

# Marketing brief: Special offer - Free Mono E-commerce

## DESCRIPTION:

As the COVID-19 situation prolongs the re-opening of many small businesses, Mono has decided to #supportlocal and offer a free 5-month Mono E-commerce subscription to support your small business clients. This offer is valid from now until May 31, 2020.

Important details about this offer

- This offer is only valid for new Mono E-commerce clients, and may not be used for clients with an existing Mono E-commerce subscription
- We know you're as passionate about helping SMBs as we are, so as a partner - we ask that you do not monetize this offering
- This offer is available for websites built on the V5 and improved interface (ii) versions of the Mono Platform. Please consult your website design team on which version you are using.

## BENEFITS FOR THE SMB:

By offering a free Mono E-commerce, your SMB clients can benefit by:

- Selling their product and services online
- Selling gift cards to boost revenue
- And generally, testing the waters with online sales!

## WHAT'S THE OFFER:

- A free online shop/e-commerce subscription for five months

## SAMPLE MESSAGING & IMAGERY:

"We know that COVID-19 has made it difficult for many businesses to operate, as authorities mandate that physical locations temporarily close.

As part of our effort to #supportlocal, we'd like to offer you a free E-commerce subscription for the next five months - so that you can sell your products and services online.

Interested? Reach out to our team at (email) to find out more about how to get started."

Imagery: We encourage you to use your own example of Mono E-commerce shops to be as authentic as possible. If you are selling Mono E-commerce for the first time, and need some pre-created imagery - please reach out to our Partner Marketing Manager, Jasmine de Guzman at [jdg@monosolutions.com](mailto:jdg@monosolutions.com)

## **HELP MATERIAL:**

If you would like to provide your customers with help material, Mono offers a free white-label knowledge base, incl. step-by-step guide on how to set up an online shop. Check it out here and feel free to send this link directly to your SMB clients: <https://help.sitecreate.pro/hc/en-us/categories/360002835771-E-commerce> (Please note this link may require login. Don't have one yet? Simply sign up with your business email).

Another way to help your SMBs is to take inspiration for our knowledge base article, and create a quick video tutorial on how they can easily set up their E-commerce.

## **LIMITED TIME OFFER:**

This offer is valid from now until May 31, 2020. As all subscriptions must be started prior to May 31, 2020 - we ask you to take note of this and end your marketing campaign and offerings around free E-commerce accordingly.

## **TERMS & CONDITIONS:**

Don't forget to include clear T&Cs (terms & conditions) for this offer, including:

- The free trial will auto-upgrade into a paid subscription.
- If you'd like to cancel the subscription, you must do so by (date)

## **QUESTIONS:**

Please feel free to reach out to our Partner Marketing Manager, Jasmine de Guzman at [jdg@monosolutions.com](mailto:jdg@monosolutions.com)