

## Step 1: Aesthetics & Function

- Select colors to match your website and brand aesthetic
- Choose clear images that showcase your products well for landing pages, callouts, vendor pages, etc.
- Less is more! Don't complicate things. Focus on making it simple for your customers to navigate

## Step 2: Content

- Upload all relevant content: logos, item images, videos, catalogs, documents, credit applications, and reference sheets
- Create shoppable catalogs, category groups, item categories, and item subcategories

## Step 3: Upsell & Promote

- Create callouts and collections to show new items, best sellers, and items with a special promotion
- Set up flash sales, promotions, and showcase them on your homepage

## Step 4: Spread the Word

- Spread the word! Share your new site through email campaigns, social media, and webinars.
- Edit your business card to include your shopping site URL or a QR Code to your site.

Task (links included)	Description	Done
<b>Color Theme</b>	Make Primary, Secondary & Text Color Aesthetically Pleasing	
<b>Landing Page</b>	Site is Complete with Images, Colors, Looks Good	
<b>Callouts</b>	Callouts are Setup (at least 3) and Images Work Well	
<b>Brand Pages</b>	Each Brand has Logo, Description, Minimums, Images	
<b>Overall Site Design</b>	<b>Color Choices &amp; Images Pair Well &amp; Fit the Brand Theme</b>	
<b>Brand Catalogs</b>	Import Brand Catalogs (use OCR tool to make shoppable)	
<b>Brand Documents</b>	Import Misc. Brand Docs (price lists, credit apps, etc.)	
<b>Item Images &amp; Videos</b>	Import Item Images & Video (bonus for multiple per item)	
<b>Brand Promos</b>	Add in Brand Promotions (free freight, trade show promo)	
<b>Brand Top Items</b>	Add Top Items for Brands (best sellers show at the top)	
<b>Category Tree</b>	Setup Category Groups & Category Tree	
<b>Item Categories</b>	Assign/Import B2B Categories for all Items	
<b>Overall Site Efficiency</b>	<b>Uploaded Buyer Relevant Content &amp; Shopping is Intuitive</b>	
<b>Company Buy-In</b>	Demo B2B Site with All Company Members & Promote Buy-in	
<b>Test Account</b>	Create a Test Buyer Account so Company Can Use to Practice	
<b>B2B Link on Website</b>	Add a Button on Company Website to Direct to B2B	
<b>Go Live Date</b>	Set Go Live Date to Launch B2B Site	
<b>Communicate Launch</b>	Email Company, Brands, Buyers About Go Live Date	
<b>Invite Buyers</b>	Use 'Send Link' to Invite Pre-Approved Customers	
<b>Instruct Reps</b>	Instruct Reps to Engage Hands-on with Their Best Customers	
<b>Overall Site Launch</b>	<b>Site Launch Successful, Buyers Engaged &amp; Company Buy-in</b>	
<b>Abandoned Carts</b>	Monitor Abandoned Carts, Follow-up as Needed	
<b>Order Follow Up</b>	Follow-up with Buyers Who Order from Site	
<b>Resistant Buyers</b>	Reach Out to Customers Who Haven't Adopted	
<b>Content Maintenance</b>	Keep Items, Images, Brand Info Up to Date	
<b>Approve New Buyers</b>	Stay on Top of Monitoring/Approving Buyer Registrations	
<b>MarketTime Updates</b>	Read MarketTime Release Notes, Attend MarketTime Webinars	
<b>Overall Monitoring</b>	<b>Monitor &amp; Maintain B2B Site</b>	
<b>Business Cards</b>	Create Cards with Info on B2B Site (QR code, URL link)	
<b>Social Media</b>	Promote B2B Site Using Social Media	
<b>Webinars</b>	Hold webinars for your buyers to join to promote site	
<b>Email Campaigns</b>	Send Buyer Emails to Promote B2B Site Adoption	
<b>Flash Sales</b>	Negotiate Discounts from Vendors, Enable 1-Day Flash Sales	
<b>Overall Promotion</b>	<b>Be Creative &amp; Use Different Ways to Promote Your B2B Site</b>	