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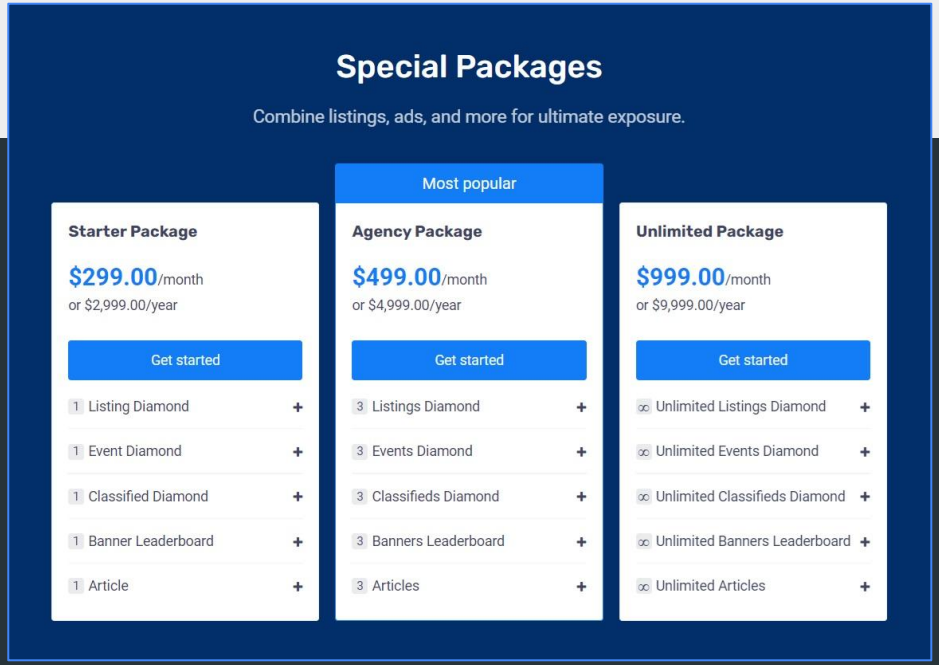
Webinar

JULY 2024

Master the New Package Builder



Our Team

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Next Events

- August 14th - How to Create a Membership Website
- August 28th - Marketing Funnel for Online Directories
- September 11th - The eDirectory Banner Ads System
- September 25th - Enhancing User Experience in Online Directories

https://www.edirectory.com/webinars

Background on the eDirectory platform

Fits any industry or purpose

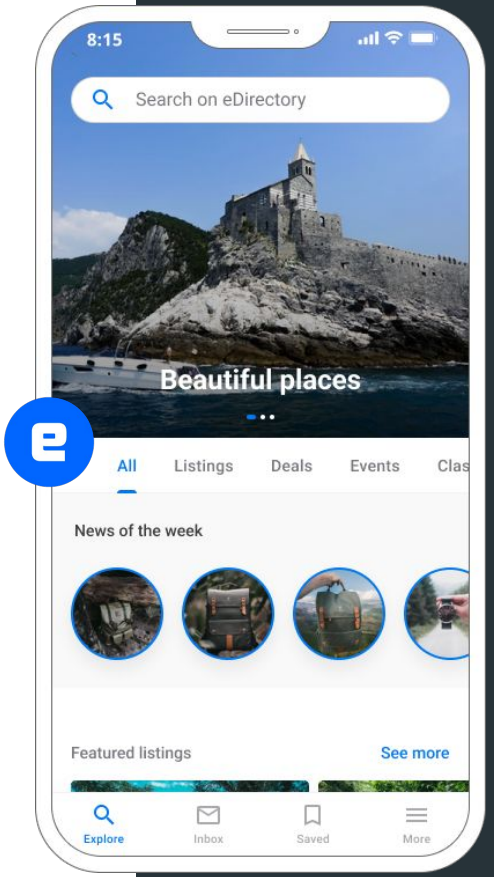
Highly customizable

Integrated native app builder

In-house Customization Team

Source code available

Request a live demo at www.eDirectory.com



Master The New Package Builder

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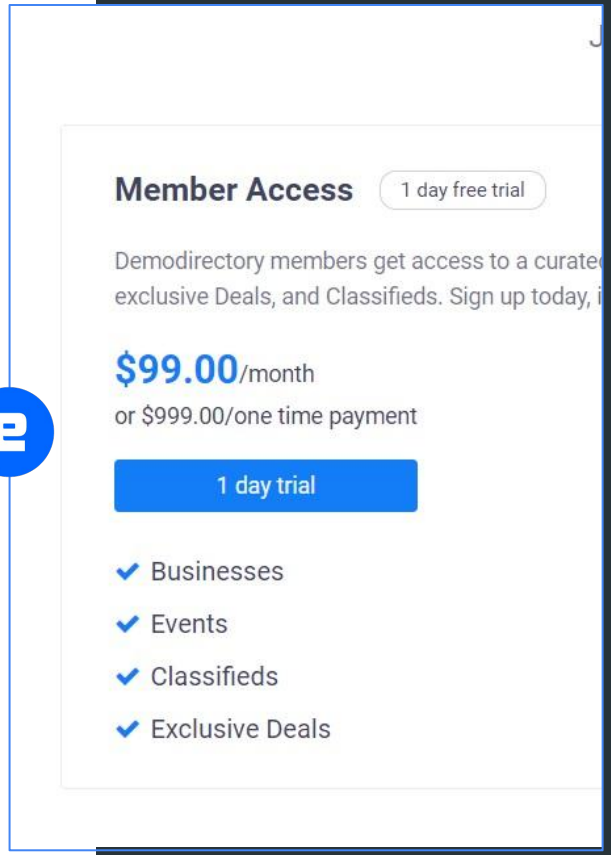
MASTER THE NEW PACKAGE BUILDER

Recent updates to eDirectory

- Ability to restrict content to paying Members
- Levels & Pricing is now Products & Plans
- Create packages that include specific numbers of listings, classifieds and events
- Unlimited Plans and options



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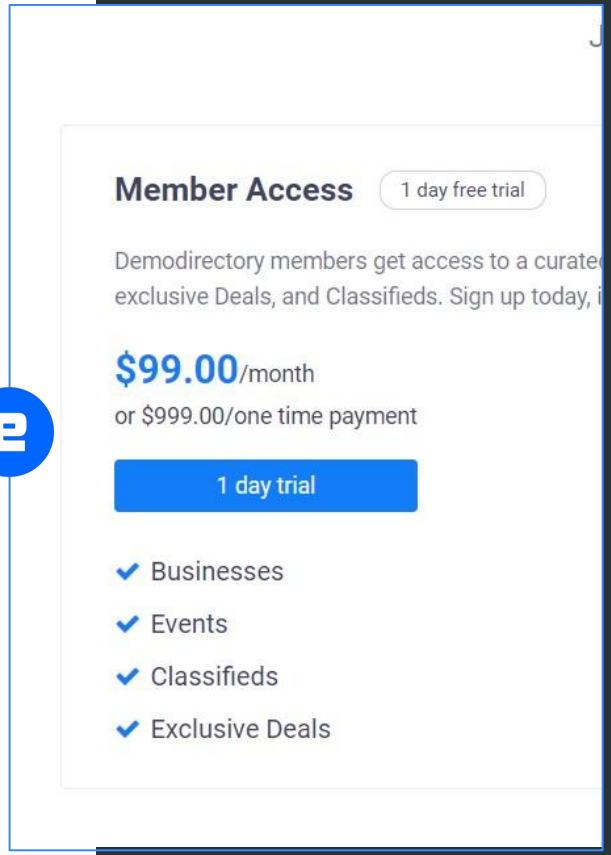
Recent updates to eDirectory

- 5 new billing cycles: weekly, bi-weekly, quarterly, semi-annual, one-time (besides monthly and yearly)
- New widgets for the Advertise page



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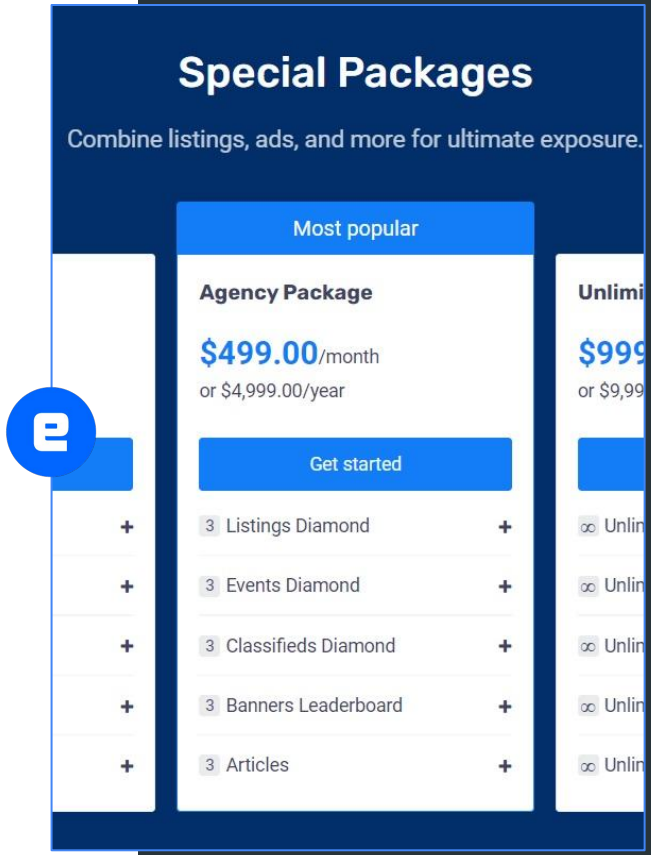
Why bundling?

- Bundling can increase the value of the average sale
- Simplifies the decision making and check out process
- Pro-tip: Remember you can bundle other products & services outside eDirectory into your packages



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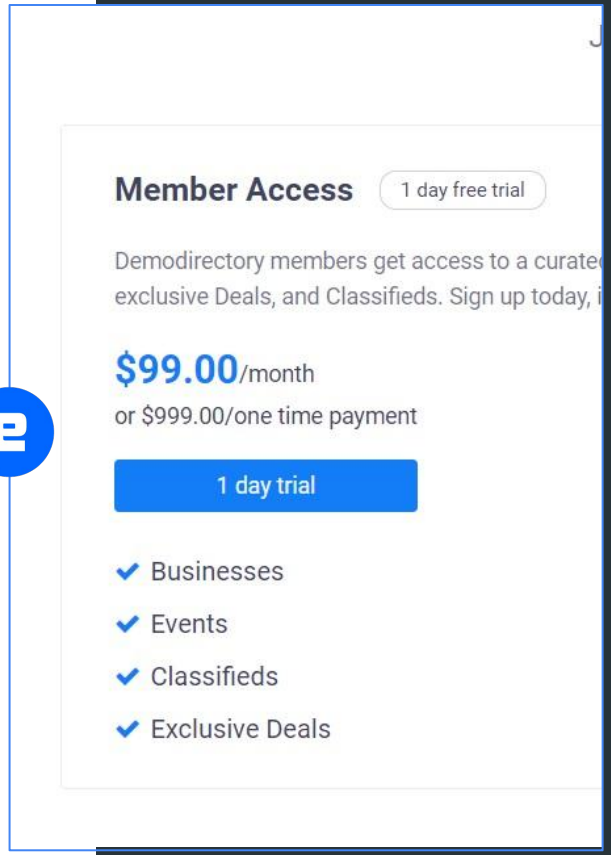
Getting Started

1. Activating Paywall Feature
2. Configuring Gated/Paywalled Products
3. Adding Gated Access to Sponsors
4. Creating a Member Access plan



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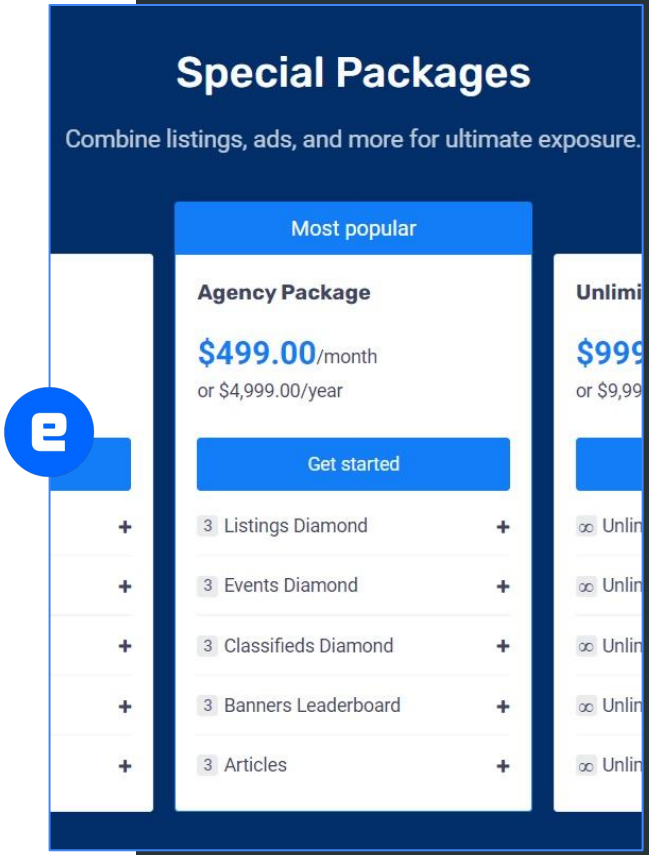
Creating Packages

1. Basic bundle
   a. 1 Listing
   b. 2 banner Ads

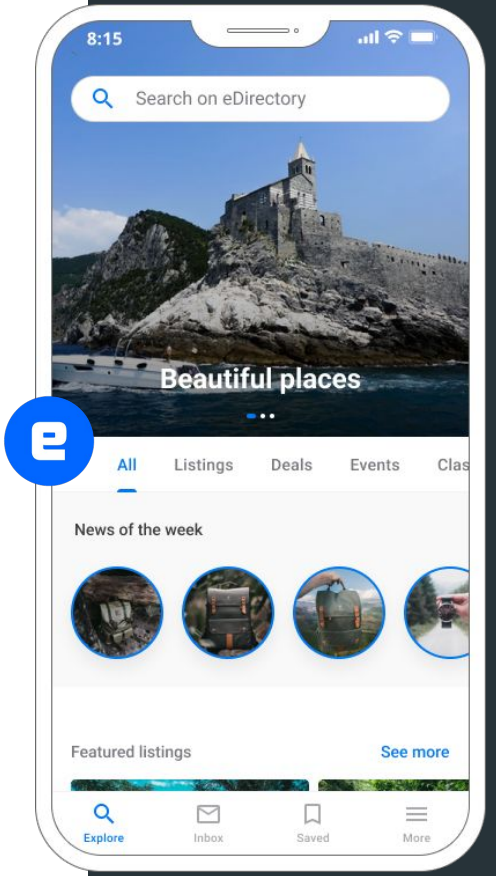
2. Extensive bundle
   a. 1 Listing
   b. 1 Banner Ad
   c. Unlimited Classifieds

3. Specific Bundle
   a. 1 Listing
   b. 1 Banner Ad
   c. 20 Listings for Real Estate type only



Final thoughts

- Products are not publicly available until you create a Plan for them and display them using any of the pricing widgets
- It allows you to create “hidden” products/plans or even using it for different purposes, such as the “Setup Fee”
- Mastering the combination of Listing Templates, Product Features, Paywall, and Packages can enhance your sales strategy and results



QUESTIONS?