

MX™ Storefront Demo Script

Introduction

This document is a high-level demo script for the MX™ Storefront system. This script is designed to be used when demonstrating the product features for a prospective merchant.

Demo Script, Part I: Creating the MX™ Storefront website through the Partner Portal

1. Log into the MX™ Storefront Partner Portal with your credentials.
2. Click on “Add a new merchant.”
3. Fill out the merchant’s information on the form and click “Add the merchant.”
4. Explain while the merchant is being created that the system is performing two major tasks:
 - a. The system is creating a custom website for the merchant using proprietary or owned content, images, styles, and page components.
 - b. The system is retrieving information about the merchant from its presence on the broader web and seamlessly translating it into professional website content alongside the other website components.
5. Show that the merchant website was created, and navigate to the homepage of the newly created website.
6. Pause for questions / discussions.

Demo Script, Part II: Demonstrating the MX™ Storefront website

1. All MX™ Storefront websites come with the following pages automatically and instantaneously created for the merchant:
 - a. Home page
 - b. Services page
 - c. About us page
 - d. Testimonials page
 - e. Contact us page

Note: if the website is an ecommerce website, then the website comes with a set of product pages once the merchant uploads its products.

The rest of this demo script focuses on the features within each of these pages.

2. Home page - the features that should be demo’d on this page are as follows:
 - a. Dynamic content about the merchant located within text blocks (i.e. merchant name, city / state);
 - b. Top Yelp review (if applicable on merchant’s website);
 - c. Two unique ROIs of small business featured on homepage (i.e. luxury, professionalism); and
 - d. Footer shows basic information about the merchant and complies with card network best practices for merchant information on e-commerce websites.

3. Services page - the features that should be demo'd on this page are as follows:
 - a. Introductory text with links to other pages on site (helps with SEO);
 - b. Expansion on two unique ROIs with additional information; and
 - c. Sample services table so merchant only has to edit and not create table / page from scratch (remind audience that the purpose of the product is to remove all friction from the website creation process so merchants get as much done for them as possible).
4. About us page - the features that should be demo'd on this page are as follows:
 - a. Introductory text with links to other pages on site (helps with SEO);
 - b. Show Maps / Streetview automatically integrated and presented on page (every other web builder on market forces merchant to create page and manually add these widgets to the page); and
 - c. Explain that business information and credit cards accepted widgets are good web design and rich content, but also comply with card network best practices (display this information at most one-click away from the homepage).
5. Testimonials page - the features that should be demo'd on this page are as follows:
 - a. Introductory text with links to other pages on site (helps with SEO);
 - b. Explain that when reviews exist, the top ones are displayed on the page;
 - c. If reviews don't exist, then the page is geared to drive user to leave reviews on engines like Yelp for the merchant.
6. Contact us page - the features that should be demo'd on this page are as follows:
 - a. Introductory text with links to other pages on site (helps with SEO);
 - b. Explain that the value of this page is two-fold:
 - i. Usually, merchants just type out their e-mail address in plain text on a site, and e-mail marketers / spammers use this information to flood the merchant's inbox with useless e-mails since they can get around spam filters. We use a form and send e-mails to the merchant ourselves with the content of the form.
 - ii. Whenever we send an e-mail to a merchant, we white-label it so we implicitly relate the growth in their business through customer inquiries through the product to the MXStorefront brand. This is great for merchant portfolio retention.
7. Pause for questions / discussions.

Demo Script, Part III: Customizing the MX™ Storefront website

1. Log into the MX™ Storefront Merchant Portal by adding “/admin” to the end of the merchant's domain, and typing in your credentials.
2. Explain to the merchant that there are four main functions that it can manage within the Merchant Portal:
 - a. Manage Your Business;
 - b. Manage Your Website;
 - c. Manage Your Store; and
 - d. Manage Your Brand.
3. Explain to the merchant that you will now walk through the high-level features of each of the aforementioned functions.

4. Manage Your Business: within this function, the merchant can do the following:
 - a. Update Business Information - update the merchant's key business information so that it improves the merchant's website or helps to get third-party content from other sources around the web.
 - b. Manage your Menu / Services - enables the merchant to build multiple menus or list of services using a wizard, and then adding those menus and lists of services to its website.
5. Manage Your Website: within this function, the merchant can do the following:
 - a. Customize Style & Layout - change the style (i.e template) or colors of the merchant's website.
 - b. Edit Pages - build, edit, deactivate, or delete pages from the merchant's website.
 - c. Improve SEO - retrieve the merchant's sitemap so that it can be submitted to the major search engines and the merchant's website can be crawled and indexed, driving business to the merchant's website.
 - d. Manage Access - enable other individuals with access to the merchant's website for customization or order processing work.
6. Manage Your Store: within this function, the merchant can do the following:
 - a. Manage Products - add, edit, suspend, or delete products from the merchant's website and database. There are several attributes that can be added to products for the merchant's website, and you should demo at least one (i.e. adding a variant for size on the product with the values S, M, L, and XL).
 - b. Fulfill Orders - show the workflow to fulfill an order. Note: the website will not come with any orders, and there won't be time in a demo setting to simulate an order, then fulfill it. This will need to be explained rather than showed to the merchant.
 - c. Edit Settings - quickly explain that global store settings are set in this view.
7. Manage Your Brand: within this function, the merchant can do the following:
 - a. Engage With Customers - post to the merchant's social media accounts (Facebook, Twitter), from one screen and box in the Merchant Portal. Schedule posts as well.
 - b. Monitor Social Media - instead of pushing out content, this lets you take in content from social media outlets and lets the merchant manage their social media presence, as well as monitor competitors' posts, from one view.
 - c. Monitor Reviews - similar to "Monitor Social Media," Monitor Reviews enables a merchant to see all of its relevant review traffic in one place, as well as manage bad reviews while promoting good reviews on its website.