



2018

BLACK FRIDAY CYBER MONDAY

| How to Maximize
Your Sales



Hostinger is back with an offer you simply can't refuse

For 2018's Black Friday and Cyber Monday we're going all out -

up to 90% off.

Yeah. We're serious.

Our special deal

starts November 12, 2018, at 00.00 A.M. EET

ends December 3, 2018, at 11.59 P.M. EET.

The Best Time to Grab Cutting-edge Web Hosting For an **Unbeatable Price!**

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 the power users - **VPS and Cloud Hosting**.

	Single	Premium	Business
3 Months	\$2.15/mo -73%	\$4.45/mo -63%	\$6.75/mo -58%
12 Months	\$1.95/mo -76%	\$3.75/mo -69%	\$5.85/mo -63%
24 Months	\$1.45/mo -82%	\$2.95/mo -75%	\$4.45/mo -72%
48 Months	\$0.80/mo -90%	\$2.15/mo -82%	\$3.45/mo -78%

Cloud pricing

	Startup	Professional	Enterprise
3 Months	\$15.95/mo -45%	\$29.45/mo -49%	\$65.95/mo -49%
12 Months	\$12.95/mo -55%	\$22.95/mo -60%	\$45.95/mo -65%
24 Months	\$9.95/mo -66%	\$17.95/mo -69%	\$35.95/mo -72%
48 Months	\$7.45/mo -74%	\$14.95/mo -72%	\$27.45/mo -79%

VPS pricing

	Plan 1	Plan 2	Plan 3	Plan 4	Plan 6	Plan 8
3 Months	\$6.45/mo -19%	\$16.95/mo -15%	\$27.95/mo -30%	\$35.95/mo -28%	\$55.95/mo -30%	\$69.95/mo -46%
12 Months	\$4.95/mo -38%	\$13.95/mo -30%	\$23.95/mo -40%	\$28.95/mo -42%	\$44.95/mo -44%	\$57.95/mo -55%
24 Months	\$4.25/mo -47%	\$10.95/mo -45%	\$19.95/mo -50%	\$24.95/mo -50%	\$37.45/mo -53%	\$47.95/mo -63%
48 Months	\$3.95/mo -51%	\$9.95/mo -50%	\$16.95/mo -58%	\$19.95/mo -60%	\$29.95/mo -63%	\$37.95/mo -71%

Bigger discount - more conversions! Massive discounts - **crazy 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 sweet 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
- ✓ 30-day money-back guarantee
- ✓ The latest tech and much more

The Right Message + The Right Audience = Unlimited Amount of Potentials!

Everybody is up for sale... You just have to know what to highlight! But first, you need to know **what kind of audiences you're after**. If you market the right features to the right crowd - the sky is the limit.

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.


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.**

Hostinger Black Friday Sale 90% OFF. Available for a Very Limited Time!

- 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.



General Users Who Haven't Converted to Hostinger

(but host a website someplace else)

Help users get a better web hosting experience by recommending Hostinger. For that, **highlight what Hostinger can do to assist newly-converted users.**

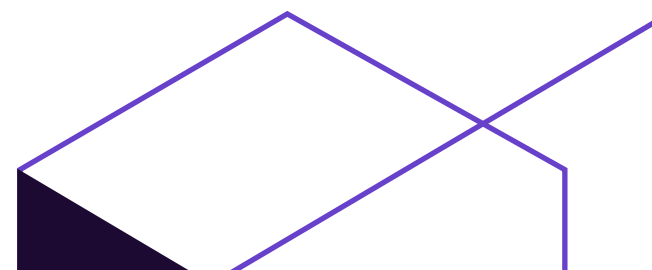
You Deserve Better: Get The Best Web Hosting 90% Off During The Black Friday Sale!

- 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.

Everything You Need for Your Website Now Available at 90% OFF Black Friday 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 ever multilingual Customer Success team, available 24/7. A reply is a matter of a minute!
- 



How Should You Spread the **Good News?**

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 hear 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 Let them know through email

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 [CAN-SPAM Act](#). In short, when you send out promotional emails, **you need to include** an opt-out option and your physical address.

Here's some inspiration for the subject field:

- Web hosting 90% off: The Best Black Friday Deal in The Industry
- The Best time to get hosting: Hostinger services on a 90% discount
- Hostinger offers hosting 90% off for Black Friday. The sale ends soon

Happy mailing!



02 Create a **blog post!**

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 upcoming Black Friday and Cyber Monday sale!

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 \(3 different ways\)](#)

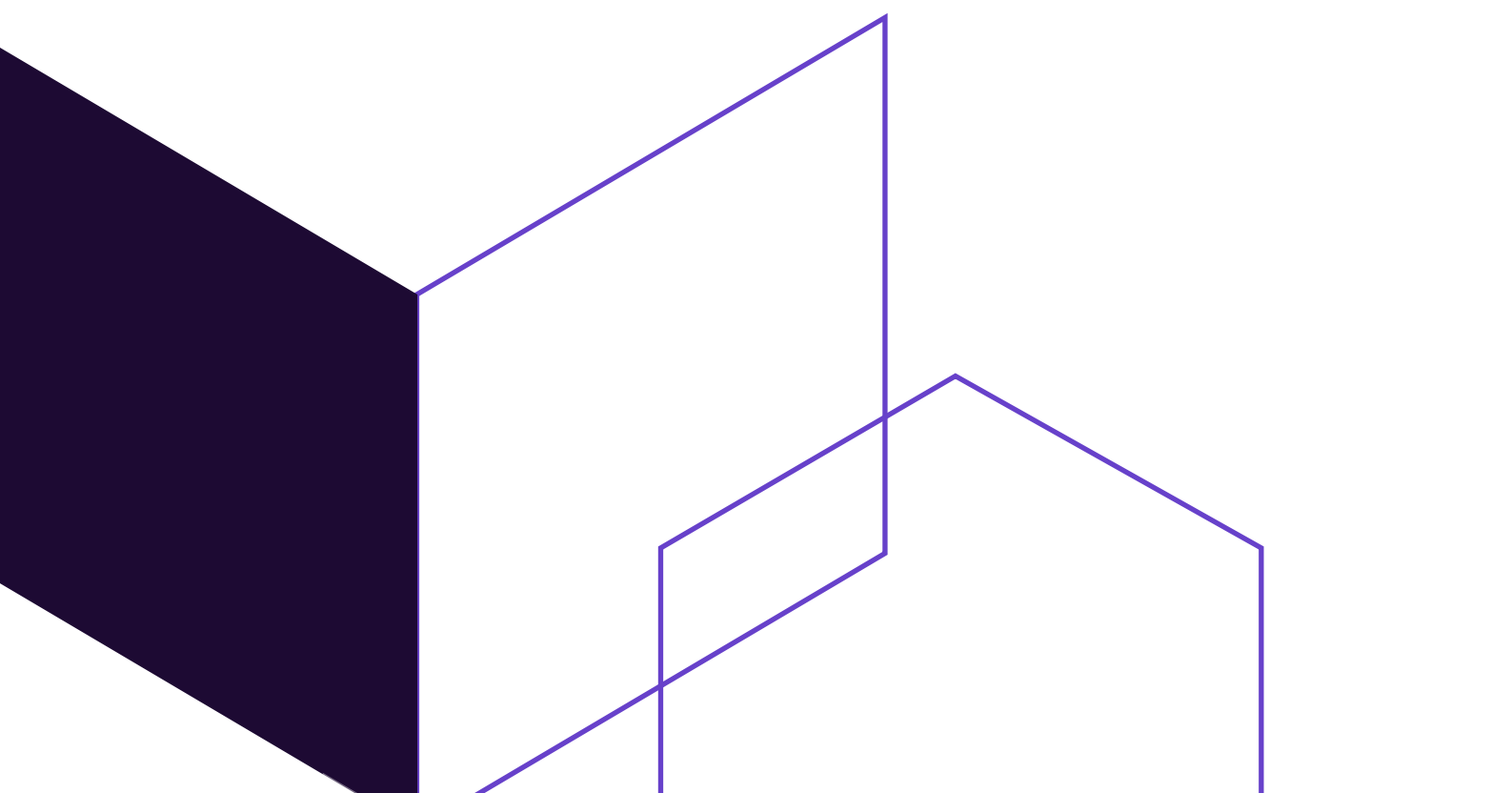
[How to Start a Blog_| All-In-One Guide to Successful Blogging](#)



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, Black Friday's the Right Time to Buy Hosting
- A Definitive Web Hosting Shopping Guide on Black Friday
- It's a Steal Deal: Hostinger's 90% OFF Deal on Black Friday!

Don't forget that if you have questions, or want more detailed information, our extensive [knowledge base](#) is at your service!



03 Don't forget about 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!

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

- **#BlackFriday** best deal only on **@HostingerCOM**. Get a 90% **#sale** for web hosting plans! **#Hostinger** {insert link here}
- There's still more time! **@HostingerCOM** super 90% **#BlackFriday #sale** is extended! Order now {insert link here} **#Hostinger**
- **#CyberMonday #deals** get crazier! Massive 90% discount by **@HostingerCOM** order now! **#Hostinger** {insert link here}
- Cutting-edge web hosting plans get a lot cheaper during **#CyberMonday**. Get your 90% **#deals now!** {insert link here} **@HostingerCOM #Hostinger**

04 Banners for days!

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 banners can be found in the affiliate asset section! Don't forget to use the link associated with your affiliate status!

TL;DR.

Lets recap what we learned!

- This crazy deal will offer discounts up to **90% off!**
- It starts **November 12, 2018, at 00.00 A.M. EET**, and ends **December 3, 2018, at 11.59 P.M. EET.**
- 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 Black Friday season!

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!

0 1



SIGN UP FOR FREE

It takes only a minute to join the best paying affiliate program and become a part of the Elite Affiliate Club.

0 2



GET YOUR UNIQUE AFFILIATE LINK

Share your unique affiliate link with friends, in forums & emails and start referring people to Hostinger website.

0 3



PLACE BANNERS ON YOUR WEBSITE

Choose the best-fitting beautiful banners to place on your website and start pointing your visitors in our direction.

0 4



GET YOUR COMMISSIONS

Each order of hosting services earns you 60% commissions.

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

By joining our affiliate program, you will have the chance to be a part of the most popular, **highest-paying affiliate program on the internet.**



60%

Commission from all web hosting
purchases will be yours!

JOIN NOW