



TOWARDS SUCCESS

NEWSLETTER 1 | MAY | EDITION 1

NEW
VIEW

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YOUR QUARTERLY BEAUTY MAGAZINE



www.oriflame.com.lk

anniversary Special
FEATURING SRI LANKA'S
**FACE OF
THE YEAR**
BEAUTY CONTEST WINNER!

ORIFLAME
— S W E D E N —

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GOING DIGITAL?

Are you wondering how to take your Oriflame Business to the next level, Digitally?

Here are a few tips that will help you set it up and have a smooth run. These 5 vital key points will make any online venture successful.

1. Identify your target audience

If you have already established your business, then identify your target group with a simple study of demographics.

What is their age group?

What your focus areas to grow customers?

2. Choose the most suitable platform for you

A common mistake most first-time e-commerce entrepreneurs make is choosing all popular platforms to start up their online business. This scatters your efforts without making a sufficient impact.

What you should do instead is choose one platform to learn, grow and expand.

Understand the nature of each

platform according to the age and style for your approach.

For example : Instagram would need a blog feel approaching those below the age of 28.

3. Plan your Approach

It is important that you have a focused direction when delivering the suitable content for your audience.

Planning your content creation is key.

Choose consistent days that will be convenient for you to release content.

4. Remember Social Media is a two-way street

While you systematically deliver content to your audience, ensure you interact with them constantly.

Reply to their inquiries and be friendly and approachable.

5. Keep it simple

No one likes complexity! Keep this in mind when putting out messages to your customers and keep your replies concise and to the point.

ASK ME

We know taking your business digital isn't easy, it involves constant learning and updating.

That's why we will bring you tips and tricks to keep you rolling and successful.

Keep your eyes open and your notifications on!



CLICK ME

Send Your
Questions Now
via the **above Form**

We bring you a fresh newsletter **every two weeks that will answer all your questions!**



CONTENT TROUBLE?

having a mind block with Content or just don't know where to start?

We make your life easy!

We give you an unlimited library of Content that you can use while obeying the guidelines of Oriflame.

Don't forget our Catalogue!

This is your key material in your business. Digital and Interactive, it opens a floodgate of different products that your customers would love with offers and notes to help them understand. An eye catchy design with videos and colour palettes that tantalise your customers.

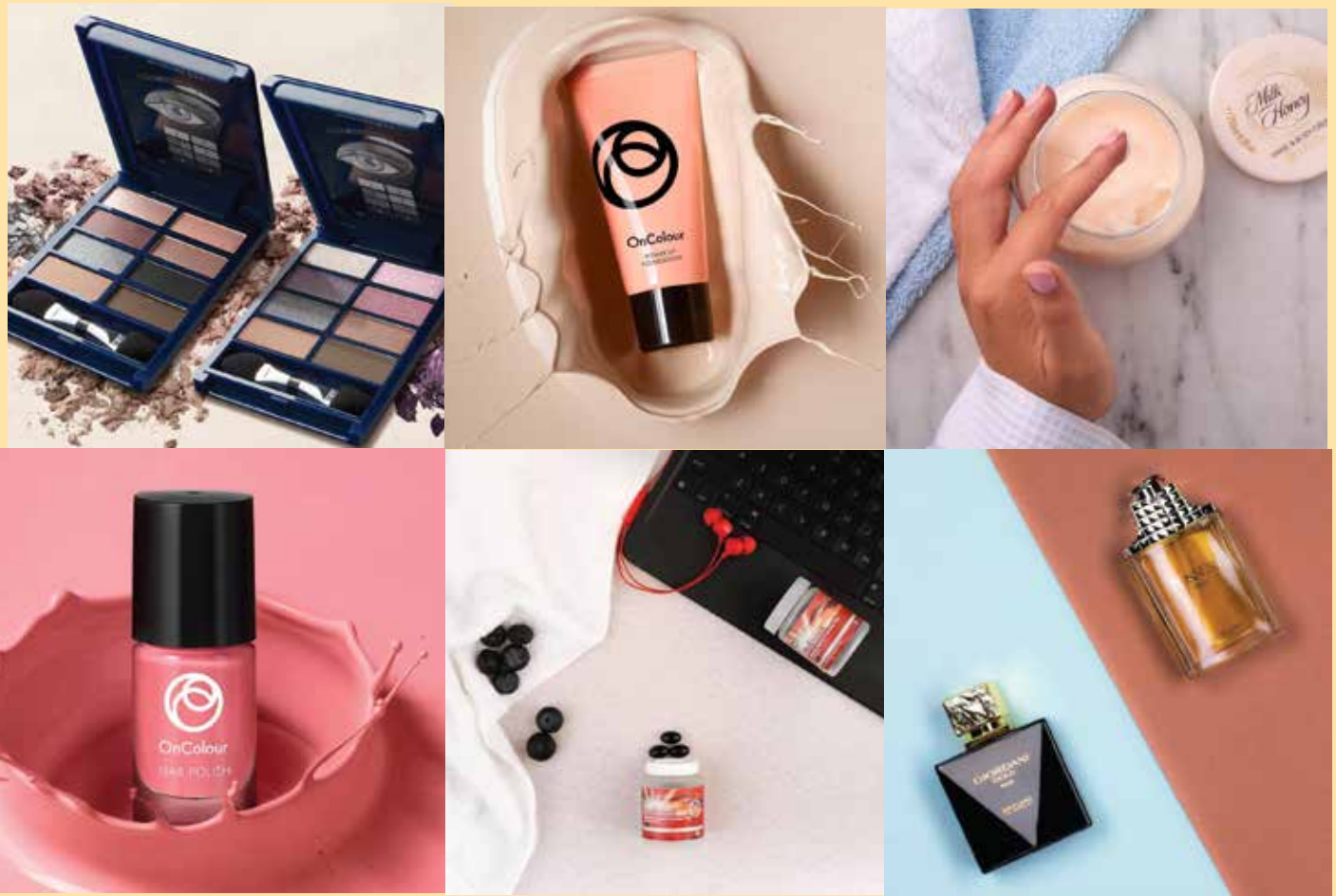
When creating content there are a few guidelines you must follow.

These guidelines are made in order that your content stays interactive and simple .

Simple means,

1. Less words on the image, maximum a one liner!
2. HQ image
3. A caption that is on point!

FEED A



WHICH IS CLASSY?

FEED B



Social Media Library

Download or share images and videos in your social media channels

**ALL**

BATH & BODY

FRAGRANCE

HAIR

MAKE-UP

MEN

ORIFLAME BUSINESS OPPORTUNITY

SKIN CARE

WELLNESS BY ORIFLAME



If your Answer is,

FEED A

You are correct!

Customers like a curated tasteful feed.

Don't scare them with before and after images or false claims. Be authentic and present the brand with our curated library with an unlimited number of images for you to use as content and build a beautiful gallery!

Get your money making feed now via :

<https://lk.oriflame.com/mypages/network/business-tools/social-media-library?store>


RECOGNITIONS



TSP Awards 2021 : South Asia

The Prestigious TSP Award 2021 of South Asia was awarded to Mr. Mahesh De Silva (Left) and Thusitha De Silva (Right).

This Award was presented to honour a true Oriflamian who has demonstrated their fullest commitment to Oriflame Key Values and beliefs of Togetherness, Spirit and Passion.



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RECRUIT & GROW?

As you grow with Oriflame, make it a habit to share the word of your success .
Communication & transparency is key to build relationships & thereby create your team.

1. Start with your Inner Circle

Tell your inner circle of friends through WhatsApp and social media of the products you enjoy and offers. Become their first contact for the things they want to get.

Make yourself a beauty, lifestyle and wellness practitioner with the know how and products that help those you know to look and feel good.

2. Take a New approach

Although the idea of approaching someone you don't know might sound scary at first, the

Internet makes us feel closer and connected to those around us more than ever.

Be a detective and learn about those you think would be interested in Oriflame products. You can message or contact those you find maybe interested in Oriflame with cold calls or messages.

For example : If Person X holds the interest of his/her family close to heart, promote products for family health and wellness like Omega3 and Nutrishakes to enhance family nutrition.

3. Promote and grow with a cause

Grow closer to your community and identify what your community would strive for. If you are Mompreneur, help other mothers make an income and support their families with pride.

Gather in public places and spread the message or share the word on social media with a freely accessible link to have an open meeting for all interested parties who would like to make an extra income and join your team.

4. Be the people's friend

As you do business it's important as a leader to be approachable and help your team members to grow. Constantly make it a habit to share your knowledge and advise them in their challenges.

When they witness your experience and professionalism they will respect you and want to grow with you.

Share common resources that include catalogues, offers etc and have weekly meetings to feel connected and share ideas and get advice.

5. Reinforce your Team

If you have successfully gotten persons to join your team, don't stop there!

Create methods to be interconnected 24/7 while respecting professional work ethic and time. Constantly build a loop of friendship and professional relationships where your members can rely on you.

Create a WhatsApp group, go live and share offers.

Ex : Organize team competitions that encourage members to share their experience with Oriflame rewarding them with makeup kits or Eue de Parfum.

