

BIA Toolkit: Creating Your Online Marketplace Step By Step

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Sample email t to introduce the Online Marketplace

Email Subject line: XYZ BIA is very excited to launch the Online Marketplace! Pls confirm your Profile Information

Hello XX,

XYZ BIA is dedicated to supporting our members. We know that online sales are a key piece of this now, and will continue to be in future to ensure diverse revenues streams for your business.

We are working to deliver an Online Marketplace this summer to help drive traffic to your existing website and online store. The Online Marketplace is a Shopify-based platform which will provide you, as a XYZ BIA member, with a free profile and free marketing and promotion.

At this time we are getting in touch to confirm your interest in being part of the Online Marketplace and to confirm the profile information that we have drafted for your business. Please see the attached profile and please verify or provide changes by DATE in order for us to make your profile live. You may have received an email with your account details in the last couple of days but you don't need to take any action, we will be managing the profile on your behalf.

XYZ BIA is very excited to launch the Online Marketplace this summer!

I look forward to hearing from you and would be happy to answer any questions you may have.