Timestamp Untitled Question

	Research & Survey	Strategy	Deliverables	Action plan	To dos	Timeline/ Resposibility			
Referrals		To increave the GMV on platform we need to onboard established merchants	To roll out referral programs organically (Cashless Reward)	Referrals from existing sellers by giving them 1 month free access to platform 2. Referrals from Employees by giving them Top Performer Recognition 3. Referrals from Partners by giving them Top Performer Recognition	1. Referral landing page with GMV slabs and rewards and details about how the Program works - Done 2. Email reg, roll out of the Referral Program to be sent out to Existing Sellers, Contacts & Partners - Template created 3. Employees to promote this Program in their Email Signature - Done 4. Referral program to be also rolled out on Linkedin, FB, Twitter and Instagram 5. Thank you message and Thank you email to be sent out to those who signed up - Done 6. Based on the open/unopened rate, second email cadence to be sent out - Template created 7. Top performing employee for giving maximum referrals to be mentioned on website under team page 8. Top performing partner for giving maximum referrals to be mentioned on website under Channel Partner Page				
			To target audience and incentivise them (Cash Reward)	Referrals from existing sellers by giving them cash reward Run paid campaings to target wider audience 3.	Referrals from existing sellers				
Investor									
Outsource sales	3								
					"Website - Product based content to be added. Simplified for current audienceAlso keeping in mind that global SAAS clients can digest the content -Changes on homepage sliders giving a one shot snapshot of what Eu	ınimart's value pr	oposition with buil	in sign up form ar	nd demo video"

					Visitors								
			Awareness - to be	created for audiences who are looking to expand their business	visitors		Nurture		Acquisition				
	Research & Survey	Charles			Ya dan	Link	Deliverables	Ctentenn		Astino atau			
ation		Regional level penetration and Tie up with association to allow merchants to use Eunimart Suite- free for 1 year	Reach out to association heads via direct or indirect contacts. Build relationship to execute the user generation	Action plan 1. Identify the Gorl across states and categories 2. Identify the Gorl across states and categories 2. Identify the Gorl across Social Commedion 1. Identify the Gorl across Social Commedion 1. Identify the Gorl across Social Commedion 5. But SLA for Association referrate 5. But SLA for Association referrate	To dos 1. Email cadence about a potential tie-up with the association explaining the benefits 2. Email cadence to SPOC explaining about the potential of that category the association deals in cross border ecommerce 3. Multiple email cadences based on the 4. in-person meet up with the SPOC 5. Weesly cadence reminder about the ender of the cadence in the cadence	Link	Deventaces 1. Build content specifically for the tie ups with association and mention benefits 2. Insistempower/influence officials to share it within closed network group 3. Share cross border video content to educate and inform them 4 ancies on the website names on the website	Incentivise to increase the visit to convertion ratio.	- Provide and easy access to the platform - Making sure the message to visitors are simple and promising - Provide security and build trust	- Provide one step login to users - Get \$100 only for			
	NA	NA	NA	NA.		NA.							
tplace		Tieup with											
nel ership		ecosystem by partnering with relevant service providers. This eventually leads to relationship building with channel partner who can take teh business ahead and can bring in huge GMV	tandem with Channel amanger who handles them on daily basis. These channel partners need to have our website listed on their website to promote Eurimart and create awareness of cross border ecommerce organically	I Meetily hand consultaris - Many of these brand consultants can be roped in an Chamer Patterns . ZEmal cadence and cadence reminders to these brand consultants capitaring the details of the chamed partientity program and its benefits registering the details of the chamed partientity program and its benefits and the chamer can be called the chamed partientity program and its benefits to the chamer can be consultant to the chamer can be	Organising Channel Partner events in co-ordination with Channel Manager Marketing collaterals to be provided Tracker to Leck how many sellers Channel Partner is bringing		Relationship building - Invite channel partner to Eurimant events - Provide white papers to channel partner via channel manager - Introduce ofthe Eurimant project that might interest them to grow their business may be used to be us						
	91% of B2B video marketers consider video an important part of their marketing strategy. 83% of marketers say video gives them a good ROI	qualified audience to become user on the platform. Content quality and volume to growth with time to increase the acceptance and usage of the platform. It is also necessary to	searhed keywords, actual painpoints face by merchants, explaining the business for adoption and other product related requirement to simplify the communication. in order to do so, team should	 Commercial Videos to be made targeting region and language. Videos to be promoted with limited budget to test the acceptance and to highly SEOed in Youtube Videos to be distributed to retargeted leads, social groups, discussion forum, Channel partners, Association spoc etc. convert all blogs into videos and use it on different content 	Video newsletter campaign Social media post and boost Empower employees and Channel partners to promote videos		Newsletter campaign provided visitor have shared info Nuture visitors with pop up info & whitepaper Proactive suggestion via pop up based on visitor behaviour on website						
		crossborder ecosapce and how	write paper	Blogs Biogs be created based on industry specific highly searched keywords Biogs bio created based on industry specific highly searched keywords - Undergenforming blogs to be updated with record terrol content and to be interitiated for better performance - Use different blog factorings to capitale information about the violationuse - Use different blog factorings to capitale information about the violationuse - Locardine sealers, informerors to writer a few topics in English, hind or gularida and advise them to promote on their platform	•	Link	Newsletter campaign provided visitor have shared left. Nuture visitors with pop up into & whitecaper - Proactive suggestion via pop up based on visitor behaviour on website.						
				- Targeting 2 select Success vioce and 4 success story access to or created every most office to the control of			Newsletter campaign provided visitor have shared info Nature visitors with pop up info & Practive suggestion via pop up based on visitor behaviour on website Practive suggestion via pop up based on visitor behaviour on website Visitor visitoria visitori						
	companies are using social media to drive results. That	Social Media channels to carry the brand image, fust via curated and engaging content. Audience tends to check out the existance and the value prop of a company via its social media engament.	social so educate the audiences, highlight the insights of CBE, evaluate & update recent ecommerce trends, provide teasers of platform, employee engagment, company achievement/success	1. Commercial videos made lesergine ple target and region in mind to be 2.420 friendly logo cartant to be posted 2. Consolidated video on Euriman vidue proposition 4. Patharm specific lesers subrial videos 6. Selere Success Videos 7. Contemp quatures, conferits and other interactive content 9. Euriman related updates in press, his activities, new partnerships, southers, and content pression of the content o									
	digital ad ROI	To maximise the user count on the platform paid ads to be triggered on FB and Google. Ads will also be used to test new project to understand the demand and identify the challenges to convert		Inferrant program to be tested with small budget of Ns. 1000 on facebook for a week. Depending on the response it can become a monthly recurring expense. Engagement campaign to be launched once a month to boost up the FB poor Rs. 1000 PM Section 1000 PM Sect				Targeted audience Impulse sign up	Provide specific landing page as per the ad communication and provide opportunity and success story				
l Campaigns	Wordstream Email is the third most influential source of information for 828 audiences. 59% of 828 audiences. 59% of 828 emailes their most effective channel in terms of revenue generation.CTRs are 47% higher for 828 email campaigns than 82C email campaigns.		Roll out email campaigns an existing database/sellers and also through referral program and associations	User acquisition through email caderox to -Referrals — Referrals — Referrals — Consensions — Consensions — Consensions — Consensions extensions of the Consension of the Consension of the Consension of the Consension of	Cadence to existing contacts or product promotion - Done - Zemal Cadence to existing sellers, new sellers, channel partners for seller referral program in de follow ups - 3. Email cadence and follow up emails to associations to let their sellers use our platform free for 1 year								
					Hero Content (Specifics to be researched and studied properly)								
					- Celebrity - Publication/Media								
					Celebrity Publication/Media Govt Affiliation Awards								

								Users						
,	User								Assistance					
	Events	Trigger	Reward	Action	Action after reward	Intention	PLG Stage		Intention	Events	Trigger	Reward Value	Action	Action after reward
	Events	rrigger	Value	Action	Action after reward	intention	FLG Stage		Take part in	Events	rrigger	Rewald value	ACTION	Action after reward
	Sign up	Login page	\$100	Automatically gets added to user's wallet					Marketplace festive promotion					
		pop up for Promo								IEC	Button to Apply for IEC	Get 40% off on Marketrate	Message - complete your details in this app and our expert will reach	
	Sign up	code		Inserts codes to get 1 month free Seperate section to be introduced. 10 times						IEC	IEC	Marketrate	out to you for IEC	
	Daily Login Bonus	Post login page pop up	\$1/day	login required to complete the set within a time period. \$10 to be given Completing a set. collect 10 Brownie points on single login per day. Wish.com										
	Sync Marketplace	Platform Notification, Email, Pop up	\$30	Reward for every marketplace sync, Full guide to be provided on the marketplace page.	Popup to confim the amount earned and will be credited once sync is complete. Wallet to reflect the earned amount									
	Update profile on	Pop up pushed when user logs in	\$20	Pop to redirect them to profile page and Reward to be communicate on the page. Progress bar to be shown. If details are inomplete then email should tigger and pop up to be shown on next login	On completed email notification to be sent.									
	Opt for	Pop up while login. Triggered after profile gets		up to be shown on next login	De Seit.									
	EuniLogistics	Once user get order	\$50											
	Process first international order	notification and user	\$10	\$10										
		\$ to enter wallet once product is	\$2	Message to be displayed under order process button.	User to be notified once they relogin under notification bar. Email to be triggered as well									
		Order page pop		F										
	Make up 100 products live on 1 marketplace													
	Update Pricing													
	Refer code and Earn													
	Unlock marketplace													
	Unlock SKU limit													
	Unlock Premium Logistics					This required Logistic rates to be update in database								

JSER IN-APP (SAMIFICATION : AC	CTION IS YES										USER IN-APP	GAMIFICATION :	ACTION IS NO	
				Location where											
ain Event	Sub-Event	Trigger Type	Trigger Message	trigger message will be displayed	Time limit	Message after action completed	Assistance	Reward points after action completed				Main Event	Sub-Event	Trigger Type	Trigger Message
ROFILE	Filling up personal information	Pop-up		Home screen after login		Pop-up: Thank you. Your information has been saved and you get 10 reward points		10				PROFILE	Filling up personal information		Hey (Seller Name), we noticed you haven't filled your profile since the last login. Its easy and will re take more than 2 minutes + Reward point psychologous to push the seller
	Filling up KYC info and uploading documents	Pop-up	Hello, please upload the pre-requisite business documents within 24 hours and earn 20 reward points	Profile Page	24 hours	Pop-up:Great job! You have earned 20 reward points in your wallet	IEC - Need help in getting your IEC document. Please click here to learn how	20					Filling up KYC info and uploading documents	In-app: Push Notification & Pop-up External: Email, SMS,	Hey {Seller Name}, We understand uploading documents can be boring and time consuming. Believe us, we will not bug you again over these If you need help to apply for IEC, do watch our Neward Point Psychology to push the seller
	Filling up bank account information	Pop-up	Hello, please upload the bank account details within 24 hours and earn 10 reward points	Profile Page		Pop up- Fabulous. You have cleared the first stage Email to be sent : about Profile completion and Next Steps		10					Filling up bank account information	- WhatsApp	Hey (Seller Name), You need to register your ba account to get paid + Reward Point Psychology push the seller
												MARKETPLACE ACCOUNT CREATION	Existing Seller - Insert API Key	In-app: Push Notification & Pop-up	Hey {Seller Name}, Are you an existing online In seller and need help reg. marketplace API integ do watch out our marketplace account creation
ogress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment		New Seller - Upload documents	External: Email, SMS, WhatsApp	here. If you a new seller, do watch our video on new marketplace account creation Reward Point Psychology to push the seller to perform the action
eward Points arned	40											PAYMENT ACCOUNT CREATION	Existing Account Holder - Insert API Key	In-app: Push Notification & Pop-up	Hey (Seller Name), Are you an existing Payonee account holder and need help reg. payoneer AP integration, do watch out our payoneer account
eaderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	e competition and ma	ke the seller pull up h	is socks and move fast	to the next level						New Account - Upload documents	External: Email, SMS, WhatsApp	intgeration video here. If you a new seller, do watch our video on new account creation at payoneer + Reward Point Psychology to push the seller to
													New Account - Upload documents	In-app: Push Notification & Pop-up	perform the action Use Taglines for Logistics & Fulfillment + Rewar point psychology to push the seller (See Communication Sheet)
												LOGISTICS ACCOUNT CREATION		External: Email, SMS, WhatsApp	
												CATALOGING	Download Category Template Fill the template	In-app: Push Notification & Pop-up	
ARKETPLACE CCOUNT REATION	Existing Seller - Insert API Key	Pop-up	Please insert your Amazon API key in the next 24 hours and earn 20 reward points	Respective Marketplace Account Creation Page	24 hours		API Key - Tutorial video on how to get your Marketplace API	20					Upload file	External: Email, SMS, WhatsApp	Use Taglines for Auto-Catalog Listing + Reward psychology to push the seller (See Communication Sheet)
	New Seller - Upload documents	Pop-up	Please submit the required documents in the next 24 hours and earn 20 reward points	Respective Marketplace Account Creation Page	24 Hours			20					Error Correction-> Y Error Correction->	'e	
ogress Bar	Profile	Marketplace	Payment Account	Logistics Account			Sync to		First order on	First Order	First 100 Order		No Download Pricing	In-app: Push Notification	
ward Points	40	Account Creation 20	Creation	Creation	Cataloging	Pricing	Marketplace	Live on Marketplace	Marketplace	Fulfillment	Fulfillment	PRICING	Template Fill the template	& Pop-up External: Email SMS	Use Taglines for Prod Pricing Tool + Reward popsychology to push the seller
aderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	e competition and ma	ke the seller pull up h	is socks and move fast	to the next level						Upload file	WhatsApp	(See Communication Sheet)
AYMENT CCOUNT REATION	Existing Account Holder - Insert API Key	Pop-up	Please insert your Payoneer API key in the next 24 hours and earn 20 reward points	Payoneer Page			API Key - Tutorial video on how to get your Payoneer API	20				SYNC TO MARKETPLACE			
	New Account - Upload documents	Pop-up	Please submit the required documents in the next 24 hours to open your account and earn 20 reward points	Payoneer Page	24 hours			20				FIRST ORDER FULFILLMENT		In-app: Push Notification & Pop-up External: Email, SMS, WhatsApp	Use Taglines for Order Management + Reward psychology to push the seller (See Communication Sheet)
ogress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment				
ward Points rned	40	20	20												
aderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	e competition and ma	ke the seller pull up h	is socks and move fast	to the next level								
GISTICS COUNT EATION	New Account - Upload documents	Pop-up	Please submit the required documents in the next 24 hours to open your account and earn 20 reward points	Resp. Logistics Page	24 hours			20							
ogress Bar	Profile	Marketplace Account Creation	Payment Account Creation 20	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment				
ward Points															

CATALOGING	Download Category Template	Pop-up	Product Listing has never been so easy.								
	Fill the template		Download your category template, fill and upload				Tutorial Video on Filling the category				
	Upload file		it and earn 30 reward		48 hours		template and uploading	30			
	opioda ilic	Pop-up	noints if unloaded within Nevermind. Very few	Upload to	40 110010		Tutorial video on				
	Error Correction-> Yes		sellers get 100% uploads right in the first	Marketplace page	24 hours		the common upload errors	20			
	Error Correction-> No							_			
	Ellor Collections No										
Progress Bar	Profile	Marketplace	Payment Account	Logistics Account			Sync to		First order on	First Order	First 100 Order
		Account Creation	Creation	Creation	Cataloging	Pricing	Marketplace	Live on Marketplace	Marketplace	Fulfillment	Fulfillment
Reward Points Earned	40	20	20) 2	20 5	50					
Leaderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	te competition and m			t to the next level				
PRICING											
	Download Pricing	Pop-up	Product Listing has	Update Pricing			Tutorial Video on				
	Template		never been so easy. Download your category	page			the Pricing				
	Fill the template		template, fill and upload it and earn 30 reward				calculations and Pricing Calculator				
	Upload file		noints if unloaded within		48 hours		works	20			
Dragraga D	Drofile	Markatalass	De mont to	I a station I			0 1-		Floritoria	Fi	Floridana
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points	40	20	20	2	20						
Earned Leaderboard		at this stopp use -	vie other cellors to inc. 11	te competition and		50 20					
Leauerpoard	Grow the sellers ranking	g at tills stäge vis-å-	vis other sellers to inculcat	te competition and m	iane ure seller pull up f	ina aucka and move fas	to the next level				
	Suna Catal 1-	Don un	Vou ore year: -t t-	Draduate - 0							
	Sync Catalog to Marketplace	Pop-up	You are very close to going LIVE on marketplace. Please	Products> Sync Log							
			marketplace. Please sync your catalog to the								
SYNC TO			marketplace within 24								
SYNC TO MARKETPLACE			hours and earn 10 reward points					10			
	Sync Pricing to Marketplace	Pop-up	You are very close to	Pricing> Sync Lo	og						
	Marketplace		going LIVE on marketplace. Please sync your pricing to the								
			sync your pricing to the marketplace within 24								
			hours and earn 10		24 hours			10			
Progress Bar	Profile	Marketplace	reward points Payment Account	Logistics Account	24 nours		Sync to	10	First order on	First Order	First 100 Order
	T TO IIIC	Account Creation	Creation	Creation	Cataloging	Pricing	Marketplace	Live on Marketplace	Marketplace	Fulfillment	Fulfillment
Reward Points Earned	40	20	20	2	20	50 20	20				
Leaderboard	Show the sellers ranking	at this stage vis-a-	-vis other sellers to inculcat	te competition and m							
			Oh Wow!	NA							
LIVE ON			Congratulations! Your products are now live in								
MARKETPLACE			the Marketplace.		48 hours			10			
Progress Bar	Profile	Marketplace Account Creation	Payment Account	Logistics Account			Sync to	Live on Marketolace	First order on	First Order	First 100 Order
Reward Points		Account Creation 20	Creation 20	Creation	Cataloging 20	Pricing	Marketplace	Live on Marketplace	Marketplace	Fulfillment	Fulfillment
Earned	40				5	50 20		10			
Leaderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	te competition and m	nake the seller pull up h	his socks and move fas	t to the next level				
First Order on			Congratulations Buddy! You cracked your 1st	NA							
Marketplace			Order from Amazon					100			
Progress Bar	Profile	Marketplace	Payment Account	Logistics Account			Sync to Marketplace		First order on	First Order	First 100 Order
Reward Points		Account Creation 20	Creation 20	Creation	Cataloging 20	Pricing	Marketplace	Live on Marketplace	Marketplace	Fulfillment	Fulfillment
Earned	40	20	20	1	5	50 20	20	10	1	00	
Leaderboard	Show the sellers ranking	g at this stage vis-a-	vis other sellers to inculcat	te competition and m	nake the seller pull up h	his socks and move fas	t to the next level				
		Pop-up	Fulfill your order within	NA		It's time to					
First Order			48 hours and earn 100 reward points			celebrate! Your 1st order sucessfully	Order Fulfillment				
Fulfillment	First Order Fulfillment				48 hours	shipped.	Process	150			
_											
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points	40	20	20	2	20						
					5	50 20		10	1	00 1	150
Earned	Show the college rectify	at this stopp uic -	vie other cellors to inc. !	te competition on -	ake the coller ault !	hie earle and main f	t to the next lovel				
Leaderboard	Show the sellers ranking	g at this stage vis-a-	-vis other sellers to inculcat	te competition and m	nake the seller pull up h	his socks and move fas	t to the next level				
	Show the sellers ranking				nake the seller pull up h	his socks and move fas	t to the next level				
	Show the sellers ranking	g at this stage vis-a-	You have reached your 1st Milestone, Many		nake the seller pull up h	his socks and move fas	t to the next level				
	Show the sellers ranking	Pop-up			nake the seller pull up t	his socks and move fas	t to the next level	150			

Progress Bar	Profile	Marketplace	Payment Account Creation	Logistics Account Creation			Sync to Marketplace	Live on Marketplace	First order on	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	Account Creation 20				Pricing					
Earned Leaderboard			-vis other sellers to inculca		5		20 ast to the next level	20 10	1	00 1	50 50
		,									
Main Event	Sub-Event	Trigger Type	Trigger Message	Reward points after action completed							
Daily Login Bonus		In-app: Push Notification &	Login daily and earn 5 bonus points after	5							
		Pop-up	resuming the steps in addition to the points								
		External: Email,	Login daily and earn 5 bonus points after resuming the steps in addition to the points earned on completion of each stage								
Refer a seller		In-app: Push	Refer a seller from your	20							
		Notification & Pop-up	Refer a seller from your account within 3 days and earn 20 reward								
			points								
		External: Email, SMS, WhatsApp									

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						_		

					_			

SURVEY					
Target Audience	Objective	Where?	Reward		
Existing sellers	To get the messaging clear about the existing sellers impression about the product and accordingly streamline the message - Product offering - Products Value Proposition	Externally (Not in-app)			
Questions to focus on:					
What do you think is the product sold to you?					
How do you describe our platforms value? How does	it resolve the pain points of your business?				
What is our product's unique value proposition?	,				
TAGLINES					
The Taglines should talk about the overall value proportion	osition of the business in a subtle way rather than pushing the would-be users to buy t	he product			
Tagline 1	Tagline 2	Tagline 3			
Sell Global, Its easy	Crossborder ecommerce simplified	_ ~	to manage con	nplete ecommerce	across the globe
Coll Closal, ite dady	Crossocial destinitions simplified	Omnou piationii	To manage con	ipioto oddininorod	derece the globe
BRANDING					
Key Drivers for Product Virality					
Lowest					
Low cost					
Reach					
Credibility					
Branding Activity		Gamification	Remarks		
All Eunimart Invoices to have Eunimart Logo & Tagline	Invoices are typically looked at by CA's who must be having many other clients like the existing user. Logos with clear messagin on what we do adn help businesses will create a virality effect				
Shipping labels to have Eunimart logo & Tagline	By having our logo and taglines on shipping labels can give us branding us well. There will be virality among other sellers who ship products through these carriers				
Knowledge Based articles or videos	Our knowledge based articles at every step of users journey should have our branding to create the viral effect. Social Media share icons or materials can be shared on sellers website with our branding on the materials	Yes			
Social Sharing	At every step of the user journey, on completion of any task, a message should go out like "Hey . You have successfully created your Amazon account in just 5 min. Wasn't it easy?". Social Share experience on Linkedin, FB, Instagram	Yes			
Collaboration virality	Within the organization. For example, a person might be incharge only till the order fulfillment process. Once success is achieved till that stage, he can internally recommend other users on his company for example those who can interpret reports, Al better to use the platform. Use a share button to invite that particular user within the organization.	Yes			

Leaderboard Virality via Messaging	Hey, I have just got my first order on Eunimart and currently in top 5 in leader board. You can track my progress on give tracking link. Objective is to make the potential user sign up on Eunimart in addition to tracking his friends progress.	Yes		
Email Notification	Notifications that go through email in a users journey congratulating him on completing a process, getting rewarded and achieving cost savings of 25% should have Eunimart branding logo, a crisp consolidated tagline and a sign up link in the signature so that other users can check it out after the email is forwarded			
Self video recording	Users can become our brand ambassaors by recording video of the value proposition they have received through platform usage through the golden features. The recorded video with our branding done on it can then be shared with the peers who can sign up with us. Videos have a better impact than text, hence this strategy should pay off.	Yes		
Learning Management System	Advanced Certification for existing seller who can be an advocate and onboard new sellers from his peer group explaining the benefits of our platform and how he can use the certification to guide them in their journet			
Seller Referral	Ask for Referrals, Reward Both Parties	Yes		
	Referrals should typically come from users who have started to see some benefits from the usage of the platform.			
	Referrals should also come from users who have now become paid customers			
	Referral from Existing User			
	Create in-app banner campaigns typically at places where the user experiences value or where there is a golden feature			
	Banners should typically speak about the ease of usage, time and cost savings for each feature usage			
	For example: Costs savings during Catalog-listing process or Savings when using Logistics			
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile			
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account			
	Referral from Paid Customer			
	Banner campaigns talks about the key summary of the value proposition Eunimart has brought about in terms of cost savings, increased sales, efficiency etc.			
	For example: Costs savings during Catalog-listing process or Savings when using Logistics			
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile			
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account			
Celebrity Endorsement				

Events to be captured				
Adoption Techniques	Event	Timeframe	Туре	Messaging
Holiday Calendar	Signed up on our platform but not created marketplace or payments account		In-app messaging/App Notification	Mother's day coming up
	Created Marketplace Account but not uploaded category		In-app messaging/App Notification	Mother's day coming up
	Uploaded Products but not updated pricing		In-app messaging/App Notification	Mother's day coming up
	Updated Pricing but not synced to marketplace		In-app messaging/App Notification	Mother's day coming up
Banner Campaigns for Messaging	Finished account creation but not started with cataloging		In-app messaging/App Notification	Messaging around Feature USP
	Finished cataloging but not started with pricing		In-app messaging/App Notification	Messaging around Feature USP
	Finished Marketplace registration and pushing him to create Logistics Account		In-app messaging/App Notification	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs
	New Marketplace Channel Registration		In-app messaging/App Notification	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace
Learning Management System	Pushing him for New Marketplace Channel Registration			
	Every Stage			
	e.g. Filling up KYC info and uploading documents			
Marketplace offers specific to Eunimart seller	e.g. Marketplace Account Creation - Existing Seller - Insert API Key			
Platform feature benefits	All stages until the Products are Live on marketplace			
	Every Stage			
	e.g. Auto-Listing			
	e.g. Shipping			
Trivia or Quiz				
	After Marketplace Registration and for Logistics account creation			1. Which carrrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions?
				A. Fedex B. DHL ecommerce C. India Post Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us

	For New Marketplace registration after signup		Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018? A. Amazon B. Bonanza C. Ebay Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points	
Seller Referral				
Self video recording				
Exit Intent				

ADOPTION STRATEGY	FOR IN-APP USER			
Adoption Techniques	At what point	Sample Messaging	Туре	Rewards
Holiday Calendar	Auto-Listing	Mother's day is coming up in a month's time. Americans spend \$170 on an average to buy gifts for their mothers. Want to be a part of it. Resume your listing process and earn 20 reward points		30
	Inventory Update	Thanksgiving is coming up in US in a months time. Make sure, you upload your inventory in synch with planned sales. Upload your inventory and make sure you decentralize it	Banner	10
Banner Campaigns for Messaging	Products Live on Marketplace but no sales happening	Are you getting edged out by competitors? It's a good time to evaluate your pricing strategy. Learn how to build a competitive pricing strategy on marketplaces with our Pricing Calculator	Banner	20
	Auto-Listing	Catologing is the first step in making your products go live? Make sure your content and images are optimised for different channels and that you're providing the right images for each marketplace's requirements	Push notification, In- app message	30
	Logistics Account Creation	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs	Push notification, In- app message	20
	New Marketplace Channel Registration	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace	Push notification, In- app message	20
Learning Management System	Every Stage	LMS modules to be defined at each and every step right from onbaording to products going LIVE At each and every step, webinars or tutorials should be available to learn the onboarding steps and then make practical application of the same.	Push notification, In- app message	
		Existing Seller can be provided ceritification for every level he/she completes. Once the seller completes a certain level of tasks, he/she can be awarded a Advanced Seller Certificate.		
		This certification can then be used to advocate Eunimart and can be used to help the newbie or newly onboarded seller to sign up on the platform and complete his journey.		
		Marketing will be responsible for the video content		
	e.g. Filling up KYC info and uploading documents	IEC - Need help in getting your IEC document. Please click here to learn how	Push notification, In- app message	

	e.g. Marketplace Account Creation - Existing Seller - Insert API Key	API Key - Tutorial video on how to get your Marketplace API	Push notification, In- app message
Marketplace offers specific to Eunimart seller	All stages until the Products are Live on marketplace	Create Banners displaying specific offers that will be allowed for some marketplaces such as Bonanza to market their products if the products go live in these resp marketplace within a fixed period of time	Banner
Platform feature benefits	Every Stage	These will be the golden features	In-app message
		We do the cataloging for you. Sit back & relax !	
	Finished Catalog Listing	Did you know you just saved 25% costs with your 500 products uploads today.	In-app message
	Finished Order Shipment	Do you know you saved 20% of your cost with the shipment of your most recent order on our platform?	In-app message
Trivia or Quiz		Conduct an in-app trivia or quiz at every step of the event to keep the momentum going. Objective is he will explore the platform better and complete the events	
	For Logistics creation	Which carrrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions? A. Fedex B. DHL ecommerce C. India Post Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us	
	For Marketplace registration	Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018? A. Amazon B. Bonanza C. Ebay Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points	In-app message

VAS SALES		
VAS Sales will be cros	s-selling done for pai	id customers since they have already benefitted from our platform.
Warehouse Manageme	ent through Platform	
Returns Management	through Platform	
LaaS Local		
POS Solutions for offlin	ne retailers	
Supply Chain Al		
Al for Marketing		
Cloud-based POS So	<mark>lu</mark> tions	
Action completed	Target	Messaging
Inventory upload against the resp sku	Existing User	Are you also looking to keep a track of your store inventory in real Eunimart has the solution to this. Register for our Cloud Based POS solutions
Warehouse Managen	nent through Platfor	rm
Action completed	Target	Messaging
Order Fulfilled	Existing User	Hey, you have just saved 30% by signing up with Eunimart Partnered carrier. You can save additional 10% in storage costs by subscribing to our warehouse management system
Delivery completed	Existing User	Hey, your order got delivered on Feb 20. Now you can deliver your orders faster by subscribing to our WMS
Al for Marketing		
Action completed	Target	Messaging
Products LIVE on Marketplace but not getting order	Existing User	Worried about not getting enough orders. Let us do all the marketing intelligence for you. Sit back and relax and register for our Al Marketing solutions

IN-APP USER ADOPTION METRICS		
	Details	Benchmark (TBD)
Percentage of users that use a particular event or product feature	Percentage of users who competely finshed user a particular feature on the platform	
	This will be calculated for each of the events	
Number of steps or clicks it takes a customer to complete core pro	Number of steps or clicks it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back	
Average number of days it takes a newly signed-up prospect to fully onboard with the product	Avg number of days it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back	
Average time it takes for a user to complete core product	Avg number of days it takes a user to complete all the events ((Sign-up to Products Live on Marketplace)	
VIRALITY METRICS		
Advocacy Rate	Percentage of existing users or paid customers who have shared our message	
Share Rate	Average number of unique shares per user	
Referral Rate	Number of new users onboarding through referral <i>I</i> Total number of users	
VAC METRICO		
VAS METRICS		

(Number of paid customers who purchased any of the VAS such as POS, WM, RM, LaaS) / Total paid	
 customers approached	

Company	Area of Business	PLG Strategy Adopted	Objective of the PLG Strategy	Achievement
Dropbox	File-Hosting Service Provider that provides cloud storage	Dropbox reduced the onboarding process to a mere 6-steps Dropbox implemented a 2-sided referral program for a compelling product, that rewarded both sides for completing the desired task; registering for Dropbox Since the product offered storage space in the cloud, Dropship decided to reward people with 500 MB of more free space not only for referring their friends but also for accepting an invitation	Increase User Registrations for its product	Dropbox managed to double its user base every 3 months, resulting in their users sending 2.8 M invites in April 2010. It achieved a 3900% user growth in 15 months
Intercom	Customer Messaging Platform	Implemented their branding across: 1. Intercom branding links were provided on their product Educate, a knowledge base product where users and their customers can create their own help content 2. Intercom logo and link in a chat window of their Acquire product, live chat that leads to email capture 3. Resolve, a Intercoms ticket support tool customer answers a support ticket with their customers => Reply-to address contains Intercom domain => Some percentage of support ticket creators navigate to Intercom and start a free trial	Product Virality for increased user base	Intercom has 100,000 monthly active users, ranging from startups to small businesses to mid-sized and larger tech companies. It caters to 17,000 companies
Slack	Team collaboration tool and services provider	1. Slack came up with a simple yet brilliant onboarding process. They provided all the training, tutorials, and resources the customer needs to get the rest of his or her team on board All new users who login for the first time are instantly taken through a tutorial with What Next steps? 2. At any point of the users journey, Slack wanted the user to get a complete experience of their product without getting a sales tone pitch nor pushing the user to upgrade the plan to paid 3. Slack added gates at the following points and converted them to paid users: - Chat history that stops after 10,000 messages - File storage that stops after 5GB - App integrations that stop after 10 apps		Slack has 1.25+ million paid users. Their trial to paid conversion rate is 30%.

	Tagline 1	Tagline 2	Tagline 3	Tagline 1 (Time)	Tagline 2 (Ease of use)	Tagline 3 (Revenue/growth)
Brand	Sell Global, Its easy	Crossborder ecommerce Simplified	Unified platform to manage complete ecommerce across the globe			
Feature						
Order management	Order fulfillment in the most optimal way	Reduce fulfillment errors & meet delivery commitments	Remove manual bottlenecks	Smooth Order Management to save time	Easy,Breezy Order Management	Order fulfillment in the most optimal way
Inventory Management	Inventory management end to end, in real time	Keep inventory levels optimized	Complete inventory control to minimize costs	Fast Inventory Management, the best you can get	Time for a real-time Inventory Management	Complete inventory control to minimize costs
Auto catalog Listing	one click Remote to list products	Save time with Auto- Catalog Listing	We do the cataloging for you	Nothing acts faster than our Catalog Management	one click Remote to list products	Catalog management that empowers your business
Product Pricing tool	Smart Pricing calculator	Pricing calculator to cut loss	Rght pricing for improved profitability	Smart Pricing calculator	Pricing calculator for everyone	Right pricing for improved profitability
Logistics & Fulfilment	Smart and Faster Logistics at your fingertips	Improve profits with the lowest shipping rates	Accelerated shipping at a low cost	Smart and Faster Logistics at your fingertips	Accelerated and hassle free shipping	Improve profits with the lowest shipping rates
Business Intelligence	Cutting-edge intelligence to increase sales	Get Real-Time Business Insights	Make data-driven actionable decisions	Real-Time Business Insights	Don't worry, our business intelligence takes care	Cutting-edge intelligence to increase sales
Payment Reconciliation	Track your payments with ease			Payment reconciliation, does the job on time	Track your payments with ease	Payment reconciliation for a brighter business
Reports	Powerful Analytics & Reports	Business optimization with our powerful reports	Increase business cashflows with accuracy	Business Reports for a better future	Easy Business Reports	Powerful business reports for increased sales
Integration	Multiple global ecommerce platforms at one place					

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Companies c	reating virality without Google's s	seo								
Grammarly	Via extension they try to control all text which user type on any window. Gramarly logo pops up everytime even though you have not made any typos									
Docusign	Docusign has logos on every doc user sign and has their brand name on URL. They are allowing people to share brand and making other user use it and get to know it.									
Mailtrack	Makes user to track every email he sends to clients, thus pushing the logo via email so that other user can come across the brand and get curious to try it out.									
Eunimart										
All Invoice to h	nave Eunimart Logo & Tagline									
Shipping label	s to have Eunimart logo & Tagline									
All notification	email to have Eunimart logo , Taglir	nes and upcoming f	eatures							
A/B test the se	etup									
Get \$100 for E	DIY setup i.e Profile, Logistics a/c, pa	ayment account								
Spend \$100 fr	om your wallet for an expert to set u	ip your account								