

STAY OPEN FOR BUSINESS 24/7 WITH E-COMMERCE

SELLING GIFT CARDS? \$1500* SET UP INCLUDES:

- Gift card page branded to match your website
- Instant, emailable gift cards (or guest can choose to pick up in-salon)
- Integration with your credit card processor
- Fully automated system that emails you when a purchase is made
- 30 minute training to show you the ropes & reporting features

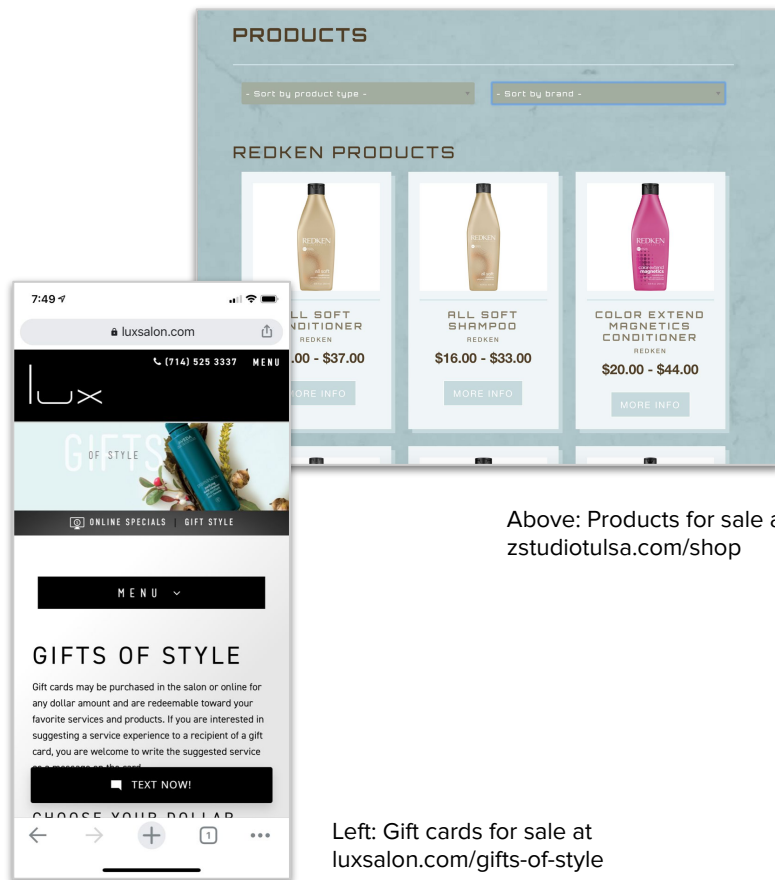
SELLING PRODUCTS? Let's Talk!

- Most product stores are typically \$1500-\$3000 to set up & add your products. Some more involved stores, or stores with a large quantity of products, are in the \$3000-\$6000 range
- Imaginal is happy to provide a custom estimate based on your specs
- Some questions to consider: <https://bit.ly/IMsellingproducts>

QUESTIONS? See the next page for answers, or give us a ring!

** Pricing is based on adding e-commerce to a site built by Imaginal Marketing Group. Site built elsewhere? No problem! We'll get you a custom estimate. Hit us up.*

READY? 985.792.0991
hello@immarketinggroup.com



Above: Products for sale at zstudiotulsa.com/shop

Left: Gift cards for sale at luxsalon.com/gifts-of-style

FAQs about E-Commerce

Q: Does Imaginal take a commission on purchases?

A: Nope. We set you up and then the store is yours—no commissions are ever paid to Imaginal for any purchases on your store.

Q: Are there any ongoing fees?

A: Yes, but they're minimal—the only ongoing fees you will have to pay are:

- Foycart Shopping Cart Subscription: \$180/year or \$20 per month
- First 100 transactions per month are free, 15¢/sale thereafter
- Payment Gateway Provider: Fees vary by vendor (i.e. Chase, Paypal, Authorize.net). Most of these take a percentage of your sale (around 2.6% average), similar to the credit card fees for in-salon purchases. We can help you decide among these solutions.

Q: Will my guests have the option of choosing from multiple gift card designs?

A: In an effort to keep it affordable, this system doesn't allow that option. If this is important to you, we can provide a custom estimate.

Q: Do I need to do anything once the sale comes in?

A: You'll be notified via email when a sale is made. If the client chooses "instant gift card", it is sent to them automatically. If they are having the card or products mailed or picked up in-store, **you will have to facilitate**. No batching or payment processing on your end is required—the money goes straight into your account.

Q: Will I be able to login and review orders and their status?

A: Yes, we will show you how to log in, view orders, and pull reports during your training.

Q: Can I sell retail products online through this system?

A: Yes, but it requires a custom quote. Let's talk!

Note: If you're an Aveda salon, the preferred method for selling Aveda product is the A-Commerce system through Aveda.com.

Q: Can I offer discounts, promotions or Groupon-style deals through my e-commerce store?

A: Yes, we can set an "Online Deals" system as an add-on to your e-commerce system. The cost for this is \$1250 (in addition to the initial \$1500 e-commerce system). This system allows you to set 4 offers - ex. "Buy \$100 gift card for \$85" - so the purchaser is only charged \$85 but the gift certificate is issued for \$100. The \$1250 cost of the Online Deals system includes an email to your client list, letting them know about the offers. We also recommend advertising the deals on Facebook—we can help with that, too!

Q: Can you add e-commerce to my website if the site wasn't built by Imaginal?

A: Most likely, but it will require a review by our web development team, and a custom estimate based on your site's backend structure. Give us a ring.

Q: How long will it take to build my e-store?

A: The total timing varies based on how long it takes to set up the payment gateway provider. An Imaginal project manager will confirm a timeline with you once the project is initiated.