

INT. BAKERY - DAY

JENNY, covered in flour, packs beautiful oversized cupcakes into bright pink boxes.

INSTRUCTOR (V.O.)
This is Jenny from
JennysCupcakes.com.

Jenny looks up.

JENNY
Hi.

Jenny goes back to work. She places a cupcake in a pink box. Then she pulls out a long strand of ribbon to tie it.

INSTRUCTOR (V.O.)
Jenny brought her bakery online last year using Wix. Now she's shipped her cupcakes all over the country. Dallas, Miami, Portland, Sacra-

JENNY
Hey. Can you help me with this?

INSTRUCTOR (V.O.)
Me?

JENNY
Yeah.

The camera pulls out to reveal our INSTRUCTOR standing off to the side with a microphone and retro tape recorder hanging from his neck.

INSTRUCTOR
I mean- I was kinda narrating this video but I guess I can multi-task.

JENNY
Thanks.

The Instructor walks over to Jenny.

JENNY
Right here.

Jenny places the Instructor's finger on the top of her box and proceeds to tie a lovely bow around it.

INSTRUCTOR

Jenny's customers love the ease of ordering cupcakes on her Wix site. But she's been getting requests for something else lately: gift cards.

Jenny finishes the bow.

JENNY

Do I look like I have time to manage a gift card system?

INSTRUCTOR

Jenny, you were born to bake.

The Instructor lifts his hand. The bow is still tied tight around his finger so the box stays attached.

INSTRUCTOR

And to tie really tight knots apparently.

(tries to shake off the box)

Look, selling gift cards doesn't have to get in the way of you being you. In fact, with very little effort, they can improve cash-flow, promote your brand, and even increase order value.

JENNY

Go on.

INSTRUCTOR

Let's talk to an expert.

JENNY

A who?

The Instructor takes his free hand and places it on Jenny's workspace. With one soft swipe he slides her bakery off frame-right. At the same time, an EXPERT sitting at a desk with a computer glides in from frame-left.

INSTRUCTOR

An expert.

EXPERT

Hi.

The Instructor fiddles with the box tied to his finger.

INSTRUCTOR
I'll be right back. I think I'm
starting to lose feeling.

The Instructor exits. Jenny walks over to the Expert's desk.

EXPERT
Okay, Jenny. I've got your page
pulled up now. Big fan of your
cupcakes by the way.

JENNY
Thanks.

INTERCUT BETWEEN THE EXPERT'S COMPUTER SCREEN AND JENNY/THE
EXPERT.

EXPERT
Adding gift cards to your site is
really easy using the Gifted app.
Just go to the Wix editor, open the
app marketplace and search for
Gifted.

JENNY
Wait. What's Gifted?

EXPERT
Gifted is an app that manages gift
card sales, redemption, and
reporting. It even connects with
your Wix store for order tracking.

JENNY
Hmm... Sounds good.

EXPERT
Almost as good as your peanut
butter fudge cupcakes.

Jenny and the Expert both daze off for a moment thinking
about the ooey gooey fudge.

	EXPERT	JENNY
Mmm...		Mmm...

EXPERT
Fudge...

They snap out of it.

EXPERT
Sorry.

Back to work.

EXPERT

Once you add the Gifted app to your site. You'll be sent to the Gifted registration page. Just sign up and you'll get access to your very own Gifted dashboard.

JENNY

How fancy.

EXPERT

Fancy indeed, Jenny. From your dashboard you can customize things like the value and description of your gift card. Plus, the design tab will allow you to totally customize the look and feel.

JENNY

Pink. Lot's of pink.

EXPERT

I thought so.

ON SCREEN: The Expert uploads a picture of a tasty looking cupcake in front of a bright pink background. Then she hits save.

EXPERT

Now that we've got the look down. We just need to head back to the dashboard and click "Add your payment details" because-

JENNY

Jenny don't bake for free.

EXPERT

Word, Jenny. Word. Let's enter your payment information and... save. Ready for the next step?

JENNY

Let's do it.

EXPERT

Perfect. To offer a gift card on your site, we'll just head to your Wix Dashboard. From there, click settings and look for Store Checkout under the e-commerce and finance section.

JENNY
Found it!

EXPERT
Give it a click, Jenny.

Click.

EXPERT
Nice. Now scroll down. Under the
"Customize your checkout" section,
you'll find the toggle to enable
gift cards.

JENNY
Yep. There it is.

EXPERT
Why don't you show off those
clicking skills one more time,
Jenny?

Click.

JENNY
That felt good.

EXPERT
Empowering, right?

Jenny nods.

EXPERT
Last step. On the bottom left of
the page, click edit site. From the
editor, go to your gift card page
and make sure it looks just as
perfect as one of your world famous
cupcakes.

JENNY
Look at that!

At that moment, the Instructor walks back in with the cupcake
box still tied to his finger.

INSTRUCTOR
Nice work, Expert.

EXPERT
Uh- thanks. But I still need to
tell her to click publish.

INSTRUCTOR
I'll take it from here.

EXPERT
Umm... Okay. What about the
cupcakes? You said I'd get one if I-

INSTRUCTOR
Thanks for stopping by.

The Instructor places a hand on the Expert's desk. With one easy swipe, he slides the desk and the Expert back off frame. At the same time, Jenny's bakery glides back in.

EXPERT
I'll remember this!

As the Expert disappears off-frame we hear a loud CRASH in the distance. Jenny winces. The Instructor is totally unfazed.

INSTRUCTOR
And, there you have it, Jenny. Your
gift card is live and your
customers are ready to engage with
your business in a whole new way.

JENNY
Umm... Is she gonna be okay?

INSTRUCTOR
Sure! I mean... maybe.

The Instructor tries to shake the box off his finger.

INSTRUCTOR
Do you have scissors?

END.