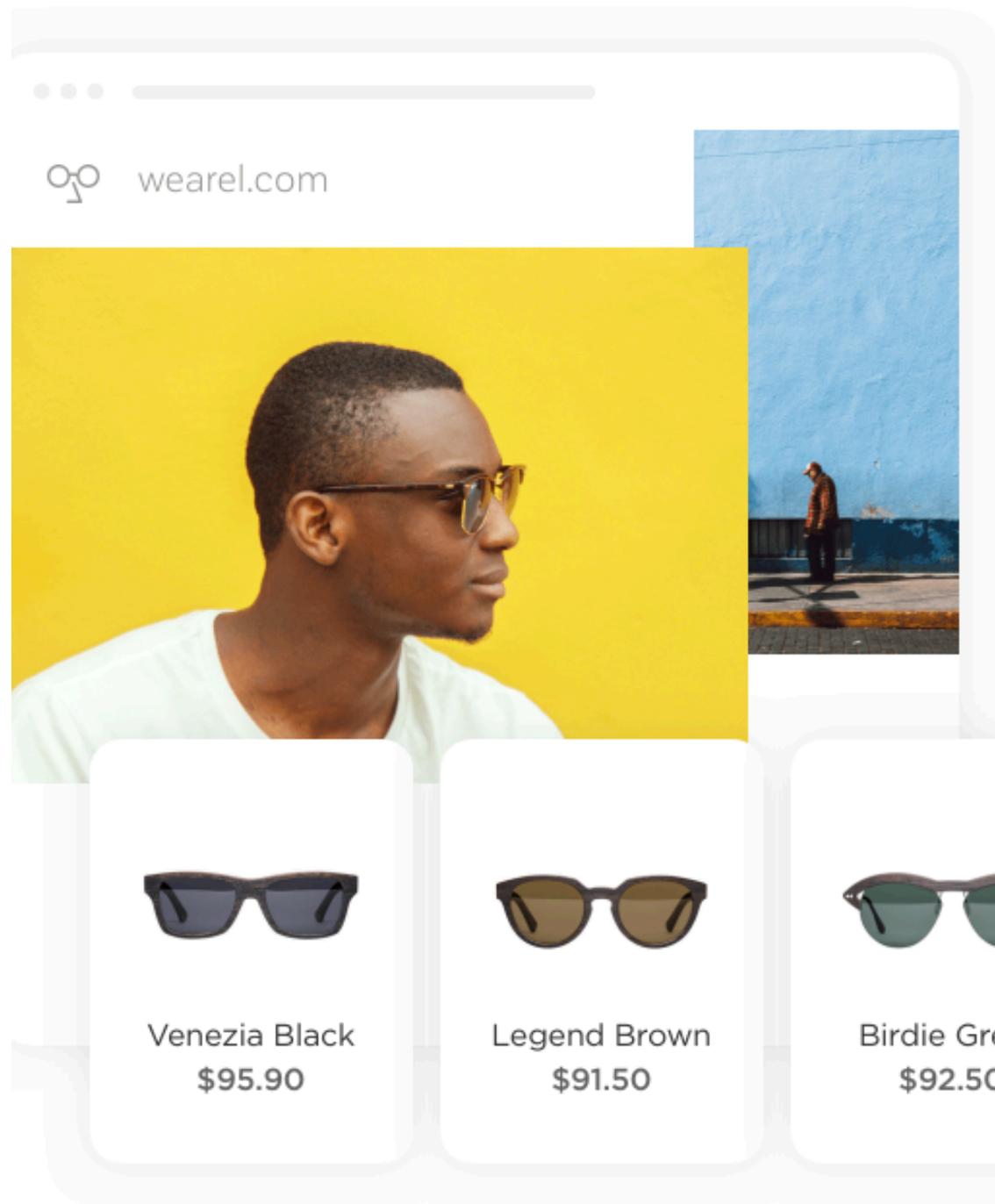


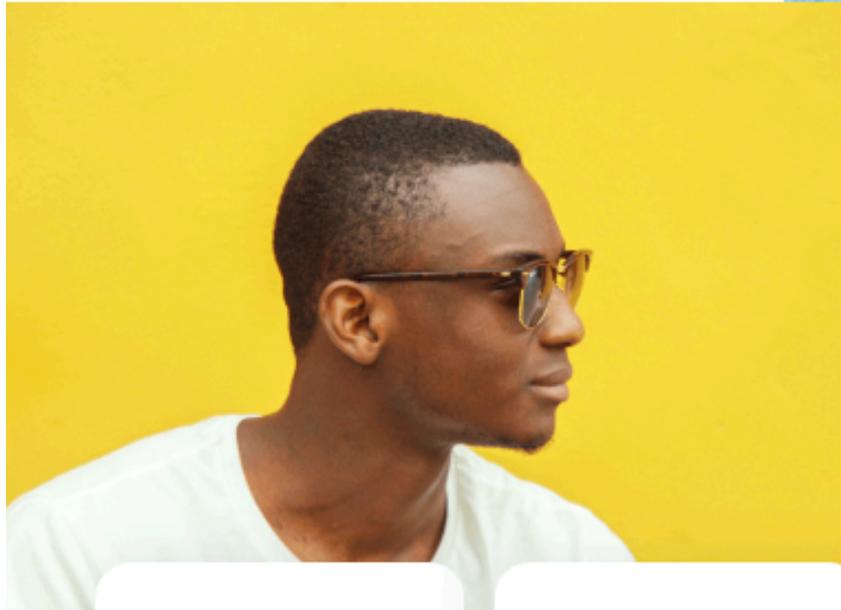
PRODUCT LAUNCH WEBINAR

Introducing: Mono x Ecwid

September 8, 2020



wearel.com



Venezia Black
\$95.90

Legend Brown
\$91.50

Birdie Green
\$92.50

Today's presenters



JASMINE DE GUZMAN

Partner Marketing Manager



VALERIO SANDRI

Product Manager



JASMIN BAGALSO

Business Dev Manager



Agenda

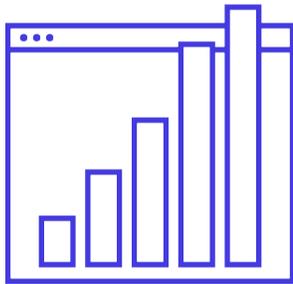
- Welcome & housekeeping rules
- Why e-commerce for SMBs?
- Introduction to Ecwid
- Key USPs & benefits
- Integration: Mono x Ecwid
- Live demo
- Q&A



The e-commerce opportunity

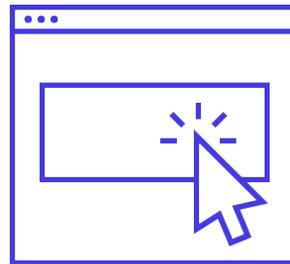
The market for e-commerce is exploding

As many countries have been forced on lockdown or social distancing, e-commerce was the only option.



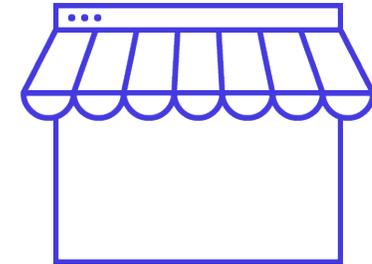
In 8 weeks during the spring of 2020, e-commerce adoption grew *as much as* the previous 10 years

- [BoA, US DoC, Shaw Spring Research](#)



48% of e-commerce sales are via a website

- [DigitalCommerce360.com](#)



6 in 10 consumers intend to continue buying as much online once the pandemic has passed as they do now.

- [Kantar, EssentialRetail.com](#)

Integration: Mono x Ecwid

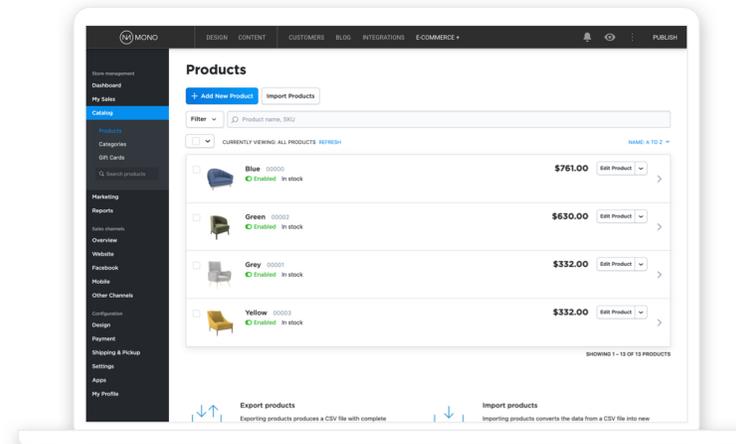
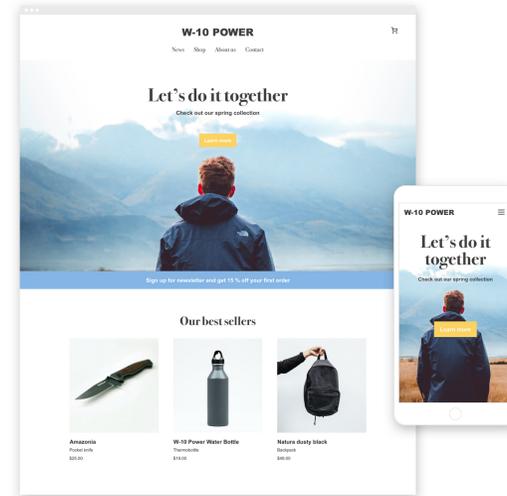
We've integrated a more advanced e-commerce solution from our our friends at Ecwid

Mono E-commerce - Testing the waters

- Simple & uncomplicated online store
- Complimentary to in-store/physical sales

Ecwid E-commerce - Advanced options

- Dedicated to running their business online
- Multi-channel approach (IG, Facebook)
- Mobile app for SMBs to manage e-comm



Meet our friends at Ecwid



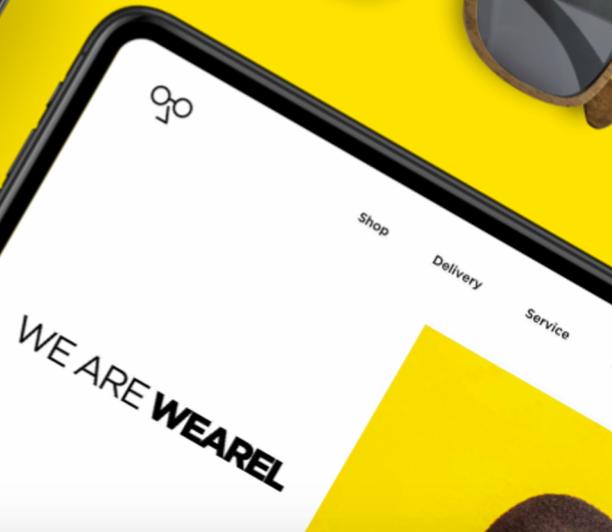
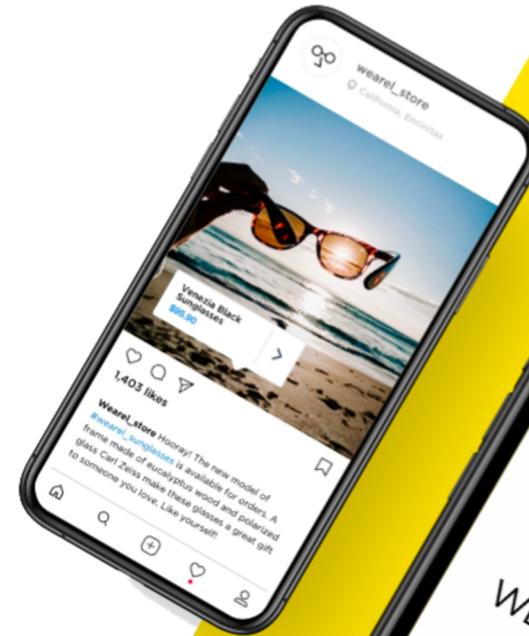
Ecwid

E-commerce For Small Business

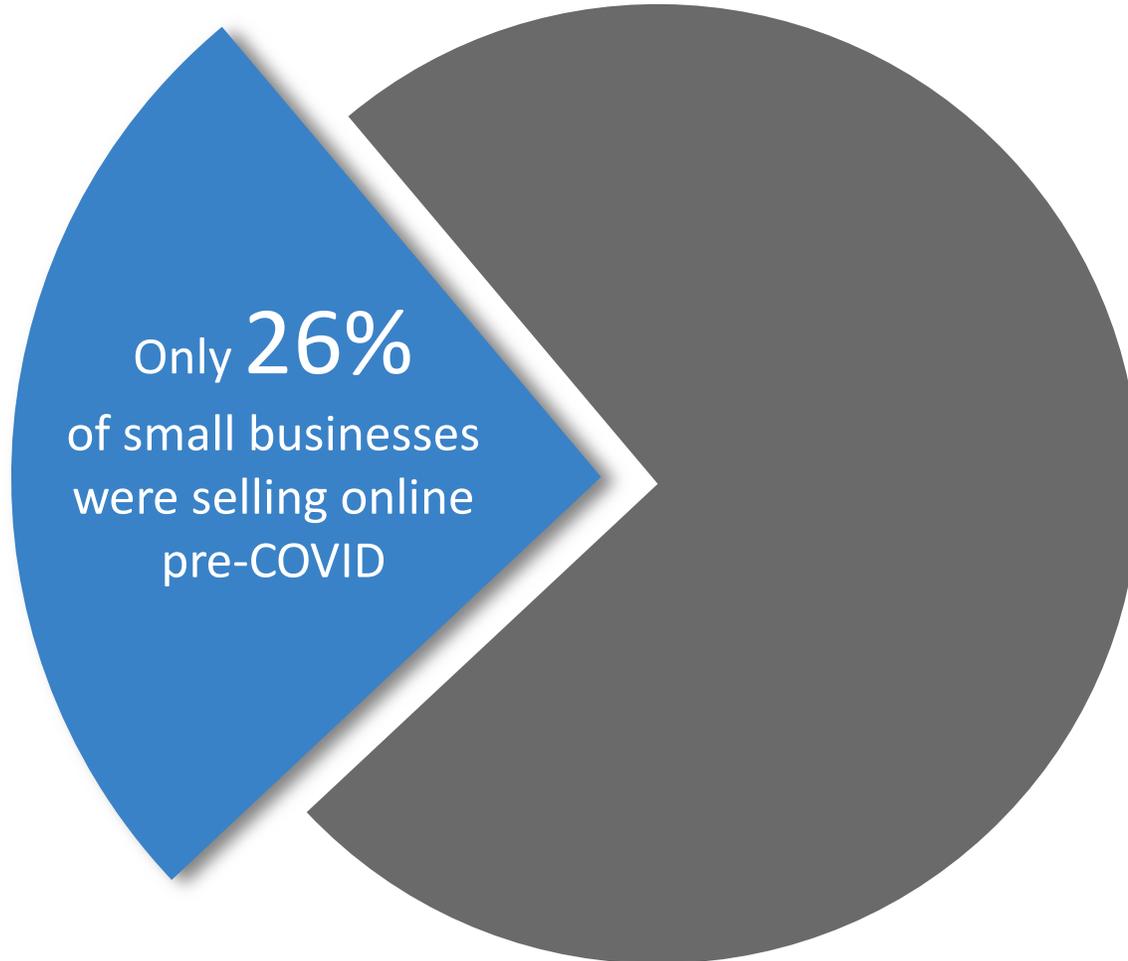
Designed for



MONO



Small businesses have a long way to go to catch up



When it comes to e-commerce, a lot of small businesses:

- Don't know how to start
- Think it is too complex
- Don't have the time or resources to explore and manage new channels

The opportunity for you?

Deliver A Comprehensive Solution

Offer your customers an omnichannel solution that makes it fast and easy to sell online

Boost Sales Volume

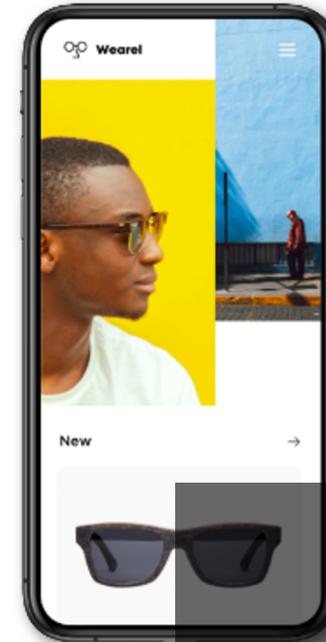
Adding e-commerce will attract new small business clients, and boost sales for your existing clients

Get Your Clients Found

Shoppers look for businesses and products online, so make sure your clients are discoverable on sites like Google, FB, and IG

Retain Your Clients

Increase stickiness by helping your clients find success with an omnichannel business



85%

of consumers want an integrated experience across online and in-person retail channels

Ecwid makes e-commerce easy for you and your clients

- Set up and manage everything from the Mono Platform
- No coding knowledge or developer required
- Easy-to-follow setup checklist
- Integrated sales channels, payment gateways, and shipping
- Automated remarketing ads
- Mobile store management app
- Automatic tax calculations



G² | CROWD

Sell on your website, social networks and mobile devices.



Ecwid

High Performer 2020

★★★★★ 183 reviews | 5 discussions

♥ Save to list

Fastest Implementation
★★★★★

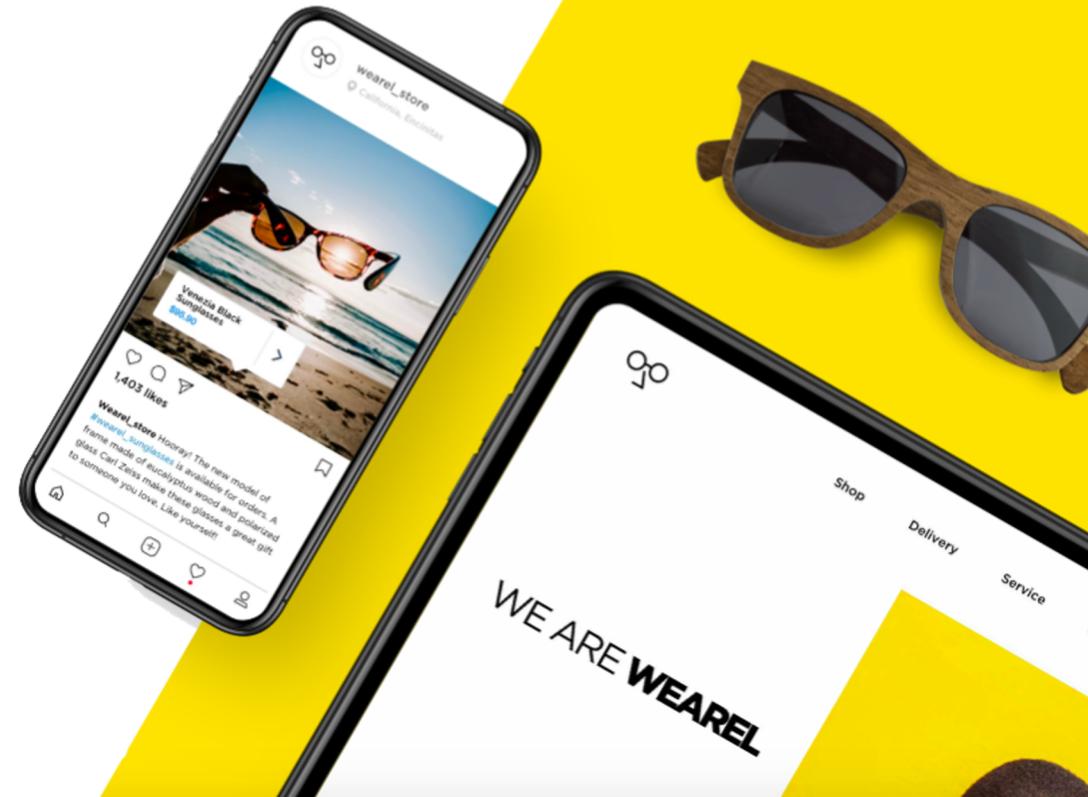
Easiest-to-Use
★★★★★

Your clients get everything they need to sell online

- Integration into the Mono Platform
- Easy social selling
- Integrated payment gateways
- Digital gift cards
- In-store/curbside pickup and delivery options
- Marketplaces like Amazon and eBay
- Automatic, real-time sync with POS
- Mobile app for on-the-go store management



Let's take a look at a few key features



Sell on Social

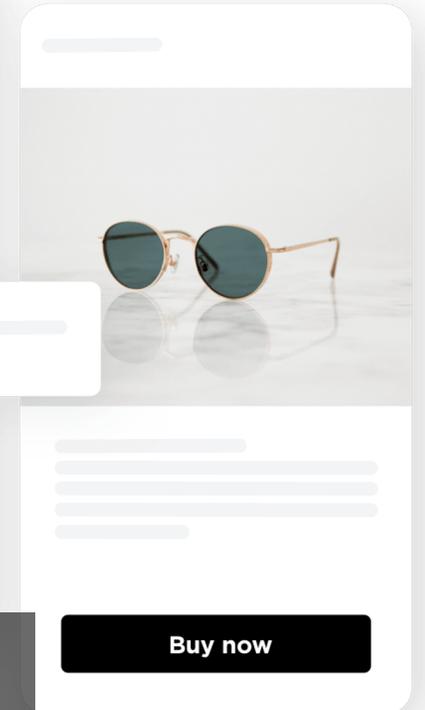
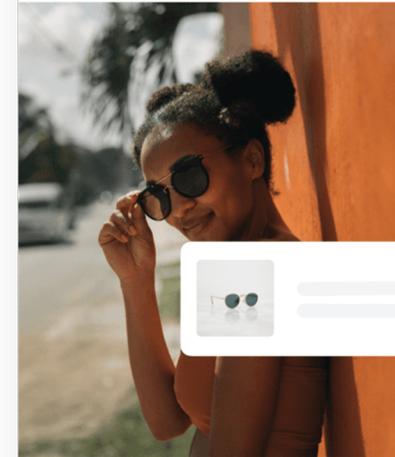
Easily add a store to Facebook or Instagram straight from the Ecwid control panel

facebook

- **90 million** small businesses use Facebook
- **37%** increase in Facebook ad impressions in 2019, with average ad prices decreasing 4%

Instagram

- **200 million** users visit at least one business profile daily
- **81%** of users use Instagram to help research products or services



Online stores with a social presence have

32%

more sales on average than stores without

Automated Marketing Emails & Discount Coupons

Increase sales with minimal effort with automated marketing emails. Add discount coupons to help further increase conversions.

- Favorite items reminder
- Abandoned cart recovery
- Order confirmation with related products
- Feedback request
- Thanks for shopping
- Inactive customer reminder with bestsellers
- Purchase anniversary

28%

of all e-commerce revenue
comes from successful
abandoned cart emails

It's not too late

We noticed you recently added these items to your cart but didn't complete your purchase. Not to worry, we have saved your order for you and it's awaiting your return. But come back quickly before these items sell out.

[Complete Your Order](#)



Black Classic T-Shirt

\$20

In stock

[Product details](#) >

Enjoy 12% off your next order

Apply code FRIENDS at checkout.

[Go to Store](#)

Automated Advertising

Create, manage, and track ad campaigns right from the Ecwid control panel - no advertising experience needed



Set up and launch Google Shopping ads in a few simple steps



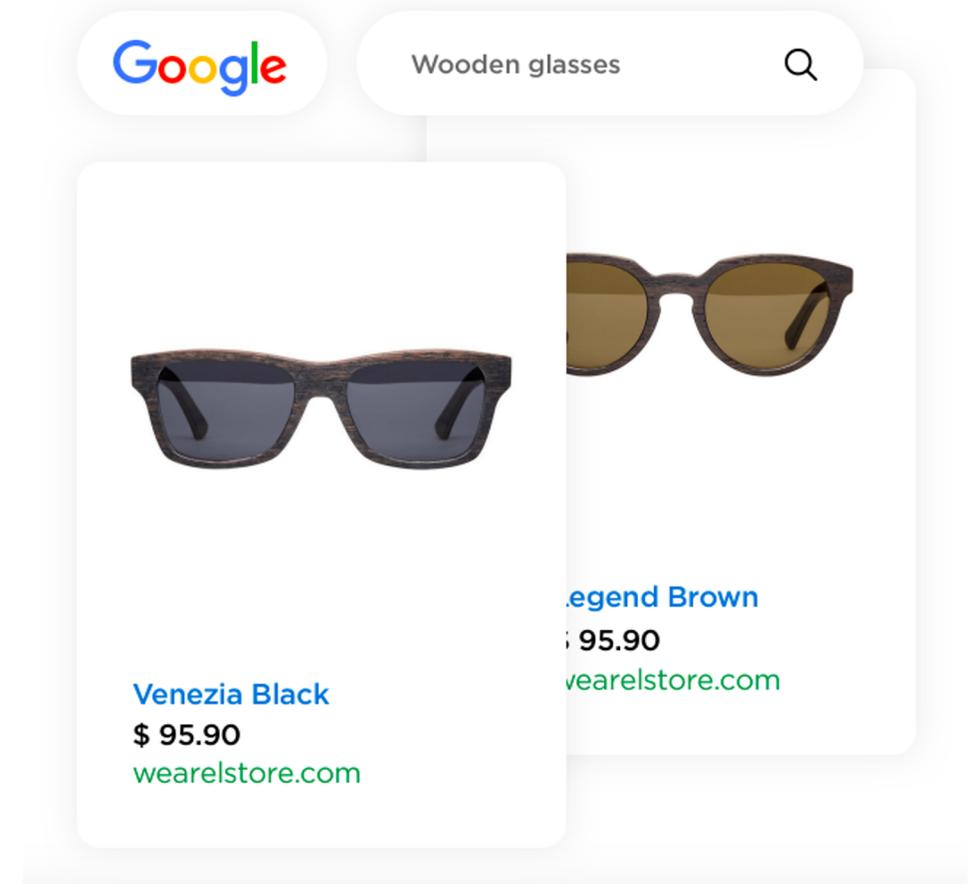
Automatically generate professional Facebook ads from store product info



Share promoted pins with past store visitors and similar audiences



Advertise products and get insights on who is buying from ads



Mobile Store Management

Manage your store entirely from your phone with iOS and Android apps

- Easily add products by snapping a photo and updating product details, prices, and stock levels
- Get notified about new orders
- Update order details and statuses, and automatically inform customers
- Contact customers directly
- Sell on Facebook and Instagram
- Run promotions



In-Store Pickup and Delivery Options

In-store and curbside pickup

- Set store/restaurant hours and fulfillment times
- Add instructions for customer pickup
- Set up different options for multiple locations

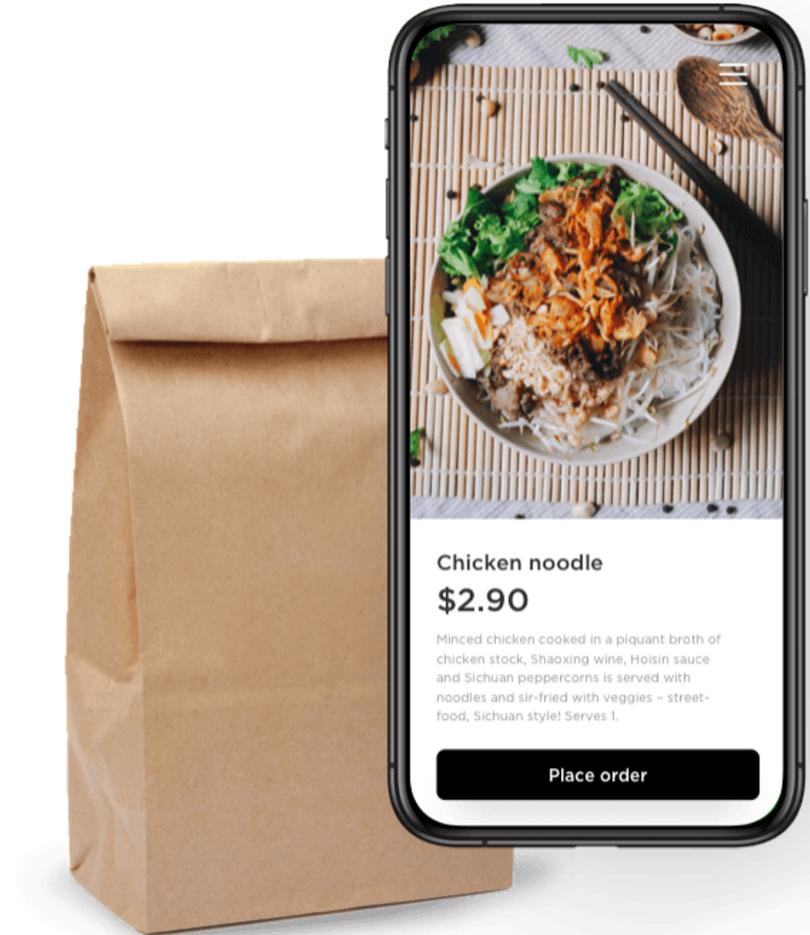
Delivery and shipping zones

- Define zones by region, state, postal code, and more
- Set up options and pricing for each zone

Local delivery

- Easily draw out a specific delivery area on a map
- Limit local delivery by business hours
- Set up minimum order amounts for delivery

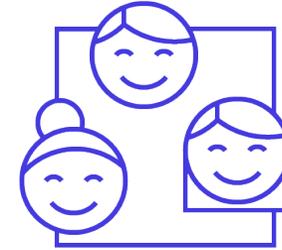
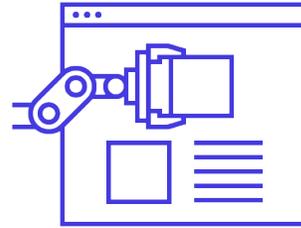
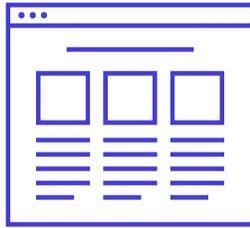
Tips and donations



Integration: Mono x Ecwid

Why sell Ecwid via Mono?

We've made it easy to consolidate the provisioning and sale of websites and e-commerce!



Provision Ecwid E-comm subscriptions via Mono's management tool - Reseller Admin Interface (RAI)

One interface for YOU - and your SMB clients to access their website and their online store.

Support from the Mono Team, educational resources, white-label materials and more.

Let's see it in action!

Availability

How do I get started with Ecwid?

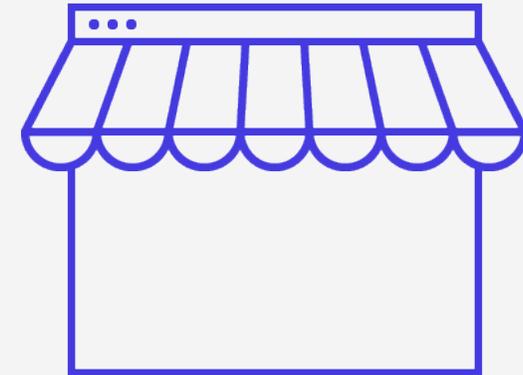
Step 1: Reach out to your Partner Success Manager to get an addendum

Step 2: Get training!

Step 3: Prepare sales & marketing materials for launch!

When will it be available?

It will be available from Monday, Sept 14.



Sales & Marketing Resources

Check out the Mono Sales Portal for more!

Mono Sales Portal will be updated with Ecwid-related materials, including:

- Factsheet
- Marketing Brief
- Comparisons (Ecwid!)
- And more...

Keep a look out for:

- Guest blog posts by Ecwid
- Tips & tricks webinar by our team

FACT SHEET

MONO & ECWID E-COMMERCE

Ecwid E-commerce provides SMBs with an easy-to-use and customizable solution to set up a professional online shop.



MULTI-CHANNEL SELLING

Offering products on multiple online platforms provides the small business with new sales opportunities and can help to grow its reach. Ecwid E-commerce is easily integrated with a variety of online channels such as Facebook, Instagram, or Google Shopping which allows the SMB to apply a multi-channel selling approach with just a few clicks. Inventory and orders are automatically synchronized across platforms, ensuring flawless stock management. Depending on the subscription type, the small business can also easily list its products on marketplaces like Amazon and eBay.

CUSTOMIZABLE LAYOUT

Ecwid E-commerce offers small businesses the possibility to easily create a professional online shop that perfectly represents their business. Whether it's choosing the shop's layout, deciding what information will be shown or defining the product image size - creating a customized look and feel is easy. To add new products, the SMB just needs to fill out pre-defined information and add product photos. For shops offering a wider variety of products, the option to add product categories can also come in handy to have a more structured offering.



INTEGRATED SHIPPING OPTIONS

Ecwid E-commerce offers small business owners the option to choose from a range of integrated shipping options based on their preferences. Rates from the most popular carriers are automatically calculated with regard to the products and location, so that the SMB can concentrate on what really matters - the products. There is also the possibility to offer flat rate shipping, to set up custom rates, or to add a self-pickup option.



MONO



E-Commerce Overview For Partner Sales and Marketing

Ecwid vs Shopify

Shopify may seem cheaper and easier at first glance, but merchants are often locked into their ecosystem and faced with transaction fees and additional apps.



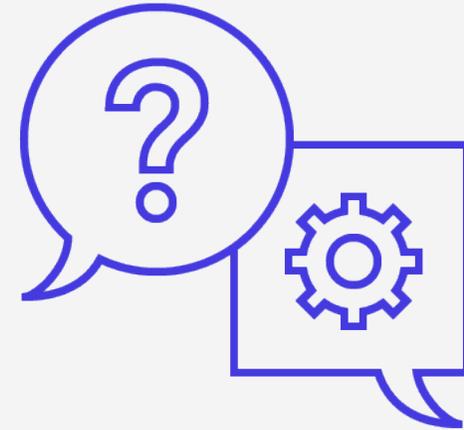
 Cloud-Based		
 Omnichannel Selling		
 Global Selling		
 Site Builder Compatible		
 Ease of Use		
 Core Features		
 Zero Transaction Fees		

Time for Q&A!

Do you have any questions for the Mono or Ecwid team?

We'd love to answer any questions that you may have.

Feel free to type it in to the GoToWebinar control panel.



Thank you