

*Inclusions*



**Your Package Inclusions &  
Conditions. Please Read.**



**CLICK<START**

## SHOPPING CART WEBSITE

You have purchased a fully functional website that has been built using a 3rd party platform (Shopify or WordPress). Click Start Digital do not accept responsibility or liability for issues relating to the platform.

The cost of your package does not include additional functionality outside of the functions of the website handed over to you upon purchase.

The website is sold 'as is' therefore any requested changes to the website will incur charges at our discretion. If you make changes to the website and break any elements there may be fees for us to rectify the issues. Please note: Shopify sites are delivered "as is" with no edits due to the constrictive nature of their platform.

## CUSTOM STORE BUILD

If you have chosen to get a custom store built, you have input into the layout (based on our current store for sale), logos (up to 6 options) and colour scheme for your new website.

Included in a custom store build is 1 round of changes only, any further requested changes to the website will incur charges at our discretion. Custom stores can take up to 2 weeks to build. Your package will commence from the day the site is built/ completed.

## LOGO & WEB IMAGES

All imagery used on the website, and the logo is included in your package. If you would like a copy of your logo please contact us. All content throughout your website is "filler content" until the site is acquired by a new business owner. Please ensure you change the About Us, T&C and Contact pages to your details.

## DOMAIN NAME & TRANSFER

For websites built on WordPress, we will transfer the website and domain to you once you have set up your Site Ground account.

For websites built on Shopify, you need to register and pay for the domain via our Training Hub website (top bar, domains).

## EMAIL SOFTWARE INTEGRATION

We will set up & integrate a form offering 5-10% off to customers visiting your website. This will be integrated into a software platform called Klaviyo.

[www.klaviyo.com](http://www.klaviyo.com) is similar to Mail Chimp & other email marketing platforms.

Klaviyo has been designed to automatically email customers reminders who have left products in their shopping cart (who have registered their details on your form).

## EMAIL AUTORESPONDERS

Your website has auto responder emails that get emailed to you and the customer when an order is received & completed on your website.

Your store has not been integrated to send the orders directly to the supplier, this will need to be done manually by you. This will be dependent on the individual supplier and their preferred method of ordering and is out of our control.

We have also supplied 3 template emails you can use for your autoresponder emails within Klaviyo. To access these, visit our Training Hub (under Email Marketing).

## WEBSITE REVIEW

Included in some of our packages is a website review pre-launch. This review will be completed by our management team and will be recorded video feedback emailed to you before you launch your store.

## SUPPLIER DATABASE

There is a link to our supplier database that you can access within the Training Hub.

If you have purchased the Starter package we recommend you start here for sourcing your suppliers.

## WE SOURCE THE SUPPLIERS

In our Gold, Diamond & Elite packages, we source the suppliers for you but we do not set up business accounts with the supplier on your behalf due to legalities i.e. you will be required to fill in your personal details, address, date of birth and apply for the account directly with the supplier.

This is a simple task you can do usually via the suppliers website. We will provide you contact info for the suppliers that have been chosen for your store, and we are happy to help as best we can with any more needed outside of this but please note this will be capped as per the package inclusions.

We do not recommend dealing with any more than 1 to 3 suppliers unless you are holding stock and warehousing. The least number of suppliers you deal with the easier it will be for you. **We cap suppliers we provide to you upon sign up to up to 5 suppliers, depending on the niche.**

Should you wish to source more suppliers you will have access to our supplier database. As per our terms, unfortunately we cannot guarantee suppliers will approve your account, as this is judged on a case by case basis and is at the discretion of the individual supplier.

If you choose a custom-built site and you cannot acquire suppliers, we can pivot your business model to something else at your expense.

## EMAIL SUPPORT

We provide email support in all packages for the first 4 weeks of onboarding. After that, you'll have access to our help desk and group coaching for any support or technical questions.

Please note that we receive a high volume of emails daily and weekly. To ensure timely responses, we ask that you limit your emails to our Client Services Manager to no more than 5 per week during this period.

## NICHE NAVIGATOR PROGRAM

This simple 3-step process helps you find a niche if you're undecided before signing up. It includes one Zoom call with our team. You'll need to finalise your business idea within 2 weeks of joining.

## GROUP BUSINESS COACHING

We offer group business coaching on set days of the week for certain steps in our Training Hub.

\*Group training step 1-3 (these sessions are for anything relating to steps 1-3 in the Hub)

\*Group training step 4-5 (these sessions are for anything relating to social media set up & general marketing queries)

To book in for the above training, please refer to our Training Hub. You have an allocated number of sessions available in each package. Due to limited numbers allocated for each session, we do not allow "sit in" calls, so if you don't have a question, for the courtesy of others please don't book in for the call.

## INITIAL PRODUCT UPLOAD

In our Gold, Diamond & Elite packages, we will upload **up to 1000** products to your website. This includes simple & basic products and does not include multiple variations. If you want us to upload variable products we will only do up to 500 variable products as it takes double the amount of time.

You need to supply us with the product name, price, description and high-quality image/s (this is usually sourced off the supplier's website). Should you be unhappy with the descriptions and images supplied by the supplier, it is your responsibility to obtain suitable images etc to supply to us for the upload or edit these yourself.

All product uploads require a CSV file from the supplier if they have one. This is your responsibility to request this after you have been approved by a supplier. If the supplier does not have a CSV file we can do your manual product uploads for you but this will take much longer.

If you have chosen AliExpress.com as a supplier, the cost of the plugin/addon is your responsibility as it is an ongoing fee. With Ali express uploads, because of the time involved fixing up the products, your allocated product upload will be halved.

When you are ready for product uploads please provide the categories you would like uploaded to our team. If the supplier has an inventory list hosted on their site you will need to email this link to us as well. This will keep your inventory up to date via a paid plugin.

## CLIENT SUPPORT & HELP DESK

We offer client support via our Training Hub site and our help desk to all of our clients for the duration of their package.

Please allow up to 48 hours for responses on the help desk Monday to Friday.

Should you have any urgent matters relating to your website, please contact:  
WordPress: login to Site Ground and log a support ticket.  
Shopify: email [help@shopify.com](mailto:help@shopify.com)

## TRAINING HUB

We provide an online Training Hub that gives you access 24/7 for 1 year after purchase to a range of video training and information to take you through the entire process to launch a new business.

The training hub must be followed step by step to complete all of the modules before launching your store.

## CLIENT NEWSLETTERS

We will email out regular newsletters to keep our clients up to date with new suppliers, changes to the Training Hub and anything else eCommerce or business related.

## ONE-ON-ONE COACHING & MENTORING

Depending on your package, you have access to designated coaching via Skype or Zoom for business coaching & elite mentoring. (Skype/Zoom is an online tool allowing you to have video, screen sharing and phone conversations over your computer via the app).

- 1-1 sessions are for up to 30 minutes only.
- The sessions are non-transferrable, and we do not offer pauses for holidays or otherwise. If you do not use the sessions within the package timeframe they will be forfeited.
- Sessions can only be booked in for 2 weeks in advance.

- No shows will be deducted from the allowance above. If you want to cancel a session we need at least 12 hours' notice. You can discuss anything relating to products, suppliers, website help, email marketing, social media and anything else relating to your business during these sessions. We don't provide ad training over these 1-1 or group sessions.

NOTE: You need to book in times via the link provided to you should you need further assistance. The coach won't be reaching out to you to chase you to book in for your sessions.

We do not provide training to your family members or friends. The Coaching will be provided to the business owner only, should you wish someone else to be present during training sessions, you will need to notify your Business Coach prior to the session

## **SOCIAL MEDIA TRAINING**

Unfortunately, due to Facebook and Instagrams' rules we cannot set up the business accounts and social pages on your behalf.

However, we do provide training in our Hub showing you how to do this. If you have any issues setting up these accounts feel free to use your Group Coaching sessions for assistance.

## **SEO TRAINING & EMAIL MARKETING**

These items are covered in our Training Hub.

## **PACKAGE EXPIRATION**

All package inclusions & services outlined in this document (including any offers) are to be completed within the allocated time frame of your package from the date of purchase, see below.

As an example, if you purchased the Gold Package (4 months) on the 1 January, your package inclusions and services will expire on the 1 May.

- Starter: 3 month.
- Gold: 6 months.
- Diamond: 9 months.
- Elite: 12 months.

## **RE-MARKETING AD SET UP**

In the Diamond & Elite package we include 1 x re marketing ad set up. This ad could be set up on Adroll OR Facebook.

We have found in recent times some clients having issues with ad accounts being restricted due to Facebooks new strict rules. If this happens we can set up the re marketing ad on Adroll for you instead.

It is your responsibility to set up the Facebook Meta Business account to avoid getting restricted (if we set it up they flag us as suspicious if we login to your personal account). Training is provided in the Hub. We use an external agency to set up the ads for you.

## **GOOGLE SHOP AD SET UP & MANAGEMENT**

If you purchased our Diamond or Elite package you will receive PPC (pay per click) ad set up and management (Diamond = 2 months, Elite = 6 months).

We cover training on how to set up the Google tools in Step 3 (we need these tools set up before your ads can be set up). Please ensure you have completed all steps in the Training Hub from step 1 to step 4 & you have all of your products uploaded before reaching out for the ad management. We outsource your ad management to external agencies, info on this will be provided to you when you are ready for advertising.

PLEASE NOTE: Due to the nature of marketing & advertising, we cannot guarantee a financial return on any advertising conducted.