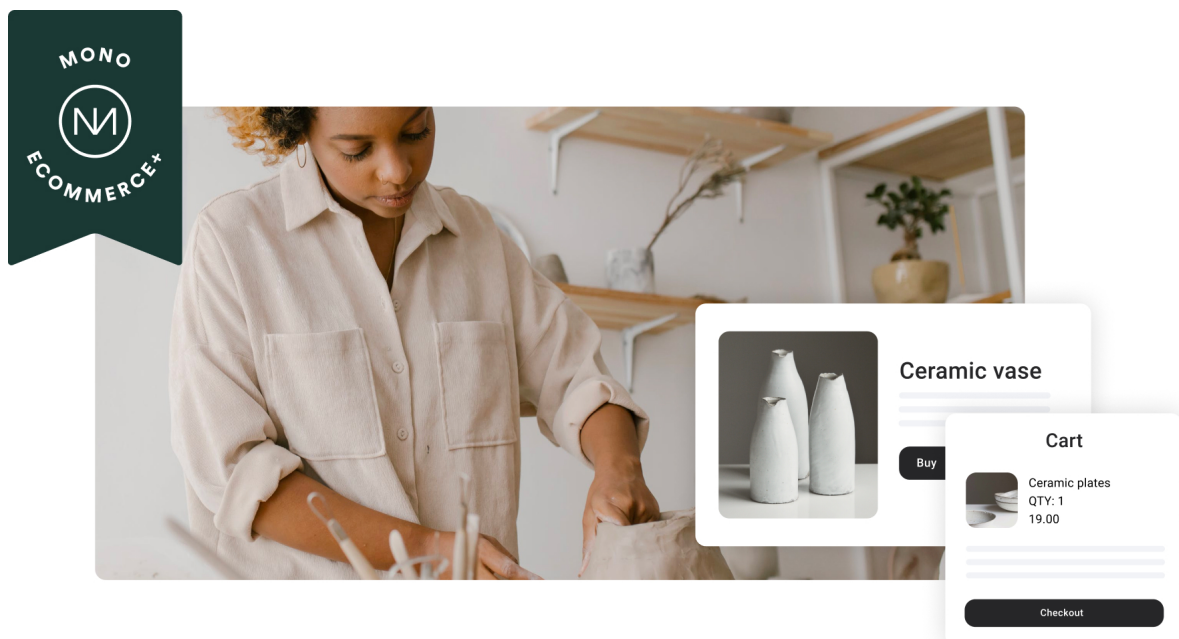


# Marketing Brief: Mono Ecommerce+

## Description:

Mono has partnered with Ecwid by Lightspeed, the leading provider of ecommerce for small businesses, to offer their ecommerce solution directly in the Mono Platform. The integration, known as Mono Ecommerce+, enables you and your SMB clients to manage the website and ecommerce in an all-in-one common interface. Embed the store on a Mono website for online sale success, or take advantage of additional features and sell via social media, online marketplaces and more.

The Ecwid by Lightspeed integration to the Mono Platform is white-label, and the product is displayed as Ecommerce+ in the Mono Editor. Mono Ecommerce+ can be sold as an add-on to a Mono Website or as a standalone offering.



# Position

Mono Ecommerce+ delivers advanced ecommerce for small businesses looking to run their business online, where both ecommerce and the website can be managed from the common interface of Mono Editor.

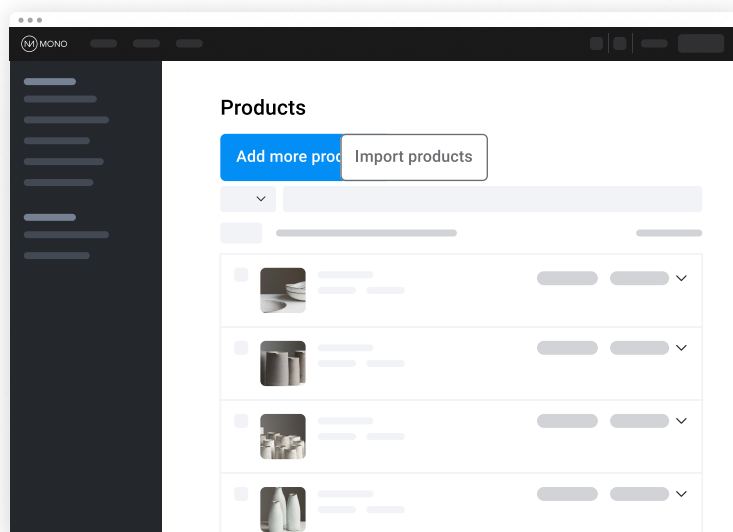
Mono Ecommerce+ provides an extensive set of ecommerce features that enable small businesses to sell on their website, social media, online marketplaces and more.

The shop can easily be customized to fit the SMB's needs and products. It offers integrations with other online channels, payment gateways and shipping options, facilitating the creation and operation of a sophisticated online shop.

With the Mono Ecommerce+ integration, you as a reseller partner, have all-in-one access to the Mono Support Team for both website and ecommerce queries.

Mono Ecommerce+ is available in four different subscription packages (Start-up, Essential, Professional & Unlimited), which enables your SMB clients to choose the subscription whose features best fit their needs.

It is the ideal solution for any SMB that wants to expand its reach by making their products available around-the-clock through an attractive online shop, ultimately driving more sales.



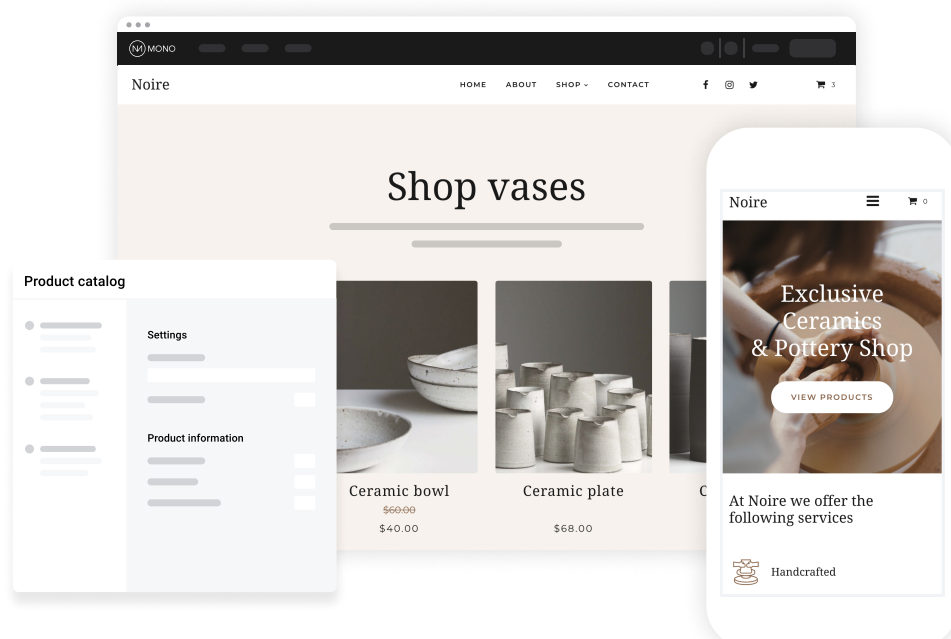
# USPs

## Unique Selling Points:

- Affordable and flexible subscription packages (Start-up, Essential, Professional, Unlimited)
- Customizable online shop layout and design
- Integrations with multiple online channels for easy multi-channel selling (Instagram, Facebook and more)
- Integrated shipping options facilitating the online selling process
- Compatibility with many international and regional payment gateways
- Automated inventory and order synchronization across platforms
- Easy-to-use interface ensuring intuitive use and quick set-up
- Mobile app in order to easily manage shop while on-the-go

## Benefits for the service provider:

- Quick and easy to set up for fulfillment teams
- Enables DIWM concept where the service provider sets up the online shop; while the SMB adds new products
- Great opportunity to offer copywriting services to your SMB clients (Product descriptions, blog posts, etc.)
- Create a more comprehensive digital package that allows SMBs to professionally engage with their customers
- New revenue opportunity
- All the benefits of Ecwid, all within the familiar Mono interface and access to the Mono Support Team.



# Strategies

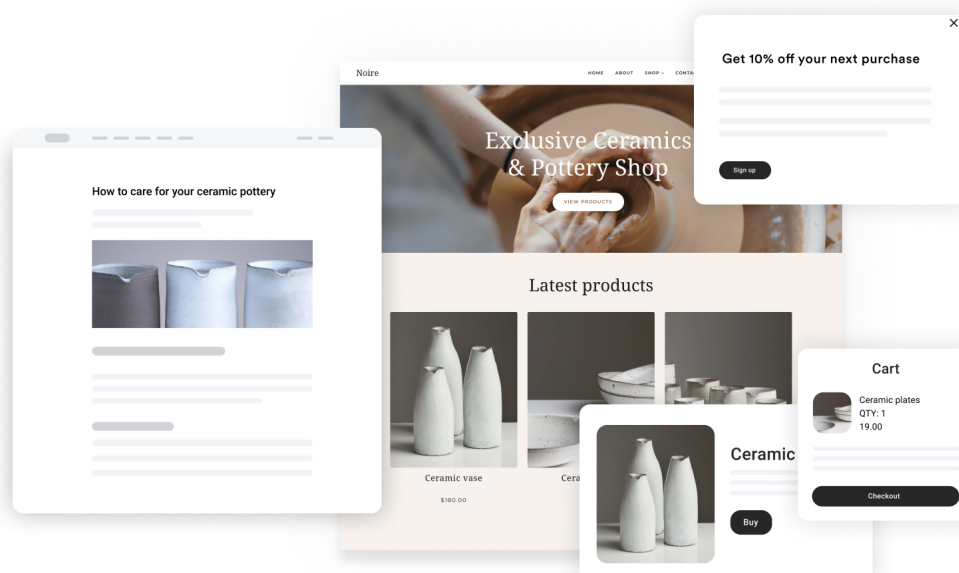
## Go-to-market strategies:

- **Add-on offering:** You can offer Mono Ecommerce+ as an add-on subscription to your existing website packages.
- **Bundled offering:** Offer ecommerce as part of a bundle with other digital presence solutions. For example, a Mono website can be bundled with Mono Ecommerce+ to sell online, the Mono blog to highlight products, and Mono On-site Engagements to promote new products and collections.
- **Vertical approach:** Take a vertical approach and focus on selling Mono Ecommerce+ to specific industries that are focused on selling goods such as the retail sector. Examples include: bakeries, clothing stores, flower shops, jewellers, pharmacies, specialty grocers, sporting goods store, and more.

## Website examples:

- **Offer additional services:** In addition to setting up Mono Ecommerce+ for your SMB clients, you can help them to keep the shop up-to-date by adding new products. Or, Mono Ecommerce+ could be bundled with additional services.

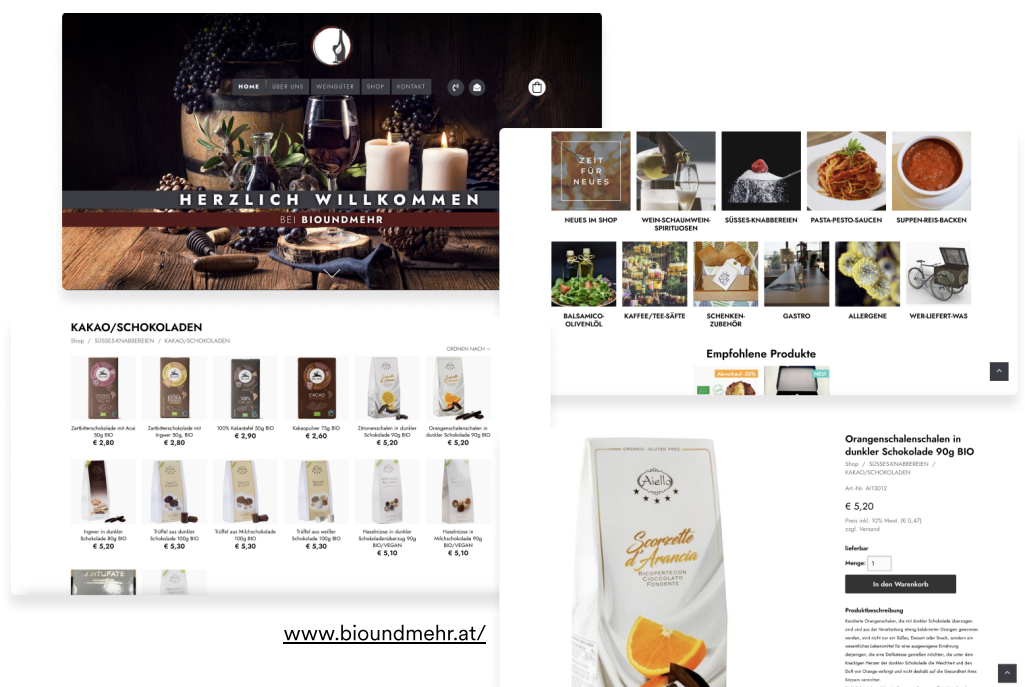
For example, as Mono Ecommerce+ allows businesses to not only sell on their website but also on social media, you could offer packages that include additional services such as social media management and marketing, social media advertising, SEM/SEA campaigns, SEO, and copywriting.



# Examples

## Mono Ecommerce+ examples:

- **Bakery:**  
[www.dolcidi viola.nl/](http://www.dolcidi viola.nl/)
- **Catering Equipment:**  
[www.caterex.ie/](http://www.caterex.ie/)
- **Flower Shop:**  
[www.ramonluque.com/](http://www.ramonluque.com/)
- **Furniture and Design:**  
[www.nortonbespoke.ie/](http://www.nortonbespoke.ie/)
- **Garden machinery:**  
[www.fingal garden machinery.ie/](http://www.fingal garden machinery.ie/)
- **Jeweler:**  
[www.joyeriamartinez.es/](http://www.joyeriamartinez.es/)
- **Pharmacy:**  
[www.newtownparkpharmacy.com/](http://www.newtownparkpharmacy.com/)
- **Pop Culture shop:**  
[www.quartiergeek.com/](http://www.quartiergeek.com/)
- **Restaurant:**  
[www.joykitchen.ie/order-online/](http://www.joykitchen.ie/order-online/)  
[www.shop-rhodos.de/](http://www.shop-rhodos.de/)
- **Soap shop:**  
[www.seifenoper.eu/](http://www.seifenoper.eu/)
- **Specialty grocer:**  
[www.adelajamoneriagourmet.com/](http://www.adelajamoneriagourmet.com/)  
[www.bioundmehr.at/](http://www.bioundmehr.at/)  
[www.detglutenfrie verksted.no/](http://www.detglutenfrie verksted.no/)  
[frucht power.de/](http://frucht power.de/)  
[www.una-goccia.de/](http://www.una-goccia.de/)
- **Sporting Goods Store:**  
[www.kremmertorvetsportogfritid.no/](http://www.kremmertorvetsportogfritid.no/)
- **Water sport shop:**  
[www.jltautoenboten.nl/](http://www.jltautoenboten.nl/)
- **Work clothes:**  
[www.superlaboral2012.es/](http://www.superlaboral2012.es/)



# Inspiration

## On reach:

“Sell more by making your products available around-the-clock”

“Easily integrate with other platforms such as Facebook to reach a bigger audience”

“Make your products available even when your physical store is closed”

“Make products available for purchase that would otherwise just be in the warehouse, such as off-season products”

“Reach geographically distant customers”

## On conversion:

“Convert website visitors into buyers”

## On selling anywhere:

“Sell everywhere - your website, social media, Amazon and more”

## On targeting:

“Offer targeted discounts to selected groups of customers”

## On ease of use:

“Effortlessly create a professional online shop”

“Easily add new products”

“Save time and effort by making use of the integrated shipping and payment options”

## On automation:

“Make use of the automatically calculated shipping rates”

“Ensure flawless stock management through automated inventory and order synchronization across platforms”

## On customization:

“Customize the online shop to truly reflect the business”

## On flexibility:

“Offer deals by quickly changing pricing”

“Easily change your online product offering”

“

20.8% of retail purchases are expected to take place online in 2023

38 E-Commerce Statistics Of 2023  
Forbes

“

79% of shoppers shop online at least once a month

 MONO

“

57% of online shoppers report shopping internationally

38 E-Commerce Statistics Of 2023  
Forbes

 MONO

# Collateral

To aid in your marketing of Mono Ecommerce+, the Ecwid by Lightspeed team has provided several different white-label materials, including:

- [Video: Welcome to your online store](#)
- [Video: How to add a product](#)
- [Video: Sell on Facebook](#)
- [Video: Sell on Instagram](#)

Other branded collateral by Ecwid is available for download in our [Sales Portal](#):

- Competitor comparisons
- Partner training deck
- Get to know your Ecommerce customers
- Ecommerce sales 101
- How to promote your Ecommerce platform
- [Video tutorials](#)



# Level up

## Upgrade to a website offering with Mono Ecommerce+:

Encourage customers with a basic website offering to upgrade to a more advanced website offering, and receive Mono Ecommerce+ as an exclusive part of their website bundle.

## Extra training:

Offer extra training to help your SMB clients better understand how to use Mono Ecommerce+; where they learn how to add and manage products as well as create social and marketplace ads on their own. This is a great way to engage SMB clients that are willing to invest their time, but need a little extra help due to their lack of technology skills.

## Upgrade to a more advanced ecommerce package:

As SMB clients grow their online business over time, retarget them by offering them more advanced website and ecommerce offerings and encourage them to manage their digital presence to more effectively engage with their website visitors, customers and prospects.

## Sell complementary offerings:

Ecommerce on a website is a great foundation to build the digital presence of an SMB, and you can sell complementary offerings to boost the performance, visitor engagement, online opportunities, and reduce churn. Some options for complementary offerings are:

- Copywriting
- SEO
- SEM/SEA campaigns
- Social media management and marketing
- Social media advertising
- Listings management
- Google Ads





# Resources

As a reseller partner, Mono helps ensure both your success and that of your small business customers.

With Mono Help Center, find articles and user guides to help you get familiar with Mono Ecommerce+, as well as other Mono Platforms and Products; reseller partner and developer information; and guides to adding and managing domains, SSLs, emails, and more.

Access the Mono Help Center [here](#) or with the Help Icon in Mono Editor.

With Mono Resource Center, stay up-to-date with the latest insights and recommendations for small businesses with our blog, reports, and webinars. Explore the Resource Center [here](#).

