



dōTERRA®

# How dōTERRA Amplified Their Brand Voice and Reached 60+ Million People on Social.

PromoRepublic helped dōTERRA HQ implement its distributors' empowerment strategy, which doubled the number of posts per distributor on social media.



# About dōTERRA

dōTERRA is the world leader in the essential oil market. They manufacture and distribute essential oils to customers across dozens of markets by millions of dōTERRA distributors known as Wellness Advocates.

## Industry

Wellness

## Location

North America

## Products used

- Social Media Marketing
- Digital Asset Management
- Analytics

**73%**

of enrolled distributors became monthly active users

**+100%**

increase in monthly social media posting activity

**+32%**

reach across social media pages of all networks

**+6.6%**

MoM sales growth during promotional campaigns



# The Context






Before PromoRepublic, dōTERRA HQ's marketing team was already using a well-known solution for brand advocacy and content sharing.

But their first-year results showed that only 10% of distributors who signed up were active. Software users were falling through the cracks without technical onboarding and further training.

The posting consistency was held back by a limited content offer with no ability for customization. Distributors saw little value in reposting branded templates without adding their personal touch. As a result, posting activity steadily decreased.

To grow sales, dōTERRA HQ expected distributors to post consistent content and build more loyal relationships on social while staying compliant. dōTERRA ultimately needed to revamp its empowerment strategy with new tools.

## Challenges

-  Low Usage of Previous Tool
-  Irregular Content Updates
-  No Content Customization
-  No Posting Consistency
-  Compliance Risks



# dōTERRA distributors' empowerment strategy needed new tools to revamp.

Involve distributors in new product launches and promotions.

Promote and share dōTERRA lifestyle and values.

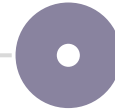
Grow independent and self-motivated business owners.



## Goals



## Challenges



Automate administrative tasks for distributors.

Help distributors find more avenues to grow their businesses.

Enable distributors to communicate product messages compliantly.



## dōTERRA looked for a solution that would help lift below tasks off their shoulders.



To store updated, relevant, and customizable content.



To provide a user-friendly mobile app to sell on the go.



To teach personal branding and social media marketing.



To involve Wellness Advocates in promotional campaigns.



To track results of Wellness Advocates' social media activity in real time.



To ensure that every claim is checked for compliance.



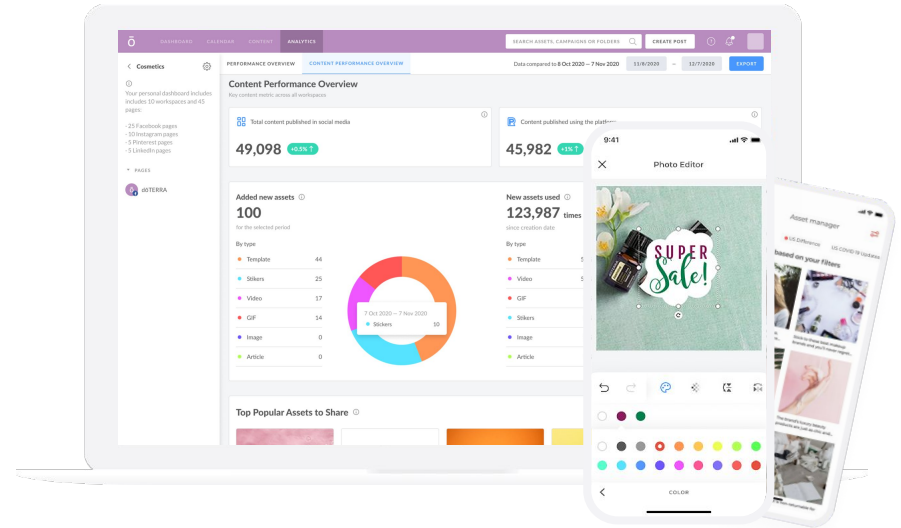
# Introducing dōTERRA® | Social

To form social-first habits and encourage distributors to post more, dōTERRA implemented a scalable digital solution powered by PromoRepublic.

At its core lies a robust Asset Manager packed with branded templates. This technology enables distributors to approve, modify, and schedule content, optimizing their marketing routine.

HQ levels up their campaigns faster with Content Suggestions while tracking network performance. Posting Compliance helps keep brand reputation under control, checking each claim before sharing.

To leverage the platform, users get 24/5 support from PromoRepublic, receive onboarding, and attend monthly webinars.





# Pillars of the Partnership Strategy



## Initial Strategy Session

Defining success metrics, content strategy, and tactics for roll-out.



## Continuous Education

Personal brand, content creation, and social training for distributors.



## Ongoing Product Updates

Releases from the PromoRepublic Product Roadmap.

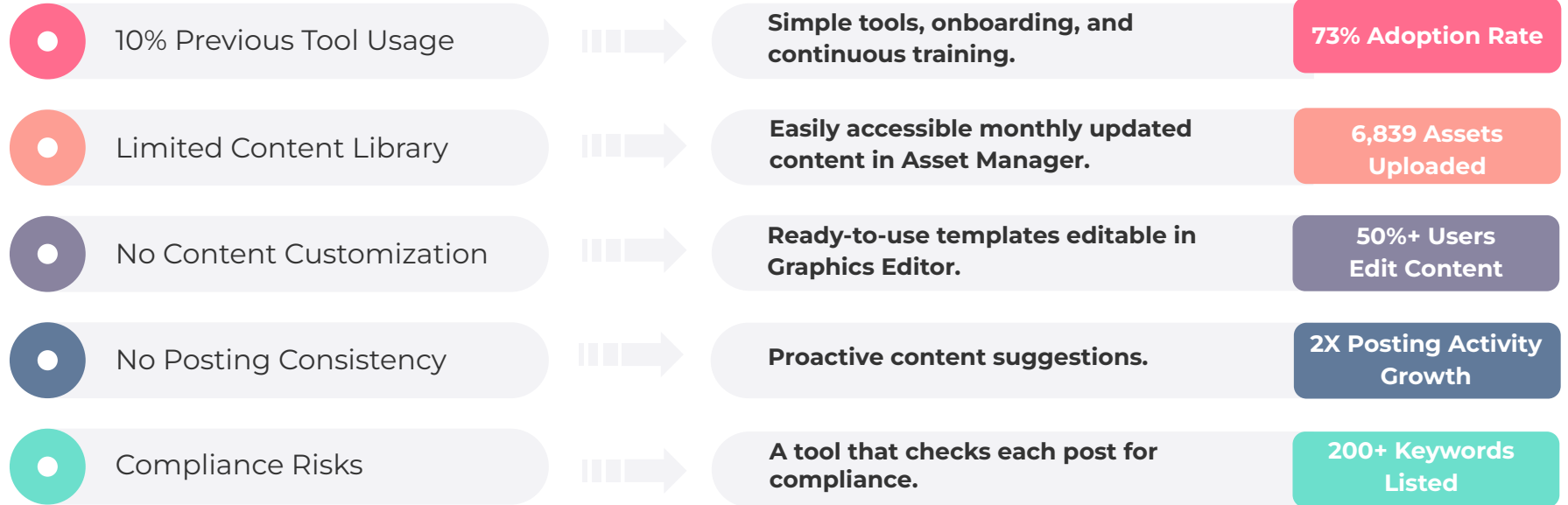


## Business Reviews

Reports on content, social media, and adoption success and gaps.



# Results Achieved







# Platform Rollout for the North American Market

## Stage 1 | Pilot

- Strategy session and alignment on the goals with HQ
- Build out of white-label platform and mobile app with dōTERRA content
- Onboarding campaign for 200 dōTERRA top performers
- Pilot participant feedback and analysis of pilot results

## Stage 2 | Scaling

- Creation of the roll-out plan for the North American market
- Launch of marketing campaigns across online & offline channels

dōTERRA | Social

**Manage all your  
social media in one place  
with dōTERRA Social**

Take your business to the next level with dōTERRA Social. Get on-brand content, customization tools, and post scheduling, all-in-one place.

Sign Up

**25,000+**

Wellness Advocates  
signed up





# dōTERRA Social became a lifesaver in times of pandemic.

When lockdown started, distributors quickly went online, specifically through social media.

dōTERRA Wellness Advocates had to invest more time and effort into online marketing themselves.

dōTERRA Social was launched right before the pandemic started and armed distributors with powerful social selling tools right on time.

Success is provided by a combination of tools paired with informative onboarding and

ongoing education.

If dōTERRA had just provided branded content, it wouldn't have worked as effectively at scale.

The compliance engine was added later to ensure Wellness Advocates' claims align with brand standards and FTC guidelines.

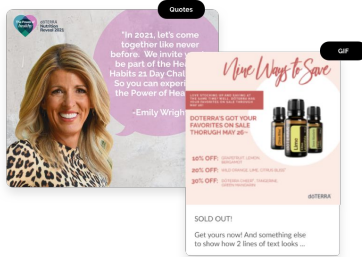
Now dōTERRA HQ rests assured that their brand reputation is being protected.

*#StayHome*





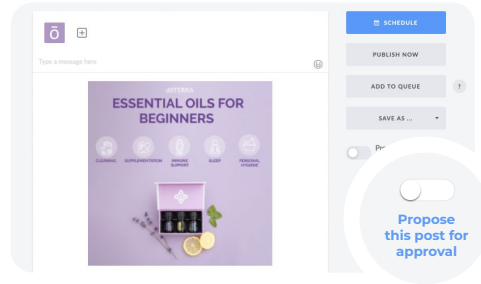
# How dōTERRA Social Tackles dōTERRA HQ Needs:



Digital Asset Manager

## To store branded content

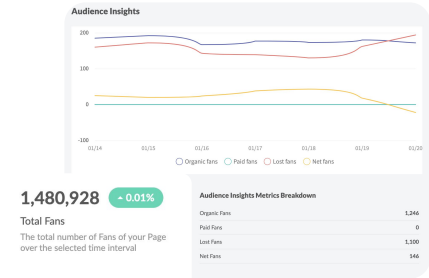
- Distributors post on-brand content more frequently when it's at their fingertips.



Proactive Content Suggestions

## To grow sales

- Distributors get involved in active promotions in one click via mobile app.



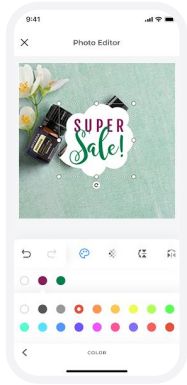
Analytics

## To track field performance

- The HQ gets an overview of distributors' performance on social for adjusting further strategy.



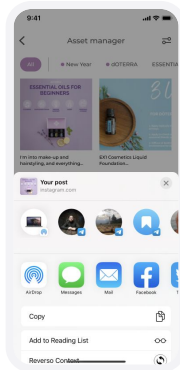
# How dōTERRA Social Tackles Distributors' Needs:



Graphics Editor

**To build personal brand**

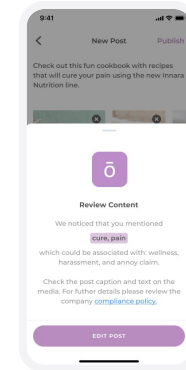
- Distributors customize ready-to-use templates with a personalized touch.



Sharing and Scheduling

**To stay consistent**

- Distributors share on-brand content via email, messaging apps, social media, and plan months ahead.



Educational Warnings

**To maintain compliance**

- The platform automatically checks each post for banned keywords and warns distributors.

# dōTERRA Social Activation Program

- Monthly onboarding and educational webinars
- 16.3K+ Facebook Community for daily peer mentorship and support
- Personal onboarding sessions for top leaders and their teams
- Launch of ad hoc marketing initiatives to grow usage and retention

How to tell  
your story on social media

When: Thursday, June 4th, 10am MT

Book Your Seat

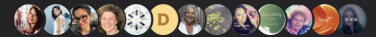
Introduction  
to dōTERRA Social

dōTERRA | Social  
powered by PromoRepublic

Social Media Platform for  
Wellness Advocates.  
Content included!

dōTERRA Social

Private group · 16.3K members



+ Invite

About Discussion Announcements Topics Members Events Media Files





# HQ and Distributors Both Love dōTERRA Social



*“dōTERRA social allows Wellness Advocates to spend less time on non people-centric duties and focus more on building and maintaining relationships. Activating and empowering our Wellness Advocates to share on social media impacted the results we saw from key campaigns and initiatives.”*

**John Dye**

Senior Director of Marketing at dōTERRA – North America



*“I love that my leaders have access to the robust library of unique content and we're not sharing the same pictures or promotion posts. It's also so intuitive you don't have to be experienced with other social media or design tools.”*

**Hillary LaMay**

Platinum Rank dōTERRA Wellness Advocate



# Platform to amplify and secure direct selling brands on social

[BOOK A DEMO](#)



## Asset Manager

Organize content for distributors in one place. Block certain elements so they don't violate brand and regulatory guidelines. Keep track of content usage and performance to measure ROI.



## Partner Enablement

Provide distributors with a mobile app for easy sharing of your branded content. Encourage authenticity through customization, but prevent non-compliant wording with a posting control tool.



## Social Media Marketing

Amplify results from promotional campaigns. Schedule posts to be suggested to distributors and get approvals in one click. Oversee campaigns' outcomes in dashboards.