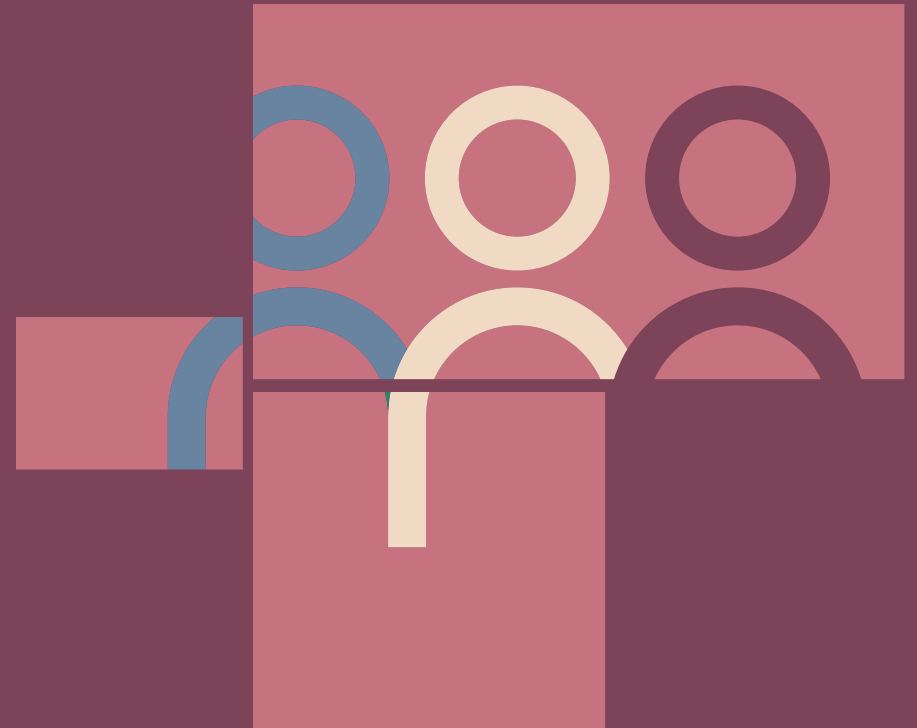




QavaShop Marketplace

Your gateway to success in
coffee industry



Marketplace Marketing for Sellers
Marketing Support Plan

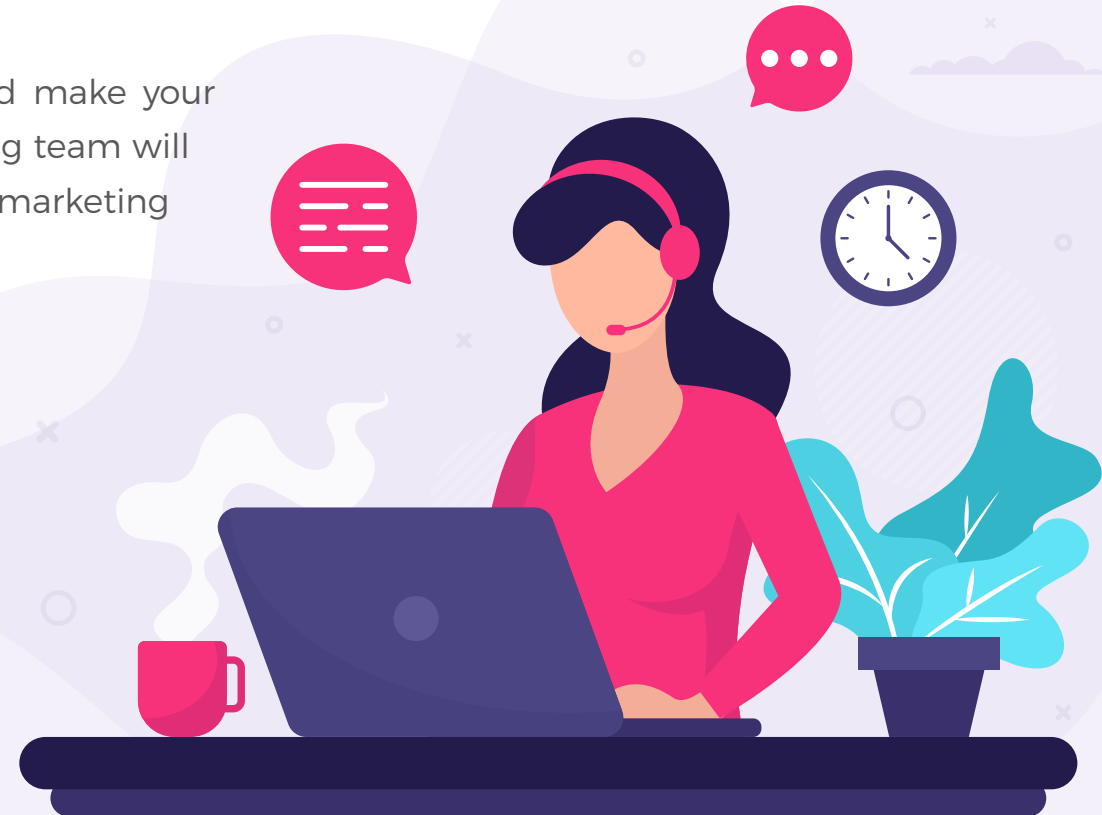
OUR MARKETING SERVICES

Marketing is one of the most important things a business can do. Not only does marketing build brand awareness but it can also increase sales, grow businesses and engage customers. We help our sellers to create, connect and sell on a totally new level, across many different digital marketing channels. We make sure that your products or brand are visible enough for the targeted online buyers.

Our marketing plan will help you to tell your story and make your product stand out among other products. Our marketing team will escort you through the journey and will use different marketing channels to make you reach your targeted audience.

Discover the power of managed marketing services.

We have tailored a plan for you to promote your brand and your products on our marketplace. It will include 8 services and they will be executed based on our marketing team evaluation to make sure they have the highest return and impact.



Please find below the list of services that will be provided to you as a part of our marketing plan:



On the marketplace targeting the customers who are browsing the site

- ✔ Image Slider on the homepage
- ✔ Banners on category pages
- ✔ Top product rankings on a category page
- ✔ Push announcement in the app

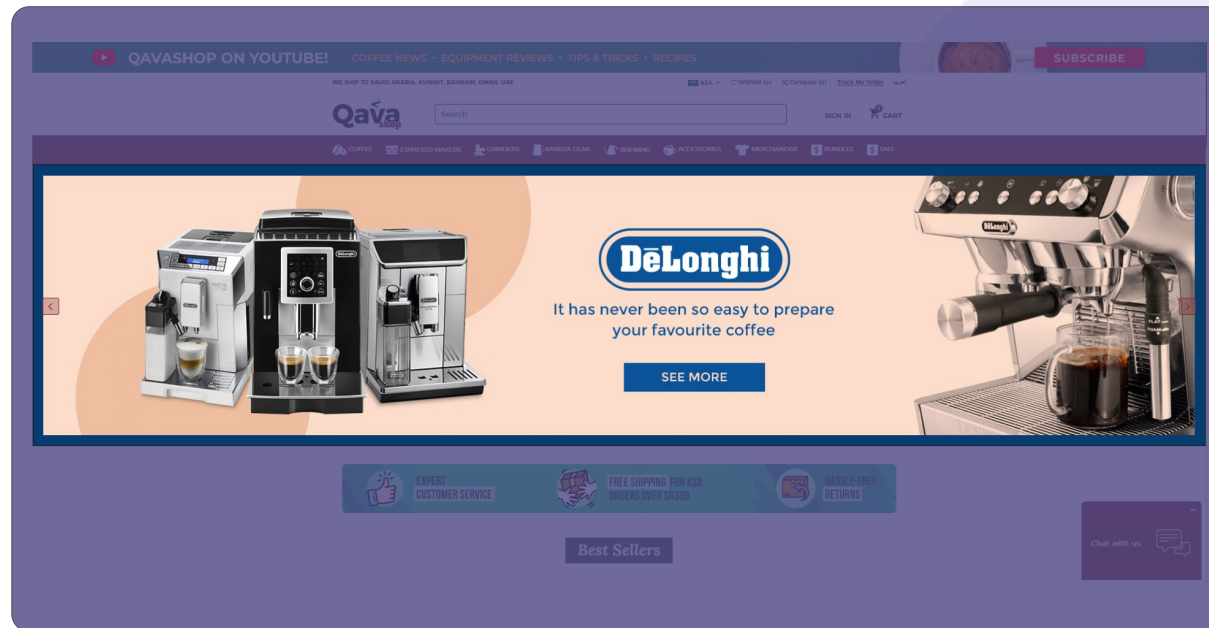
Off the marketplace to drive attention and traffic to your product(s) on the marketplace

- ✔ Dedicated section in a newsletter
- ✔ Organic social media announcement
- ✔ Paid campaign on Instagram / Facebook / Twitter
- ✔ SEO campaign for the brand



01

IMAGE SLIDER ON THE HOMEPAGE



A big horizontal image slider promoting your products on the marketplace homepage. Your banner along with other banners will be the first thing any user will see when visiting the marketplace.

It is something the marketplace visitor will not miss, and your product will be exposed to him/her in the most direct way. The banner will have a direct link to the product's page.

Our marketing team will design an attractive and informative banner for this purpose.

02

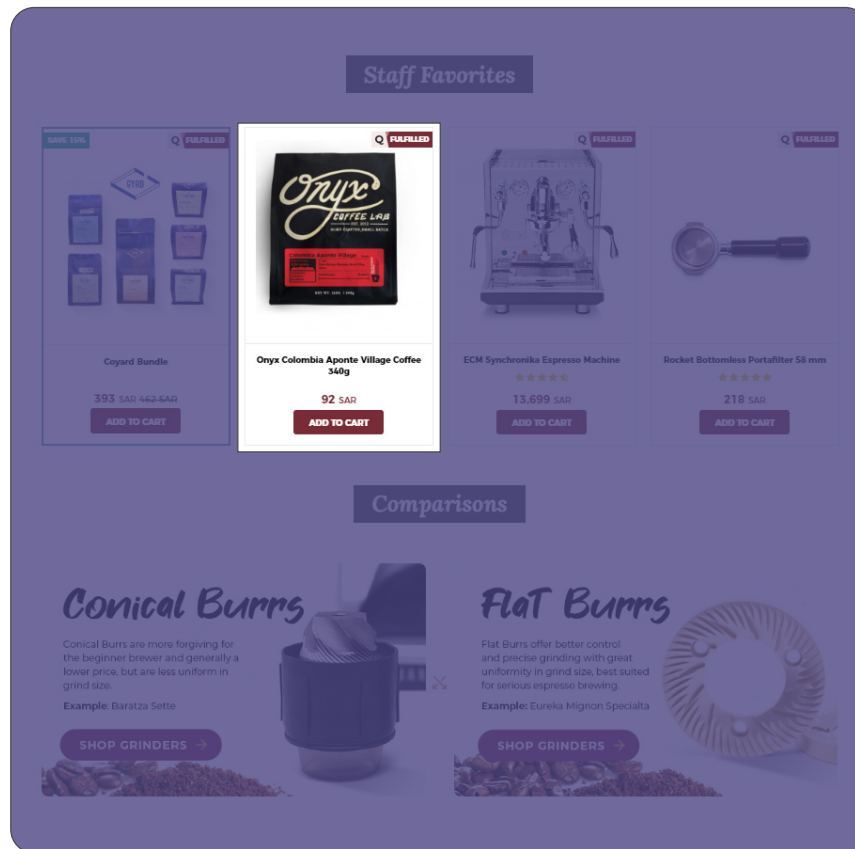
TOP BANNERS IN
YOUR CATEGORY

A horizontal banner placed at the top of your relevant category pages. The banner will promote your product or brand.

This banner will keep reminding the user about your product while the user is surfing the website, it is a very effective way to remarket your product across the marketplace.



TOP PRODUCT RANKINGS ON A CATEGORY PAGE



Your product will show among the first few products on its category page.

This means that your targeted audience will not have to search for your product between other ones in the same category.

04

PUSH ANNOUNCEMENT ON THE APP



Push announcement is a short message that pops up for the app users while using their mobile devices.

The message will notify the user about the newly added product and will link the user directly to the product's screen on the app.



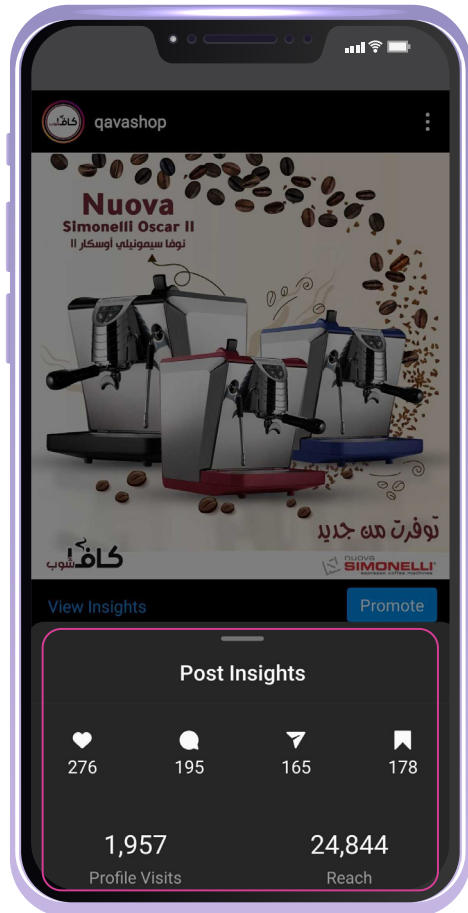
05

DEDICATED SECTION IN DIGITAL NEWSLETTER



Our marketing team works on several newsletters every week and sends them across to our customers and subscribers. These newsletters keep our customers updated and engaged with everything we do across our marketplace platform.

We will reserve a section in our newsletter for your product(s) or your brand(s). The newsletters will inform our marketplace customers about the newly listed products and brands.

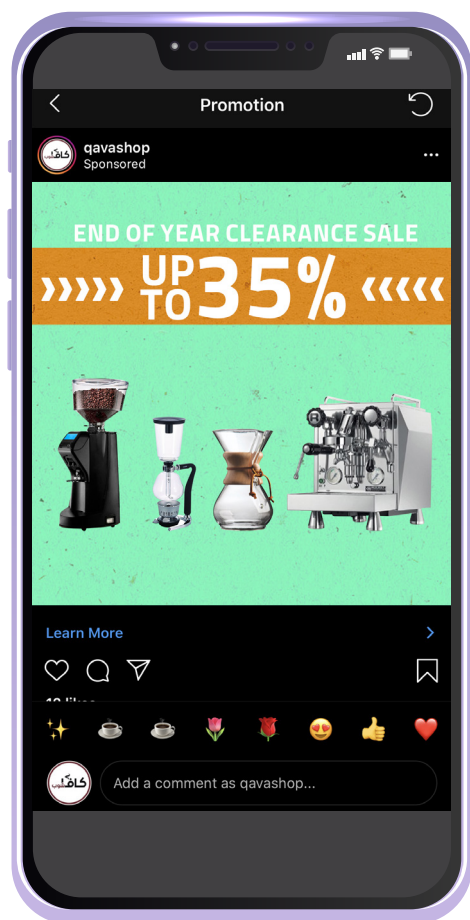


Social Media has become one of the most important tools for marketing and advertising.

We will announce your product listing on the marketplace through our different social media channels (Facebook, Instagram and Twitter).

All our social media fans and followers will be notified about your products.

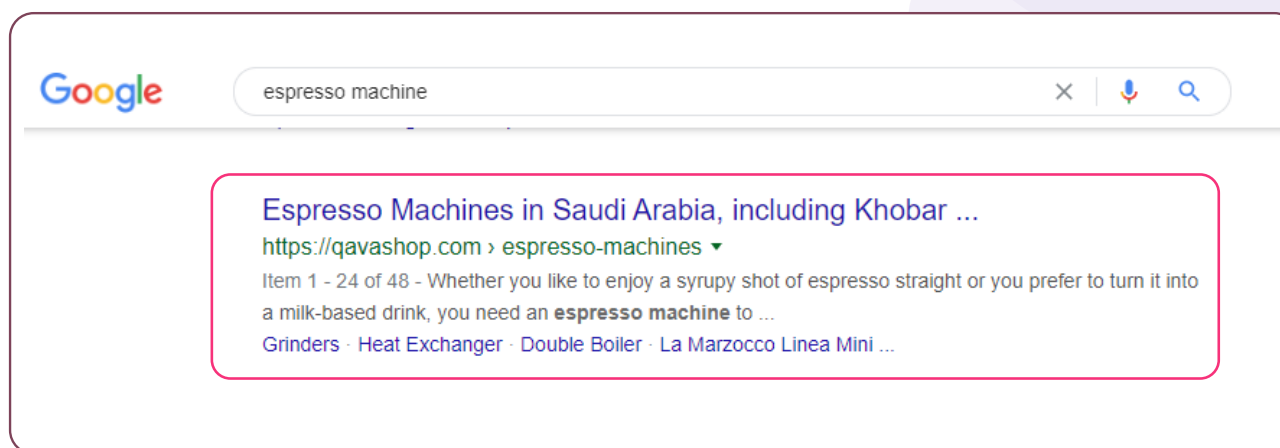
These channels will give your audience a chance to engage with you offers, give their feedback and send their queries.



Using social media paid advertising is an effective way to reach a new audience.

Through Facebook, Instagram and Twitter you can provide highly relevant content and a fast way to inform the users about your products, offers and deals.

As mentioned, social media channels are a perfect medium to allow your audience to engage with your brand and your products.



Search Engine Optimization (SEO) plays a very important role in maintaining consistent traffic to your product pages through search engine result pages. Whenever a potential customer is searching for your product, your product page will show among the top results.

With the help of our experts we will make sure that your pages rank above your competitors.

As opposed to paid campaigns on the search network, your results are long-term - even if you stop allocating budgets to clicks, you can still rank for months or years in the top spots.

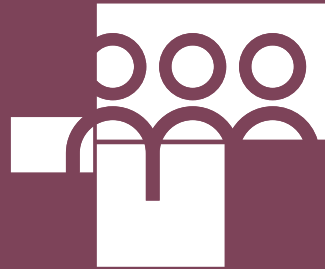
FINE PRINT & DISCLAIMER

The marketplace operator makes no warranties whatsoever regarding the expected results or outcomes of any of the listed campaigns, especially in regards to the expected sales.

All services are provided on a time-limited basis, according to the best judgement and expert knowledge of the marketplace operator.

All services are subject to availability of marketing slots / budgets on each of the respective platforms.





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