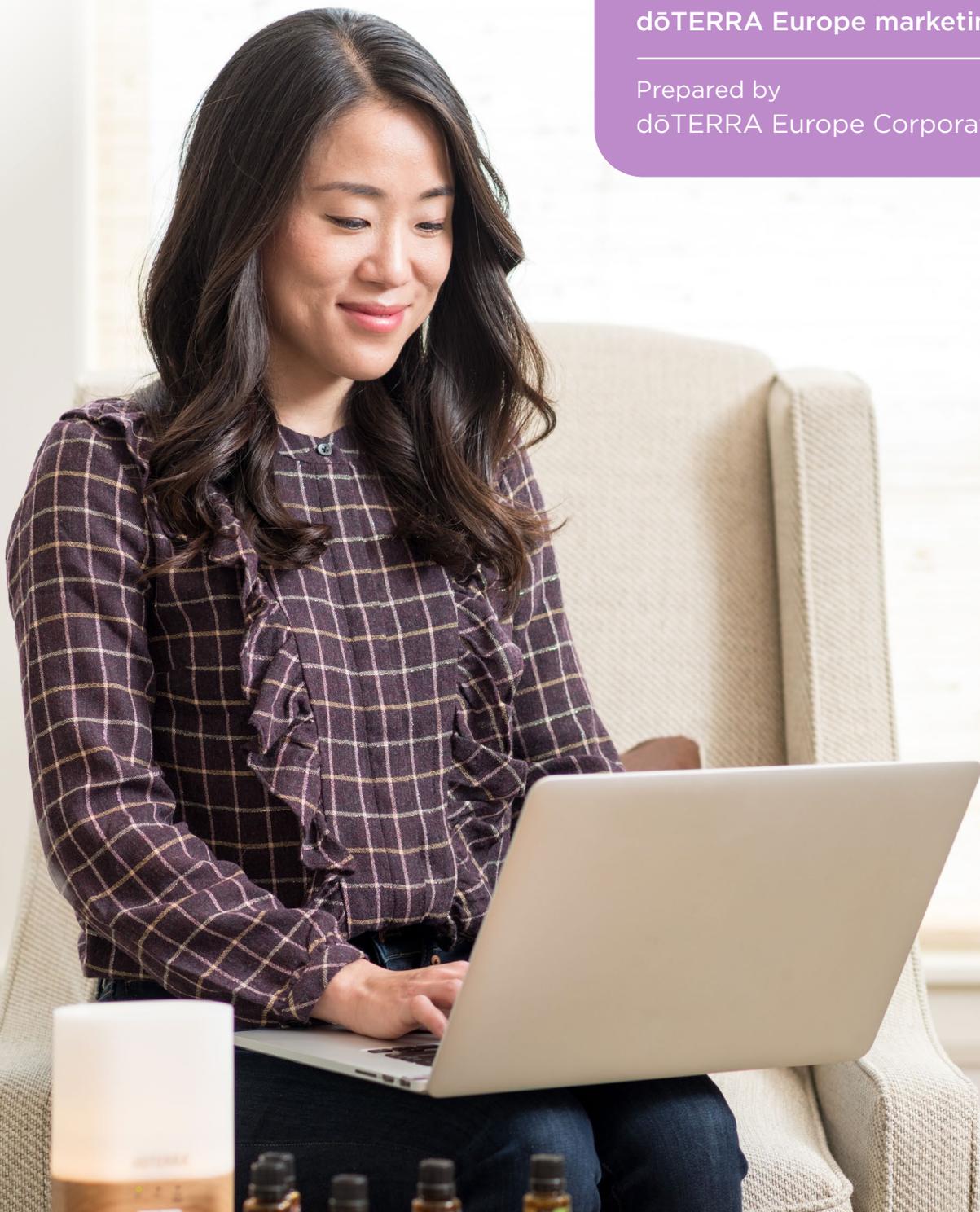


# Marketing Materials

A comprehensive guide to  
dōTERRA Europe marketing tools & materials

Prepared by  
dōTERRA Europe Corporate Marketing Team



# About This Guide

dōTERRA Europe is fully committed to deliver more content to the European market and to developing tools that will help you grow your business. We currently provide communications and marketing content in up to 20 European languages and create engaging content about how to incorporate dōTERRA essential oils into your wellness lifestyle.

This guide will take you through the marketing materials available to customers and advocates in dōTERRA Europe, to better inform, educate and help you get the most out of each resource.

**Let's create and grow together!**

## Key Objectives

- Give a broad perspective on the marketing materials available
- Explain what's featured in the marketing materials
- How to use these resources to build your dōTERRA business

## In this guide

- Email Marketing
- dōTERRA Everyday
- dōTERRA Dotcom Sites
- Facebook
- Instagram
- YouTube
- Blog
- Zoom Calls & Facebook Groups
- Graphic Resources

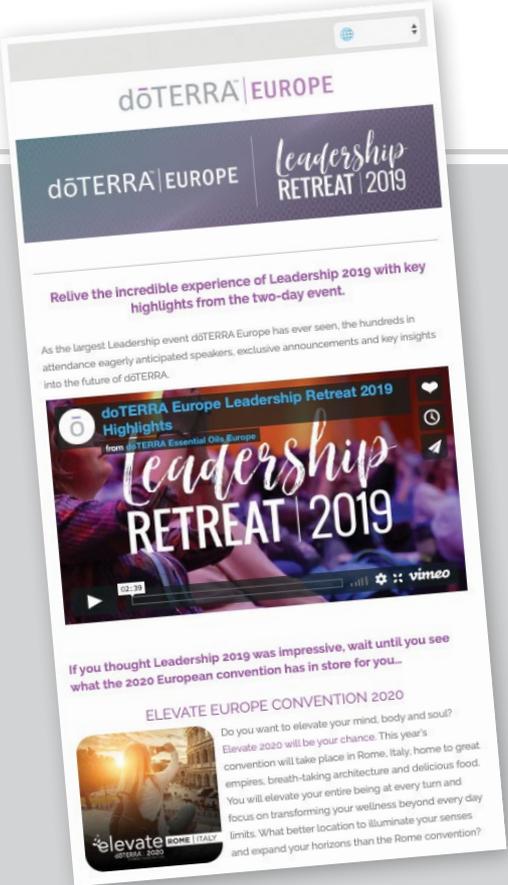


# Email Marketing

The latest dōTERRA Europe news in your mailbox

# Newsletters

Each month, two newsletters are sent out to our customers and Wellness Advocates. At the beginning of the month the first newsletter contains new and recent promotions, offers and product launches. This is followed by a mid-month newsletter detailing recent corporate news and events. Signing up to our mailing list is the easiest way to stay up-to-date on the latest news about dōTERRA and to make sure you don't miss out on exclusive promotions and offers.

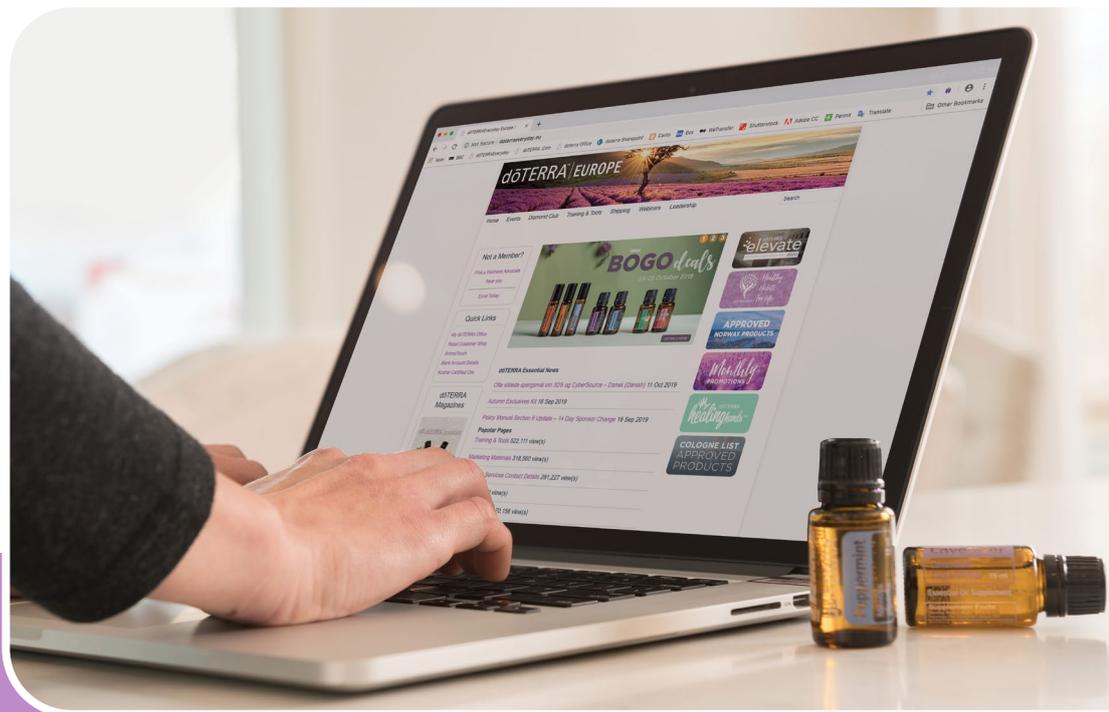


# E-Blasts

As one of our main communication tools, e-blasts can be universal or targeted to specific audiences. Company emails can often be spam-like and impersonal, our communications are structured. From changes to policies or event news we just can't wait to share with you, we will send out dedicated e-blasts to keep you updated.

# dōTERRA Everyday

Find resources in your language



**doterraeveryday.eu** is the platform that links you to all the available dōTERRA materials in the languages we provide.

As we are working on developing websites for each European market, dōTERRA Everyday works as a global European website where you can find:

- Marketing materials: flyers, forms & brochures
- Product information pages
- Training videos
- Event information
- Customer support
- Shipping details
- Webinars

**How to Use This Tool:** Gather all the material you need to support your teams, teach classes and grow your dōTERRA business.

# dōTERRA Dotcom Sites

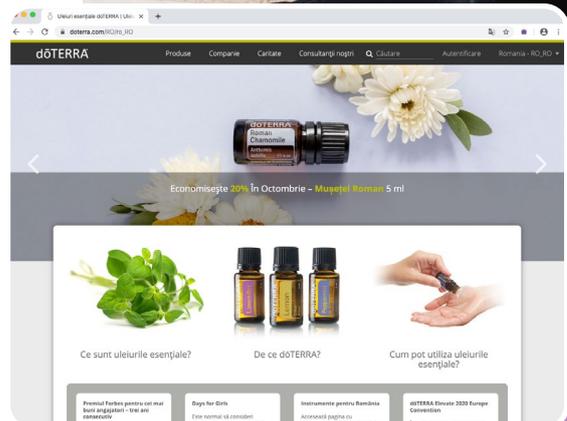
To accommodate our growing numbers of Wellness Advocates, we currently support the following countries with dedicated dōTERRA Europe websites: the UK, Germany, Austria, Romania and the Netherlands.

These websites provide Europe-specific product information and training materials translated into English, German, Romanian and Dutch. The websites are “go-to” platforms for all things dōTERRA. As the dōTERRA community continues to grow, we will continue to launch new websites to support more of our European markets.

In the aforementioned countries, the dōTERRA dotcom website will automatically default to the market specific version, should one be available when visiting [doterra.com](https://doterra.com)

The following resources are available on the dōTERRA Europe websites:

- **Product Descriptions:** Including primary benefits, uses and ingredients
- **Current Promotions:** Limited time and special offers, product of the month and more
- **About dōTERRA:** dōTERRA’s history and mission, Co-Impact Sourcing™, projects and initiatives
- **Why dōTERRA?** Find out why Wellness Advocates are pursuing a dōTERRA lifestyle and business
- **dōTERRA Tools:** Training materials, flyers, banner artwork, literature, brochures and guides
- **Recognition:** Meet our leaders, leader support, celebrating accomplishments
- **AromaTouch™ Information:** Training and support materials, videos, kits, events information
- **Incentives and Events Information:** Diamond Club, incentive trips, tour events





# INVITE

Discover dōTERRA Europe events in your area

The only way to understand what dōTERRA is really about is by attending an event.

At [nvoke.com/community/doterra](https://nvoke.com/community/doterra) you can discover upcoming dōTERRA events in your area and register immediately.

Find out who's hosting the event, who the speakers are, what kind of exclusive kit you can purchase, special promotions and what are the main topics that will be discussed.

**How to Use This Tool:** Use nvoke to keep your team informed about the upcoming dōTERRA events in their region and encourage them to invite potential new members.



# Facebook



Tips, give-aways and lots of oil love

Facebook is a vital platform to learn about and share dōTERRA experiences. Building a community of passionate, like-minded Wellness Advocates is a key networking tool for your business. By keeping yourself updated on the latest dōTERRA news as it happens, you will always stay informed and be able to answer the questions asked by your downline.

From product launches, dōTERRA Healing Hands™ updates, Co-Impact Sourcing™ initiatives, DIY videos and product give-aways, there's always something to learn each day.

## Follow us:

[facebook.com/doterraeuropecorporate](https://facebook.com/doterraeuropecorporate)

**How to Use This Tool:** Share the posts you love the most on your own social networks to educate your teams about dōTERRA and essential oils.



# Instagram

Behind the scenes and fun oil knowledge

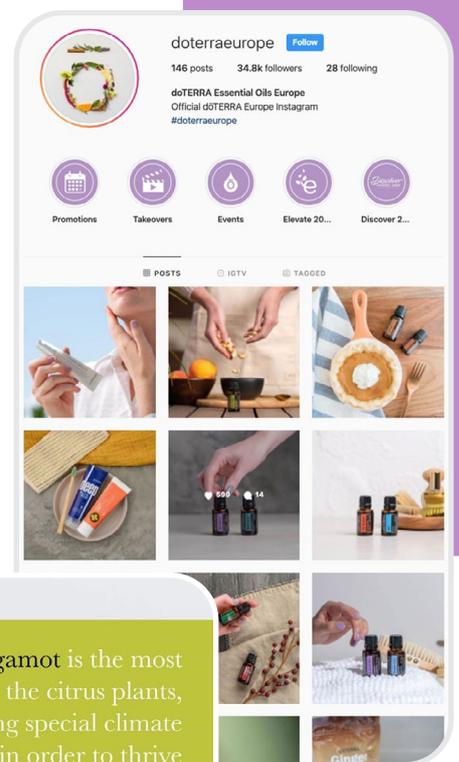


Do you want to have fun with essential oils?

@doterraeurope will give you bite size information presented with beautiful graphics. Learn about different essential oils and their properties, test your essential oil knowledge on the weekly quiz and see what other oil lovers are sharing on their pages.

Our Instagram stories will also give you an exclusive, behind-the-scenes glimpse into some of our most important events.

**How to Use This Tool:** Use Instagram stories as a tool to introduce people to essential oils. Great content will spark their interest to learn more about the oils and how they can incorporate them into their daily lives.



Bergamot is the most delicate of the citrus plants, requiring special climate and soil in order to thrive



# YouTube

All things dōTERRA

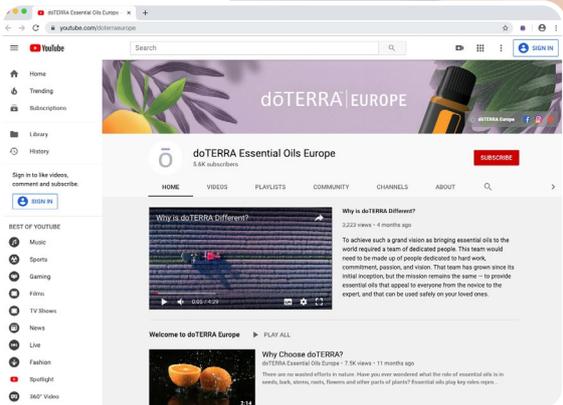
[youtube.com/doterraeurope](https://youtube.com/doterraeurope)



YouTube is becoming the number one tool for people to learn about products and how to use them. Our YouTube channel shows you how to put oils into practice, to further your understanding of essential oils and how to create a wellness lifestyle that benefits you and your family. It's also a platform to help you learn about the company's mission and vision.

You will find insightful interviews with Diamonds and above ranks, discover the latest Co-Impact Sourcing™ stories and dōTERRA Healing Hands™ testimonies, watch in-depth videos about the science behind essential oils and enjoy DIY videos. The channel also features intensive Empowered Success training that you can study from the comfort of your own home.

**How to Use This Tool:** Subscribe to our dōTERRA Essential Oils Europe channel to never miss the latest videos available. Choose your favourite video and play it during your classes. Then invite your attendees to discuss and share their thoughts and experiences.



# Blog

Integrate essential oils in your daily life

[doterra.com/GB/en\\_GB/blog](https://doterra.com/GB/en_GB/blog)

For someone who's just starting to learn about essential oils, it can be daunting to try to figure out how to incorporate them into their daily life. The dōTERRA Europe blog was created to show advocates how to use the versatile essential oils and promote a healthier lifestyle.

Here's what you can find in our blog:

- **Recipes:** Add one or two drops of essential oils to your smoothies, soups, desserts, dressings, cakes... The possibilities are endless.
- **DIY:** If you like to get your hands dirty and create your own products, gifts and blends, this is the page for you.
- **Healthy Living:** Learn about the key aspects that influence your well-being and how to live life to the fullest.
- **dōTERRA World:** dōTERRA Healing Hands™ and Corporate world news.

**How to Use This Tool:** Host integrative cooking or DIY workshops and invite people to attend who are looking to change their lifestyle. Kick-start their wellness journey with the myriad of ways they can incorporate essential oils into their lives.





# Zoom Calls & Facebook Groups

MDMs help you to grow your business

If you want to grow your dōTERRA business, we have the structure and training to help you work towards higher ranks and achieving your goals.

Our Market Development Managers (MDMs) and Account Managers are trained professionals dedicated to supporting you. They are here to help you at every step of your business-building process. They work tirelessly to provide you with the resources and knowledge you need to succeed.

**How to Use This Tool:** Join your market's Facebook group, engage with other Wellness Advocates, sign up for the monthly Zoom calls and if you need help, don't hesitate to ask.

# Graphic Resources

Look and feel dōTERRA

## Displays

Are you organising an event about dōTERRA Essentials Oils?

Do you want to make your working space look more dōTERRA?

Then access our website and download the high resolution images for standard banners and narrow banners.

This will provide access to high resolution print-ready artworks that will allow you to arrange the printing of your very own pull-up banners.

[doterra.com/GB/en\\_GB/displays](https://doterra.com/GB/en_GB/displays)

You will also be able to find imagery of all our products, social media and stylised photos from our online image library.

[doterra.com/GB/en\\_GB/image-library](https://doterra.com/GB/en_GB/image-library)

