First of all, you have to get DOTWEEN from the Asset Store :

http://u3d.as/aZ1

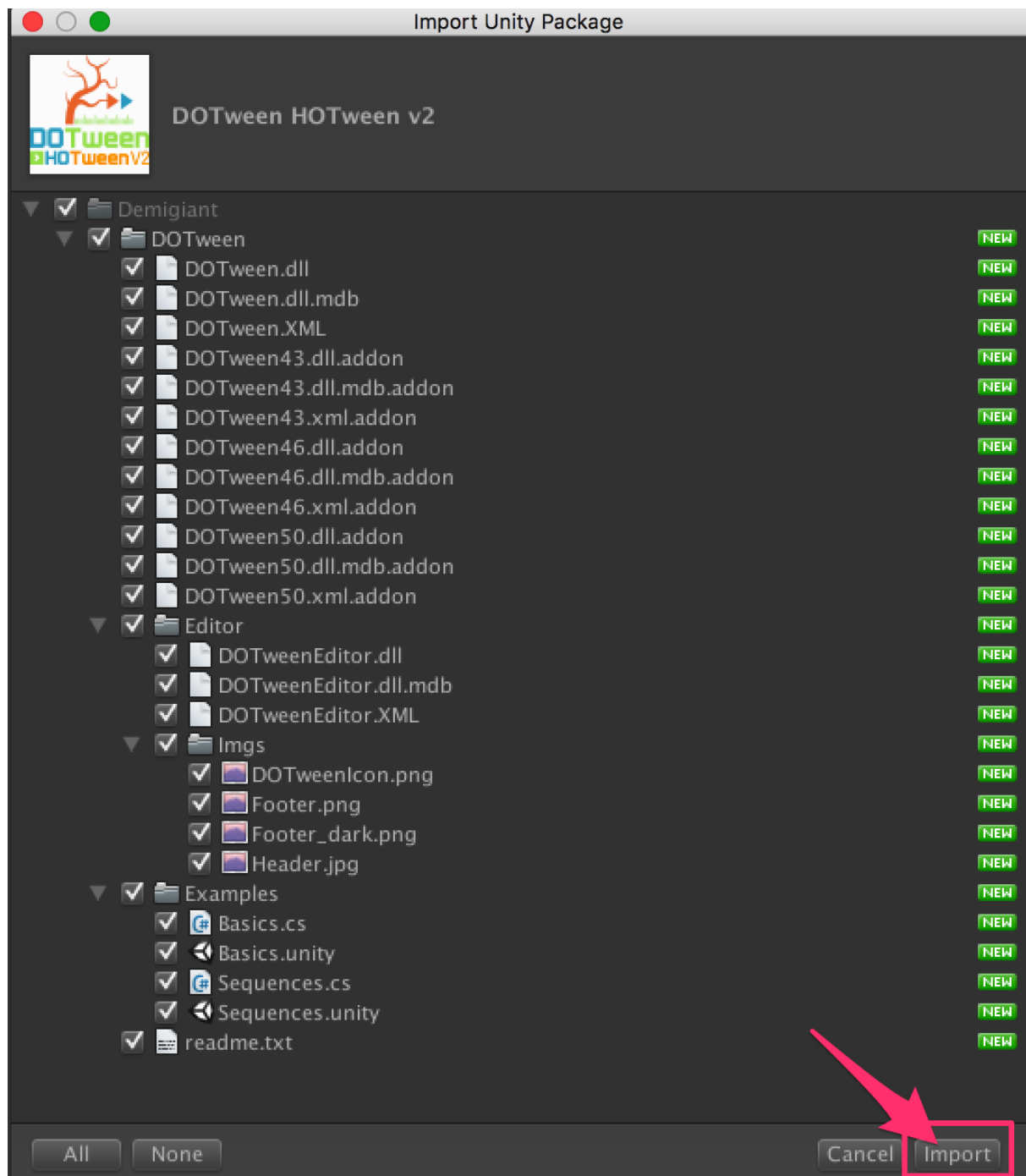(it's free)

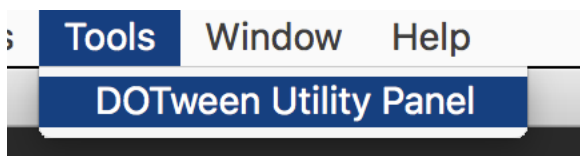1/ Import Dotween from the asset store : http://u3d.as/aZ1

2/ Import the package into Unity

3/If you don't see the « Tools » in the top of the Unity Screen, please do this :
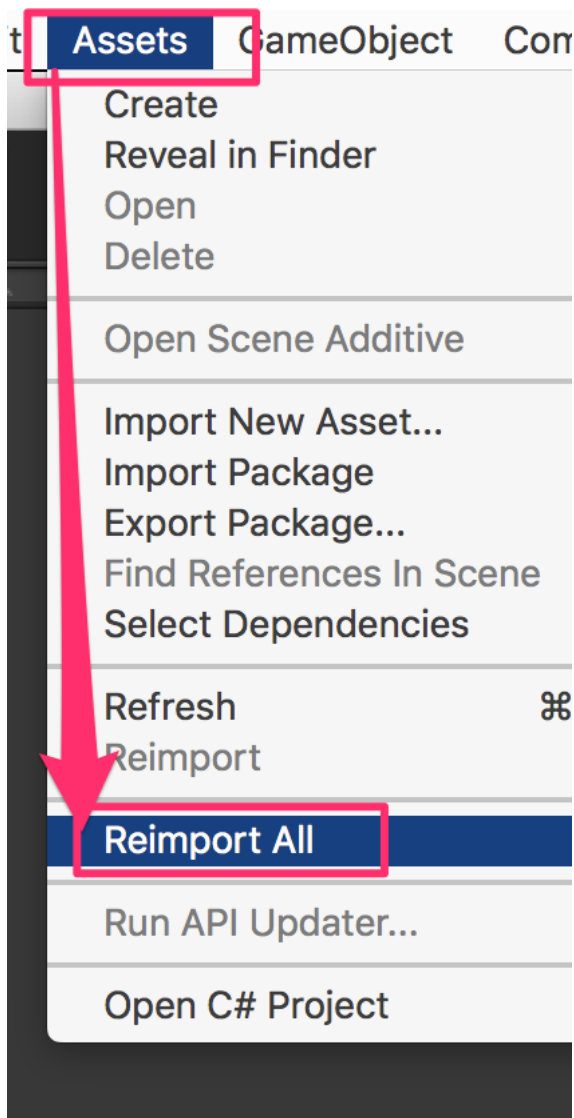
4/Now you have the « Tools ». Open it and click on « DOTween Utility Panel ».

5/Click on « Setup DOTween ».

6/And to finish, click on the « OK » button.