

# HEARTLANDS GO DIGITAL

## 2022 Digital Commerce Solutions



### About

A mobile commerce platform offering sellers an online presence with listing of products and services

A mobile commerce platform offering sellers sales opportunities through promotion vouchers, cashback and loyalty programmes

A quick-commerce platform offering sellers an online presence through product listings and marketing campaigns, as well as 24/7 delivery service under 30 minutes

A shopping and rewards discovery platform providing sellers with visibility and increased footfall, through promotional vouchers, cashback and loyalty programs.

An e-commerce platform offering beauty, wellness and fitness service providers visibility and sales opportunities

### Price (after funding support)<sup>1</sup>

- **\$240 for 12 months**
- Transaction fee: N.A.

- **\$200 for 12 months**
- Transaction fee: 1% flat fee for FavePay Exclusive for UOB customers: 0.8% for first 3 months and 1% thereafter

- **\$200 for 12 months**

- **\$99 for 12 months**
- Transaction fee: 0%
- Commission fee: 0%

- **\$200 for 12 months**
- Transaction fee: N.A.

### Regular price

- \$1,800 for 12 months

- \$2,438 for 12 months

- \$1,000 for 12 months

- \$495 for 12 months

- \$2,788 for 12 months

### Package features

- 12-month CarouBiz subscription including 150 general listings, 15 video listings, 3 custom collections, business analytics
- Advertising & promotion credits (180,000 Carousell Coins worth \$1,800)

- 12-month FaveBiz subscription including dashboard for transaction management and data analytics
- Marketing assets such as landing page, homepage banners, social media post, features on Fave feeds and heartlands campaigns (worth \$3,300)
- Fave Deals or eCards Commission offset (worth \$600)

- Setup of Go-droid device (worth \$200)
- Photography for up to 50 listings (worth \$100)
- Premium in-app visibility through carousel tiles, dedicated search filter and push notifications
- Discount voucher offset (worth up to \$1,000)

- 12-month Shopback for Business subscription including merchant dashboard and customer re-engagement tools
- Advertising & promotion credits for EDM, Instagram, campaign page and location-based campaign features (worth \$2,600)
- 12-month 100% funded cashback campaign to all customers (worth \$3,000)
- Transaction fee offset (worth \$300)
- Commission offset for e-vouchers (worth \$500)

- 12-month myVaniday subscription, including tools for booking, inventory, cashback loyalty and staff management
- Direct booking and improved visibility on Google & Petal Maps and search results
- Advertising & promotion credits for photography, editorial, EDM SEO, and social media content services from Vanizine (worth \$4,000)
- Commission offset (worth \$400)

### Merchant benefits

- Assistance in setting up business profile, creating first listing and using Seller Tools like CarouBiz and Coins
- Increased visibility through offline events across selected heartland precincts

- Face-to-face/online training for onboarding and listing mechanics
- Editorial support for listing write-up, image uploading and deal creation
- Dedicated Business Manager and customer happiness team to handle consumer enquiries or manage issues post-sales
- Increased visibility through themed precinct events and placemaking activities

- Assistance in setting up and onboarding
- Onboarding guides in English/Chinese
- Initial 2-month incubation support to analyse vendor's performance and provide advice on growth strategies on a monthly basis
- Subsequent support from partner care

- 3-5 man days of training and campaign guidance per quarter
- Ground Partner team providing guidance for onboarding, live chat support and marketing collateral creation post-onboarding
- Account manager support for store setup, promotion planning and analytics dashboard setup
- Marketing support for in-app content, social media content, and digital marketing assets (photos and videos) for campaigns

- Training to onboard management tool, create campaigns, and update Google My Business profile
- Marketing support for pricing/promotions, and offline events at selected heartland precincts
- Dedicated account manager and 24/7 chat hotline support
- Partnership with product manufacturer to provide free products and/or discount voucher

<sup>1</sup> Special price will be valid for sign-ups until 31 December 2022. Please note that the subscription fee (i.e. FaveBiz and POS system) and transaction fees are subjected to changes by the solution providers at the end of the programme.

Updated as of 28 January 2022



Ready to take the first step?

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An initiative by:



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# 邻里企业数字化计划

2022 电子商务平台方案



## 关于

协助商家拓展网上业务的移动电子商务平台

与UOB合作，通过数码促销礼券、现金回扣和忠诚计划，为商家提高知名度和提供销售机会的移动商务平台

通过数码营销活动和全天候递送服务，协助商家拓展网上业务的快速商务平台

通过数码促销礼券、现金回扣和忠诚计划，为商家提高知名度和客流的购物与奖励平台

协助美容、保健和健身服务供应商提高知名度和提供销售机会的电子商务平台

## 资助后的价格<sup>1</sup>

- 一年\$240
- 免收交易费

- 一年\$200
- 交易费：通过FavePay付款将收取1%费用
- UOB客户优惠：首3个月为0.8%，之后为1%

- 一年\$200

- 一年\$99
- 免收交易费和佣金

- 一年\$200
- 免收交易费

## 标准价格

- 一年\$1,800

- 一年\$2,438

- 一年\$1,000

- 一年\$495

- 一年\$2,788

## 配套特点

- 一年的 CarouBiz 订阅配套，可让商家上传150款商品、15个视频、3个专属商品集以及分析商务数据
- 推广和促销存额（价值\$1,800的180,000 Carousell 金币）

- 一年的 FaveBiz 订阅配套，可让商家通过系统后台管理交易和分析商务数据
- 营销工具，如特制登录页面、主页横幅、社交媒体贴以及Fave主页或邻里活动展示（价值\$3,300）
- 抵消 Fave 电子优惠券和电子贺卡的佣金（价值\$600）

- 装置Go-droid设备（价值\$200）
- 多达50款商品的摄影（价值\$100）
- App内的优质定位，包括页面展示和推送通知
- 抵消电子优惠券佣金（价值高达\$1,000）

- 一年的 Shopback for Business 订阅配套，可让商家通过系统后台管理业务并与顾客持续建立关系
- 推广和促销存额，可使用于电邮、Instagram、页面展示和位置性促销（价值\$2,600）
- 赞助一年的客户现金回扣（价值\$3,000）
- 抵消交易费（价值\$300）
- 抵消电子优惠券佣金（价值\$500）

- 一年的 myVaniday 订阅配套，可让商家管理预约、库存，现金回扣以及员工日程表
- 通过Google和Petal地图以及搜索结果提高知名度，并直接接受客户预约
- 推广和促销存额，可使用于 Vanizine 的摄影、编辑、电邮、SEO和社交媒体创作服务（价值\$4,000）
- 抵消佣金（价值\$400）

## 商家益处

- 商业用户注册，上传商品以及使用营销工具（如CarouBiz和金币）的援助
- 通过在特定邻里区的线下路演活动提高知名度

- 商家设立页面和上传商品的面对面或线上培训
- 上传商品、图像和促销的编辑支持
- 专属客户经理和售后客服团队，处理客户询问以及其他问题
- 通过主题性邻里活动提高知名度

- 提供商家设立页面的援助
- 提供中英双语的商家手册
- 为期2个月的孵化计划，每月分析商家业绩并提供增强业务的建议
- 后续专线服务

- 每季3-5天的商家培训和促销活动指导
- Shopback 团队提供商家设立页面的指导，询问专线服务以及营销素材援助
- 客户经理提供上传商店资料，策划促销活动及设置系统后台的援助
- 提供促销活动App里内容、社交媒体贴和数码营销资产（照片和视频）的援助

- 使用myVaniday管理工具、上传促销以及更新Google My Business 页面的专业培训
- 标价与促销的营销援助，以及通过在特定邻里区的线下活动提高知名度
- 专属客户经理和全天候询问专线服务与产品制造商合作提供礼品或礼券

<sup>1</sup> 报名截止日期为2022年12月31日。备注：注册费（FaveBiz 和 POS系统）和交易费可能在计划结束后由解决方案供应商更改。

2022年1月28日更新

踏出第一步，您准备好了吗？欲知详情：



请拨 6741 3429

主办机构：

Enterprise Singapore

响应：

SG: DIGITAL