



## Modular Merchant

*Promotions & Giveaways Module Administrator's Guide*



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## Introduction

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### Welcome to the Modular Merchant *Promotions & Giveaways* module!

The Promotions & Giveaways module integrates into your Modular Merchant online store seamlessly. It installs with the click of a button, and includes many advanced features, including:

- Whenever the contents of the customer's shopping cart are modified, the system automatically re-evaluates the customer's order to verify the Promotion criteria is still met. If not, the Promotion rewards are instantly removed.
- Triggered rewards are automatically listed in the customer's shopping cart, and highlighted as "Free Gift" items.
- Create "Buy Product X, Get Product Y Free" type promotions.
- Create "Buy 3 of Product X and receive a discount" type promotions.
- Create "Buy Product X, and Shipping Method Y is Free" type promotions.
- Create "Buy Product X, and Product X receives Free Shipping" type promotions.
- Create Promotions that are triggered by a minimum order value.
- Specify automatic start and finish dates for each promotion.
- Create Promotions with multiple triggers and/or multiple rewards.
- "Stack" multiple Promotions for additional incentives for your customers.
- Add, edit & delete promotions from the module's control panel, which is built-in to the standard account Administration Area.
- Easily install the Promotions & Giveaways module with the click of a button.

Enough marketing hyperbole! Let's dig in and find out exactly to set up special promotions in your online store!

# Basic Concepts of Promotions & Giveaways

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Before getting too deep into setting up Promotions in your store, there are several concepts that you should become clear on. These concepts will provide a greater understanding of how the Modular Merchant software enacts the rules of the Promotions & Giveaways that you create in your store.

**The contents of the customer’s shopping basket is the criteria that will potentially activate a promotion.**

Every time a customer loads a page in your store, the system will automatically reevaluate the contents of their shopping basket to determine if any Promotions should be activated. Promotions can be activated by two things – certain products being present in the basket and/or a minimum value of the products in the basket – both of which can be set independently for each Promotion you create.

**Promotions have two parts: Triggers and Results.**

When the contents of the customer’s shopping basket are evaluated by the software, the system is looking for criteria that matches any of the Promotion “triggers” you have set up. If a Promotion is triggered, that Promotion’s results will be activated.

*For example:* I have set up a Promotion in my store with the following rules: **If a customer purchases three shirts, then a free scarf will automatically be added to their shopping basket.** In this scenario, the criteria of *three shirts being present in the shopping basket* is the trigger. If this criteria is met, then the Promotion is triggered, and the result of *a free scarf being added to their shopping basket* is enacted. (See sample customer shopping basket below.)

My Basket Contains...						
Qty	Product Name	SKU	Gift Wrap	Price	Total	
<input type="text" value="3"/>	<a href="#">Shirts</a>	22		£1.00	£3.00	
1	<a href="#">Scarf</a>	FREE GIFT		£0.00	£0.00	
<b>Update Quantities</b>				<b>ORDER TOTAL:</b>		<b>£3.00</b>

# Installing the Promotions & Giveaways Module

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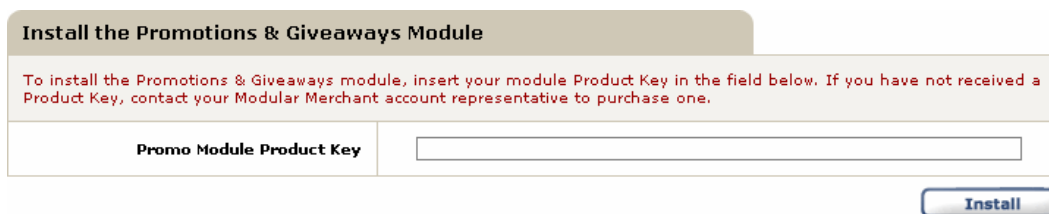
## Where is the Promotions & Giveaways module located?

The Promotions & Giveaways module includes a control panel for creating and editing the promotions in your store. This control panel is located in your store's Administration area in the following location:

[Navigation Menu > Modules > Promotions & Giveaways](#)

## Installing the Promotions & Giveaways module

When the module is purchased, a Product Key code unique to your account will be generated. If the module is not yet installed, you will be presented with a request to input your Product Key code when you load the module's control panel. (Example below.)



The screenshot shows a web interface for installing the Promotions & Giveaways module. At the top, there is a header that reads "Install the Promotions & Giveaways Module". Below this header is a red text instruction: "To install the Promotions & Giveaways module, insert your module Product Key in the field below. If you have not received a Product Key, contact your Modular Merchant account representative to purchase one." Underneath the instruction is a form with a label "Promo Module Product Key" and an empty text input field. To the right of the input field is a blue button with the text "Install".

If you purchased the Promotions & Giveaways module through the ModularMerchant.com website, you should have received an email containing welcome information and a unique Product Key code. If you have lost your Product Key code, contact Modular Merchant support at [support@modularmerchant.com](mailto:support@modularmerchant.com) or (541) 343-6192 for a replacement.

If you have a Product Key code, enter it in the **Promo Module Product Key** field and click the *Install* button. If your Product Key code is correct, the module will install and activate, and the module's home page will load automatically. Whenever you return to the Promotion & Giveaways module control panel in the future, the module's home page will load instead of the installation screen.

Continue to the next page to review the sections available in the module.

# Promotions & Giveaways Module Sections

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The Promotion & Giveaways module contains several sections, listed below. This guide will list the options and features of each section, and will share some tips you can use in each section to make the most of this module.



## Promotions Module Manual

This is a link to the User's Guide you are reading right now.



## Promotion Module Options

These options will affect the behavior of your Promotions & Giveaways module.



## Review My Promotions & Giveaways

This page lists the Promotions you have created in your store. Click the New button to create a new Promotion. The products within the Promotion are listed, followed by listings of the Promotion's Triggers and Results. Promotions can be edited, deleted or temporarily deactivated on this page.



## Create a New Promotion or Giveaway

This form allows you to create or edit a Promotion. The variety of tools allow you to configure the Promotion's products, discounts, restrictions, triggers and results.



## Promotions Module Options

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Logging in to the Promotions & Giveaways module, you will find several sections. The first that needs to be addressed is the "Promotions Module Options". This is where you will set the preferences that determine the behavior of your promotions & giveaways. Following are the preferences that are available.

### **Only orders that require shipping will trigger Promotions.**

If this option is set, then products that don't require shipping (such as digital download products) will be excluded when the system scans the contents of the customer's shopping basket when triggering promotions.

*Why would I turn this option on?*

This option is often turned on if a store sells a lot of digital products and has a Promotion running that includes a free giveaway product that requires shipping. If the order does not include anything that needs to be shipped, it is often advantageous to avoid giving away a product that needs to be separately packaged and shipped out.

### **When a gratis product is added to the customer's Basket, what should that product's SKU be displayed as? (Default: "FREE GIFT")**

If you are running a Promotion that includes a free giveaway product, the giveaway product will be automatically added to the customer's shopping basket when the Promotion is triggered. The SKU of the product will be changed to "FREE GIFT" in the customer's shopping basket, as a signal to the customer that this product is complimentary. Any text entered in this field will replace the default "FREE GIFT" SKU displayed in the customer's shopping basket.

### **Uninstall this module?**

**Warning:** *This will remove this module and delete your module's preferences.*

Uninstalling this module will delete your preferences and remove associated web pages from both your Admin and Affiliate Control Panels. As long as your Modular Merchant Promotions & Giveaways module license has not expired, you will be able to re-install this module.



## Create a New Promotion or Giveaway

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The *Create a New Promotion or Giveaway* page allows you to create or edit a Promotion. This page is also referred to as the **Promotion Editor** page. The variety of tools on this page allow you to configure the Promotion's products, discounts, restrictions, triggers and results. For additional information about each option, click the question mark icons on the right-side of the page.



For information on a specific option in the Promotion Editor, click the question mark icons found along the right-side of the page. (Example at left.) Clicking the icon will open a definition and additional instruction in a popup window.

### What kinds of Promotions can be created with the Promotions Editor?

Below are several examples of common Promotions that can be created using the Promotions Editor.

#### Buy Product X, Get Product Y Free

##### Trigger

1. Enter the System ID number (SID) of Product X in the *Required Products: Product SID* field.

##### Result

2. Enter the SID of Product Y in the *Gratis Products* field.

#### Buy 3 of Product X and receive a discount on Product X ("3" can be any number.)

##### Trigger

1. Enter the System ID number (SID) of Product X in the *Required Products: Product SID* field.
2. Enter 3 in Product X's *Required Products: Min Qty* field.

##### Result

3. Enter a dollar value discount in Product X's *Required Products: Discount* field. This discount is applied per unit purchased. (If \$0.25 is entered in this field, each of the three units purchased will receive a \$0.25 discount.)

#### Buy Product X, and Shipping Method Y is Free

##### Trigger

1. Enter the System ID number (SID) of Product X in the *Required Products: Product SID* field.

##### Result

2. Select the checkbox(es) for the shipping method(s) that will become free in the *Selected Shipping Method(s) Become Free* option.

#### Buy Product X, and Product X receives Free Shipping

##### Trigger

1. Enter the System ID number (SID) of Product X in the *Required Products: Product SID* field.

##### Result

Select the checkbox for the *Free Shipping for Promo Items* option.

## Additions to the Rest of the Administration Area

The Promotions & Giveaways module adds several items to the rest of your store's Administration area. These include:

### Gratis Items are NOT included in the list of Today's Best Sellers

Today's Best Sellers	
Product	Units
Shirts	3

Products that are given away as free "gratis" products from a Promotion are excluded when calculating the best selling products in various sales reports and on the Home page of your store's Admin area (example at left).

### Gratis Items are listed as such when viewing an Order's Details

If an item is included as a gratis item in an order, it will be marked as such when viewing the Order's details. In the example below, the *Scarf* product was a gratis product added to an order by a Promotion. Note the "gift" icon after the name of the product and the *Promo* text displayed below the \$0.00 unit and Line prices.

Order Inventory		Basket ID: 5ff5831332e661ebfe0bbc402265886e				Update Order Inventory			
Qty	Product	SKU	Unit Price	Line Total	COGS		Item Status	Ship Date	
3	Shirts 	22	£1.00	£3.00	£0.00		Not Shipped <input type="text"/>	Not shipped	
1	Scarf  	33	£0.00 <i>Promo</i>	£0.00 <i>Promo</i>	£0.00		Not Shipped <input type="text"/>	Not shipped	

Note: Clicking the "gift" icon will load the Promotion Editor page for the promotion that provided the gratis product in a popup window.

## Where do I go from here?

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The Promotions & Giveaways module provides a means to offer discounts and freebies based on the purchase of certain products, multiple products purchased from selected categories, a minimum order subtotal and resulting in free or discounted shipping, discounted products and extra free products. To discover the full extent of the abilities and limitations of the Promotions module, we recommend testing and experimentation.

### **Tip: Hidden Categories**

A tactic that can serve the Promoter well is to create a "hidden" (inactive) category in their store, and assign the trigger products related to a certain Promotion to that category. Then, the Promotion can be set up using the category-related triggers. This can help keep a Promotion containing lots of products manageable. To add or subtract trigger products to and from the Promotion, simply add or subtract products to or from the inactive category.

### **Questions? Comments? Let us know!**

If you have any questions, comments or tips associated with the Promotions & Giveaways module, you are welcome to start a Support Ticket in the Support section of your store's Administration area, send us an email, or add a post to the Modular Merchant message board at:

<http://www.ModularMerchant.com/forums/>

# Modular Merchant: Terms of Service

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## Modular Merchant

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