

# Oriflame direct marketing strategy



**ASSIGN  
BUSTER**

It is one of the largest companies to sell through direct marketing through an independent sales force of over 3.6 million sales consultants in more than 60 countries worldwide with annual sales exceeding some € 1.5 billion.

Network Marketing or Multi-Level Marketing (ML) is a strategy which allows the parent multi-level company to market and distribute their products or/and service, directly to the consumer by direct selling in a non-permanent retail location and grow the network through relationship referrals.

These sales are done through independent, unsteady Sales Consultants (full time or part time) who represent the company and make commission based on the volume of sales. The sales consultants often build their own organization by recruiting a down-line of other independent distributors, who perform the same job; and as a result the entire organization expands. As a consultant they earn commission not only based on their own sales, but also on the entire sales of the down-line group.

This strategy has a very low distribution cost and also offers a leading business opportunity to people. This unique business concept - 'Make Money Today and Fulfill Your Dreams Tomorrow' goes with the brand promise of the company 'Your Dreams, Our Inspiration'. Airframe implements this strategy with frequent regular catalogues along with frequent, short-term price promotions and cross-sell campaigns.

The details of the strategy are as follows 1) Independent sales consultants team who directly get in touch with end consumers with hard copy of catalogue 2) Marketing through owners of beauty parlours to increase customer reach 3) Face-to-face interaction with live demos about usage and

benefits of the products 4) Samples at low prices or free samples with some purchase to try the product first and then purchase as buying expensive cosmetic products is a high involvement decision. ) Direct mails to consumers which includes catalogues, offers 6) Online catalogue and offer details on company website. A typical online catalogue is as below )

Promoting existing consultants to add more consultants and grow the sales network. This also helps Airframe in increasing loyal customer base as consultants buy Airframe products for their personal use and for their family.

The process of becoming an Airframe Consultant is an easy process. It includes following steps 8) Airframe also promotes its consultants to increase the sales by giving different incentives like international travel, gifts and other promotional tactics. For example, this year's major attraction is Gold Conference in London in 2015 9) Offline and online makeup tutorials and guidance about health and health & beauty care