

HOSTINGER'S SALE E-BOOK

Everything You Need to Earn Big

The Basics

Here we come with another fantastic sale! We'll be launching discounts that simply can't be beaten by any competitors. Even more of your audience can start using next-generation web hosting.

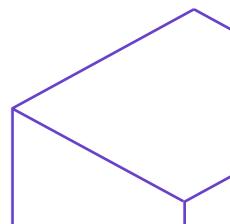
We'll be slashing our shared hosting prices up to 90% OFF.

Our special deal:

begins 2019.03.04 (1 AM, EST)

ends 2019.04.01 (11:59 PM, EST)

There won't be much time to grab the deal, so get ready to promote hard!

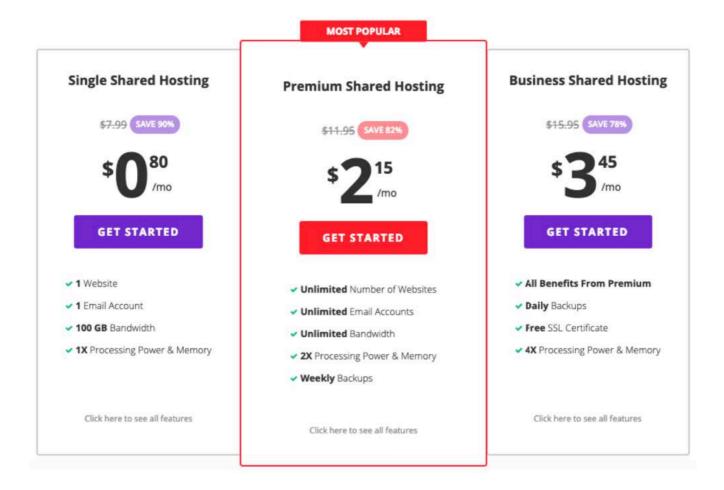


The Best Time to Unlock The

Power of The Internet

Throughout the promotion, we'll be discounting all hosting plans. The idea is simple – the longer the subscription period – the lower the price. This includes the solutions for power users - VPS and Cloud Hosting.

Bellow you will find the sale pricing for Shared hosting packages.



Promote Hostinger. Empower Your Audience. Experience Profits.

Now's the right time to attract more customers. A 90% discount is something you should not miss. These periods are marked with a MASSIVE increase in conversions, which means that the number of sales will be just as large!

Huge price cuts do not affect the available features and our overall web performance. We're more than prepared to get all that traffic. A great deal on great tools, what more could you need? The hosting plans trusted by thousands are ready for even larger masses.

This is just the tip of the iceberg:

- ✓ Guaranteed 99.9% uptime
- Superior speed performance
- ✓ Powerful control panel
- √ 30-day money-back guarantee
- The latest tech and much more

Know Your Audience.

No one knows your audience better than you. After all, you're their trusted advisor, that recommends nothing less than great services. But we wouldn't be good partners if we didn't try to help. Here are a few helpful pointers to help boost your conversions and commissions.

Benefits are what count!

When you're able to, try and highlight benefits over features. That will help potential users understand what's in it for them! Let's clear things up:

A feature is a tool or application that performs an action. For example, an SSL certificate encrypts data at the transport layer.

A benefit lets the user know why he needs it! In this case, an SSL certificate will benefit the user by protecting him and his users, helping get a higher search rank and builds trust.

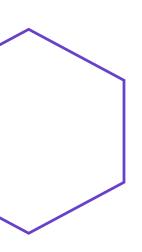
Pretty simple, right? There are exceptions to the rule, such as power users, but we'll go over them later.

Chances are you'll be attracting three types of customer when promoting Hostinger's services.

General Audience

The main idea here is that you should highlight the easy to understand features and benefits that they won't be able to pass by.

Going into technical details wouldn't be really effective. Instead, simple features will do better to gain their attention.



Special Hostinger Promotion. Unlock an Impactful Web Presence!

- High-quality web hosting.
- ✓ All the tools to get you noticed online
- ✓ Powerful, user-friendly control panel.
- ✓ 24/7 dedicated live-chat customer support.
- ✓ Easy-to-use website builder.

Users Who Haven't Converted to Hostinger (but host a website someplace else)

Help users get a better web hosting experience by recommending Hostinger. Recommend the provider that goes above and beyond for their users. For that, highlight what Hostinger can do to assist newly-converted users.

Upgrade Your Website with Hostinger: Unlock More Power for Your Project!

- ✓ Free website transfer. We'll help you through!
- ✓ Truly unlimited hosting.
- Professional tools that will help get your website to the top and keep it there.

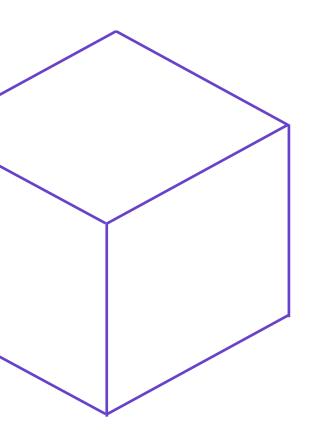
Tech Specialists & Web Developers

Tech specialists and web developers are more likely to convert when it comes to web hosting business. Keep in mind that, generally, they will be more attracted to technical features, so make sure you include at least some of that.

Web Hosting with Serious Power. Amazing Prices for a Cutting Edge service. Limited Time Sale.

- ✓ VPS and CMS hosting.
- ✓ Unlimited bandwidth & SSD space.
- Free & Premium SSL certificate.
- ✓ Full Root Access & IPv6 Support.
- ✓ Multiple PHP versions.
- ✓ Daily backups (cloud, vps), weekly backups (shared).
- ✓ Easy website builder.
- ✓ Powerful yet easy to use custom panel (hPanel).
- ✓ 1 click installer.
- ✓ The greatest multilingual Customer Success team, available 24/7.

 Receive help in minutes.



Voice and Tone

Again, your unique voice is why your audience trusts you. We urge you to keep that authenticity. When you're partnering with Hostinger to promote a service, they'll definitely love. Show confidence. We do it by following our own voice and tone. Here's a little breakdown.

Voice and tone are ideas that might help communicate the benefits of Hostinger's service! A consistent and reliable review effectively raises conversions – which benefits you and us!

Before getting into specifics, let's overview this concept.

The Voice is what describes our company's personality, values, and mission. The voice is constant and doesn't change between content pieces, reviews, and ads. It's how we want the world to see us!

The **Tone** is more of a tool. It can change, or be used differently. It's the way we talk to our audience to carry over the Voice (values, mission, personality). The way you use tone might be different depending on the content. Think of it as the guideline to make sure our voice is heard.

This is how we see our voice, and what you might want to communicate to your audience:



Voice – How We Should Always Be Perceived

We are leaders in the hosting industry.
We eagerly share the tremendous experience of our experts.
Our goal is to help our customers succeed.
We're straight to the point.
We innovate and adapt, lead by example.

These are the qualities we want to highlight, as we believe it will show the true nature and mission of our company.

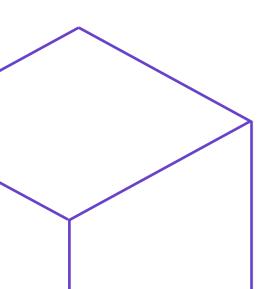


Voice – How We Should Never Be Perceived

Our goal isn't to just sell, it's to help succeed! We don't get political. We don't over-explain, only giving our users what they NEED. We're not tied to the past.

We're not over-confident and aggressive.

This is what we want to avoid. These qualities should never be emphasised when advertising our product.



What Channels You Can Use?

Once you have located your target audience, now is the time for you to actually reach them! What can you do? We have provided the guidelines for you. All you have to do is follow our guide and prosper!

There are some things that will definitely help you make those sales! First of all, remember, that users don't want to hear what we did, or what we made. They want to hear what benefits THEM!

Sure, having "WordPress optimization, multiple PHP versions and access to NGINX" might sound really appealing to you and me, but the user wants to hears something like this:

"You'll be able to use the most widely used platform - WordPress, to its full potential! Your website will have the tools for both beginners and experts to succeed."

Don't be afraid to get users excited for what you're offering, because what you ARE offering is a truly great service!

01. Start an Email Marketing Campaign

Emails are a great way to get to people who aren't available from moment to moment. The first priority is to interest them enough to open the email! This is where you can get creative with subjects and preheaders!

Once the email is opened, the potential user needs to feel like this message creates urgency and value. With the right words you can effectively communicate that it would be crazy to pass this deal up and that there isn't much time!

Important note: Before starting your email campaign, you should try sending a few test emails. Just to make sure your messages aren't being sent to the spam section. If they are, tweaking the text or changing the "from address" might help out!

Lastly, you need to be compliant with the <u>CAN-SPAM Act</u>. You can read about it here, but in short, when you send out promotional emails, you need to include an opt-out option and your physical address.

Happy mailing!

Here's some inspiration for the subject field:

- Hostinger's Sale Just Started! Get Powerful Web Hosting
- ✓ Unlock the Power of The Internet While Saving Big. Sale Ends Soon
- ✓ The Best Limited Time Hosting Sale. Hurry and Power Up Your Project

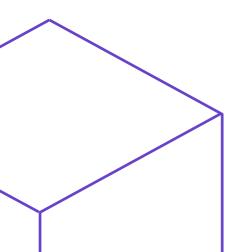
02. Post on Your Blog

There is no better way of convincing a user to buy a product, than by reassuring them, that they are making the right decision. We genuinely believe that Hostinger offers a great product, that's why we suggest content marketing!

We won't get into the nitty-gritty, let's stick with simple techniques, like a **blog post!** Shoppers will be scouring the internet for reviews! Writing one for Hostinger, including all the great benefits and your referral link is a great way to secure some sales! Be sure to mention the **ongoing sale**, and remind them, that it won't last forever! The offer is for a limited time.

You can put on banners, messages and other notices as the promotion period approach.

Feel like going the extra step? Make a video review, recommend tutorials that show how quickly a website can be transferred!



Here's a bit of inspiration:

Hostinger Review: Is This European Web Host Any Good?

Hostinger Review (2018): My #9 Pros And #4 Cons of Using Hostinger

Hostinger Review [2018] - Are They Really Offering the Fastest Web Hosting?

If you're aiming to promote to users that already have hosting, you can use these posts:

How to Use Hostinger

How to Create a Website - Step By Step Tutorial (3 different ways)

How to Start a Blog | All-In-One Guide to Successful Blogging

Need some great headline and subject ideas? We got you covered:

- Create Your Own Website: A Step-by-Step Guide
- ✓ Why Hostinger is the Best Web Hosting Ever Existed
- ✓ The Wait is Over, Truly Powerful Web Hosting at a Great Price
- ✓ The Ultimate Web Hosting Guide for Your Project
- ✓ An Amazing Price for Cutting-Edge Web Tools

03. Use Social Media

A lot of people are going to get information about great deals from social media! That makes social media one of the best tools you can have! Hit up your audience with information about the great offers that are about to take place!

Twitter, Facebook, Instagram, and all other platforms are filled with potential users! You just have to find them!

Try and keep the messages fairly and clear! Highlight the crazy deals we're providing and don't forget to use hashtags! Help this #lit deal #SpreadLikeWilfire. And don't forget to use your referral link! In the examples it is marked as {insert link here}!

So how should you do it? We have prepared a few things for you:

- Start your impactful web presence now! Conquer the internet with @HostingerCOM Sale!{insert link here} #Hostinger
- There's still time! @HostingerCOM amazing limited time offer is still going! Improve your website with Hostinger now {insert link here} #Hostinger
- Crazy Discounts! Get hosting developed by leaders, for leaders @HostingerCOM #Hostinger {insert link here}
- Cutting-edge web hosting plans get a lot cheaper during the #Sale.
 Start your website for <<insert percent off>>now! {insert link here}
 @HostingerCOM #Hostinger
- Unlock the power of the internet with cutting-edge #hosting <<insert percent>>% OFF during #Sale only! Order your hosting plan now {insert link here} #Hostinger @HostingerCOM
- Special 90% discount on hosting @HostingerCOM. It's the #deals you don't wanna miss! #Hostinger {insert link here}

04. Use Banners Designed by Our Pros

Lastly, if you're an affiliate, you'll definitely have your own platform that will be perfect for banners! Promotional banners are a great way to spread the word and secure those conversions! The best part - we made a bunch of them in many different shapes, sizes, and languages!

The sale banners can be found <u>here</u>! Don't forget to use the link associated with your affiliate status!



Lets recap what we learned!

This crazy deal will offer discounts up to 90% off!

It starts 2019.03.04 (1 AM, EST), and ends 2019.04.01 (11:59 PM, EST)

You have to know what kind of audience you're recommending the product to! Benefits are more appealing than features.

The four main channels: emails, social media, blog posts and promo banners!

Happy selling! We can't' wait to see what you come up with to succeed during this promotion!

90% of people would love to join us. You should too! Here's how:

Earning money online has never been this easy. Complete these easy steps and start earning money online anytime anywhere right now!



Earn Smart with Hostinger. 60% Commission, ZERO Risk!



Commission from all web hosting purchases will be yours!

JOIN NOW