

TCO Pilot Webinar Program Supporting Assets copy docs - LP/TY/AR/PE

[Landing Page](#) - Copy ready for feedback

[Thank you Page](#) - (DONE)

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Landing Page

MM Sign Up - Webinar Ticket details

Page Name	TCO Pilot Webinar LP + TY Page
Content ticket	
Design ticket	
Web publishing ticket	N/A

Net new request? Yes

If no, existing URL:	[URL]
If yes, desired URL:	
Design template used:	MM Sign Up - Webinar

SEO details

SEO Title	Unlocking Business Value: Total Cost of Ownership (TCO) BigCommerce
SEO Meta Description	In this webinar, we will explore the concept of TCO and how it can be used as a powerful tool for decision-making in various business scenarios.

TOP NAV:

Top navigation content	BC logo only
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HERO SECTION:

H1 (approx. 47 characters or less)	Unlocking Business Value: Total Cost of Ownership
Event info	Watch the webinar on demand In this webinar series, BigCommerce experts will explore the concept of total cost of ownership (TCO) and how it can be used as a powerful tool for decision-making in various business scenarios.
CTA (20 characters MAX)	Watch Now

SPEAKERS SECTION:

*****Please note, there is no limit to the amount of speakers you can list here.**

Headline (approx. 100 characters or less)	Meet the Speakers
Speaker 1 name	Elizabeth Azide
Speaker 1 title & company	Marketing Director, BigCommerce

Short bio 1 (approx. 165 characters or less)	A tenured revenue marketing leader, Elizabeth Azide is currently the Director of Marketing for the EMEA region at BigCommerce. Elizabeth is experienced in all facets of acquisition marketing, and is known for bringing a collaborative, integrated approach to advancing objectives at global and regional levels.
Speaker 2 name	Mark Adams
Speaker 2 title & company	Senior Vice President and General Manager, EMEA at BigCommerce
Short bio 2 (approx. 165 characters or less)	Mark has nearly two decades at senior executive level within the ecommerce industry and over 20 years of experience in software and services in the digital space, with a track record of building high performing teams, go-to-market strategies, and executing fast growth in highly competitive markets.
Speaker 3 name	Alex Defusto
Speaker 3 title & company	Senior Manager, Mid-Market Sales at BigCommerce
Short bio 3 (approx. 165 characters or less)	Alex leads a team responsible for BigCommerce's UK sales business. BigCommerce brings open Saas ecommerce solutions to merchants at all stages of growth. Merchants such as P&G, IAG, Skullcandy, White Stuff, and Nokia all benefit from BigCommerce's MACH / API-first approach to ecommerce.

FORM SECTION:

Headline (approx. 100 characters or less)	How understanding TCO leads to better decision making.
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Paragraph (approx. 200 characters or less) ***Please note, this will not display on Mobile.	In the competitive business world, staying ahead of the curve is not an option; it's a necessity. That's why mastering the concept of TCO is crucial. This webinar includes:
Bullet list (8 items or less, each should be approx. 43 characters or less) ***Please note, this will not display on Mobile. (optional - delete if not needed)	• A panel discussion with the BigCommerce leadership team • Real-life examples of successful TCO management in online businesses • Challenges faced and lessons learned in TCO optimisation • Strategies for implementing TCO analysis within ecommerce organisations • Future trends and developments in TCO management for ecommerce
Form headline (approx. 100 characters or less)	Unlocking Business Value: Total Cost of Ownership (TCO)
Form intro paragraph (approx. 200 characters or less)	Sign up now to watch this exclusive event on demand.
Form fields	https://www.bigcommerce.com/mojochekc/lp-templates/mm-webinar-signup-template/
Form CTA (20 characters MAX)	Watch Now

FOOTER:

Footer content	BC logo + Copyright only
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Thank you Page

MM Thank You - Webinar Ticket details

Page Name	[Page name]
Content ticket	CONT-###
Design ticket	CD-###
Web publishing ticket	MW-###

Net new request?

If no, existing URL:	[URL]
If yes, desired URL:	[URL - please follow these URL Naming Conventions]
Design template used:	MM Thank You - Webinar

SEO details: please ping

SEO Title	[Title]
SEO Meta Description	[Description]

TOP NAV:

Top navigation content	Full nav
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HERO SECTION:

H1 (approx. 65 characters or less)	Thank you and enjoy the webinar
Video	https://bigcommerce.wistia.com/medias/xh3w2gjfd

RECOMMENDED CONTENT:

	Headline (approx. 100 characters or less)	Recommended Content
 Please delete any unused cards or copy/paste additional cards as needed.		
	<u>CASE STUDY ENTRY</u> Merchant Name Merchant name only.	[La Perla]
	Case Study Description Approx. 100 characters or less	[Discover how iconic lingerie brand La Perla scaled globally seamlessly with BigCommerce' solution.] [Locked CTA: Read Now]
	<u>CASE STUDY ENTRY</u> Merchant Name Merchant name only.	[Skullcandy]
	Case Study Description Approx. 100 characters or less	[Learn how lifestyle audio brand Skullcandy broke ecommerce boundaries with BigCommerce.] [Locked CTA: Read Now]
	<u>CONTENT DOWNLOAD ENTRY</u> Title Only Content Download cards only require a title. No description.	[The Time to Modernise is Now: Why Enterprises Need Composable Commerce] [Locked CTA: Download]
	<u>WHITEPAPER</u> Title Only	[Replatforming Guide: A Roadmap for Migrating Your Ecommerce Store]

Whitepaper cards only require a title.
No description.

[Locked CTA: [Download](#)]

FOOTER:

Footer content

Full footer

Autoresponder

Copy Doc / Email Flow:

Template: **MM (Default)** or **SB** or **PAR** (Please choose 1) | **AutoResponder B**

Email ## (examples: #01, #02, #02b):

Is this email Operational? No

Are translations needed? No

From Name:

Default Options (select one or provide new):

- *The BigCommerce Team*

From Email Address:

Default Options (select one or provide new):

- sellmore@bigcommerce.com

Reply-to Email Address:

Default Options (select one or provide new):

- sellmore@bigcommerce.com

Subject Line:

Option A: Watch Now | Unlocking Business Value: Total Cost of Ownership

Option B: Here's your link to our Total Cost of Ownership webinar

Preview text:

Option A: Learn how TCO can be used as a powerful tool for decision-making.

Option B: Discover how TCO can be a powerful decision-making tool.

BigCommerce Logo (hyperlinked)

)

Your on-demand webinar has arrived!

(up to 3 lines - max 71 characters)

WATCH NOW

(max 15 characters, all caps)

IMAGE

Alt Image Description: (Please provide)

Width: 360px / 400px

Min Height: 360px

Max Height: 500px

*Formatted in email to ½ dimensions for rendering
(180-200px wide x 180-250px tall)

Hi 'First Name',

Thank you for downloading Unlocking Business Value: Total Cost of Ownership.

In today's competitive landscape, organisations are constantly seeking ways to optimise their resources, streamline operations, and maximise their return on investment.

Understanding total cost of ownership (TCO) is a crucial step towards achieving these goals!

In this webinar, we will explore the concept of TCO and how it can be used as a powerful decision-making tool in various business scenarios.

WATCH NOW

Stay tuned for the next instalment where we'll build on the foundation we went through today!

Thank you,
The BigCommerce Team

Promo Email - All Other Prospects

Template: **MM (Default)** or **SB** or **PAR** (Please choose 1) | MoFu A

Requested send date (if applicable):

Is this email Operational? no

Are translations needed? no

From Name:

Default Options (select one or provide new):

- *The BigCommerce Team*

From Email Address:

Default Options (select one or provide new):

- sellmore@bigcommerce.com

Reply-to Email Address: Default Options (select one or provide new):

- sellmore@bigcommerce.com

Subject Line:

Option A: ICYMI: Unlocking Business Value: Total Cost of Ownership

Option B: Watch Now | Unlocking Business Value: Total Cost of Ownership

Introducing our new Unlocking Business Value Webinar Series

Preview text:

Option A: Download our first webinar episode on TCO today.

Option B: Watch the first webinar episode on TCO today!

BigCommerce Logo (hyperlinked)	
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(up to 2 lines - max 50 characters)

Explore the benefits of TCO.

WATCH NOW (max 15 characters, all caps)

URL: (Please provide)

IMAGE

Alt Image Description: (Please provide)

Width: 360px / 400px

Min Height: 360px

Max Height: 500px

*Formatted in email to 1/2 dimensions for rendering
(180-200px wide x 180-250px tall)

Hi 'First Name',

In the ecommerce industry, staying ahead of the curve is not an option; it's a necessity. That's why mastering the concept of total cost of ownership (TCO) is crucial.

Inside this episode, you'll find:

- A panel discussion with the BigCommerce leadership team
- Real-life examples of successful TCO management in online businesses
- Challenges faced and lessons learned in TCO optimisation
- Strategies for implementing TCO analysis within ecommerce organisations
- Future trends and developments in TCO management for ecommerce

WATCH NOW (max 15 characters, all caps)

URL: (Please provide)

Thank you,
The BigCommerce Team