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## Zeald offers SMEs free digital lifeline to selling

Small businesses slammed by closure during the COVID-19 crisis are being offered a digital lifeline.

Zeald is offering to build up to 500 businesses a full-functioned e-commerce website, with rapid two-day deployment times – for free (excludes transaction fees).

It says companies rapidly putting up one of Zeald’s e-commerce websites will be able to quickly offer products for sale online (subject to lockdown restrictions).

David Kelly, Zeald’s Chairman, says “small to medium-sized businesses simply won’t survive unless they rapidly evolve the way they do business. The COVID-19 emergency has seen a quick shift by thousands of New Zealanders to online purchasing. Some e-commerce sellers have been overwhelmed and had to prioritise customers.”

Zeald, a leader in the website & digital marketing space for 20 years, is launching a \$1.75m Get eCommerce Movement (GEM) fund. It has quickly retooled its key products and production systems, giving it the capability for rapid deployment of large volumes of high-end eCommerce websites.

“A free website means no setup fees, no monthly hosting costs for 12 months, but we will charge a 2% transaction success fee to help recoup costs,” David says. “At the conclusion of the 12-month period, standard monthly charges will apply.”

The free websites will be initially limited to a specific set of industries, but Zeald is continuing to rework software and systems to add to this over time.

Zeald invites businesses to [check eligibility and apply for assistance here.](#)

Zeald also invites any organisation or philanthropist able to support or contribute to this initiative to get in contact.

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