



In-kind Products Overview

Through this partnership, we are offering a product bundle to participants for two years at no cost. After the two years, businesses will automatically enroll into a discounted program with 50-70% off product renewals and new products.

Each organization will receive a unique set of codes with usage limits to distribute to the entrepreneurs. Each code will be tracked to avoid mass distribution or abuse.

The product bundles are designed to provide entrepreneurs with the same tools. However, ecommerce businesses (ones that sell products via their website) and non-ecommerce businesses (ones that are online but not selling or shipping products via their website) need different GoDaddy products to have the same capacity online.

Product Bundle 1 (Non-ecommerce businesses): One domain name; one shared hosting account; search engine optimization; email marketing; and one Office 365 email account. All products have a two-year term.

Product Bundle 2 (Ecommerce businesses): One domain name; one ecommerce hosting account, which includes search engine optimization and email marketing; and one Office 365 account. All products have a two-year term.

Instructions to Redeem Product Bundles

1. To get started, go to GoDaddy.com.

2. Log into your existing GoDaddy account or create a new account.

If you need help accessing your existing GoDaddy account, go here:

<http://www.go.me/letmein>

To create a new GoDaddy account, follow these instructions:

<http://www.go.me/newaccount>



3. Add your desired products.

- A. Place the individual products in your cart, depending on your bundle (product list on next page).
- B. Ensure that each product in the check-out cart has a 2-year renewal term.
- C. During the check-out process, apply the discount code in the field, "Have a promo code?" **If correctly applied, you will see a zero dollar balance in the amount to be charged *before* purchase.**

Important Notes: The discount coupon will not work if you have selected the incorrect product level or product length (which should be 2 years for all products). Do not activate free trial versions of product as the coupon will not renew a free trial. Your account details, like address and phone number, must be complete to process order. Discount coupon will only work one time per account so purchase all products at once.

Product List: Bundle 1 (For Non-Ecommerce Businesses)

QTY	Product Name	Level	Note	Where to Purchase
1	Domains	.com, .org or .net	Premium or aftermarket domains are not included	http://x.co/wwwsearch
1	Shared Hosting Account			
	<i>GoCentral Website Builder</i>	Business Level	Do not use free trial. Discount coupon will not renew free trial.	http://x.co/mybuilder
<i>or</i>	<i>cPanel Shared Hosting</i>	Deluxe Level		http://x.co/findcpanel
<i>or</i>	<i>Managed WordPress</i>	Deluxe Level		http://x.co/myMWP
1	Office 365 Email	Email Essentials	Coupon will not renew free trial, which may be offered when purchasing hosting. Put the paid version into your account.	http://x.co/findemail
1	Search Engine Optimization	n/a	Built into GoCentral Website Builder. Purchase separately if using Managed WordPress or cPanel Shared Hosting.	http://x.co/getseo
1	Email Marketing	Up & Running		http://x.co/findgem



Product List: Bundle 2 (For E-commerce Businesses)

QTY	Product Name	Eligible Level	Note	Where to Purchase
1	Domains	.com, .org or .net	Premium or aftermarket domains are not included	http://x.co/wwwsearch
1	Online Store	Online Store	Do not use free trial. Discount Coupon will not renew free trial.	http://x.co/mybuilder
1	Office 365 Email	Email Essentials	Coupon will not renew free trial, which is sometimes offered when purchasing hosting. Put the paid version into your account.	http://x.co/findemail

GoDaddy Course Material and Helpful Information

Course name	Description	Helpful links
Branding and your domain name	Your brand is your storefront - it is what draws people in. This session will dig into the importance of choosing the right domain name and defining your brand to help customers find your business and understand what you do.	<ul style="list-style-type: none"> • http://x.co/brand1 • http://x.co/brand2 • http://go.me/finddomain
Creating content	This session will introduce participants to content creation and how the right content will boost your search rankings, help customers find you and keep your audience engaged	<ul style="list-style-type: none"> • http://x.co/content1 • http://x.co/content2
Building a website &	This session will explore the many options for building a site and help you	<ul style="list-style-type: none"> • http://x.co/whichsite • http://go.me/buildasite



getting online	determine what makes sense for your business.	<ul style="list-style-type: none"> • http://go.me/helpMWP • http://go.me/cpanelhelp • http://go.me/ecomstore
Getting Found	This session will explore how SEO will help your customers find you and will provide actionable steps to increase your rank on search engines and measure your progress.	<ul style="list-style-type: none"> • http://go.me/seo • http://x.co/seoinhouse
Social media	Social media is a power player in the game of search engine optimization. This workshop will cover how to create shareable and relevant content, showcase social feeds and connect with customers through social media	<ul style="list-style-type: none"> • http://x.co/social1 • http://x.co/socialroi
Marketing and reaching your customer	Email marketing is almost as old as email itself, and it's still one of the most efficient, effective and affordable ways to stay connected with your customers. Email marketing boasts the strongest return on investment among all digital channels.	<ul style="list-style-type: none"> • http://x.co/marketing1 • http://x.co/marketing2 • http://go.me/GEM
Ecommerce	Ecommerce 101 explores creating your online marketplace.	<ul style="list-style-type: none"> • http://x.co/ecom1 • http://x.co/ecom2

GoDaddy Customer Support

- Call our award-winning sales & support team 24/7. This is free of charge and the best way to connect with GoDaddy support. This can be used for general inquiries, product assistance and help.
 - Call 480-505-8877
 - Visit the contact page for local phone numbers:
<https://www.godaddy.com/contact-us>
- Use the chat feature at <https://www.godaddy.com/help/chat-20278> for general inquiries, product assistance, and help.
- Reach the corporate citizenship team at goodness@godaddy.com, writing "Empower" in the subject line. This should only be used if there are issues with the discount code or urgent issues related to the program. Inquiries for sales and support will not be answered here.



