Getting Started With Vendasta
LEARNER GUIDE

VENDASTA & THE CONQUER LOCAL ACADEMY

March 2021

STEP-BY-STEP GUIDE

PLATFORM NAVIGATION

END-TO-END SOLUTION SET

VENDASTA | Conquer Local

Getting Started
Learner Guide

Get Started with Vendasta:

- Download this guide and supplementary resources to your desktop so you can keep track of your progress and reference materials in the future

- Build out your profile in the Conquer Local Academy, connect with like-minded learners in our community, and learn tips from our product experts

- Explore courses and products that align with your product-market fit then jump into the platform to try it yourself!

Set-up: & Explore the Platform:

→ Add your team (and admins)

→ Build your online Store

→ Add your customers and prospects

→ Send Snapshot Reports

→ Activate products for your customers

Getting Started
Explore the different environments in the Vendasta Ecosytem

What is Vendasta?

Vendasta is an end-to-end platform for channel partners who sell digital products and services to small and medium businesses. We offer a marketplace of resellable products and services and an automated marketing platform to help you acquire more small and medium business customers,

Platform Overview:

The full Vendasta platform has 4 environments: one for you, one for your salespeople, one for your customers, and one for fulfillment.

Partner Center - customize your branding, manage your customers, set up your products and services, and build your store.
Sales & Success Center - your salespeople can identify hot leads, track communication with prospects, and send email marketing campaigns.
Business App - customers can browse your store, access the products they've purchased, and view proof-of-performance reports.
Task Manager - digital agents can update listings, respond to reviews, and create social posts.

*On the free tier, you have access to two of these environments: one for you, and one for your customers. Together, they empower you to provide products and services to local businesses.

Save this guide to your desktop so you can track your progress

Sign-up and set-up your profile in the Conquer Local Academy
- Earn points and badges for completing profile set-up, engaging in the community, and completing courses

Take the Academy course: Get Started With the Vendasta Platform

Join the Conquer Local group: Community Sessions to connect with Vendasta experts and other like-minded learners

The Customer Journey

Learn the value proposition of each product along the customer journey

A product for every step of the journey:

What do you - or will you - include in your digital marketing stack? Perhaps your area of expertise is in social marketing and you want to expand your product mix to include managing online reviews and / or listings. Vendasta has a product for every step of the customer journey.

Advertising Intelligence Do your potential customers know about you? Digital Ads are a vital component of any digital marketing strategy. Gathering accurate, meaningful, and timely data on ad campaigns is arguably more important.

Listing Builder Can customers find you? Track the performance of your Google my Business listings and unlock valuable information on customer visits. Sync, update, and check the accuracy of all online listings in one dashboard.

Reputation Management Do customers trust you? Connect multiple accounts, manage reviews, and gather insights on your online listings that will have an immediate impact your online reputation.

Customer Voice allows businesses to send completely customize emails or SMS messages to customers to bolster positive and authentic reviews.

Website Will customers convert to sales? With our one-click ecommerce web developer you'll be able to create a free, DIY online store that allows you to capitalize on point-of-purchase and stay connected to your purchasing community.

Social Marketing Do customers like you? Social Marketing allows you to schedule content for all your social networks at once, generate new leads, and interact with your existing client-base using one user-friendly, innovative tool.

The Customer Journey

Understand how Customer Journey, Local Business Online Toolkit, and Snapshot Report work together to provide customer solutions

Start the Conversation with the Snapshot Report:

The Snapshot Report is *the* tool sales people use to fuel their prospecting process. It creates pages of insights for your prospects - with just a few clicks - that you can use to fuel the conversation with your leads. It's easy to use and can be embedded seamlessly on your website.

Each section of the Snapshot Report corresponds to the customer journey along with all the freemium products you can use to solve each unique problem.
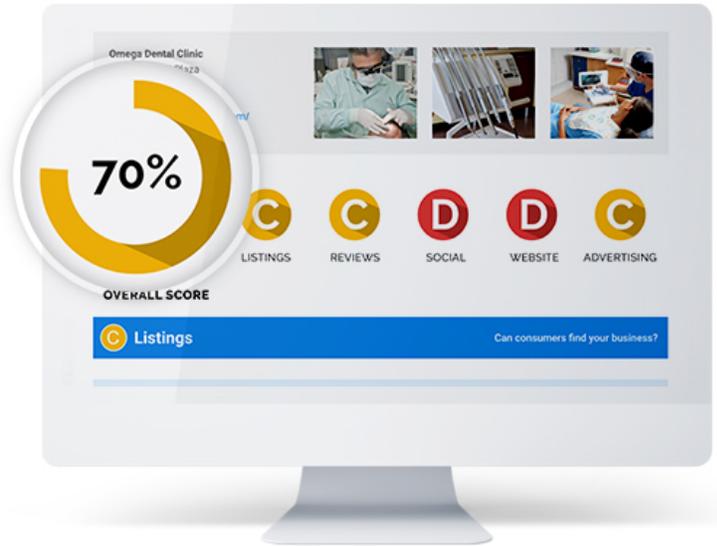
Snapshot Report Checklist:

Take the Academy course and earn your *Snapshot Ninja* badge:
[Become a Snapshot Ninja](#)

Post in the [Conquer Local Community Sessions Group](#) in the Conquer Local Academy about how you might start the conversation with a prospect using the Snapshot Report. Would you embed the widget on your website and let leads self-select and come to you? Would you use the tool to target *like* businesses in your niche and deliver your expert talk track? Are you not sure where to start? Post in the group and see what tips and tricks you can learn and share with others.

The Customer Journey

> *Three out of four B2B buyers want to self-educate rather than talk to sales representations to learn about products.*
>
> — *Resource: Forrester*

The upgrade path from freemium to premium

This guide briefly introduced you to our freemium solutions available to your customers at every every step of the customer journey; from Listing Builder to Social Marketing. With each of these freemium products there is a clear upgrade path to the premium product. This is the Product-Led approach you learned about in the course: Discover Your Product Market Fit Along the Customer Journey. The key is to allow your customers to *try before they buy* to ensure they find value in both your product and your expertise before they upgrade to a paid product.

The Local Business Online Toolkit

The toolkit is a recommended *freemium* product package you can easily add to your digital marketing stack. The toolkit was designed as an end-to-end solution for local businesses to get their business operating and thriving online.

Local Business Online Toolkit Checklist

Take the Academy course and earn your *Keeper of the Local Business Online Toolkit* badge: Protect Local With the Local Business Online Toolkit
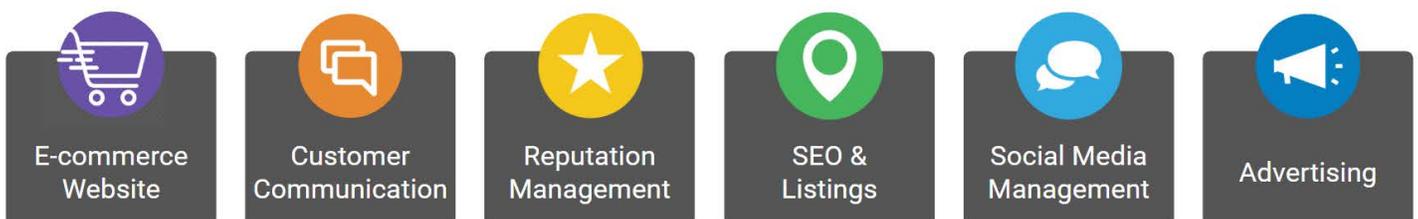
E-commerce Website | Customer Communication | Reputation Management | SEO & Listings | Social Media Management | Advertising

The Customer Journey

Understand how Customer Journey, Local Business Online Toolkit, and Snapshot Report work together to provide customer solutions

How do all these resources work together to bring value to your customers?

The customer journey, Snapshot Report, and Local Business Online Toolkit arm you with everything you need to prospect, engage, and upsell a customers. The Snapshot Report starts the conversation, the freemium products found in the toolkit nurtures and drives the conversation, and the Executive Report shows proof of performance.

Snapshot Report

start the conversation

proof of performance

The Customer Journey

Executive Report

Local Business Online Toolkit

nurture and drive the relationship