

SPECIAL REPORT:

The 4 Most Effective Ways to

HELP YOUR ECOMMERCE BUSINESS SURVIVE IN THE 'CORONA-ECONOMY'



How to Survive in the 'Corona-economy'

During challenging times like these, the fear of uncertainty often causes consumers to become more conservative and selective in their purchases. It also causes them to become more risk-averse - taking more precautions than normal to ensure that they're making good decisions and that they're spending their money wisely.

In order to find solace and reassurance in their buying decisions, consumers start to focus in on two main factors when making online purchases: trust and value. Can they trust the website they're buying from to effectively deliver the product or service they need? And, is the product or service they're buying going to give them the most value for their money? Although trust and value are always important conversion drivers, they become even more relevant and influential in tough times.

In soft economies where the jobless rate is high and incomes uncertain, consumers are going to be more cautious with their money, while they scrutinize every purchase and value proposition; while looking for more, credible trust signals than normal to offset their increased anxiety and concern.

At the end of the day, consumers will ultimately buy from the vendor that offers them the highest sense of security, confidence, and value.

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History Teaches Us a Valuable Lesson

Throughout all 23 recessions since 1902, the pattern and results have remained the same...

The average time to recover from a recession is ~8.5 months or 248 days. So staying in the game and planning for your rapid recovery needs to start now.

About 75% of companies will reduce or eliminate marketing following the recession, and over 2/3rd's of those companies will never regain the market share and profitability they lost during the recession. The majority in this category reach a new and sustained low.

Alternatively, **the other 25% of companies see an opportunity to expand market share in a recession by maintaining or even increasing their marketing and advertising efforts. And over 2/3rd's of these companies will see additional growth for 5 years after the recession.** The majority in this category reach a new and sustained higher growth rate. And many have gone on to become the dominant leader in their category, by seizing the day and choosing to innovate and grow.

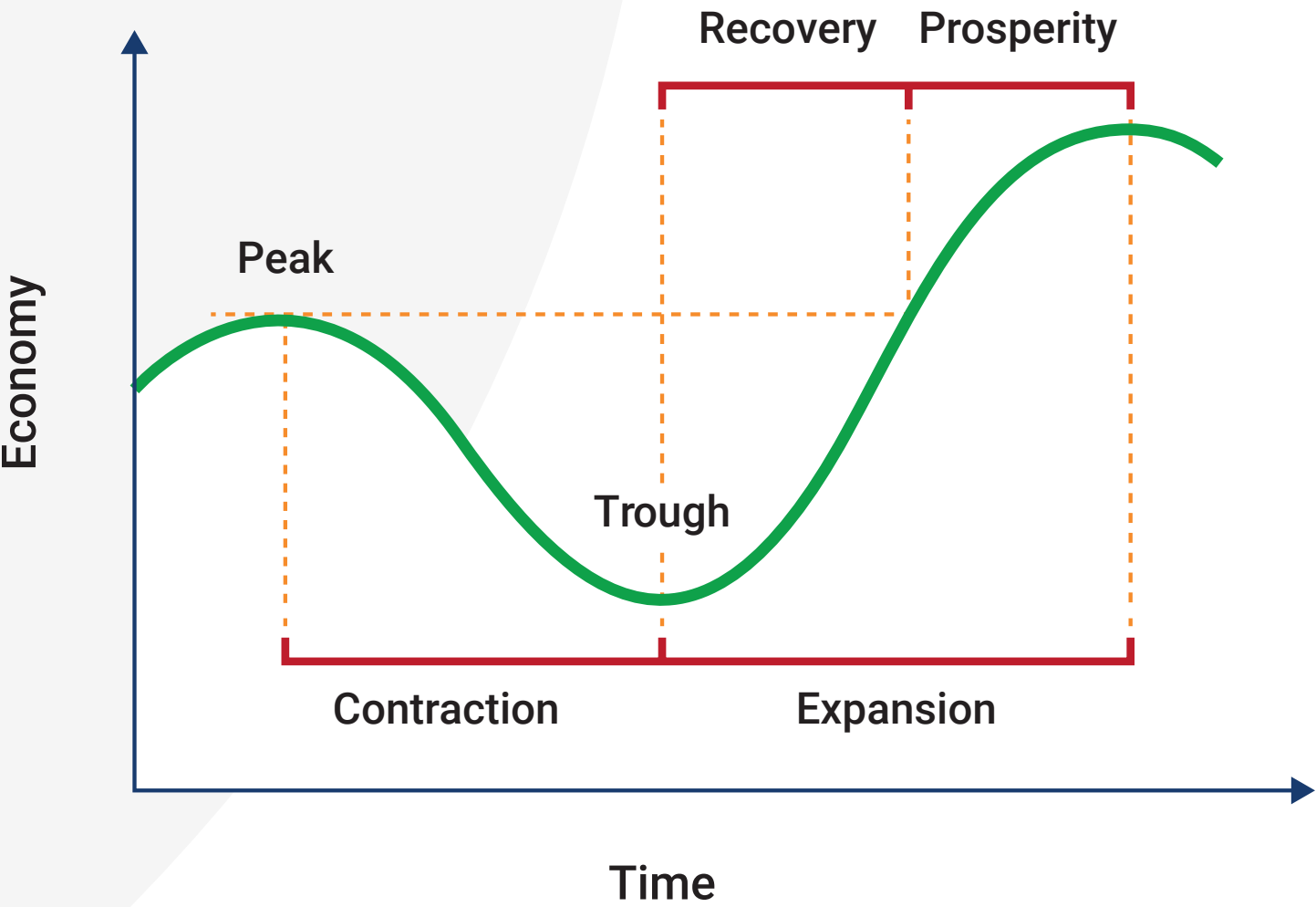
History has shown that it's the strategies and marketing that a company executes during the contraction that determines how quickly, and how far they climb once the economy starts recovering and expanding. You simply can't wait until you see an official recovery claimed by media sources, because by then you have lost your momentum, and too much market share and awareness to your competitors who remained in the game.

As Warren Buffett so appropriately said about taking advantage of down markets, "...be aggressive when others are fearful."

During my 30-year career in marketing and advertising, I have studied and researched reams of data, case studies, and reports from academia and corporations alike that have taken place over many decades of booms and recessions, and ultimately it all boils down to 4 key action steps that separate the winning companies from the losers.

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The Average Recession
Lasts 8 1/2 Months

Here are the 4 Most Effective Ways To Help Your Ecommerce Business Survive in A Down Economy:

1 Increase Visibility

Remain visible, active and relevant in the market. Stay in front of your target audience by advertising and marketing, but change your messaging so that your product or service becomes a needed solution to the problems or circumstances that your potential customers are currently facing.

2 Add More Value

Become the obvious choice and give customers every reason to choose you by giving more. In uncertain times, people are looking for more value and the highest return on their investment (ROI) possible. They want to be sure that they are getting a great deal and value exchange for their money. Some innovative ways to add more value include:

- Free info products that help them to solve a problem or to get more value out of their purchase
- Free upgrades
- Introductory pricing
- Delayed billing
- Sales or discounts
- Free shipping
- No sales tax
- Extended warranties or guarantees
- BOGO offers
- Extended online support
- A free user community
- Free accessories or bonus products bundled with the main product

By increasing your visibility, adding more value, establishing trust, and mitigating risk, you are positioning yourself in the best possible way for success. While it may still be challenging during the downturn, your ability to weather the storm will increase significantly; and then, once the economy starts to improve, you'll be ahead of the curve, and primed for rapid growth.

3 Establish Trust

Eliminate emotional friction points by establishing trust throughout the entire sales funnel (off-site, on-site, and at checkout) to increase more Visibility, Clicks, and Conversions.

The most effective ways to establish online trust are through trusted 3rd party solutions that provide your company with:

- Social Proof (from verified and authentic customer ratings and reviews)
- Security (through a security solution that provides a trusted Security seal)
- Validation (typically through a BBB membership or other credible 3rd party memberships, awards etc.)

4 Eliminate Risk

Remove or mitigate as much risk as possible for the consumer **after** the sale.

The best way to eliminate risk after the sale is to offer things like:

- Guarantees
- Free return shipping
- Warranties
- Stellar customer support

Why You Should Stay in the Game

While it is incredibly tempting to cut back on advertising, you must be visible by the market in order to be seen as a relevant option, so one of the worst things you can do is to put down your megaphone and stop advertising, promoting, and marketing. In fact, recession history tells us that most marketers stop or reduce their marketing efforts in uncertain times, which means those who stay in the game, have less competition and lower ad costs.

Neil Patel

an SEO and online marketing expert, just came out with this statement in his newsletter dated 3/17/20:

“What I’ve learned from going through two crashes (the dotcom crash in 2000 and the real estate crash in 2008) is that the best time to double down is when others are not.

During an economic downturn, you’ll find that you will have less competition, which means it is easier and faster to get results, and in some cases, you’ll be able to get deals, such as a potential reduction in pay-per-click advertising.”

The Harvard Business Review

said this about the opportunities created in recessionary periods:

“The rationale that a company can afford to cut back in advertising because everybody else is cutting back is fallacious. Rather than wait for business to return to normal, executives should **cash in on the opportunity that rival companies are creating for them.**”

The McGraw-Hill Research Laboratory of Advertising Performance

followed the performance of 600 industrial companies for 6 years from 1980 to 1985 in connection with the 1981-82 recession, and found the following:

“By 1985, sales of companies that were aggressive recession advertisers had risen 256% over those that didn’t keep up their advertising.”

The Wharton School of Business

also supports this premise in their research findings:

“If companies cut deeply into advertising and communications in a down period, the cost to regain a share of voice in the market once the economy turns around may cost four or five times as much as the cuts saved.”

Bain & Company

analyzed over 700 firms over a six-year period and found that:

“Twice as many companies made the leap from laggards to leaders during the 1990-91 recession as during surrounding periods of economic calm.

Of the firms that made major recession period gains in revenue or profitability, more than 70% sustained those gains through the next boom cycle. **And less than 30% of those that cut back and lost ground were able to regain their positions.**

Such opportunities always exist for strong, focused companies, but the impact of exercising them is much higher during a recession when many competitors are either distracted or hibernating.”

In their joint 1993 report following the 1990-91 recession, the accounting firms of Coopers and Lybrand and Price, Waterhouse, Coopers stated:

“Businesses that maintain aggressive marketing programs during a recession, outperform companies that rely more on cost-cutting measures. A strong marketing program enables a firm to solidify its customer base, take business away from less aggressive competitors, and position itself for future growth during the recovery.”

MarketSense Research

compared 101 household name brands during the recessionary period of 1990 to 1991, who then concluded in their study of recessionary marketing best practices based on those companies who performed the best:

“The best strategy for coping with a recession is balanced ad spending for long-term consumer motivation, plus promotion for short-term sales boosts.”

Famous Case Studies

Winning Market Share in a Down Economy

These studies of recessionary marketing habits have been played out by some of the most successful brands in history, although going into their first recession they did not start out as market leaders.

For example:

P&G

Beginning with the Great Depression, while other competitors cut ad budgets, P&G increased its ad spending. And in every recession since then, P&G has gained market share. The term “Soap Opera” came from the 1930s when Procter & Gamble became the sole sponsor of the popular daytime radio programing.

Chevrolet

During the 1920s, Ford was outselling Chevrolet by 10 to 1. In 1929, in spite of the Depression, Chevrolet expanded its advertising budget while Ford cut back, and by 1931 (just 2-years later) Chevrolet took the lead.

Kellogg’s

Both Kellogg’s and Post were racing neck and neck to dominate the breakfast cereal category in the 1920s. When the Great Depression hit, Post Cereal cut their ad budget, while Kellogg’s increased theirs by one-million dollars. Kellogg’s upward sales curve continued right through the Depression, and profits improved from around \$4.3 million a year in the late 1920s to \$5.7 million in the early 1930s. When the depression ended, Kellogg’s emerged as the dominant, and most profitable breakfast cereal brand - a position they have maintained to this day.

Nike

In 1990, Nike and Reebok were virtually tied for first place in sales. During the 1990-91 recession, Nike tripled its advertising spending, while Reebok cut back. When America emerged from the recession, Nike’s profits were nine times higher than they were going in - and Reebok has been a distant competitor ever since.



How to Add More Value and Create an Effective Value Proposition

Standing out from the competition in a meaningful way, that the target market cares about and is willing to pay for, is very important. If they don’t clearly see, understand and value your value proposition, then it isn’t one.

The acid test is this: Ask yourself these two questions honestly and objectively, “Why would someone buy from you, rather than the competition?” And, “Are the reasons why someone should buy from you over your competition, crystal clear to the buyer?” What makes you different and attractive to your ideal customer should be easy for them to recognize and understand, and if necessary, supported by evidence, data, or claims that your competitors cannot also claim or support. This must be a unique value proposition that you and only you can offer.

However, if your competitor also offers the exact same product or service, you can always create a unique value proposition by inventing a ‘value add’ - like offering a free bundled item with purchase, a better guarantee, expedited shipping, price match guarantee, free shipping insurance, etc.

Even More Case Studies

with Pictures

Hyundai and GM

For example, Hyundai’s recession strategy has always been to add more value in challenging times by offering economic peace of mind. In the 2008 recession, they came out with a marketing strategy that said, “You can return your new car if you lose your job within one year of buying it.” This risk reversal strategy turned out to create a big boost in sales. So much so, that GM soon followed suit.

Introducing Total Confidence.*

The most comprehensive customer care program ever.

We're taking the worry out of buying a new vehicle by reinventing the ownership experience. Now when you buy an eligible 2008, 2009 or 2010 GM car, truck or crossover, it comes with:

- **Fully Backed 5-Year/100,000-Mile Powertrain Transferable Warranty****
Plus Roadside Assistance and Courtesy Transportation. The best coverage in America.
- **Safety and Security of OnStar+— Standard** Automatic Crash Response, Vehicle Diagnostics, Stolen Vehicle Assistance—standard for one year on every GM vehicle except GMC Savana and Chevy Express.
- **Vehicle Value Protection††** When you finance a new GM vehicle, we'll help protect its retail value at trade-in time on your next GM vehicle.
- **Payment Protection*** If you lose your job, we'll be here for you. We'll make your payments—up to \$500 per month for up to 9 months.



total confidence

Visit gmconfidence.com for all details and limitations.

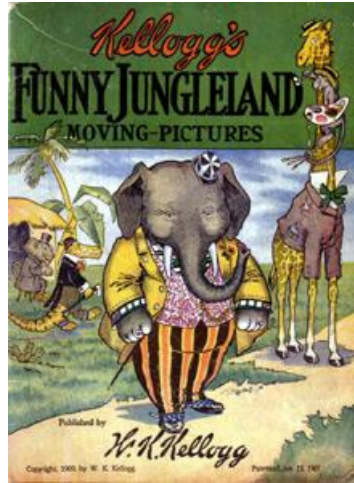


America’s Best Warranty*

10-Year/100,000-Mile Powertrain Limited Warranty

During the 2008-2010 recession, GM dramatically improved their value proposition and peace-of-mind that they offered to their customers by creating the “GM Total Confidence” package, that included an extended warranty, protecting the value or depreciation of the vehicle, as well as job loss protection.

Hyundai also increased its value proposition to offer more reliability and peace of mind with the industry’s first 10-year, 100,000-mile warranty. As a result of adding value and peace of mind in an uncertain time, Hyundai sales were up 14% in January ‘09, at a time when other manufacturers were down as much as 32%. This put Hyundai in such a dominant position that they were able to buy their competitor Kia. And to this day, Hyundai is a major player in the automotive scene.



Kellogg's was the first company to put free value-added gifts inside their packaging to encourage sales.

Kellogg's

The Kellogg's Depression strategy included several unique ideas, that all combined to add more value, including:

- Sampling (Risk Reversal)
- Coupons (Discounts)
- Free Gifts (Extra Value)
- Free Recipe Guide (New uses for an existing product)

Here's how Kellogg's did it:

They started running radio and print campaigns promoting a free sample size box of Corn Flakes, which also created Top Of Mind Awareness (TOMA), which is an important component of creating brand trust, credibility and preference.

Inside every sample box was a special coupon that they could use to buy a full-size box the next time they went to the store.

Inside each full-size box of Corn Flakes, they included free gifts. One of these gifts that really took off as a free measuring cup and recipe guide.

The recipe guide was a stroke of genius because it showed consumers how to stretch their food budget with 100 ways to use Corn Flakes as a low-cost meal extender. This free gift not only increased sales of the initial purchase, but it also increased repeat sales many-fold, because it showed people how to use more of the product effectively to squelch a real need (more recipe variety, taste, and value on a limited budget). Many popular dishes that we eat today still use Corn Flakes in them and are a result of this 1930's campaign.

Kellogg's was the first company to put free value-added gifts inside their packaging to encourage sales. In addition to the measuring cup and recipe book, they were also the very first to include a free children's toy. In the 1930's it was a series of small children's books.

SPAM

SPAM created a campaign that showed consumers all the many ways they could replace traditional, more expensive meats with their lower-cost alternative, and supported it with the value prop statement "A lot of meat. But not a lot of money."



As you can see, each of these companies put in a lot of time and effort in coming up with creative marketing ideas and strategies that allowed them to add more value when people were looking for ways to stretch their dollar.

Keep in mind, that these value-added strategies will not only help retain your sales now, but they will propel you to ever greater heights in the post-recession, given the fact that you have gained brand preference now when it's most critical, and when advertising rates will be at an all-time low.

A.1. Steak Sauce

During the 1990-91 recession, A.1. repositioned its famous steak sauce to "hamburger enhancer", and their ads included recipes for how to use A.1. in various low-cost hamburger dishes that didn't look or taste like a boring hamburger recipe.



Establish Trust and Eliminate Risk

When the economy is good, consumers are willing to take more chances on unknown vendors or products, but when the economy starts to turn, they become more cautious, and are less likely to spend their time and money on companies or products that they're not familiar with, or that have a perceived risk of not being trusted, safe, or unable to deliver on their promises. However, when that risk is mitigated or

removed, their confidence significantly increases and they're much more willing to buy.

For most businesses, **the fastest way to eliminate risk is by establishing trust through 3 well-proven, time-tested solutions** that provide Social Proof (ratings and reviews), Security (Security seals), and Validation (BBB).

By far, the #1 most effective way to establish trust is through ratings and reviews, from a Google Review Partner like Shopper Approved.

The reason ratings and reviews are so effective is because they are low in cost, they are the only form of social proof that positively impacts every single aspect of the sales funnel sales funnel: Off-Site (SEO and search results), On-site (home page, product pages), and Checkout, and they positively affect every key performance metric, including: Cost-Per-Review (CPR), Cost-Per-Impression (CPI), Cost-Per-Click (CPC), Click-Through Rate (CTR), Cost-Per-Lead (CPL), Conversion Rate (CR), Average Order Value (AOV), Return On Ad Spend (ROAS), and Customer Acquisition Cost (CAC) - all of which have a direct, positive impact on your sales, profits and sales margin.

One of the reasons why ratings and reviews are so effective is because Google places a lot of emphasis on them - particularly the Star rating and the total number of reviews - throughout their entire search engine. These **ratings have a direct positive impact on every single search listing or paid ad** that they are displayed next to. Star ratings increase visual acuity (visibility), because the human eye is naturally drawn to the ads with stars, which directly correlates to an increase in your Click Through Rates (CTR) by an average of 17% according to Google. Our clients report a 20% increase.



Ratings and Reviews

Here are some examples of where Star ratings appear in a Google search. In addition to these examples, they also appear in Google Shopping search results, and Google Shopping product pages in the form of green percentages.

Google AdWords

20% Increase in Click-Through Rate

Ad


www.gfuel.com/

GFUEL Energy Formula | Buy One Get One Free


★★★★★ Rating: 4.7 - 144,428 reviews

Christmas in July. Buy one get one free for a limited time. Gluten Free. No sugar. 25 Calories per serving. No Crash - No Jitters. 24 Flavors to choose...

Product Listing Ads (PLA's)



G FUEL
Keemstar's...
\$35.99
GFuel
★★★★★ (744)



G FUEL Ragin'
Gummy Fish...
\$35.99
GFuel
★★★★★ (375)

Shopper Approved / 3rd Party Review Sites

https://shopperapproved.com › reviews › GFUEL

GFUEL.com Reviews - Shopper Approved

★★★★★ Rating: 4.7 - 144,428 reviews

About us. The G FUEL Story. The year is now 2008. A few of us guys are hanging out; playing CoD, eating pizza, listening to T-Pain...you know...

Google Seller Ratings

Review Providers

Shopper Approved

(4,454 reviews)

eKomi

(2,690 reviews)

TRUSTPILOT

(2,438 reviews)

Google Customer Reviews

(789 reviews)

ResellerRatings.com

(218 reviews)

REVIEW SUMMARY

5 ★

76%

4 ★

11%

3 ★

4%

2 ★

2%

1 ★

7%

★★★★★

Written on January 14, 2020


Quick and easy! I can definitely recommend this company, go ahead and order, you won't be disappointed!

Google Shopping

Google Shopping

1-800-flowers roses

Flower Delivery by 1-800 Flowers 100 Premium Long Stem Multicolored Roses



\$349.99 · 1800Flowers.com

+ \$27.55 tax and \$29.99 shipping

Arrives Mar 12 – 31

94% positive (409,038)

Visit site

Track price

Get notified when the price drops

View all your tracked products

Google

1-800-flowers roses

1-800-flowers roses

Home Stores Departments Orders About Google Shopping

CLEAR ALL FILTERS

Rose

Sort by: DEFAULT

Your location: Ogden, UT

Show only

Buy on Google

New items

Price

Up to \$40

\$40 – \$60

\$60 – \$150

Over \$150


\$ to \$

GO

Variety

Rose

CLEAR




Flower Delivery by 1-800 Flowers Elegant Red & Purple Beauty Bouquet Double Flowers

\$39.99 1800Flowers.com 94% positive (409,038)

LIMITED-TIME OFFER: Double the Flowers for the Same Price. Two times the flowers, two times the WOW! Surprise someone you ...

1-800-Flowers.com · Bouquet · Rose · Lily

Other size options: [S](#)



Flower Delivery by 1-800 Flowers Two Dozen Red Roses Bouquet Only

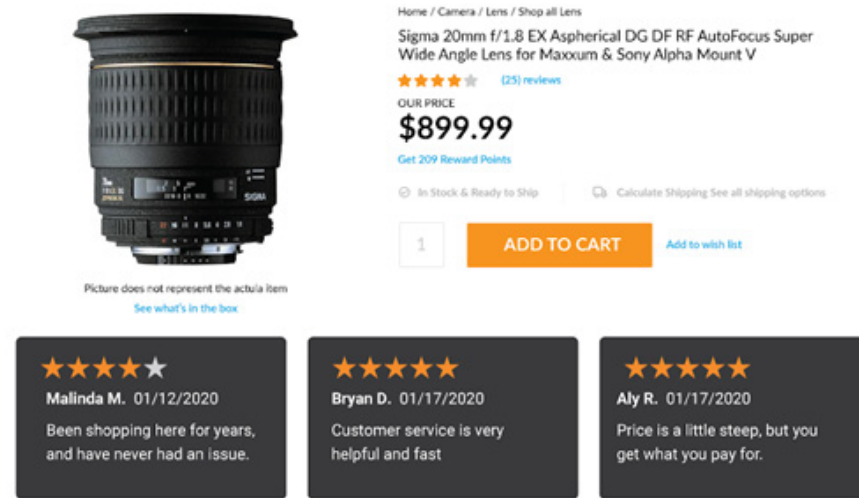
\$29.99 1800Flowers.com 94% positive (409,038)

Radiant. Timeless. Romantic. There's something so special about our red roses, especially the way someone you love will feel ...

1-800-Flowers.com · Bouquet · Rose

Reviews on Your Website

Once a customer has clicked through from Google to your website, you can use ratings and reviews to further increase trust and credibility by adding review widgets to your website and product pages, like in the example to the right:



The #2 most effective way to establish trust is by adding a Security seal, like Trust Guard, throughout your website, most importantly to your checkout pages.

This is extremely important in times of uncertainty, because consumers need reassurance that their personal and payment information is going to be safe and protected, and adding a Security seal, specifically made for this purpose, can eliminate safety and privacy concerns, and create peace of mind - right when it's needed the most.

Statistically, 70% of all buyers abandon the shopping cart, just moments before they buy, so

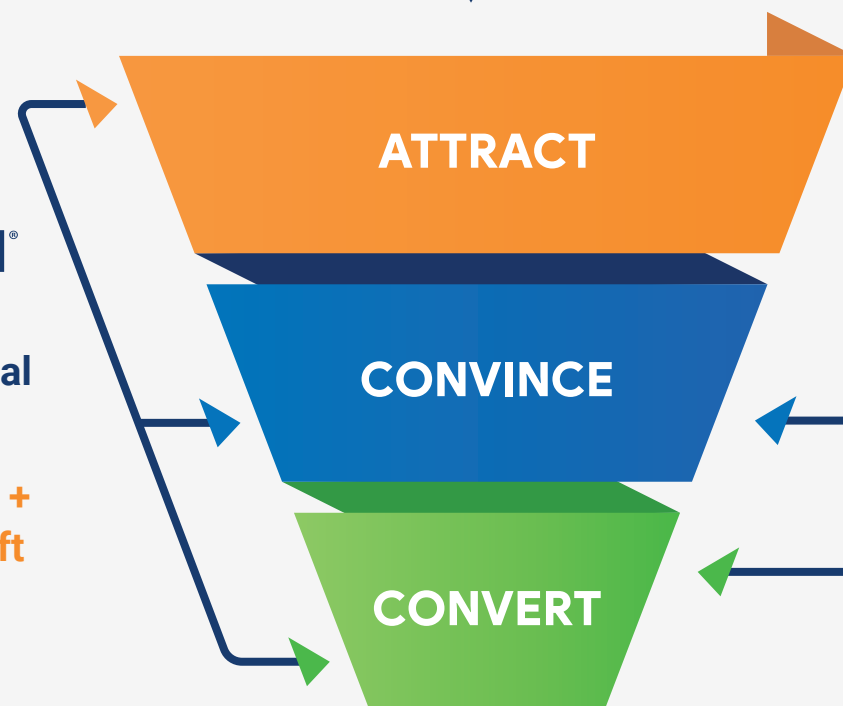
by resolving their security concerns, at the very moment they are asked to pull out their credit card, you significantly lower cart abandonment and increase your Conversion Rate (CR) and your Average Order Value (AOV). By understanding the psychology behind the importance of displaying a security seal, you can literally change your customer's buying behavior, and increase the number of successful purchases.

By adding social proof in the form of ratings and reviews at every critical decision-making point throughout the funnel, you are able to **'Attract'** new potential customers in Google, **'Convince'** them to buy from you on your website, and ultimately **'Convert'** them into buyers.



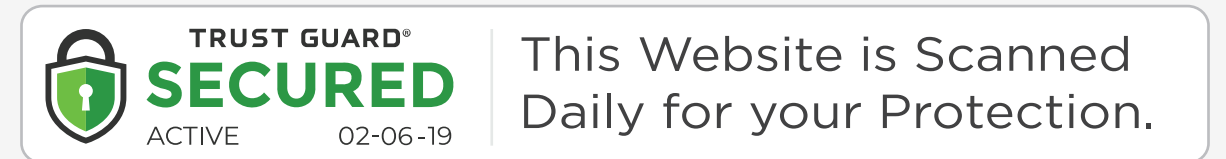
Ratings & Reviews Provide Social Proof, and PPC & SEO Lift:

17-20% Click-Through Rate Lift + Up To 380% Conversion Rate Lift



Website & Transaction Security Provides Conversions Rate and Revenue Lift:

19% Conversion Rate Lift + 71% Average Revenue Lift



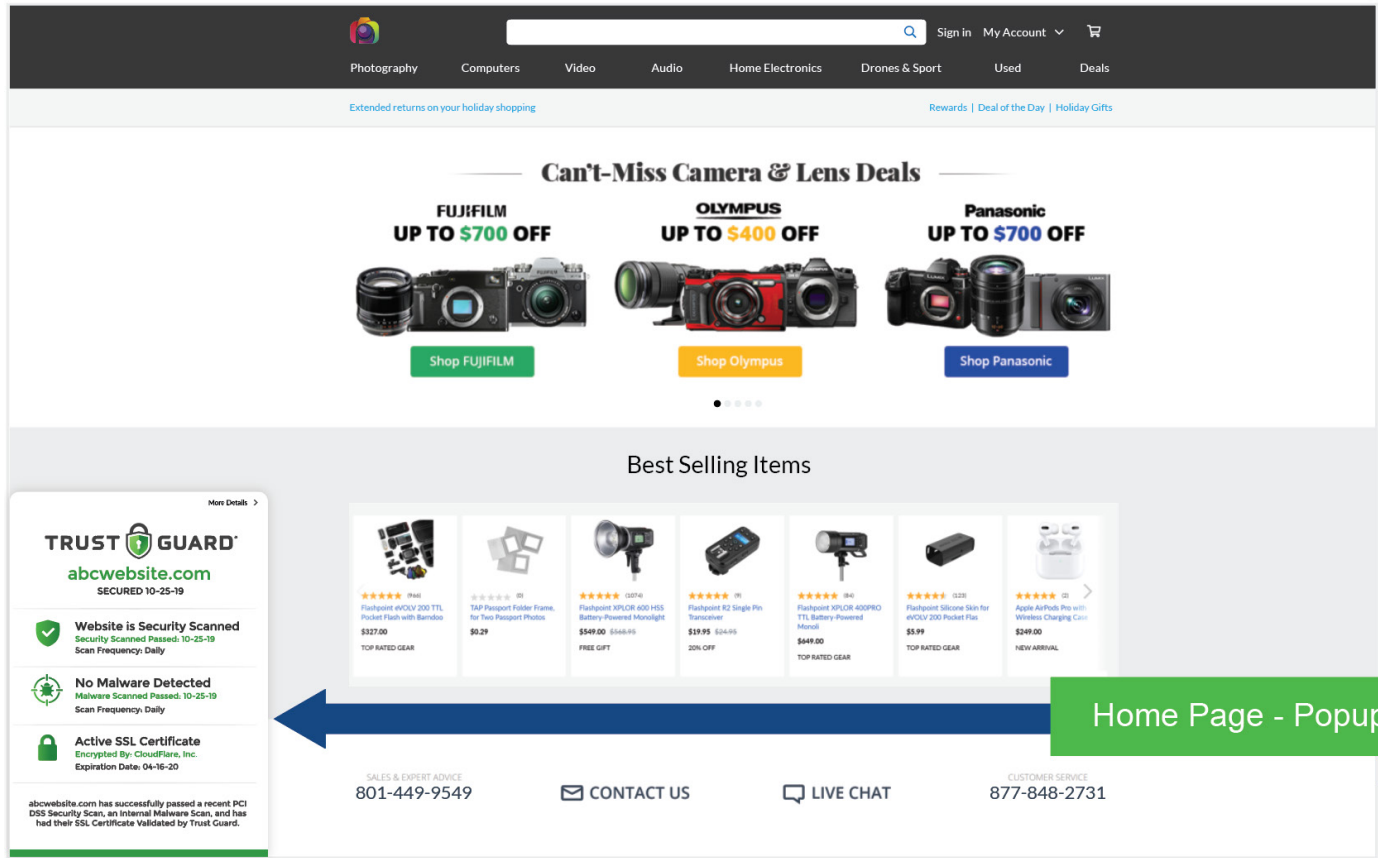
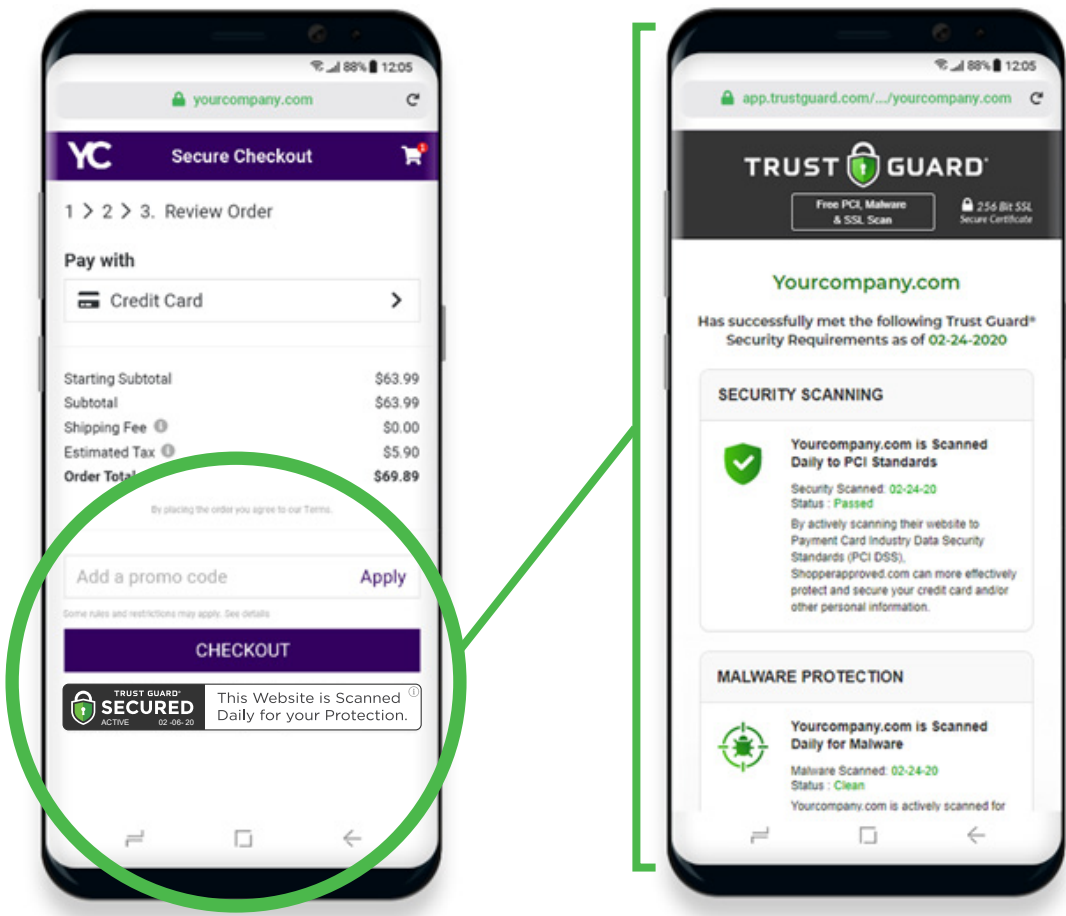
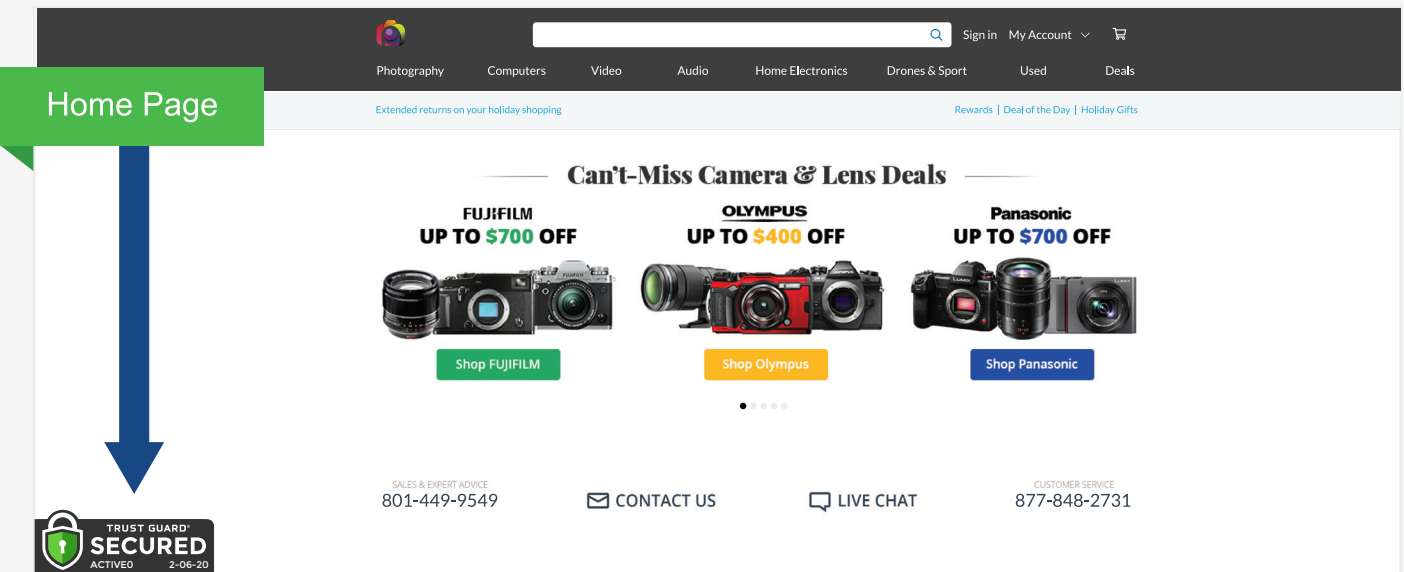
Social proof and website security seals directly improve the key performance metrics throughout the buyer journey

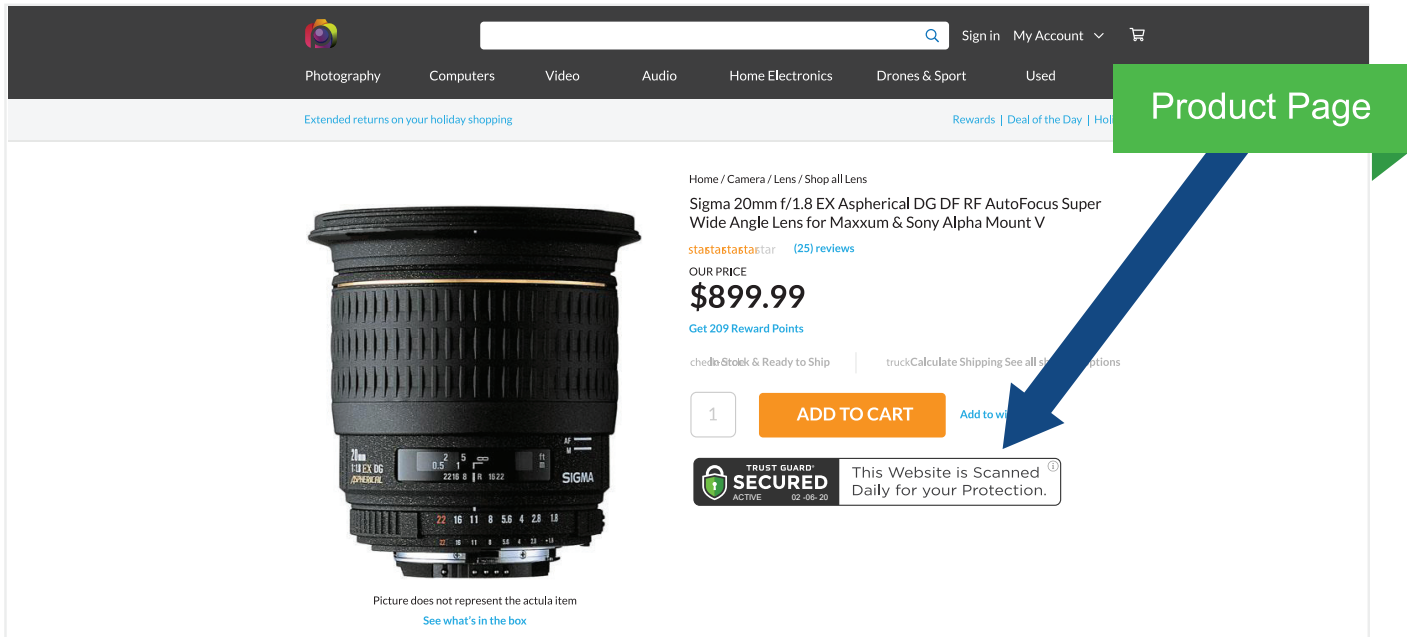


The Trust Guard Checkout Seal typically goes under the 'Checkout' button. On mobile devices, it looks like the image below (bottom left-hand side)

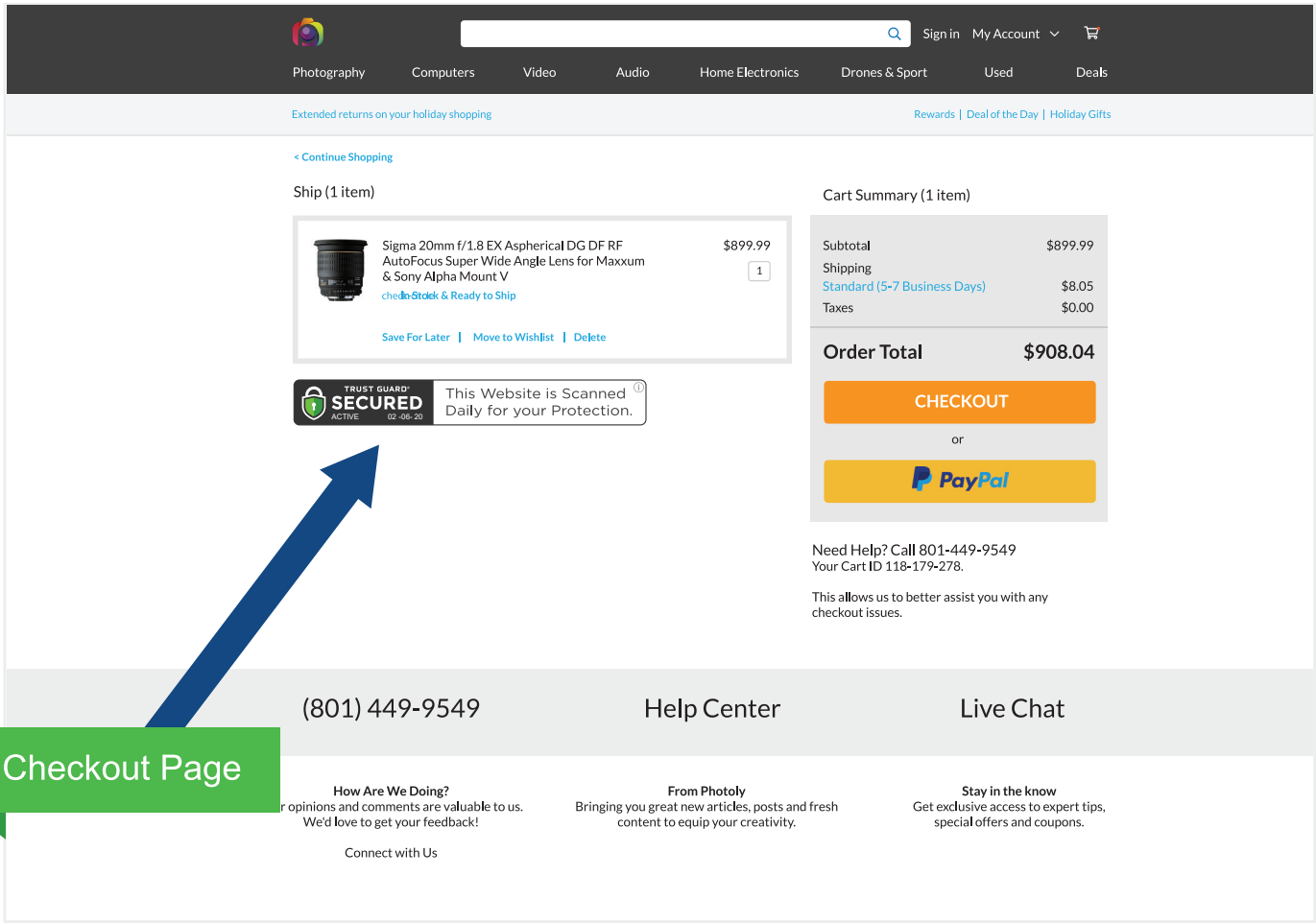
Then, if a customer clicks on the seal, they go to an active **Trust Guard Certificate page** showing the current date as the last successful scan date, that shows them what security measures you've taken to secure your website and protect their information (right-hand side).

On the desktop example below, you can see both the main Trust Guard SECURED seal, and the Trust Guard Checkout seal. The SECURED seal typically goes on the homepage and landing pages, whereas the Checkout seal is targeted towards product pages, the shopping cart and checkout pages, where customers need the most reassurance and are the most likely to abandon their purchase without adequate reassurance of security.





When your website visitors see your Trust Guard security seals throughout the website experience, they will feel more confident completing the purchase process, knowing their personal and payment information is secure.



The third way to establish trust is by adding business validation and accreditation by becoming a member of the Better Business Bureau (BBB).

The BBB has been around for over 100 years and is well known for its ability to verify and validate businesses. By adding a BBB logo to your website, you show that you've been vetted, and that you can be trusted.

In addition to Establishing Trust, the other effective way to Eliminate Risk is by giving consumers peace of mind through assurances after the sale; using things like money-back guarantees or free return shipping.

For example, in the case studies mentioned earlier, Hyundai removed the risk of buying their vehicles in a recession, by offering both a buy-back guarantee and an extended warranty. This strategy increased their sales and market share when everyone, including themselves, was struggling. It's innovative ideas and creative thinking like these, when the chips are down, that really help good businesses become great!



3 Special Stimulus Offers and Gifts Just For You

During these challenging times, you need every bit of help you can get, and we want you to know that we're here for you, and that we can help!

For more than a decade, tens of thousands of online merchants have proven that **Shopper Approved®** and **Trust Guard®** are two of the most effective tools ever created to get more visibility, more traffic, and more sales for your website.

That's why, for a very limited time, we're giving both of them to you at an unprecedented low price - because we know that you need more visibility, more traffic and more sales right now more than ever!

Look. The Covid-19 crisis is bad, but it isn't going to last forever. If you want to improve your business, you need to be focusing on two things: saving every possible sale you can right now, and positioning yourself for the inevitable rebound.

We can help you do both, but we know that money is tight right now, so for a limited time, we are offering our two most popular products - Shopper Approved Seller Ratings at 50% off our regular price, and Trust Guard Total Website Protection - free for 90-days, plus our FREE VIP setup and onboarding of Shopper Approved and Trust Guard.

We call it our Stimulus Package, and it includes the following 3 special offers and gifts:

Special Offer

Shopper Approved Seller Ratings with Google Syndication - 50% off regular price

Not only does Shopper Approved collect up to 40x more verified customer ratings and reviews for your business than any other review company, but because we're a Strategic Google Review Partner, our Seller Ratings are distributed across the entire Google paid and organic search platform.

This includes:

- Google Seller Ratings
- Google Adwords
- Google Shopping
- Google Product Listing Ads
- Google Organic Search

We are the foremost experts at getting more trusted reviews in more places online, and we will get your company in front of more potential customers than any other review platform.



Free Gift #1

Trust Guard Total Website Protection with Security Seals - Free for 90-days, plus 50% off regular price for 9-months

Trust Guard protects thousands of businesses and millions of consumers from hackers every day, and is the only website security solution that offers all three types of website protection in one solid solution:



Complete website and customer security with 3 layers of protection.

Daily External PCI DSS
Perimeter Scanning

Scans your site for over 75,000 known vulnerabilities

Daily Internal Heuristic
Malware Scanning

Uses A.I. to discover hidden changes to your files

60-day Auto-Renewing
SSL Certificates

Get safer SSL encryption and never install another SSL again

With Trust Guard Total Website Protection, you get three powerful layers of protection to help defend your website from hackers, and improve the confidence and trust that shoppers have in your website and company.

You also get both our Trust Guard SECURED seal and our Trust Guard Checkout seal, that virtually eliminate any security fears or concerns that your customers may have, so they can buy from you with confidence.

Trust Guard security seals have been independently tested by Conversion Fanatics, and shown to increase online conversion rates by 19.2% and average revenue per visitor by 71.1% when properly used and displayed.

And there's more to the story. Cybercrime is at an all-time high right now as cybercriminals are taking advantage of the fact that more people are working from home, on unsecured access and servers, and phishing emails masquerading as COVID-19 and health alerts are skyrocketing. So protecting your website and your customers is more important now than ever.

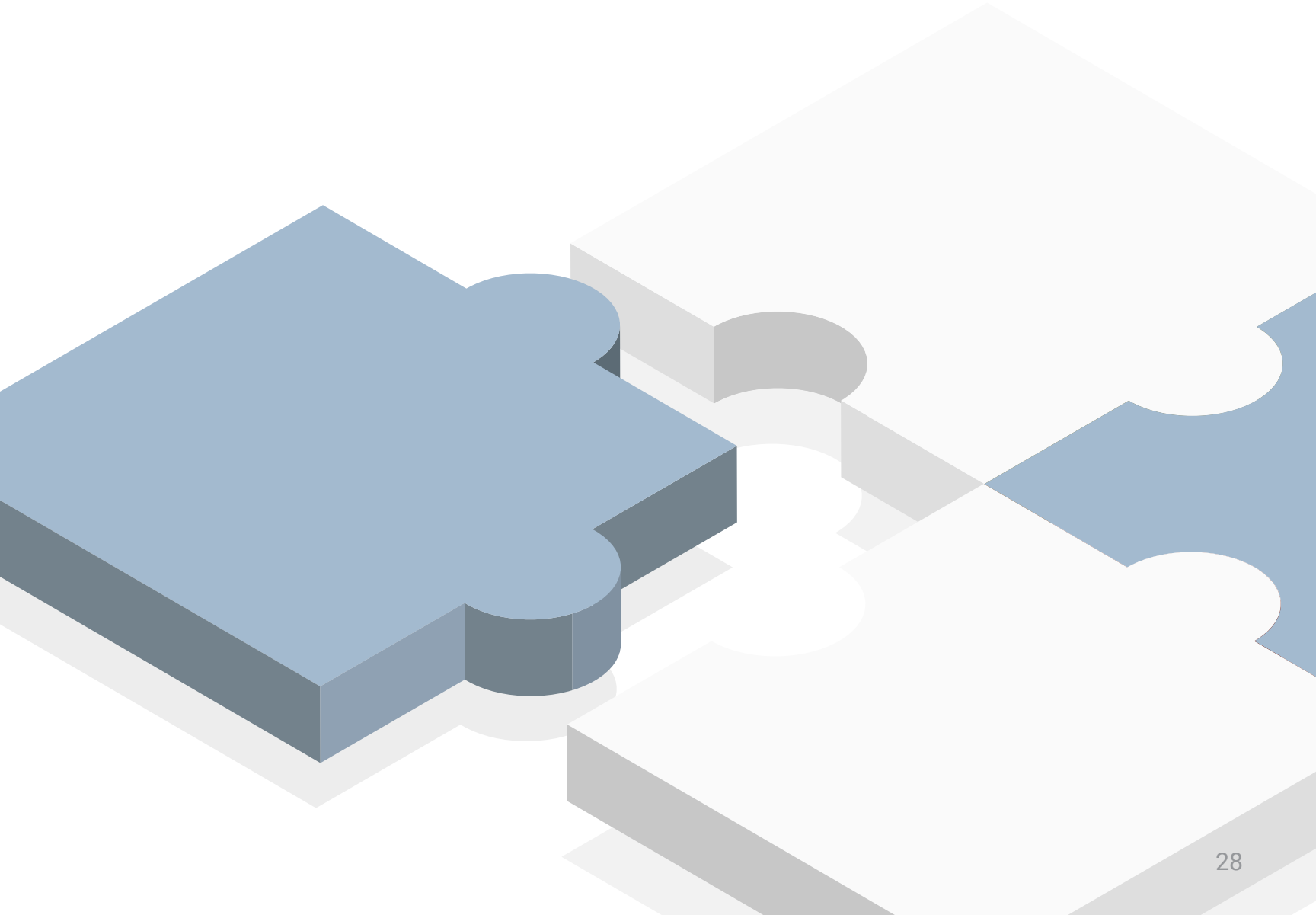
Free Gift #2

Free VIP Onboarding and Free Integration (a \$499 value).

We know that you have a lot on your mind, so our amazing team will take care of everything for you. As soon as you sign up, our friendly and knowledgeable Onboarding team will personally walk you through Shopper Approved and Trust Guard, while our professional Integration team adds Shopper Approved and Trust Guard to your website.

We normally charge \$499 for our VIP Onboarding and Integration service, but as part of our Stimulus Package we are giving it to you at no cost.

Our clients rave about how amazing our onboarding and integration services are - we can't wait for you to see for yourself!



Here's what some of our clients have said about Shopper Approved:



"Great review service. We've been with them for years and their customer service, and support, have been excellent. **Reviews are syndicated with Google** as well. **Much better pricing than Yotpo** as well."

Mike Harley
OfficeChairsUnlimited.com

"This is absolutely amazing. The speed in which you are able to set up your client is phenomenal. The one to one help was very beneficial. The many years in business is paying off with **wonderful Customer Reviews.****This will increase sales,** don't go it alone (ugh) It is worth the investment. I certainly wish we would have done this sooner. Thank you so very much for your guidance and expertise."

Elizabeth Joerin
Acu-Cutter.com

"Switched from another review company 2 months ago. **Paying half of what we paid the other company and getting more reviews** from our customers. All reviews are from confirmed customers based on Invoicing."

David Chapman
UltimateMats.com

"I needed a review platform to integrate with our website and also email communications. After much research, I went with Shopper Approved. It was **the right decision.** The level of customer service, integration process, hand holding, etc., that they provide is **outstanding.** We have had **immediate success on this platform getting reviews** for our company. Thank you Shopper Approved!"

Tom Szynwelski
Bestvacuum.com

Here's what some of our clients have said about Trust Guard:



"We are a long-time customer of Trust Guard. **Their services instill confidence in the buying experience which leads to greater sales.** A service such as Trust Guard lets consumers know they are shopping at a legitimate retailer and that their transaction will be protected at no additional cost to them"

Matt Behnke
OrthoticShop.com

"Trust Guard has been a great product for us, and their customer service is excellent! We like the company so much, **we recommend them to all of our clients.** Thank you and keep up the great work Trust Guard."

Charles Mazzini
Hyperlinks Media

"Glow Products Corp. has been using web seals from Trust Guard since 2006. Trust Guard **increases consumer confidence** in the ability to shop in our online store, and **has increased online sales by 70%.** Their level of **customer service is the highest in the industry.**"

Ray Kyle
Glow Products Corp.

"Extremely impressed with the increase in conversion rates since displaying the Trust Guard seals on our website. We display the seal on our website pages and directly below our final submit button. **The cost of the seal is paid for 100 times over the increase in business we receive each month.**"

Brian Greenberg
True Blue Life Insurance

Very Limited-Time Offer

This special offer is our way to add as much value as we possibly can to help your business get through these tough times.

Unfortunately, in order to not overwhelm our Onboarding and Integration staff, we can only extend this offer and free gifts on a first-come, first-served basis, based on Calendly

appointments. The reality is that we only have so much bandwidth available in order to effectively help those who are serious and raise their hand first.

We may need to withdraw this offer at any moment due to reaching our onboarding capacity, so if there's ever been a time to act, it's now.

Shopper Approved Delivers



"We now have more and better reviews than any of our larger rivals. And with the Shopper Approved Survey Destinations tool we distribute our reviews on other 3rd party review sites, allowing us to collect more reviews and display them in more places, which improves our click-through and conversion rates. We owe our success and Inc 500 Fastest-Growing Company award in large part to Shopper Approved."

Nelson James COO, Signs.com

"We have seen our click-through rate increase by 20% and our conversion rate increase by 19% from using Shopper Approved."

Kay Perry
Annie's Publishing

"With the help of Shopper Approved, we are setting new records consistently, and close to doubling our sales revenue!"

Justin Smith
Orion PowerSports

To schedule a 30-minute demonstration of these amazing tools that will increase your sales and protect your website, **reserve your spot today, before our onboarding schedule is full, and we have to revoke this offer.**

Schedule a Product
Demonstration

ShopperApproved.com

About the Authors



Duane "DJ" Sprague is a Forbes Communications Council member and contributing writer, co-author of several textbooks on marketing, past marketing columnist for industry trade magazines, a recession marketing, and trust branding expert, a national speaker, and CMO at Trust Brands. DJ also holds a Master's Degree in Integrated Marketing Communication (IMC) and received the 1st place Gold Award in a global IMC competition.

Forbes | Communications Council Member



Scott Brandley is co-founder of Shopper Approved - one of the largest review companies in the US, and a two-time Inc. 500 award winner, Trust Guard - a website security company protecting thousands of businesses and millions of consumers from hackers, and Local Reviews - a local rating and review platform helping local businesses stand out in search.

Inc. 500

This Special Report has been brought to you by:

