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THERAPEUTIC PLANT OILS



# DEVELOPING & IMPLEMENTING YOUR BRAND MARKETING PLAN

Presented by: Dr Bo Hendgen D.O.N.D.A.M Founder & Director

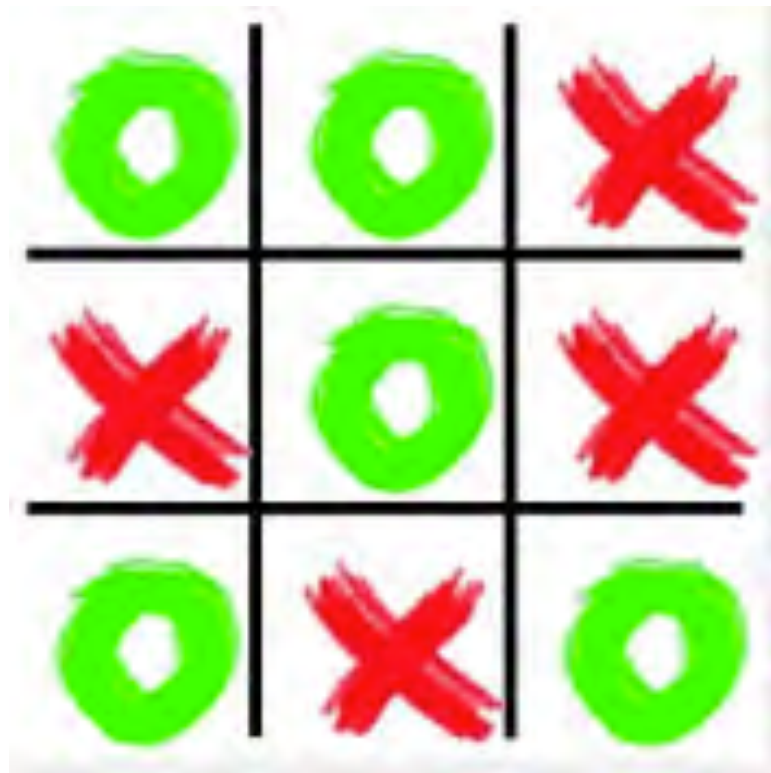
# THE REASON FOR BEING INVITED

- ◆ We've been in business for 25 years
- ◆ We won an "Excellence in Marketing Award" last year
- ◆ We're extremely passionate about what we do
- ◆ I'm blindly optimistic
- ◆ We've got plenty of small business insights to share



# THE REASON I'M EXCITED TO BE HERE

- ♦ To share some of our experiences – discuss wins and a few mistakes
- ♦ To stimulate thought
- ♦ Hopefully to inspire you
- ♦ And to encourage you to be brave...





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# BO HENDGEN APPRENTICE IN MARKETING EXPERT IN NATURAL HEALTHCARE

Not my usual public speaking topic... here goes!



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# MARKETING?

“Marketing is spending billions each year to interrupt more people, more often, with messages they don’t care about and don’t pay attention to”. Bernadette Jiwa



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# MARKETING SUCCESS HAPPENS WHEN YOU TREAT IT LIKE A DIET

Be consistent and committed until you achieve desired results



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# HOWEVER... MARKETING IS NO GUARANTEE TO SUCCESS

Neither is it enough anymore just to have a good product or service...

# WE LIVE IN A WORLD OF INFINITE CHOICE

**Marketing used to be  
the exchange of products  
and services for money or  
contra**

Now it's more than a set of  
activities involved in the  
transfer of goods from the  
seller to a buyer

Now the customer exchanges  
something  
more valuable than cash –  
time, loyalty, content, ideas,  
endorsements and choice

**Marketing is now more  
about a transfer of  
emotions than a  
commercial transaction**

# AND WE'VE COME FULL CIRCLE

Johnny & Janet used to trade directly. They knew each others products personally, intimately connected through the village...

Social media has brought the personal experience back into the trading equation – but on a global multi-connected scale

Then the ability to trade beyond local was made easy on a global level by the internet

The internet took everything to a wider global audience – yes - but offered almost no personal experience

# MARKETING DOES NOT WORK IF...

- ◆ It's done last minute as a quick fix, shotgun approach
- ◆ It's treated as an unnecessary activity
- ◆ It's seen as a department vs. an integral part of the business
- ◆ It's incongruent in the customers eyes

“if you fail to effectively communicate the value of the product or service”

“how to sell a guitar”



# MARKETING WORKS WELL WHEN...

- ◆ You have clear outcomes and measure results
- ◆ Building a sustainable businesses is the goal
- ◆ Customers are given an opportunity to care about your brand
- ◆ You stay on brand - values, image, design, copy, reviews, products, and so on

“A consistent message within your brand gives the consumer comfort and reassurance”

# THE OLD CONVENTIONAL APPROACH

- ◆ Create a product
- ◆ Attract potential customers
- ◆ Turn them into leads
- ◆ Bombard them and hope they care enough to purchase
- ◆ This does not work for:
  - a) small business budgets
  - b) our target customer who does not appreciate it

**Which is lucky for us!**



# THE 'NOW' APPROACH

- ◆ **Good news**...our typical consumer doesn't trust or value traditional marketing
- ◆ They want a story to believe in, a product they care about and love using
- ◆ They care about safety, provenance and sustainability
- ◆ And they prefer to 'discover' a product themselves and make referrals (or be referred)

**Also lucky for us!**





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EMBRACE CHANGE  
GIVE CUSTOMERS WHAT  
THEY WANT & NEED

Genuine value, real benefits.

# ABSOLUTE ESSENTIAL'S FORESIGHT

Early on we recognized subtle cultural shifts and chose to focus our attention on those best aligned with our values:

1. More conscious consumer consumption
2. Global environmental issues
3. A greater desire for naturalness in a modern world – i.e. flowers & scent in our urbanized spaces.



# WHAT MATTERS TO OUR CUSTOMERS

- ◆ Protecting the environment
- ◆ Using renewable energy sources
- ◆ Sustainable agricultural practices
- ◆ Using recycled products and recycling
- ◆ Children's health & healthy living
- ◆ Prevention of animal cruelty
- ◆ Socially responsible businesses





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ABSOLUTE ESSENTIAL  
IS A NEW ZEALAND  
COMPANY COMMITTED TO  
PROVIDING PURE  
THERAPEUTIC PLANT OILS



# OUR BRAND POSITION

## ABSOLUTELY YES

to embracing all things...

Natural, Plant Based, Organic,  
Fair Trade and Cruelty Free

## ABSOLUTELY NO

to Petrochemicals, Parabens,  
Pesticides, Industrial Giants &  
Animal Testing



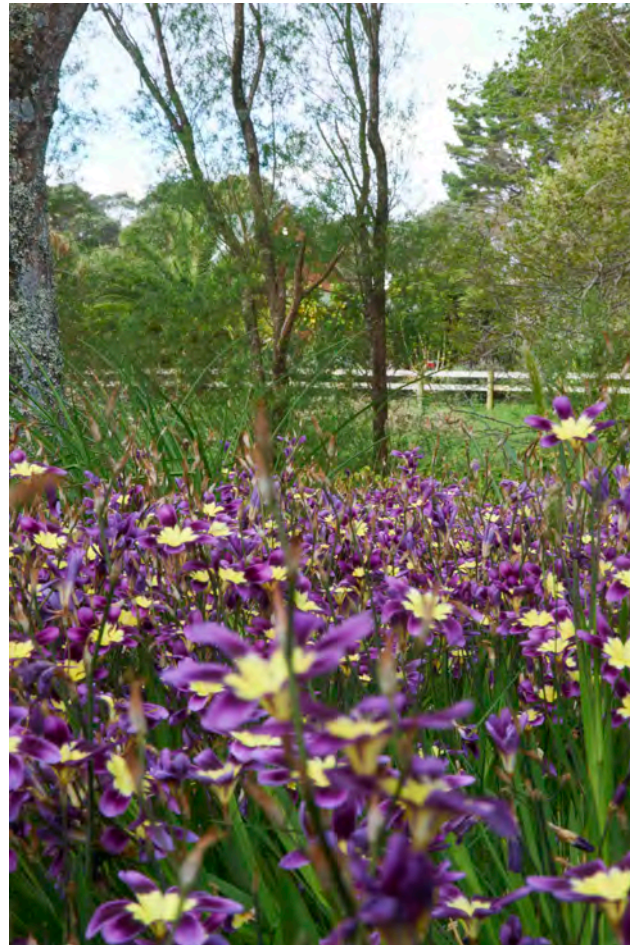
# OUR SIMPLE MESSAGE

NATURAL  
THERAPEUTIC  
PRODUCTS FOR  
EVERY EVENT &  
EVERYDAY LIVING



# ABSOLUTELY ESSENTIAL FACTS

- ◆ A niche natural health care company
- ◆ A New Zealand owned and family-operated business
- ◆ Built from a one woman start-up to an efficient well-managed small NZ business
- ◆ 25 years of experience and evolution
- ◆ Only purchase - and create products - using high quality, therapeutic grade raw materials



# STAYING TRUE TO VALUES

- ◆ Improving people's lives through natural therapeutic plant oils
- ◆ Preserve and protect the land that supports us – practice sustainability and use ecologically sound materials
- ◆ Transparency, we have no secrets, we take no shortcuts.
- ◆ We operate a full natural integrity policy - our oils are the best you will find
- ◆ No animals or humans have been hurt



# DOING THINGS DIFFERENTLY

- ◆ Marketing and sales support is contributed from across NZ and globally as far as Mexico, because we appreciate the value of people who know the brand.
- ◆ We've nurtured unique relationships to enable us to source globally from distillers and farmers in 56 countries
- ◆ The final crafting of the raw materials takes place at our in-house certified organic factory.





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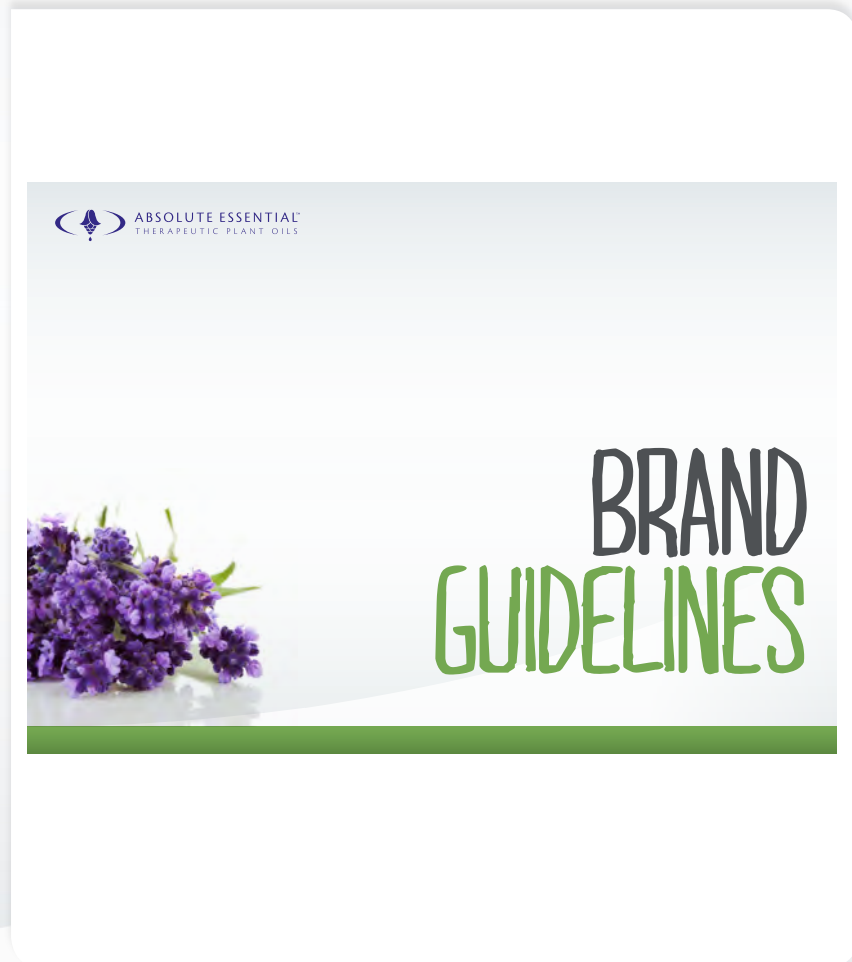


TO BE SUCCESSFUL  
BE MINDFUL  
BE ON VALUE AND ON BRAND

Every decision counts.

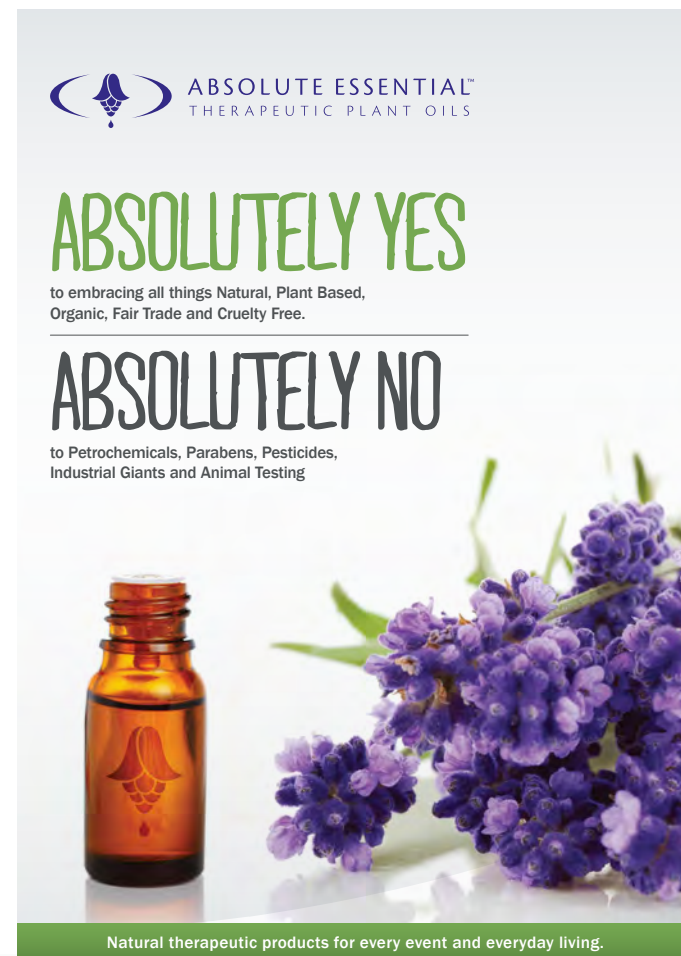
# WHAT WORKED FOR US...

- ◆ Clarify your vision, value and reason for being
- ◆ Surround yourself with excellent people
- ◆ Its true, looks sell. Design gives your vision pictures which can be seen by others
- ◆ Words describe your vision, the story makes your customers feel and understand it



# WHAT WORKED FOR US...CONT'D

- ◆ Identify and focus on your customers – try not to talk to everyone
- ◆ Commit - life is all about relationships and relationships work better when you're committed
- ◆ Be accountable and responsible to your Values
- ◆ Be honest and limit the shortcuts you take



# THE FUTURE HAPPENED

- ◆ Consumers began to care what was in the products they purchased and about the brands ethos
- ◆ Being sustainable and ecologically aware was no longer just a space for greenies
- ◆ The internet created a thirst and expectation for readily available, accurate info
- ◆ And brands became social currency

The LOHAS group emerged, green became the new black, and brands got personalities...

# WE GOT TO KNOW OUR CUSTOMER

She has no time for the hard sell, mainstream consumer spins, or long lofty spiels.

Our target market has been identified as (for now):

- ♦ 75% female
- ♦ ‘Her’ the family buying decision makers
- ♦ Not your common consumer but conscientious – she buys with her heart and head.



# AND HOW TO BEST REACH THEM

We must reach our typical customer on 'her' own terms and in 'her' own time.

- ◆ Our marketing strategy is built primarily around social media
- ◆ Social media is the main portal to this customer (which is ideal for a small business, with the potential to reach multiple global locations on a small budget).
- ◆ Advocacy & sharing is a tool we use and encourage

If we genuinely share most of the same values we have an authentic opportunity to engage “her” loyalty.



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# OUR ORIGINAL PLEDGE ORGANIC, HOLISTIC, EFFECTIVE, SAFE

Hold steadfast to the origin of the promise.

# OUR ONGOING OBJECTIVES:

- ◆ Create a global presence
- ◆ Grow the New Zealand market
- ◆ Gain incremental sales growth
- ◆ Establish an awesome on-line brand
- ◆ Leverage the NZ reputation for clean/green
- ◆ Target English speaking countries

Present a strong organic story, focused on establishing a solid & emotional brand message, NZ can be proud on

# OUR WEBSITE STRATEGY

Now in its third evolution, our new website has been created to provide an appropriate showcase, and source of information **befitting to a quality market-leader.**

- ◆ The design constructs are clean and intelligent. They speak directly to the individual, independent mind-set of our target customer.
- ◆ The visual impact is professional and uncluttered to convey purity and expertise.
- ◆ The brand integrity is conveyed throughout with clear language, solid information and transparent process

**[www.absoluteessential.com](http://www.absoluteessential.com)**

# WWW.ABSOLUTEESSENTIAL.COM



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NZD (\$) ⌵

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## NATURAL ELASTIC FORMULA FOR BEAUTIFUL SUPPLE SKIN

Maternity Stretchmark Oil

FIND OUT  
MORE



**Absolute Essential in New Zealand offers the best of the world's most effective Therapeutic Essential Oils, in their optimum pure natural form.**

We fair-trade source from small, organic farms and sustainable wild harvests, and at every step take the greatest of care to protect the plant's essential medicinal purity. People trust our safe, natural products that come from 25 years of expertise in holistic health care.

Therapeutic organics are the future of aromatherapy. These are pristine creams, carriers and essential oils for a full range of uses: health & wellbeing; mother, child & baby; home & living; body & skin care. We select potent plant properties to support physical, mental and emotional wellbeing. And so enhance your natural capacity for balanced healthy living.

**Latest news  
& media:**

**Featured  
products:**

**Sign up:**

Join our growing online family and be

**Explore your  
essential world:**

# BLOG, NEWSIE, FB, TWITTER...

Our online tactics are essentially based on the values of expertise and integrity:

- Regularity of communication
- Providing valuable information
- Efficacy & consistency
- Tools for small business budget
- Uniqueness... being first

DAILY SPECIAL #15

## STRESS LESS

This deep therapeutic aroma filters through to body and mind to encourage clarity and a natural release of tension.



Each daily special purchased enters you in the prize draw. Plus you'll receive a limited edition recipe card pack!



**Question?**

[Click here to chat with us!](#)

### Absolute Essential



Absolutely natural, organic, restorative plant-based products enhance your life, everyday



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# 6P PRINCIPLE —

## PRIOR PLANNING

## PREVENTS P... POOR PERFORMANCE

Putting it all together...

# CREATE SIMPLE MARKETING PLANS — DRIVING SALES & AWARENESS

Grow your online database and engage deeply with your social media audiences. Build confidence in your local advocates. And offer regular value-add promos **to keep you top-of-mind.**

- ◆ Dispatch valuable blogs, newsletters, posts, encourage and reward sharing
- ◆ Use training and the sharing of expert information as a way to build the confidence of your advocates who will be your connectors to both current and new customers
- ◆ Create regular value-add promos to ensure you have in-store and online visibility. Keep them simple.

# SAMPLE MARKETING PLAN

It may not look simple but it is...

## Absolute Essential NZ DISTRIBUTOR - Promotional Planner 2014-15

	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Absolute Essential INTERNAL/DIRECT - Promotional Plan NZ 2014-15							
NEW PRODUCT LAUNCH							
As & when - TBC	Limited Edition Celebration Spritzer dev & sign-off Promotion commences 24 March, sell in Feb Argan Oil + New Hair Oil dev & sign-off Promotion commences early March			H&H Launch - Celebration Spritzer + NEW Hair Oil & Argan Oil			
MEDIA / ATL							
Print & Online				Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)
Radio				Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)
PR							
Business or Lifestyle/Health					Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)	Argan Oil / NEW Hair Oil (on shelf late March)
Product focus (max 3 products) - Top 10 media targets only, ideally short lead...				Argan Oil / NEW Hair Oil (on shelf late March)			
BLOG / FB & TWITTER							
Blog - Product focus 1 week a month P	Online Bday Promo 1-7	None	Lovers - Lovers Delight Oil / Rose 3% or Sweet Rose EO P	Hair Essentials Argan Oil + NEW Hair Oil P	Perfume Essentials / Mother's Day Mum & Daughter review Flower Scent in Jojoba P	Winter Essentials, stay well trio Breathe Easy / Immune + / Sinus Clear P	Detoxing with Clays & Lemon Oil Kanuka P
Blog - Education How to focus 2 week a month E	Online Bday Promo 8-14	None	Make your own Sensual blends E	Liquid Soap making & fragrancing E	Cooking with Lemon Oil - Cheesecake E	Essential Oil Flavoured chocolates E	Make your own Cream / Balm E
Blog - Condition focus 3 week a month C	Online Bday Promo 15-21	First Aid - Lav True EO / Tea Tree EO (Manuka) / Eye Soothe? P	A Natural Viagra, How to stimulate your senses C	Hair Problems Dandruff C	Staying Focused juggling work, stress & kids C	Allergies / could be around synthetic smells C	Diarrhoea C
Blog-Business AE / Grower focus 4 week a month B	Online Bday Promo 22 - 25, True meaning of Xmas	Bio Grow AE now certified why and what was involved, why we believe in it... B	25 years in business - not selling snake oil B	Sustainable papermaking - Nepal B	The Poison we breathe B	The Business of Smells B	Oils that heal - why are carrier oils important in food & on the skin B
NEWSIE (as per above)							
Monthly	@day promo		Price Increase - As per above	Hair Essentials - As per above	Mother & Daughter - scents - As per above	Winter Essentials - As per above	Detox & Digestion - As per above
e-SPECIAL							
Fortnightly	@day promo	1/ First Aid deal 2/ TBC	1/ Lovers Essentials deal 2/ Make your own Sensual blends deal	1/ Hair Essentials deal 2/ Make your own Soap Deal	1/ Home Fragrance Essentials deal 2/ Mothers Day deal	1/ Winter Essentials deal 2/ Flavoured Chocolate deal	1/ Detox Essentials deal 2/ Make your own Cream/ Balm deal

# CREATE COLLATERAL TEMPLATES

## — COST EFFECTIVE AND ON BRAND

Sell-in collateral and sell-through collateral (POS) is expensive to design and print.

To keep costs down we create Templates:

- ◆ Presenters and PPT Training
- ◆ New Product Info / Datasheet & Deal Sheet
- ◆ POS Poster, Wobbler, Promo Card – i.e. Recipe cards

# TEMPLATES ARE GENIUS

A simple InDesign boot-camp is all you need to do



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**ABSOLUTELY FREE** WITH ANY TWO PRODUCT PURCHASE\*

CELEBRATING 25 YEARS

Enjoy your FREE Celebration Spritzer (value \$29.95)  
+  
Go in the draw to WIN a \$500 Gift Basket.

\*Applies to all products, excluding accessories. One per customer/visit. Offer valid 25 March to 24 May 2024. While stocks last. Image of gift basket is for illustrative purposes only.

A collection of Absolute Essential products, including a box of 'Celebrating 25 Years Limited Edition Spritzer' and a bottle of 'Absolutely Essential Celebrating 25 Years Limited Edition Spritzer'. To the left is a circular inset image of a gift basket filled with various Absolute Essential products.



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# THE LEGACY OUR LEAVE—BEHIND

To be remembered... as a company who cared and  
made a difference to everyone in the value chain  
- from growers to customers.



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YOUR QUESTIONS  
PLEASE



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THANK YOU  
FOR YOUR TIME

I appreciate your attention