

PLG Strategy: Seller Journey Process along with Gamification and also what kind of Message sellers should get to see on Platform Screen									
Sales Process									
Pop Up Message Planning									
Gamification: Rewards Planning									
					Register through the link				
					Email Verification				
					Login				
					Once Login welcome msg will blink in the screen				
					Thank you for signing up with us. Please collect your rewards on top right corner.				
					Are you a Existing Seller or New Seller?				
			New		Existing				
					Steps		Messages	Actions	
							Please update your profile to continue	Redirect to Seller Profile page	
				Step 1	Profile Fill Up				
							Thanks for filling up your profile. Your account is ready to take off. Please click on the Marketplace Sync Button	Redirect to Marketplace Page	
				Step 1	Sync your Marketplace Account		Next steps will follow from C32	Highlight the "Register MP" Button	
Main Event Total Score	Main Event	Sub Event	Sub Event Rewards	Messaging	Time Period	Expiry	Any Tutorial message pop up		
A	30	Profile Fill Up	Profile	10	Your profile is ready. Please upload the documents.	24 HR	You have to complete your profile with in next 24 Hrs in order to get the Rewards	Helpdesk msg pop up do you need any help. Example: Hey, you don't have IEC/GST etc copy? Please find the detail below.	
			KYC Upload	20	Please checkout the next process at Dashboard to start selling. Good Luck.!				Redirect to Seller Profile page
					Redirect to Progress Bar, where seller can see the list of Tasks he/she needs to do.				
					Notification Blink Bar: Take me to the Next Level				
B	40	Marketplace Account Creation	Marketplace	20/MP	Pop Up message box, Showing ARROW SIGN to Register on the Marketplaces	24 HR	48 Hrs from starting time		
			Uploading Doc						
			Insert API						
C	20	Payment Creation	Upload Payoneer Account	20	Pop Up message box, Showing ARROW SIGN to Register on Payoneer accounts.	24 HR	48 Hrs from starting time	Create your Payoneer Account	
D	20	Logistic creation	Create DHL Account	20	Pop Up message box, Showing ARROW SIGN to Register on Logistics accounts.	7-14 days	15 Days from Starting time	Create your Logistic Account	
E	100	Cataloging	Download Category Template	10	Pop Up message box, Showing ARROW SIGN to CLICK ON THE DOWNLOAD BUTTON and then follow the next process.	3 Days	5 Days from starting time	Video, Tutorial(how to fill and upload file)	
			Fill the template	40					
			Upload file	10					
			Error Correction-> Yes	40					
			Error Correction-> No	0					
F	50	Pricing	Upload Pricing	50	Pop Up message box, Showing ARROW SIGN to do the PRICING.	2 Days	3 Days from Starting time	Video, Tutorial(how to do the pricing)	
G	10	Syncing products in Marketplaces (Push & Pull)		10	Pop up message box, showing Your Catalog is succesfully synced with the Marketplace.	1 Day	2 Days from starting time		

H	50	Live on MP		50	On Wow..! Congratulations..! Your products are now live in the Marketplace.	2 Days	3 Days from Starting time			
I	10	1st order	If any order cancel, that should be captured	10	Congratulations Buddy..! You cracked your 1st Order from Amazon					
J	200	1st Fulfillment	Choosing the Courier Partner while fulfilling	200	It's time to celebrate..! Your 1st order sucessfully shipped.	2 Days	2 days of the date of order recieved			
				100		3 Days	3 days of the date of order recieved			
K	500	1st 100 Order Fulfillment		500	You have reached your 1st Milestone. Many more to go. Congratulations.					
L	1000	1st 500 Order Fulfillment		1000	You have reached your 2nd Milestone. Many more to go. Congratulations.					
		There is a possibility for free sellers to convert into paid once they cross H or I or J. How that is possible? Once they go live they can buy the software and then they can use the rewards points as cash to adjust with the Platform Subscription Payment								
		Only Reaching 500 and 1000 Reward Points, seller can get 500 & 1000 as in e-wallet to use further to buy features in Eunimart Platform.								
Before Trial Period Ends					After Trial Period Ends Once they subscribe paid version					
7 days before ending of Trial Period we need to send emails				Your trial Period is going to end within next 7 days. Kindly update your payment information to continue selling cross border.		In Product Notifications	Thanks for Subscribing with us.			
						Email Notifications	Dear Congratulations..! You have made an excellent choice by Subscribing to sell Cross Border with Eunimart.  We truly care about our Customers and appreciate your business. We are absolutely dedicated to our Customer Satisfaction. If you have any issues at all, we will work with you untill you are completely satisfied.  Thank you.			
						SMS notification	Thanks for Subscribing with us. Your Subscription will end Date -----, We wish you a happy journey with us.			
3 days before ending of Trial Period we need to send emails				Your trial Period is going to end within next 3 days. Kindly update your payment information to continue selling cross border.						
1 day before ending of Trial Period we need to send emails				Your trial Period is going to end tomorrow. Kindly update your payment information to continue selling cross border.						
Account Progress Bar					Need to add this Features in Seller Profile					
Welcome to Eunimart, Complete these quests and become the Euniguru						Link your Facebook	Claim your rewards	10		
						Link your Linkedin	Claim your rewards	10		
Step 1					10 Rewards	Completed	2 days to expire	Link your Google	Claim your rewards	10
Step 2					11 Rewards	Completed		Link your Twitter	Claim your rewards	10
Step 3					12 Rewards	Completed		Link your Youtube	Claim your rewards	10
Step 4					13 Rewards			Link your Instagram	Claim your rewards	10
Step 5					14 Rewards					

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