



# **A Simple Explanation About MiVeda**



MiVeda Organics produces **Natural and Organic products** which are ACO certified to COSMOS standards. The products are extraordinarily good - and **at the right price.**



However the founders of MiVeda have decades of experience in marketing and realised there is **a shift in retail sales away from traditional shops to online retail shopping carts.**

This is especially relevant with the MiVeda range of products.

Therefore the decision was made to **offer MiVeda products** to the community exclusively **via an online retail store** (shopping cart).



This presented a marketing challenge for MiVeda because to get the MiVeda shopping cart website recognised and well known by the buying public would normally require a great deal of online marketing and Search Engine Optimisation (SEO).

This is usually done by IT experts who manipulate website content, keywords, algorithms, tabs, and also use Pay Per Click (PPC) advertising in order to get a website high in the rankings with Search Engines such as Google and Bing.



**Once upon a time this type of strategy was reasonably inexpensive (eg PPC used to be 10 to 20 cents) but now it is considerably more costly (possibly \$5 to \$10 per click - and that is only a click to the website, not a purchase of any products). Furthermore, the results are usually not good due to excessive competition. As well, the requirement for **IT consultants** to be continually working on SEO **has become prohibitively expensive** which adds to the cost of the products.**



**MiVeda realised that luckily, irrespective of SEO and PPC, there was still one primary way to get the MiVeda website well known and the MiVeda brand recognised.**

This was simply to get a lot of people using the MiVeda website and shopping cart - in other words **getting a lot of people clicking on the MiVeda domain name and going to the MiVeda website.**



Furthermore, the founders of MiVeda knew from their vast experience that **the best way to get product sales was from personal recommendation by people who used the products** - real people, not slick sales people or using expensive advertising on TV or magazines.



Since it was going to cost money to market MiVeda products, whatever method was used, **MiVeda decided to utilise the concept of referral marketing.**

MiVeda felt this was the best and most genuine way to grow their business, and in doing this **it created a win-win situation for everyone involved.**

MiVeda therefore made the decision to exclusively utilise referral commissions to grow their business rather than pay IT people to market the MiVeda brand.

In other words, **MiVeda will pay anyone in the community who refers others to purchase MiVeda products from the MiVeda website.**





**Most people now use online shopping to purchase various products** (some more than others, but it is becoming very popular – even with the older generation).

At the same time, **many people** post on social media (eg Facebook or Twitter) and **also tell friends and relations about various online shopping sites they have used successfully.** They will often promote the different products they have purchased and enjoyed.

**MiVeda decided to take this type of personal recommendation further and actually pay on any purchases generated from this type of referral.**



Coupled with this, **most online shopping sites offer discounts to regular customers** (basically a loyalty reward) and **MiVeda decided to do this in a special way.** Firstly it allows anyone to become a **Discount Customer** or perhaps a even a **Member** (for free). Both Discount Customers or Members can **buy products at special discounted prices.**

If Members refer people (a Discount Customer) to the website and a purchase is made, then such a **purchaser can get a 15% discount but the Member can also gets paid.** MiVeda calls this Affiliate or Influencer marketing.



Some **Members can also be paid additional payments** on the monthly sales from the MiVeda shopping cart (if they refer enough people to the website).

**As well, there are also other payments** if Members refer a large number of Discount Customers to the MiVeda shopping cart and purchases are made, or if Members introduce other Members to the loyalty program.



You can therefore understand that **this type of loyalty rewards program is quite unique** for online shopping portals.

MiVeda feels this is **the best way to promote growth, and at the same time provide substantial rewards to Members** who recommend MiVeda products to others.