

# Marketplace Listing Requirements

MARKETPLACE USE POLICY / MAY 2013

[Marketplace@Infusionsoft.com](mailto:Marketplace@Infusionsoft.com)



# Marketplace Purpose

Marketplace by Infusionsoft is home to a small business ecosystem full of Infusionsoft-certified apps, integrations, content, consultants and developers. Infusionsoft customers have one place to discover everything they need to succeed in the Marketplace.

## Marketplace Listing Policy

Listings are allowed to be posted in the Infusionsoft Marketplace at the sole discretion of Infusionsoft. There are currently three types of listing categories: Certified Partners (consultants and developers), Apps and Content.

The requirements for each listing type are detailed in this document. Completed listing will be reviewed by Infusionsoft and remain unpublished until all applicable guidelines are met.

The listing creation process is designed so you can leave the system without finishing your listing and then come back later to complete it. In order to allow this flexibility, we weren't able to set the fields as required. Although they're not marked as required, all fields in Steps 1 through 5 are needed to complete your listings. The system stores your information as you complete each step, however to be safe you'll want to be sure to click save after each section.

## Certified Partners

Only an Infusionsoft Certified Partner may have a published Consultant listing inside the Marketplace. Provided this requirement is met, the following guidelines must be adhered to when creating the listing.

Note: The information contained herein is from an actual listing which can be seen at: <http://marketplace.infusionsoft.com/consultant/fusion-online-marketing-agency>

## Main Headline

This is your main headline. Do not enter your name; enter the name of your company or the name of your listing.

### Consultant Name \*

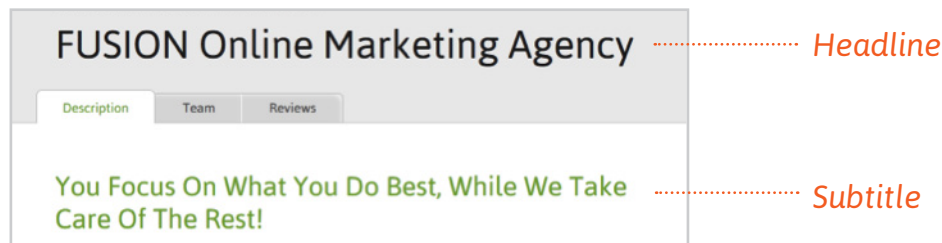
FUSION Online Marketing Agency

## Subtitle

The subtitle will appear on your main listing page just above your media gallery.

### Subtitle

You Focus On What You Do Best, While We Take Care Of The Rest!

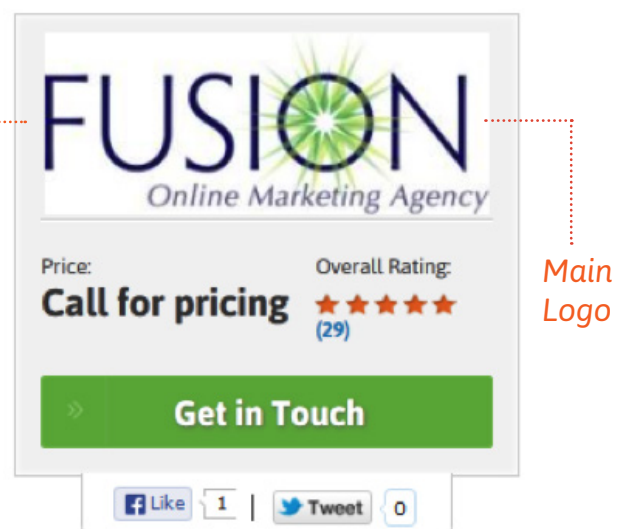


## Main Logo

Every listing must have an image uploaded which will be used for the main logo and must meet the following specifications:

- Max file size: **20 MB**
- Accepted file types: **PNG** (background should be transparent), **GIF, JPG**
- Image size: **270x100 pixels**

The image will appear here in the listing



## Listing Badge Banner & Listing Introduction

Every listing must have a Badge Banner and a Listing Introduction. These two items are entered independently and the two pieces together appear as:



*Listing Banner Badge*

*Listing Introduction*

The individual components are as follows:

### 1. Listing Badge Banner:

The Listing Badge Banner is the first image someone will see when viewing items inside the Marketplace. Every listing must have an image uploaded for the Listing Badge Banner. Banner image must meet these specifications:

- This is the banner used for the listings grid view.
- Max file size: **20 MB**
- Accepted file types: **PNG** (background should be transparent), **GIF, JPG**
- Image size: **280x106 pixels**

### 2. Listing Introduction:

This text will appear on the listing badge as the introductory text. The bold text will be populated with your company name. The description text has a character limit of 80.

### 3. Short Description:

When hovering over the listing badge, this text will appear as an expanded version of the introduction text. Max characters: **170**

We are experts using Infusionsoft who take care of the technical pieces of your online business, to make you an online business success without technology headaches.

> More

#### 4. Detailed Description:

This text will appear on the listing page as the detailed description text. Web page addresses and email addresses turn into links automatically.

Allowed HTML tags: `<a>` `<em>` `<strong>` `<cite>` `<blockquote>` `<code>` `<ul>` `<ol>` `<li>` `<dl>` `<dt>` `<dd>`

All listings must have proper grammar and punctuation. Detailed descriptions cannot include words in all caps or use multiple exclamation points (!!!!).

If you're looking for a team to take away the headaches of marketing online and do it all – you found us! FUSION Online Marketing Agency is here to support you and make sure you reach your business objectives and revenue goals sooner, using effective marketing automation through the power of Infusionsoft.

Our team consists of three Infusionsoft Certified Consultants, as well as an Infusionsoft Sales and Marketing Expert. We also have other Infusionsoft experts on our team, handling anything from customer service to custom programming.

FUSION Online Marketing agency specializes in popular software programs such as Wordpress, iMember 360, Stealth Seminar and more, for full integration and automation with Infusionsoft.

With FUSION Online Marketing Agency, you can harness our time-tested experience and know-how. We deliver some of the most reliable support in the online marketing world.

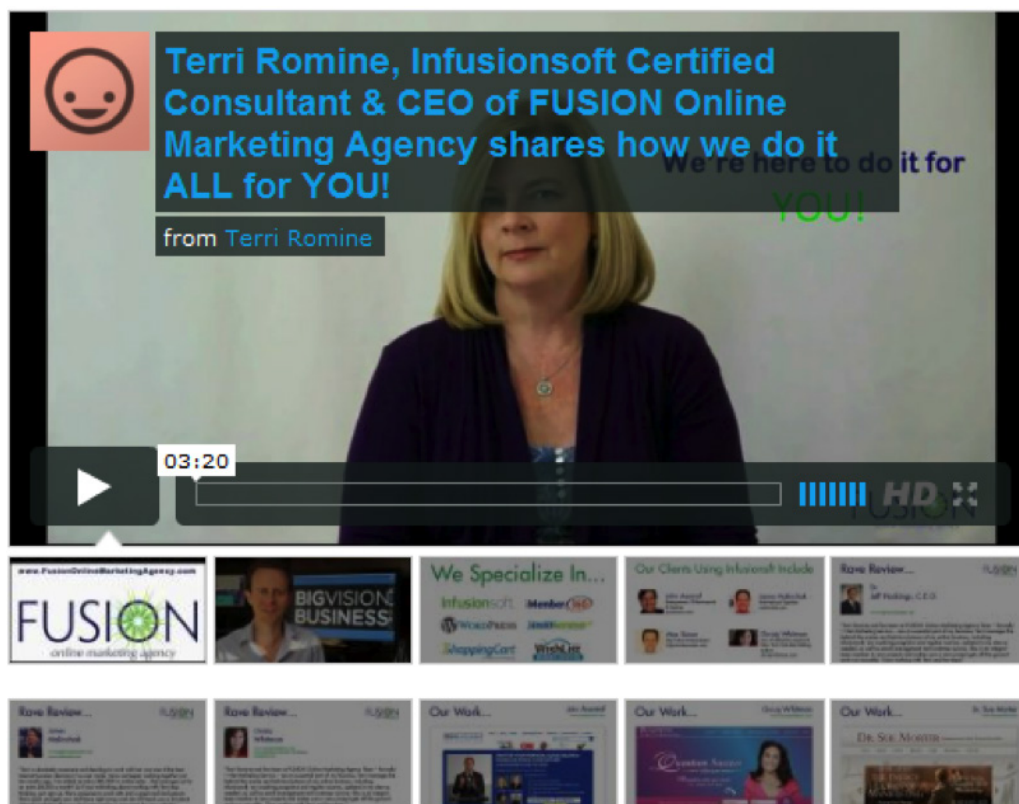
Want a website and/or blog that works for you instead of frustrating you? Imagine being stress-free when everything is being setup, implemented and managed for you.

Most of all, the team at FUSION Online Marketing Agency does it all for you!

## Media Gallery

The media gallery is provided with each listing. You must upload a minimum of one high-resolution image or video to display on the detail tab of your listing. You may place up to 10 items and order them accordingly. Recommended image size and video ratio is 640 x 318, with a maximum file size of 20 MB. For images, we accept PNG, GIF or JPG files. For videos, we accept YouTube, Vimeo or Brightcove.

This example shows a video as the prominent displayed media and nine other media items that when hovered over become the prominent displayed media.



### Media Type Image:

☒ Image
 ☐ Video

**Upload a new file \***

Files must be less than **20 MB**.  
Allowed file types: **png gif jpg jpeg**.

### Media Type Video:

☐ Image
 ☒ Video

**URL or Embed code \***

Input a url or embed code from one of the listed providers.

**Supported providers**

- vimeo
- brightcove
- YouTube



## Employees

Employees are the individuals that provide services on behalf of the Certified Partner. You may list non-employees and non-certified individuals as well. The Certified Partner must be listed as an Employee and will receive the Certified Consultant badge and other earned badges as assigned by Infusionsoft. All employees must have a headshot and a bio.

## Our Team

FUSION Online Marketing Agency



**Terri Romine** | *Founder & CEO, Infusionsoft Certified Consultant and Infusionsoft Sales and Marketing Expert*

Terri Romine is the founder and CEO of FUSION Online Marketing Agency located in the Los Angeles area. Terri is an Infusionsoft Certified Consultant and Infusionsoft Sales and Marketing Expert. Terri is also an online marketing strategist helping online businesses by strategizing with them to create a plan and then putting that plan into action.



**Phone:** 800-675-1638, ext. 1

**Email:** [terri@fusiononlinemarketingagency.com](mailto:terri@fusiononlinemarketingagency.com)



**Jennifer Luna** | *Infusionsoft Certified Consultant, Project & Account Manager*

Jenn teamed up with FUSION Online Marketing Agency in early 2011 as a project manager and quickly advanced to the FUSION lead project and account manager. Jenn is also an Infusionsoft Certified Consultant. She graduated from USC with a degree in Business (emphasis in Entrepreneurship), and has worked as a project/estate manager for a wide-range of celebrities, executives, and entrepreneurs including Oscar-nominated actress Scarlett Johansson, Grammy Award-winning musician Melissa Etheridge, and Ali Brown (featured millionaire on ABC's hit-show Secret Millionaire.)



**Phone:** 800-675-1638

**Email:** [jennifer@fusiononlinemarketingagency.com](mailto:jennifer@fusiononlinemarketingagency.com)

These are additional employees that provide services on behalf of the organization, but they aren't certified.

**David Bullock** | *Technology Manager*

David teamed up with FUSION Online Marketing Agency in early 2013 as the technology manager. David has been working in IT, with the web, and CRM software since 1992. He's worked in companies of various sizes from five person start-ups to publicly held companies and industries as Cryptography, Video Games, Coaching, and the Development industry. In the past four years he's concentrated on internet marketing, Infusionsoft, custom business systems, membership systems such as iMember360, and Infusionsoft API development.

**Phone:** 800-675-1638

**Email:** [david@fusiononlinemarketingagency.com](mailto:david@fusiononlinemarketingagency.com)

**William Brandon III** | *Project and Account Manager*

William joined the FUSION team as a Project Manager in 2012. He was introduced to the internet in 1998 and rapidly felt compelled to participate on a deeper level than simple observation. William began creating websites and rapidly graduated to programming dynamic webpages and database applications. Since that fateful introduction, William has participated on all levels (from conception to launch) in the design, creation, and development of web-based programs, websites, and marketing techniques. He brings an extensive background in copywriting, editing, and graphic design to the table.

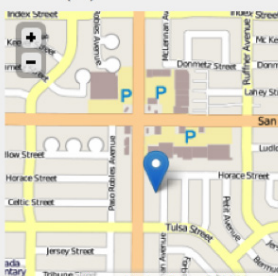
**Phone:** 800-675-1638

**Email:** [william@fusiononlinemarketingagency.com](mailto:william@fusiononlinemarketingagency.com)

## Listing Details

### 1. Contact Info:

This information will appear on the listing page and show details on how to get in touch with you. You are encouraged to enter all information, including Facebook and Twitter links. At a minimum please enter your Company, Address, Website and Phone.

Contact Information
<b>Company:</b> FUSION Online Marketing Agency
<b>Address:</b> 11024 Balboa Blvd. # 315 Granada Hills California 91344 United States
<b>Website:</b> <a href="http://www.fusiononlinemarketingagency.com">http://www.fusiononlinemarketingagency.com</a>
<b>Phone:</b> (800) 675-1638




## 2. Search Tags:

Choose up to five services that describe your service offering. In the meta description field, enter keywords that apply directly to your services. This will help customers find you.

### Step 5 of 5 Listing Details

Contact InfoSearch Tags

**Services**

- ☐ Web Services
- ☐ VA/Admin Services
- ☐ Data Management
- ☐ Copywriting
- ☐ Design
- ☐ E-Commerce
- ☐ Social Media
- ☐ SEO/PPC
- ☐ API

**Meta Description**

Max characters: 80 - Number of characters remaining: 80

Select the services that you provide as a consultant. These

Enter in any keywords that you want to add for searchability. Max Characters: 80

## 3. Displayed Services:

### Services:

- VA/Admin Services
- Design
- API

# App Listings

Only third-party apps that include an automated integration utilizing the Infusionsoft API may have an App listing inside the Marketplace. This means the app must use our API to automatically move data to other applications. For example, an app that would not be approved would require Infusionsoft data to be exported out of Infusionsoft and imported into another software application.

App listings do not have an employee tab. App listings have a feature tab where you can list and display popular features of your app.

## Features

At least one feature must be listed in every app listing, but you're welcome to have several. Features require an image and a brief description. Here's an example:

The screenshot shows a web interface for an app listing. On the left, there's a sidebar with a 'Features' tab selected. The main content area has a heading 'Get Started in Seven Easy Steps' and a description: 'Get started with the seven step setup wizard. The setup wizard launches the first time you log in to CustomerHub and walks you through the membership site design, payment options and membership permissions.' Below the text is a green button labeled 'Campaign Builder'.

## Pricing

All app listings must have a valid price that matches pricing listed on your website.

The "Get the App" button uses the APP URL field and must take a customer to a purchase page, not a webpage for solicitation of different product or pricing. If you offer a free trial, you need to list the actual price once the trial expires. If your product has multiple pricing levels, you can list the lowest priced option.

This section displays the pricing and rating for an app. It shows 'Price: 79.00/month' and 'Overall Rating: ★★★★★ (1)'. Below this is a green button with a right arrow and the text 'Get the App'.

# Content Listings

Currently Infusionsoft is authoring and publishing content (Campaigns) for the Marketplace.

## Marketplace Listing Reviews

### Posting a Review

An Infusionsoft ID is required to post reviews to a marketplace listing. Neither the listing owner, typically the Certified Partner, nor their employees or non-employees are able to post reviews to their own listing. This includes posting listings on behalf of customers. The customer with the Infusionsoft ID must be logged into Infusionsoft Marketplace or their personal app in order to post a review.

## Marketplace Listing Rankings

### How the Ranking order is determined

The ranking order criterion is set by Infusionsoft. This criterion includes overall ranking score of reviews and other factors that help a customer determine the right partner for their needs. Based on this criterion, it is possible that your listing may have the most positive reviews posted to it but may not be at the top of the listing page.

Infusionsoft reserves the right to change the manner in which listing ranking order is determined at any time, without future notice.

# Featured Listings

From time to time, Infusionsoft will feature certain listings. It is the sole discretion of Infusionsoft when and how long a listing can or will be featured.

Current policy is to feature listings based on promotions or contest held by Infusionsoft. This policy is subject to change.

## Things to Remember When Creating a Listing

- Add a listing badge banner. Images must be exactly 280x106 pixels.
- Add a listing introduction.
- Add a short description to fit the 170 character limit.
- Review your detailed description for proper punctuation and grammar.
- Add at least one image to the Media Gallery to improve the visual appeal of your listing.
- Resize your Media Gallery images to fit the image size requirements. Recommended image size and video ratio 640 x 318. For best results, use high-resolution images (pixelated images may be rejected).
- Apps need at least one feature in the Feature tab.
- The “Get App” button on your listing must take customer directly to a purchase page. It cannot just go to your home page.
- Be sure your listing logo to fit the size requirements of 270x100 pixels (PNG).
- Add services to your listing to help you get found.
- Be sure Infusionsoft is written correctly. It should never be written as “InfusionSoft” or “Infusion Soft”.
- Listings cannot have “Infusionsoft” in the title. They can have “Infusionsoft” in the subtitle.
- Listings names/logos cannot infringe on trademarks/copyrighted work from other companies.

# Infusionsoft Trademark Usage Guidelines

## Listing Titles and App Names

There are a few things that need to be considered when naming your website, listing title, application name and so forth with respect to our Trademark. Here's a list of our Trademarks:

### Registered Trademarks:

INFUSIONSOFT®

INFUSION SOFTWARE®

### Trademarks:

CUSTOMERHUB™

ELITE ENTREPRENEUR FORUM™

INFUSION™

INFUSIONBLOG™

INFUSIONCON™

IMPLEMENTATION ACCELERATOR™

INFUSIONSOFT ADDON PRODUCTS™

INFUSIONSOFT CERTIFIED CONSULTANTS™

INFUSIONSOFT SUCCESS COACHES™

INFUSIONSOFT TRUSTED ADVISORS™

PERFECT CUSTOMER LIFECYCLE™ (PCL)

ULTIMATE MARKETER™

For the complete policy and guidelines regarding usage of our Trademarks, please visit: <http://www.infusionsoft.com/legal/trademark-usage>



# How to Get Started

1. Become a Certified Partner

<http://www.infusionsoft.com/partners/certified-partners-resellers>

**OR**

1. Develop an add-on app
2. Create an Infusionsoft ID and login at: <http://marketplace.infusionsoft.com/>
3. Click on My Account and create your listing according to the guidelines in this document.



Click Add a Listing and follow the guided steps:

