**Auckland White Pages Freelister Upgrade Promo eDM Workflow**

Target Audience

* Auckland White pages section free listing customers with no paid presence in Auckland Yellow book.

Offer

* Upgrade to 2 x chargeable listings for $11 per month. Total price 18 x $11 = $198.
* Upgrade to Bold Name & 2 x chargeable listings for $14.95 per month. Total price 18 x $14.95 = 269.10.

eDM

* Deployed Friday September 1, 2023. **Offer ends on 5pm Tuesday 31 October 2023.**

 

**Workflow**

**CTA clicked:**Click on CTA in email -> go to landing page -> Complete form -> form submission creates a ticket in Business Support pipeline. Titled “Auckland White pages Free Listing Print Plus Bundle $14.95 per month request” or “Auckland White pages Free Listing Print Bundle $11 per month request”.

1. **Customer request offer:**
* Business Support contacts customer confirms upgrade, content and final pricing.
* If customer isn’t in Hubspot, then set up customer and associate the Deal to customer account.
* Deal value either $198 or $269.10 based on offer taken up.
* BAU E+ process, billing term to be monthly (18)
* E+ Discount Code: Use manual Rate MBST “Print Boost Offer”, Discount Reason 34 “Freelister upgrade”
	+ For Print Listing Bundle, price the two Chargeable items at $99 each.
	+ For the Print Listing Plus Bundle, price the two chargeable items at $72 each and bold name black at $125.10.
* **Freelister Promo Upgrade Business Rules / Exclusions:**
	+ Does not replace paid White pages content. Freelisters only.
	+ Upgrade is to standard listing entry in Auckland White pages (Name, Address, Landline)