

# Introducing new gift collections the easy way!



## What is it?

Online digital catalogues, on an online market place just for you, showcasing all gift products. Including an ordering system, product videos, downloadable sheets and much more. And the best thing is: you never have to worry about updating the collection, this is automated for you every month!

## Benefits



### Automatic updates

The automatic updates require no action from the distributor. Xindao handles all updating in the (personalised) What's New digital catalogues.



### Cost efficient

The (personalised) links will not change, less information gathering and less explaining between distributors and sales staff. Less tuning, more selling.



### Lead generation

Each time the content of the (personalised) What's New digital catalogue is updated, this offers the opportunity to the distributor to get in touch with customers about the new products.

## Why use it?

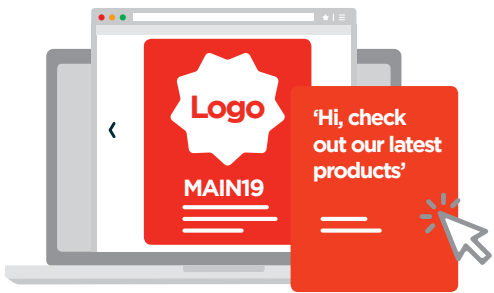
What you want (well, what we think you want, to be precise. We might be wrong...)

- Create contact moments with your customers and prospects
- Have something new to tell and show on a regular basis
- Control expenses of your efforts and reduce them as much as possible
- Leave a professional and innovative image of yourself at customers
- Make optimal use of the short attention span of your public
- Contribute to lessen the carbon footprint of your professional activities
- Distinguish yourself from your competitors
- Generate leads with new customers
- Be relevant to your customers

This is what personalised **online digital catalogues** can do for you!


## Two online catalogues available:

**FULL PRODUCT CATALOGUE**



The last page is customisable and shows a (personal) link to the latest products. The link redirects to the (personalised) What's New online digital catalogue.

**WHAT'S NEW CATALOGUE**



A compact & snappy (personalised) digital catalogue showcasing the most recent products. This will be updated automatically every month. Always the newest products to work with.

## What can I personalise?



### Logo

Company logo



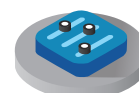
### Contact details

Company contact information



### E-mail addresses

E-mail address to which readers can send their reactions



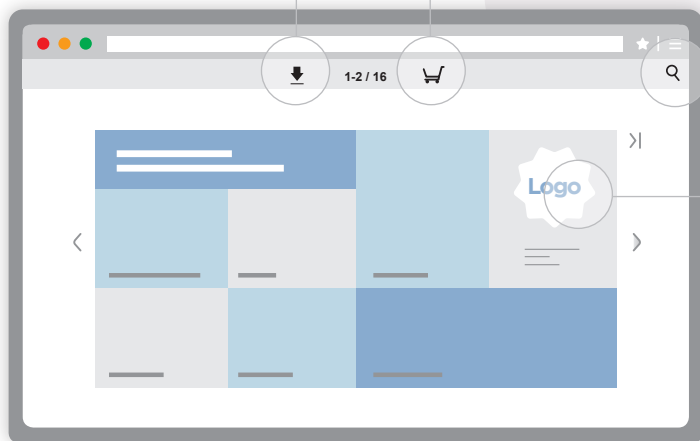
### Automatic e-mail replies

Personalise the automated e-mail reply message

# An example of a personalised online catalogue

Download PDF version of the online catalogue

'I'm interested in' order basket



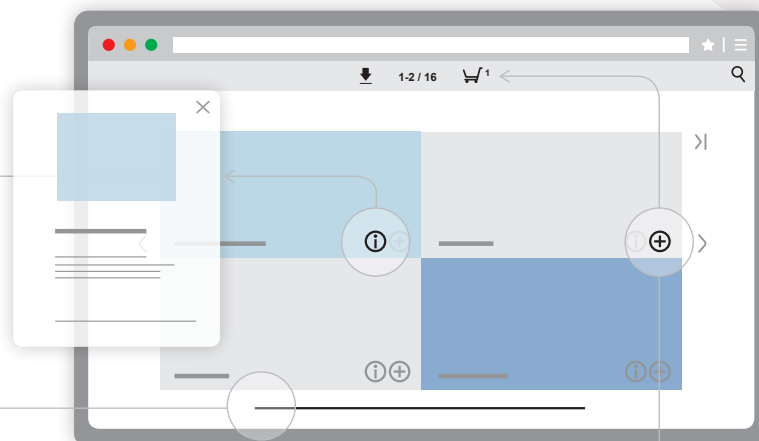
Search function

Your company logo

Image 1 ) Welcome page

The 'more information' opens a pop-up with a detailed product description and price bracket

Newsticker: a (blinking) text to highlight a special promotion or link to your contact details



The 'plus' icon let's you move items to the basket

If available there is place for a link to the complete collection own cover catalogue

Here you can find all previous editions of the 'What's New' catalogues in downloadable pdf's



Area for company logo and contact details

'Send e-mail' button opens a complete form. This form can be personalised

Image 3) Last page

## How to use it?



### Send out e-mailing

You could send out e-mailings to your customers with the unique link that opens your very own online catalogue



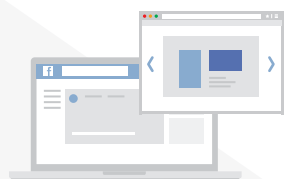
### Send out 'how to' letters

You could send out letters to customers explaining how your online catalogue works



### As a tool to generate sample orders

You could give a discount to the first 10 or 100 customers that ask for a sample or a quote through your online catalogue



### Share on social media

You could place the link to your online catalogue on your social media pages on Facebook, Twitter and LinkedIn for maximum exposure and rapid spreading amongst your followers.



### Via a banner on your website

You could ask us to create a banner for your website to which you link your personalised What's New online catalogue

## Pricing

Personalised online catalogues are available at an accessible fee. Ask your sales contact person for more information.



## What are you waiting for?