

Recruitment Campaigns Structure

Model wearing campaign's products
Options:
- full size (as a background)
- Separate image

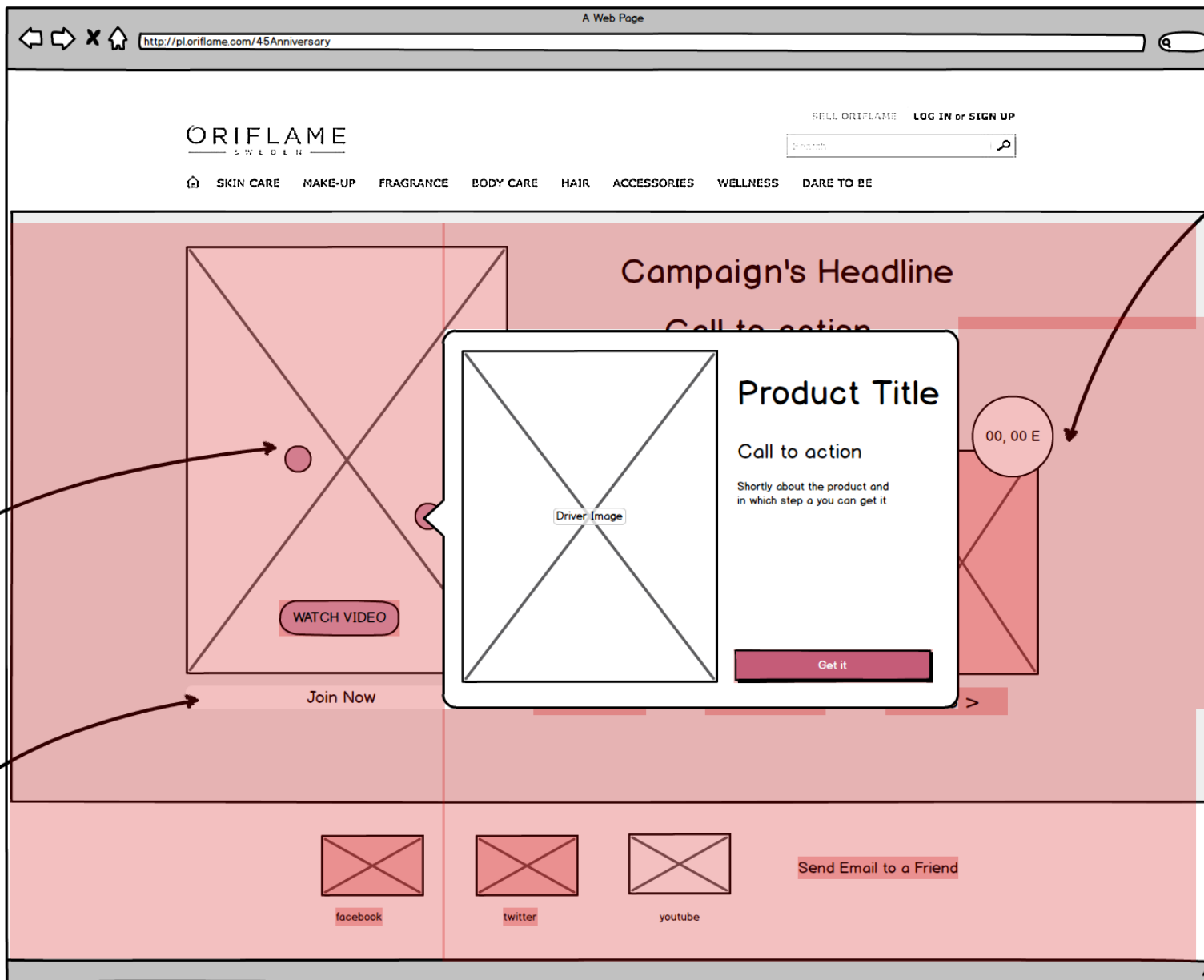
Hot Spots

Registration Form:
Options:
1. Pop-up after btn click
2. 3 main fields visible (name, lastname, email - first click (on focus) reveals all form fields
3. All form fields visible instantly on the homepage -> requires an alternative layout -> See Layout linked below

[RC Layout_v2](#)

Consultant's price for an item in X's Step ie. only 1 E / Gift Value ie. 58E

Layout available for most EMEA Countries
-> 4 Steps only in Hungary and Czech Rep.



Recruitment Campaigns Structure

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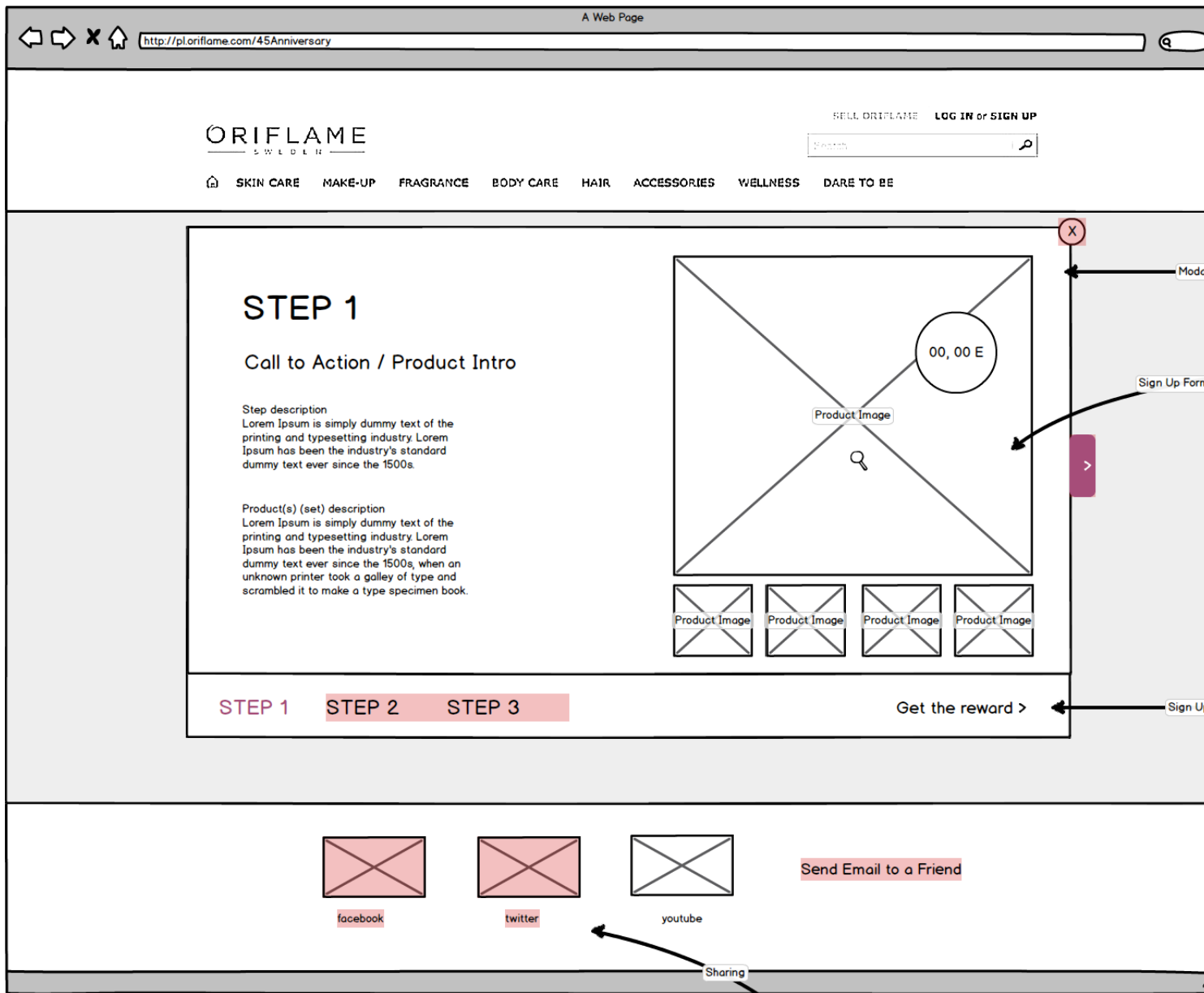
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Recruitment Campaign Structure Step 1



First Step Overlay

Zoom in the image on hover

Additional images if available

A comment

Sharing btns open another - slide in window > Clicking "close" /on the sharing popup brings back this window with step 1 - User does NOT get redirected to HOMEPAGE

Recruitment Campaign Structure Step 2

A Web Page

http://pl.oriflame.com/45Anniversary

ORIFLAME
S W E D E N

SELL ORIFLAME LOG IN or SIGN UP

Search

SKIN CARE MAKE-UP FRAGRANCE BODY CARE HAIR ACCESSORIES WELLNESS DARE TO BE

STEP 2

Call to Action / Product Intro

Step description
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Product(s) (set) description
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

00,00 E

Product Image

Product Image Product Image Product Image Product Image

STEP 1 STEP 2 STEP 3

Get this reward >

facebook twitter youtube

Send Email to a Friend

Sharing

Second Step Overlay

Modal/Overlay

Sign Up Form

Link to Sign up form

Option 1: Local slide in
Option 2: Oriflames standard sign up form

Sharing btns open another - slide in window > Clicking "close" / on the sharing popup brings back this window with step 2 - User does NOT get redirected to HOMEPAGE

Recruitment Campaign Structure Step 3 -> DRIVER!!

A Web Page
http://pl.oriflame.com/45Anniversary

ORIFLAME SWEDEN

SELL ORIFLAME LOG IN or SIGN UP

SKIN CARE MAKE-UP FRAGRANCE BODY CARE HAIR ACCESSORIES WELLNESS DARE TO BE

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00, 00 E

Product Image

Product Image Product Image Product Image Product Image

STEP 1 STEP 2 STEP 3

★ JOIN & Get Your Rewards >

Send Email to a Friend

facebook twitter youtube

Sharing

Last (3 or 4th) Step Overlay

Modal/Overlay

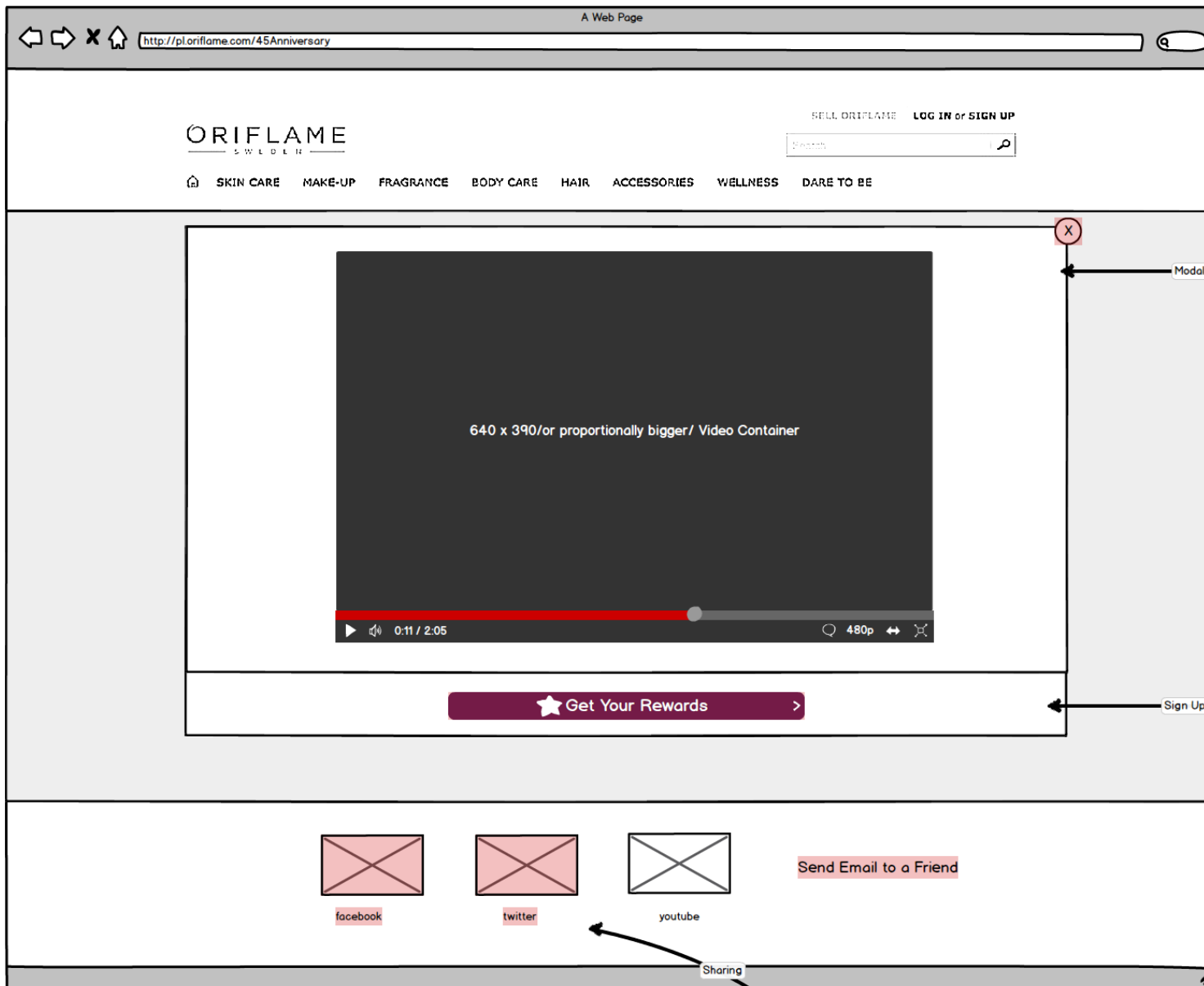
Sign Up Form

Link to Sign up form

Option 1: Local slide in
Option 2: Oriflames standard sign up form

Sharing btns open another - slide in window > Clicking "close" /on the sharing popup brings back this window with step 3 - User does NOT get redirected to HOMEPAGE

Recruitment
Campaign
Structure
VIDEO



Campaign's
video / Video
about the
"driver"

Link to Sign up form
Option 1: Local slide in
Option 2: Oriflame's standard sign
up form

Sharing btns open another - slide in
window > Clicking "close" /on the
sharing popup brings back this video
window - User does NOT get
redirected to HOMEPAGE

Recruitment
Campaign
Structure
VIDEO

A Web Page

http://pl.oriflame.com/45Anniversary

ORIFLAME
SWEDEN

SELL ORIFLAME LOG IN or SIGN UP

Search

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Share a link with your followers

Username or email 139 Sign in and Tweet

Password

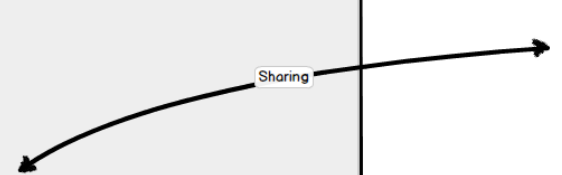
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Log in to
share



Link to
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Channel

Recruitment
Campaign
Structure
VIDEO

A Web Page

http://pl.oriflame.com/45Anniversary

ORIFLAME SWEDEN

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SKIN CARE MAKE-UP FRAGRANCE BODY CARE HAIR ACCESSORIES WELLNESS DARE TO BE

Facebook

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Email or Phone:

Password:

Keep me logged in

[Forgot your password?](#)

Sign up for Facebook

Sharing

facebook twitter youtube

Send Email to a Friend

Log in to
share

Recruitment
Campaign
Structure
VIDEO

A Web Page

http://pl.oriflame.com/45Anniversary

ORIFLAME SWEDEN

SELL ORIFLAME LOG IN or SIGN UP

Search

SKIN CARE MAKE-UP FRAGRANCE BODY CARE HAIR ACCESSORIES WELLNESS DARE TO BE

Sharing

FROM:
Name enter your name
Email enter your email address

TO:
Email separate multiple email addresses with a comma

NOTE: (max 150 characters)
Check out: this item: I found on Shopbop

Send

facebook twitter youtube

Send Email to a Friend

Share by
email