



My Business Venture

MBV Upgrade & Marketing Packages: Programs to Help Your E-Commerce Store Grow & Thrive

My Business Venture would like to welcome you to our family! We look forward to working with you for many profitable years to come. Now that your website is ready to launch, we need to go over marketing upgrades that are available for your website. Like any business, it is your job to set up an effective marketing campaign. This campaign should include a budget to help market your website, gain exposure, and in turn, generate sales. While you may have your own marketing ideas, we would like to offer some of our own, which have worked extremely well for our clients over the years. In this packet you will find a description of each.

Together we can come up with a comprehensive plan that meets your individual needs and budget.

Please read through this packet, make notes, give us a call and let's get started!

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1. MBV Superstore Upgrade #1

\$495.00

1. Offer Giftcards on your Website - You will have the ability to sell gift cards that will work with your website only, ensuring that customers will come back to spend money at your website. These electronic giftcards do not require shipping and are the perfect last minute gift for your website shoppers as they can be customized and then delivered in just seconds. Your management system will monitor and alert you and the customer when a gift card is used and what the remaining balance is.

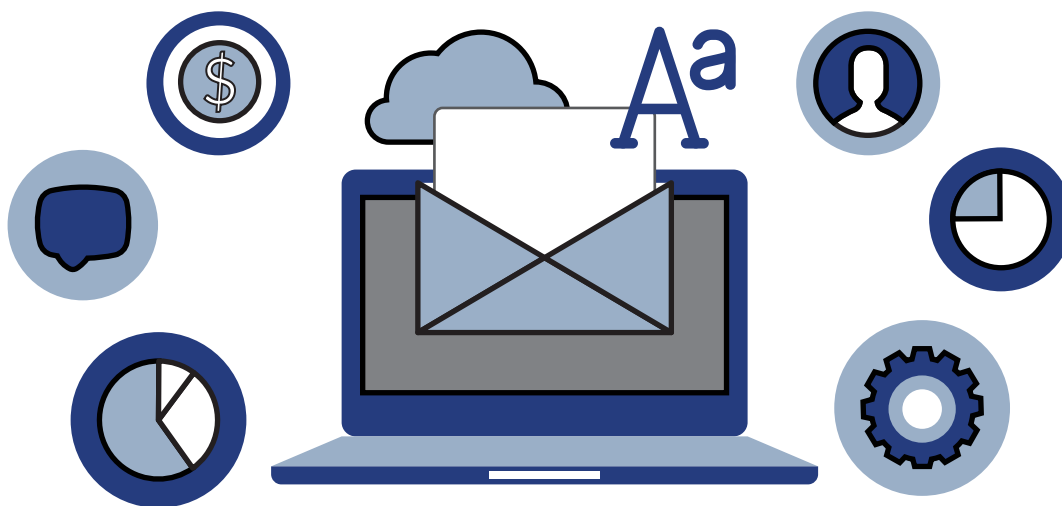


2. Customer Email Program - This feature allows you to communicate directly with your clients! You can create a personalized email and send it directly to your customer. Notify them about sales, specials and promotions that you have going on, and keep them coming back to shop at your website again!

3. Customer Newsletter Program - With this feature you will be able to have your customers, or any website visitor, sign up for your newsletter. Over time, this feature will be used as a way to mass market, not only your *existing customers*, but also to *potential new customers*. In addition to telling them about specials going on through your website, this is also a great way to connect with your clients to tell them about positive things going on with your company; maybe you are running a food drive, maybe 10% of all proceeds from sales in a certain month are going to a worthwhile charity, maybe you are running an email contest, or promoting your Facebook Business Page... the possibilities are endless and it's important to take advantage! Customer Newsletters are one of the most important communication tools that you have as a business owner!

4. 'Email A Friend' Feature - This feature allows customers to view a product, click on the 'Email a Friend' feature, and send the product to anyone with an email address--perfect for showing off great gift ideas!

5. Internal Blog Page - Blogs are a great way to communicate with your customers, and this feature allows your blog to be accessed right from your website! Update it, keep in touch with your clients, let them know about new products and sales, and keep them engaged in your business.



2. MBV Superstore Upgrade #2

\$495.00

1. **Advanced Discount Coupon Codes** - Yes, your site can already utilize a coupon code using the Standard Coupon System, however, we have developed an Advanced Coupon Code Program that will allow you to create any code you like, for any duration of time, on any item, category, etc. For instance, if you would like to run a Black Friday special from 12pm-5pm on Electronics only, with this feature, you can! Codes can be set to be used once and expire, multiple times, and can be used as a dollar amount or percentage of the sale.

2. **Advanced Price Control Feature** - You will be able to change prices on specific items, or all items on your site at once, with just a few clicks. It's convenient and customized price control on every product, category, subcategory and the whole site!

3. **Google Analytics** - Let us create a Google Analytics account for you and add it to your website for the most advanced tracking available. Google Analytics is a service that generates detailed statistics about a website's traffic & traffic sources, and measures conversions & sales. It's the most widely used website statistics service, tracking visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also tracks display advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents. Google Analytics will also track conversions and visitors from computers, tablets, and mobile platforms.

3. Social Media Marketing & Advertising

\$599.00

What is social media marketing?

Social media marketing refers to the process of gaining traffic or attention through social media sites. 'Social media' itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

How Are Search & Social Media Marketing Related?

Why would a search marketer — or a site about search engines — care about social media? The two are very closely related! Social media often feeds into the discovery of new content such as news stories and "discovery" in a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social connections may also impact the relevancy of some search results, either within a social media network or at a 'mainstream' search engine.



Social Media Marketing & Advertising cont'd...

What does Social Media Marketing mean for you?

One of the reasons social media is effective for marketing is that it gives brands and businesses the ability to interact and engage with more people — all with just a few clicks of a mouse. Additionally, staying active on social media platforms and researching trending interests will help you find new customers that are looking for what you can provide.

Finally, a strong social media strategy is guaranteed to get you an instant boost in search engine rankings, helping people find your store more easily!

What is included in this package?

Social media marketing is an art form, and with the right social media marketing solution, business owners can master it! Although social media platforms offer their own marketing tools that you should get familiar with, social media marketing solutions can streamline the advertising process for you.

If you opt for this marketing package you will receive the following:

- 1.) We will set up a Gmail account for all of your social marketing network correspondence.
- 2.) We will create custom webpages for your store on Facebook, Instagram, Twitter, Tumblr, Blogger and Pinterest. Each page will include a link to your superstore and all of your store's basic information and imagery, such as your store logo.
- 3.) On your website homepage, we will add in active social media icons that, when clicked, will bring customers to your social media pages and allow them to 'follow you,' 'like' your posts, and stay in touch with what you're posting about! All links will be tested by our team to ensure that you'll have web-traffic flowing immediately.
- 4.) You will receive a 'Welcome Email' that will include the Log On information for all of your new social media pages, along with a link to each site.

What comes next?

You're ready to go viral! It's your job to spend an hour or two each week updating these sites, making relevant posts, looking for contacts and 'friends,' and networking with business associates, customers and potential clients! The more often you make these updates and gain attention, the more potential traffic you can drive to your online superstore.



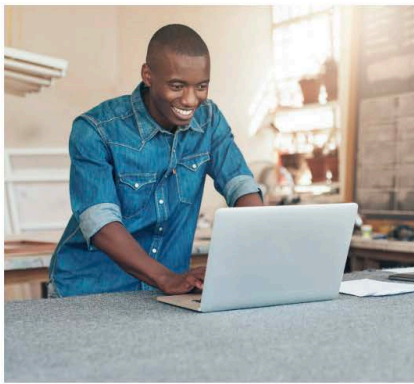
4A. Reputation Manager

\$499

Build trust with your customers online with our myriad of reputation building tools. With powerful tools like the Reputation Manager, Testimonial Collector, and Social 365 program, you can control how customers look at and perceive your business. Each of these programs will help you create a positive digital footprint for your business. Adding all three of these tools will further magnify and speed up those results.

Reputation Manager

It's important to know what people are saying about your business online and with Reputation Manager, we make it easy to keep your eyes on it all.



When it comes to your reputation, **visibility is key.**

71% of consumers say they're more likely to use a business that has responded to their existing reviews. (BrightLocal)

95% of unsatisfied customers will return to a company if it manages to solve the issue quickly and efficiently. (Social Media Today)

What happens when you put this tool to work?

You: make sure negative comments never slip through the cracks.

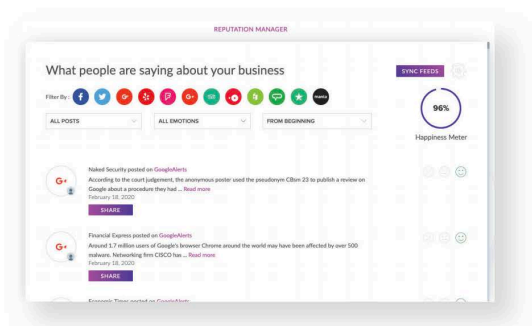
- Save time managing your reputation on multiple platforms.
- Boost engagement with your customers online.

Don't miss a thing on these **platforms.**



You're three steps away from **shaping your own reputation.**

1. Connect your social accounts.
2. View and respond to comments, all in one place.
3. Share the positivity by posting comments to your social media platforms.



Benefit from the power of our **A.I. Sentiment Engine.**

- A.I. identifies the sentiment of each comment and gives you a Happiness Score. See how you're doing online with a single look.
- Filter your feed so negative comments that require your attention always appear on top.

REPUTATION
MANAGEMENT

\$499

Order Now!

4B. Testimonial Collector

\$499

Collect 5-star reviews on all major platforms with customizable surveys sent to customers via text and/or email, and watch your revenue grow.

Testimonial Collector

We've made collecting 5-star reviews simple. Send customizable surveys to your customers via text and/or email, and syndicate them everywhere online. It's a frictionless way for customers to recommend your business in 15 seconds or less.



Increase sales with more high-quality reviews.

90% of consumers read online reviews before visiting a business. (Invesp)

Every 1 star increase in a Yelp rating leads to a **5–9%** increase in revenue. (Harvard Business School)

84% of consumers trust online reviews as much as a personal recommendation. (BrightLocal)

What happens when you put this tool to work?

You: catch negative reviews.

- Boost online visibility and SEO.
- Increase website traffic.
- **Convert more customers.**

So easy, you can **set it and forget it.**

Through our partnership with Zapier, you can connect whatever tool you use to manage customers – HubSpot, Stripe, Square, and 400+ others – and automatically trigger surveys based on the interaction of your choice.



TESTIMONIAL
COLLECTOR

\$499

Order Now!

Showcase reviews on your website and more.

- Embed a live stream of reviews on your site, updated in real time.
- Easy setup. Start sending surveys right away.
- Customize surveys to speak directly to your customers.
- Automatically post top reviews to all your social media platforms.
- Turn customer feedback into metrics that matter with advanced analytics.

4C. Social 365

\$499

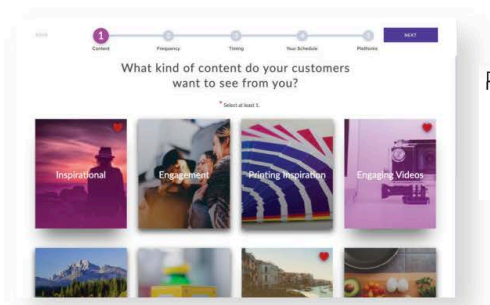
84% of shoppers review at least one social media platform before making an online purchase. Easily build your social presence and schedule up to a year's worth of social media content with just a few clicks. Never search for content again. With our social tool you will have access to content you can share all year round!

Social 365

This A.I.-powered tool uses our library of expertly curated content to automatically plan and publish your social media posts for up to an entire year – all it takes is a few clicks.

Social media is where your customers are. **You should be there too.**

90.4% of Millennials, **77.5%** of Generation X, and **48.2%** of Baby Boomers are active social media users. (Emarketer)
71% of consumers who have a positive experience with a brand on social media are likely to recommend the brand to their friends and family. (Ambassador)



What happens when you put this tool to work?
 Post **engaging content** your followers will love on these platforms.



SOCIAL 365

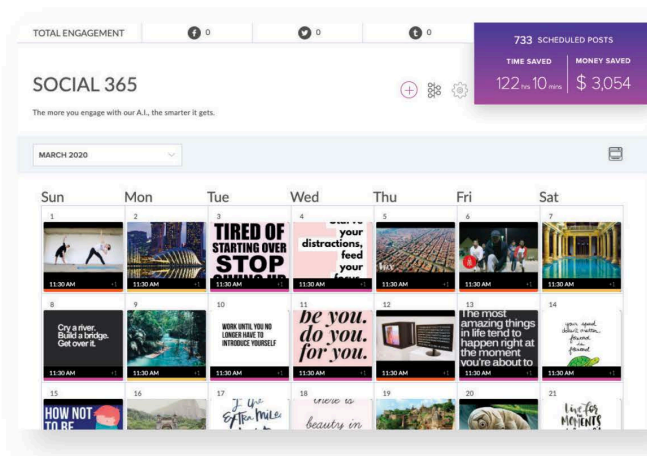
\$499

Order Now!

Social media management **doesn't get easier** than this.

1. Select the post categories people want to see from you.
2. Choose how often you'd like to post.
3. Connect your social accounts.

You're done! We'll fill in your custom social calendar with content designed to engage your followers.



Powerful features that **keep you in control.**

- Easily turn auto-posting on or off.
- Let our A.I. do all the work or be as hands on as you'd like.
- Get access to thousands of image-driven posts and live RSS feeds.
- Sync with your blog to archive posts and boost your SEO.
- Create custom content categories and fill them with your own posts.

* Service Fees For Reputation Management Services Average Between \$19.95 - \$29.95 Per Month

4D. Reputation Manager Bundle

\$999

Digital Tools that make it simple for you to build a trusted online brand and win more business. Introducing MBV Digital Reputation Management System! A software that collects reviews, manages online reputation, and both creates and posts social media content with a built in automation delivery system. Essentially, all you do is set it and forget it. Content for 365 days! This powerful branding software will drastically increase your online presence and double your sales!

Pick Your Plan and Let's Go!

Our Social 365 plan is the *most popular* package we offer.

REPUTATION MANAGEMENT	SOCIAL 365	TESTIMONIAL COLLECTOR	ALL 3 PACKAGES <small>Best Value</small>
\$499	\$499	\$499	\$999
Order Now!	Order Now!	Order Now!	Order Now!
Control Your Online Reputation	Fully Automated Content Creation	Showcase Reviews On Your Website	Includes Everthing And Much More!
Increase Your Branding	Library Of Engaging Content Available	Customize Surveys To Speak Directly To Your Customers	Gain That Extra Edge Against The Competition
Boost Engagement With Your Customers Online	Artificial Intelligence Technology	Gain Public Trust And Increase Your Online Brand	Boost Online Visibility And SEO
Single Look Online Reporting	Sync With Your Blog And Boost Your SEO	Customize Surveys To Speak Directly To Your Customers	Increase Website Traffic
Full Control To Filter Your Feed	Streamlines Social Media Tasks	Automatically Post Top Reviews To All Your Social Media Platforms	Convert More Customers
			High-Quality All In One Software
			1 Custom 1on1 Training Session With MBV University

*Each service includes an additional monthly fee of \$19.95 and \$29.95 for the bundle

Click The Service Below to Visit MBV's YouTube Page & Learn More About Each One!

Reputation Management
Social 365
Testimonial Collector



5. Website Spokesperson Package

\$345.00

As the owner of an online business, it's imperative that your website is always inviting and set up to maximize the sales potential of all visitors to your online store. What better way to make customers feel welcomed and comfortable shopping than to have someone greet them as they arrive to your online store? MBV has partnered with a company that provides website owners with a spokesperson for their very own website! The spokesperson appears immediately as a customer lands on your store's homepage and welcomes the customers, discusses what your store has to offer, and encourages them to take their time exploring the store and shop!

You work hard to get people visiting your site, don't lose them because your site isn't user friendly or attractive to new-comers. Make it shopper friendly and inviting with a spokesperson!



Tip!

Adding a video spokesperson to your website through achieves three major things:

- **Premium Quality** – Great audio and video clarity virtually guarantees visitor response.
- **Easy Installation** – Videos such as the ones we produced work on all websites.
- **Boost Business** – Real, non-animated spokespeople on a website have been proven to increase web sales and profit.



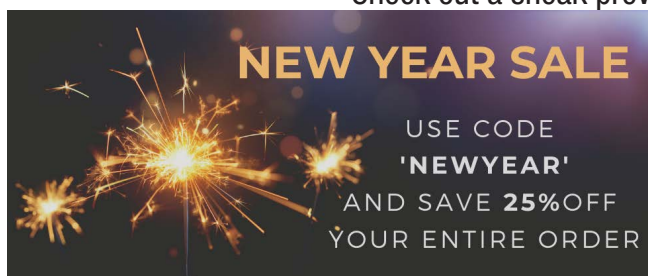
6. Custom Holiday & Seasonal Sliders \$395.00 - 795.00

Your homepage has rotating 'sliders' to ensure a bright and friendly welcome when a customer arrives at your store. It's imperative that you rotate these banner ads and that they always appear updated and fresh looking, all while showing off your latest sales, specials, and featured products. This marketing package includes 20 custom sliders for you to utilize throughout the year. This includes sales and specials featured around the holidays and New Year, Back-to-School, Spring/Summer/Winter/Fall, the Superbowl, Mother's/Father's Day, Free Shipping, New Customer Discount, and many more.

Premium Custom Slider packages featuring your company logo are also available!

Keep your website looking its best and maximize your sales potential. Take advantage of the spikes in shopping during the holidays and seasons!

Check out a sneak preview of some sliders below!



Bonus!

Eager to take advantage of this offer but hesitant because you're unsure as to how to change your websites appearance on your own?

Not a problem!

We are happy to provide this service to you absolutely **FREE** for the life of your account with us.

Simply email us at support@mybusinessventure.com and we will do the work for you!



7. Website Verification for Google, Yahoo & Bing **\$345.00**

As the owner of an online business, it's imperative that your website not only be set up properly, but also that it presents a high level of credibility to visitors so that they will ultimately become returning customers. MBV has recently launched a new program that will help increase your credibility, exposure and web conversions. Not only can we submit your site to search engines, but we can now also have your website officially "verified" by Google, Yahoo & Bing. After the verifications are obtained, the logo of each (below) is placed at the bottom of your superstore site, showing customers that your site has been verified by the three most commonly used search engines on the internet.



This is a very important step in creating a comfortable shopping experience for your potential customers. These logos are recognized worldwide and showing that your business is supported by these companies will undoubtedly increase your chances in completing sales.

In addition, your Search Engine Submissions (SES) will now receive priority submission status over "non-verified" websites, making your site more effectively marketable.

8. Live Chat Package **\$395.00**



Live Chat

The trouble with online shopping is that many customers are disconnected from someone who can answer their questions in real time with precision. Rather than watching potential customers click away from their e-commerce sites, many businesses have been adding live chat support! As it turns out, live chat has the ability to provide the convenient answers that customers want, while also adding significant benefits you and your business. Check out the 'Tip!' on the following page!



Live Chat cont'd...



Tip! 5 Reasons Why Live Chat is The Untapped Potential for Your Business

- 1. Live Chat is Convenient for Customers** - An online chat system provides customers immediate access to help!
- 2. Live Chat Cuts Down on Expenses** - Live chat software has consistently demonstrated that it can save on both employee task time and phone expenses.
- 3. Live Chat Increases Sales** - The general trend among users in marketing forums and on blogs is that live chat on a website can generally lead to improved sales numbers. The key is that customers have someone who can immediately walk them through a sale if they become confused or have a question that can make or break a sale. This helps eliminate bounces away from retail websites and ensure that full shopping carts make it through check out.
- 4. Live Chat Gives You An Edge of Your Competition** - Many top retail businesses are not offering chat. If you want to gain an edge on the competition, live chat is a key feature that websites must have in order to be competitive and to hopefully rise to the top!
- 5. Live Chat Taps into Customer Pain Points** - As live chat representatives talk to customers, they can find out ways to improve your company's products and services.

What is included in this package?

When you invest in this marketing package you can expect the following:

- 1.)** We will create the 'Live Chat' button and add it to your website.
- 2.)** Utilize our "Web-to-Phone" Chat Feature! If you have a smart phone, chat messages will be sent right to your phone via our downloadable app. You simply respond on your phone and it appears on the website immediately for the customer to read!
- 3.)** We will provide you with a Log-In and Password so that you can access your Live Chat. Here you will be able to provide web chat when you are on the computer, as well as add to the list and market.
- 4.)** You will be able to set up when live chat is available, so if you only want to provide live chat during certain times, you can do so!
- 5.)** All chat messages will be emailed to you and archived for easy access.
- 6.)** The online chat feature will prompt people in chat sessions to add their email address and telephone number so that you can contact them at a later time if needed.



9. Custom Logo Design Service

\$395.00

For every business it's very important to create a unique identity. Even if you are a conservative spender, it is important to set a budget (even if it is a small one) for a custom logo design. A logo symbolizes your business and is necessary to differentiate you from your competitors. We have all heard how important first impressions are, and a well-designed company's logo gives a positive first impression.

5 Reasons Why A Custom Logo Is A Great Option For Your Online Superstore		
1. BRANDING Establish your business' identity!	2. PROFESSIONALISM Convey integrity & gain trust!	3. RESPONSE Communicate with your customers!
4. PROMOTION Showcase your business!		5. SPARK AN IDEA Show how your business is <u>the solution!</u>

What is included in this package?

Should you decide that a custom logo is what will take your business to the next level, we will first need to speak to you about your business and plans for your business, so we can come up with a plan for a great looking logo. We'll help you fill out the 'Customized Logo Set-Up Form,' which allows you to explain everything that you would like your professional logo to represent. We'll review everything from business name to slogan, tag line, color palette, font, design instructions, likes and dislikes, and more. We want our graphic design team to be able to bring your vision to life! Once the form is complete, it will take about 2 days for our design team to put together 4 custom logo designs for you to choose from. After deciding which logo best suits your business, the logo can be left as is, or can be adjusted and perfected to meet your vision. Once perfected, your logo will be emailed to you in multiple formats including JPEG, PNG, PDG, etc, so that you can use it in *any* advertising realm, whether it be for web or print.

Take a peak below at some of the logos our most successful clients are using!



10. YouTube Video Marketing

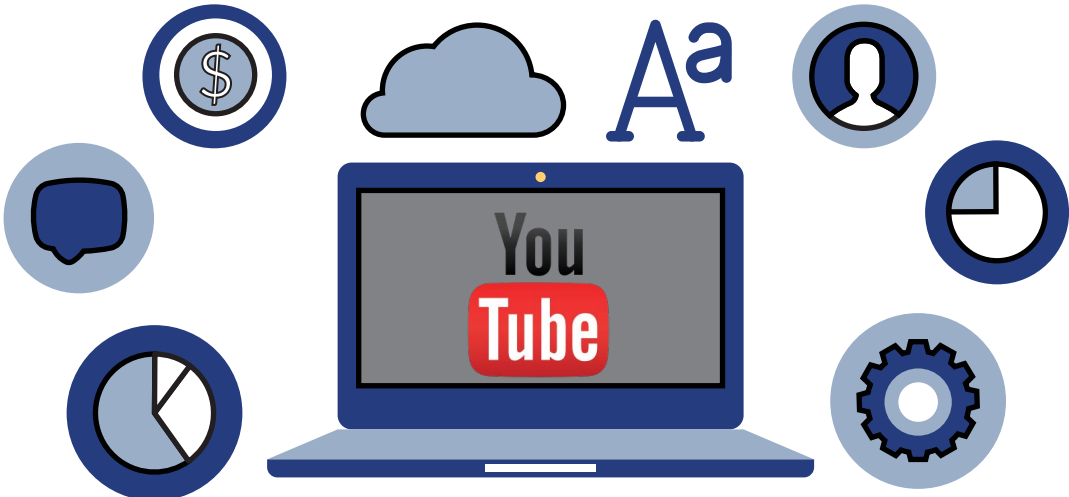
\$495.00 - \$995.00

1. Youtube so you can GROW, SUCCEED & BUILD - YouTube video benefits: Videos boost conversions rates. Search engines love videos. Videos builds trust and credibility and encourage social shares. Save time and generate results! Social media and video marketing are powerful ways to build your business. Your customers are on social media. You want them to talk about your company. The only way to do that is make sure you're visible! Allow MBVDigital to extend your brand reach across the world wide web!

Pick Your Plan and Let's Go!

Our Video 6 pack is the *most popular* package we offer.

VIDEO 3 PACK	VIDEO 6 PACK Popular	VIDEO 9 PACK
\$495	\$795	\$995
Order Now!	Order Now!	Order Now!
Custom YouTube Business Channel	Custom YouTube Business Channel	Custom YouTube Business Channel
3 HD Quality Animated Videos	6 HD Quality Animated Videos	9 HD Quality Animated Videos
Social Media Direct Links	Social Media Direct Links	Social Media Direct Links
Engage Your Audience With Videos	Engage Your Audience With Videos	Engage Your Audience With Videos
Grow Your Traffic With YouTube	Grow Your Traffic With YouTube	Grow Your Traffic With YouTube
1 Video Company Explainer	2 Videos Company Explainer	3 Videos Company Explainer
1 Video Promoting Free Shipping	2 Videos Promoting Free Shipping	3 Videos Promoting Free Shipping
		1 On 1 Corporate Trainer Session
		Access To MBV Portal For 12 Months



11. Social Media Management

\$495.00 - \$995.00

MBV Digital can help you take your Social Media marketing to the next level! Save time and have our professionals post to social media for you. Take the guess work out of social media marketing and see higher conversion rates, develop more credibility, increase customer engagement and retention, gain exposure and followers, and enhance your brand. Your business is our business.

Pick Your Plan and Let's Go!

Our Enhanced plan is the *Best Value* package we offer.

BASIC	STANDARD <small>Popular</small>	ENHANCED
\$495	\$795	\$995
Order Now!	Order Now!	Order Now!
(1) Post Per Week For 12 Weeks	(2) Posts Per Week 12 weeks	(4) Post per week 12 weeks
Professional Post Every Week	Professional Post Every Week	Professional Post Every Week
Consistent Posts With Your Branding	Consistent Posts With Your Branding	Consistent Posts With Your Branding
Increase Customer Engagement	Increase Customer Engagement	Increase Customer Engagement
Professional Content Creation Available*	Increased Social Media Exposure	Increased Social Media Exposure
	Professional Content Creation Available*	Maximize Your Business Brand
		MBVU Corporate Trainer Session
		Professional Content Creation Available*

Requirements:

*Prices are based on clients providing us content. Add \$100 (approx.) to the package if we are to create the content for them.

*Each client will be signed up for social media automation system.

*The Social Media platforms we will post on are FaceBook, Instagram and Twitter.



12. Add Products to Your Superstore

\$395.00

By popular demand we have added this feature in order to give our website owners the flexibility to market other products in addition to the 5,000+ we have already loaded on to your superstore. With this feature, you will be able to add other items you may offer from other distributors, friends, or products you may have at your disposal. With this feature, you will be able to do the following: Create a new category or categories for your new products. You will then be able to upload each of the items to the new page, along with the product image, price and full description of the item. These items will look no different than the ones you are currently promoting and will utilize the same shopping cart and secure checkout capabilities. Be sure that you ship out these items as they are not part of our product offering.

+ Add Products

13. Professional Email Package

\$345.00

This feature will give you the ability to have your own professional email addresses! For instance, if your web address was **www.mysuperstore.com** instead of having **mysuperstore@gmail.com**, you would have **info@mysuperstore.com**, **sales@mysuperstore.com**, **yourname@mysuperstore.com**. You will be able to choose what you want each email address to be. You can have one email address or multiple, giving the impression of a bigger organization. Having a way to create and utilize these kind of email addresses will increase your professional image with existing customers and new potential clients. You will have a way to send and receive these emails just as you do with gmail or any other email service. This will add a huge level of professionalism to your current website business!



14. Get Started Marketing Today

Thank you for taking the time to review all of the available marketing and upgrade features that are available for your website. The next step is to come up with a budget, contact your MBV marketing consultant and put a comprehensive plan into action!



As an added bonus, if you choose to invest in all of the available upgrade and marketing programs, we will include a **Free Diamond Marketing Search Engine** package for your main website and all of your Social Media Sites for the next 24 months! That means that we will submit your main website and all 7 of your social media sites to the search engines once per month for the next 2 years! That is an additional value of \$3493.00 for *absolutely free!*

**Get involved and take steps toward financial independence by contacting us!
We are more than happy to answer any questions you may have!**



Simply call toll-free at **1-800-639-6644**



Or Email us at info@mybusinessventure.com

MyBusinessVenture is open Monday through Friday from 9am EST to 6pm EST.

MyBusinessVenture is a proud member of The Better Business Bureau with an A+ rating, the highest rating that can be issued to a company, and we are also a registered business with Dun and Bradstreet and maintain an exemplary company rating.



**We look forward to helping
you make your business
our next success story!**



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