



# Introduction

Promotions have been a stable sales strategy in retail since, well the beginning of time. Some say that it started with the Mesopotamian tribes bartering deals back in 6000 BC. While promotions have changed substantially since then, the goal remains the same: to drive an exchange of goods, or in our case, Sales.

Your main goal with running an ecommerce business is to make sales and promotions will help you sell more. It takes a bit of work to put together an effective ecommerce promotion but we've got you covered.

With your Magento e-commerce store, from time to time, you may like to add discounts or offers to the items that you have for sale. In this handbook, you will learn how to set up product relationships, and use price rules to trigger discounts based on a variety of conditions. Here's the guide to set up such promotional tools that can be an essential boost to your business.

# Catalog Promotions

Choose [Promotions](#) > [Catalog Price Rules](#) > [Add New Rule](#) and by default it opens [Rule Information Page](#).

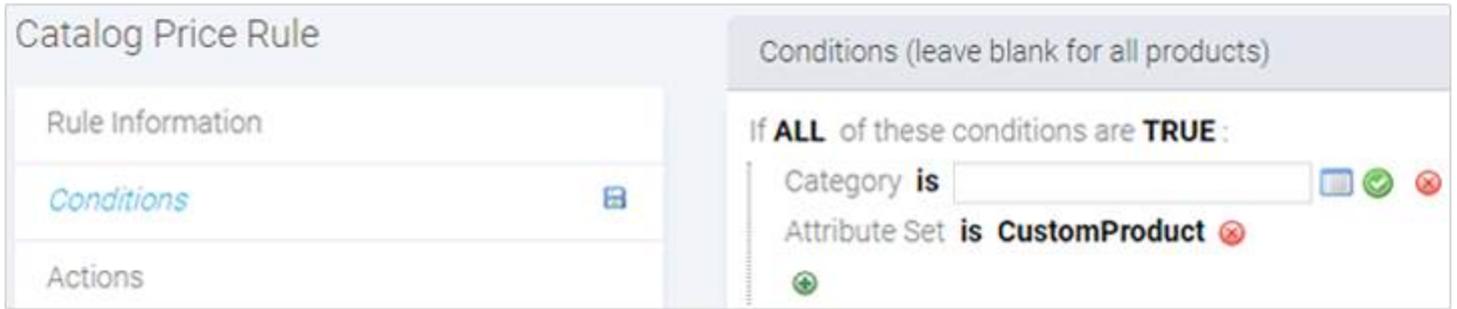
The screenshot displays the 'New Rule' page in the DesignnBuy W2P Admin Panel. The page title is 'New Rule' and the breadcrumb is 'Dashboard / New Rule'. The main content area is titled 'Catalog Price Rule' and contains a form with the following fields:

- Rule Name \***: A text input field.
- Description**: A text area.
- Status \***: A dropdown menu currently set to 'Inactive'.
- Websites \***: A dropdown menu with options: 'All', 'corporatesite', 'Main Website', 'pizza', and 'starhotel'.

The navigation bar at the top includes 'Dashboard', 'Sales', 'Corporates', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Vendors', 'Workflow Orders', 'Designnbuy', 'Reports', and 'System'. The user is identified as 'DESIGNNBUY W2P Administrator'.

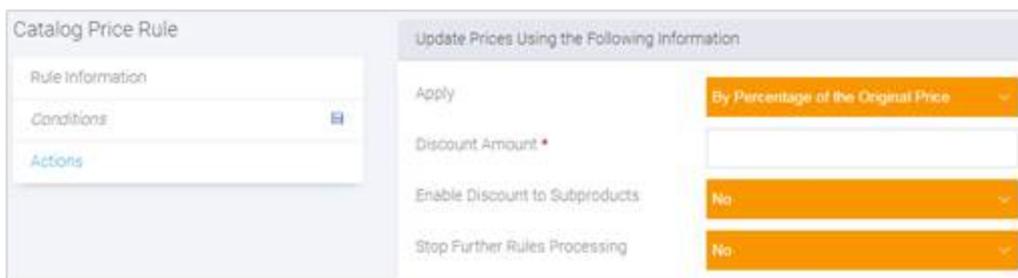
FIELD	DESCRIPTION
<b>Rule Name</b>	The name for the rule that you are creating i.e. 10% off
<b>Description</b>	What will the rule do?
<b>Status</b>	Choose whether you want to make the rule active or inactive for the time being.
<b>Customer Groups</b>	Choose whether you want your customer groups to receive this discount or simply apply it to anyone.
<b>From date</b>	When will the promotion start?
<b>To date</b>	When will the promotion finish?
<b>Priority</b>	If you have other rules already in place and want this as top priority, set it to 0. If you don't have any other rules, you don't need to complete this section.

Once you have entered the information, select '[Conditions](#)' from the left hand side menu and specify the criteria of what the promotion will be applied to.



Here, for an example, we're targeting a rule that will be applied to **ALL** of the conditions if the product falls under the category defined and is also a '**Custom Product**'. Note that every text in **bold** is editable and you can also add multiple conditions by selecting the '+' icon to add further ones.

Once done, select '[Actions](#)' from the left hand side menu.



FIELD	DESCRIPTION
<a href="#">Apply</a>	Choose either by percentage, by fixed amount, to percentage of original price, or to fixed amount
<a href="#">Discount Amount</a>	The percentage amount or fixed price
<a href="#">Enable Discount to Sub-products</a>	Should this be added to sub-products within the main product ? For example if you have any extra options on a product that cost more
<a href="#">Stop Further Rules Processing</a>	Are you allowing any other promotions to also be applied ? Simply choose yes or no

Once you are happy with the choices that you have made, select the '[Save](#)' and/or '[Apply](#)'. Unless the rule is applied, it will not work.

# Discount or Free Shipping using Coupon Codes

Choose [Promotions > Shopping Cart Price Rules > Add New Rule](#) and it opens [Rule Information Page](#).

The screenshot shows a form for configuring a Shopping Cart Price Rule. The fields are as follows:

- Coupon**: A dropdown menu set to "No Coupon".
- Uses per Customer**: A text input field.
- From Date**: A date picker field.
- To Date**: A date picker field.
- Priority**: A text input field.
- Public in RSS Feed**: A dropdown menu set to "Yes".

Below the "Uses per Customer" field, there is a note: "Usage limit enforced for logged in customers only".

The description of the Shopping Cart Price Rules is almost same as that of the Catalog Price Rules. The only changes are:

FIELD	DESCRIPTION
<a href="#">Coupon</a>	Is coupon / discount code needed? If so, you can state what that needs to be or generate them according to your requirements
<a href="#">Public in RSS Feed</a>	Is the rule open for RSS feed followers to see? If so, set this to yes, wise choose no

Once again when you are happy with the information, select '[Conditions](#)' from the left hand side menu and set the conditions in the same way as that in the Catalog Price Rules.

Shopping Cart Price Rule

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE**:

- Please choose a condition to add ...
- Please choose a condition to add ...
- Product attribute combination
- Products subselection**
- Conditions combination
- Cart Attribute**
  - Subtotal
  - Total Items Quantity
  - Total Weight
  - Payment Method
  - Shipping Method
  - Shipping Postcode
  - Shipping Region
  - Shipping State/Province
  - Shipping Country

Left hand side menu: Rule Information, Conditions, Actions, Labels

Once you are happy with your choices, select 'Actions' from the left hand side menu.

Shopping Cart Price Rule

Update prices using the following information

Apply: Percent of product price discount

Discount Amount: 0

Maximum Qty Discount is Applied To: 0

Discount Qty Step (Buy X):

Apply to Shipping Amount: No

Free Shipping: No

Stop Further Rules Processing: No

Apply the rule only to cart items matching the following conditions (leave blank for all items)

If **ALL** of these conditions are **TRUE**:

+ (Add condition button)

Left hand side menu: Rule Information, Conditions, Actions, Labels

FIELD	DESCRIPTION
Apply	If applicable, choose either by percentage, by fixed amount, to percentage of original price, or to fixed amount. For our shipping promotion, none of these are needed.
Discount Amount	If applicable, the percentage amount or fixed price.
Maximum Qty Discount is Applied To	If applicable, do you need to cap the discount in case someone misuses it?
Discount Qty Step	Is your rule based on buying multiple quantities? If so, you can specify this.
Free Shipping	Will free shipping be given when the rule is met? Select Yes or No
Stop Further Rules Processing	Are you allowing any other promotions to also be applied? Simply choose yes or no.

Once you are happy with your choices, select '[Labels](#)' from the left hand side menu.

Enter a label for the rule. If you would like the customer to see something else in the cart when this rule is applied, enter that further down in the '[Default Store View](#)' otherwise they'll see the first rule label that you've written.

To save the rule, choose the 'Save' button option from the upper right hand side menu.

You can either create a simple product/cart discounts or get creative with specifying several conditions that must be met. The possibilities are endless and can vastly improve customer sales.

## Email Templates

Making sure the look and feel of the emails matches your shop is important. Let's see how this is done. Go to [System > Transactional Emails > Add New](#)

New Email Template  
Dashboard / New Email Template

Back Reset Convert to Plain Text Preview Template Save Template

Load default template

Template \*

Locale \* English (United States)

Load Template

FIELD	DESCRIPTION
Template	select 'Email-Header', 'Email-Footer' or a default template from the list of predefined templates
Locale	Set the language of the email recipients
Load Template	Load Sample Templates

Template Information	
Used as Default For	System -> Configuration -> Contacts -> Email Options -> Email Template (GLOBAL)
Template Name *	<input type="text"/>
Template Subject *	Contact Form
Template Content *	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <a href="#" style="background-color: #f4a460; color: white; text-decoration: none; padding: 2px 5px;">Insert Variable ...</a> </div> Name: {{var data.name}} Email: {{var data.email}} Telephone: {{var data.telephone}}  Comment: {{var data.comment}}

FIELD	DESCRIPTION
Template Name	Enter a name for the new email template
Template Subject	Type the text you want to appear in the Subject line of the message
Template Content	Edit the template as per the requirement
Insert Variable	It includes the list of standard Store Contact Information variables, and an additional list of variables specific to the template. Position the cursor in the text where you want the variable to appear and click the variable you want to insert.

When complete, click the Save Template button. Make sure to Preview the template code, and verify that the template is customer-ready.

# Auto Reminder

## 1. Enable Automated Emails

System > Configuration > Promotions

FIELD	DESCRIPTION
Enable Reminder Emails	Select 'Yes'. By selecting 'No' everything else will be ignored.
Frequency	How often you want your Magento Enterprise store to check for new customers who qualify for automated email reminders. Choose from: Minute Intervals, Hourly, or Daily
Intervals	Select the interval in the proffered time frame
Start Time	When you want the first check to start
Maximum Emails per One Run	The amount of times you want automated emails to be sent out at the same time
Email Send Failure Threshold	Set the amount of emails you want to be sent even if an error occurs. If set to 0, notifications will continue to be sent.
Reminder Email Sender	Which contact email you want the automated emails to send from

Then click 'Save Config'.

## 2. Create a Rule for Automated Emails

Promotions > Automated Email Marketing Reminder Rules > Add New Rule

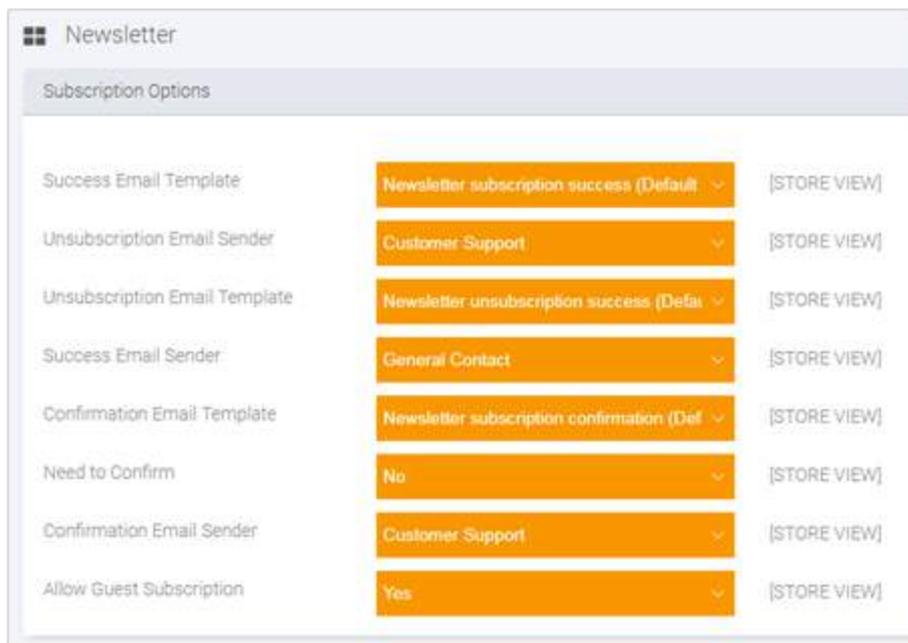
FIELD	DESCRIPTION
Rule Name	The name of the automated reminder rule for internal use only.
Description	A description of the rule for internal reference.
Shopping Cart Price Rule	The reminder emails can promote a shopping cart price rule with or without coupon. If a shopping cart price rule includes an auto-generated coupon, the reminder rule will generate a
Assigned to Website	The websites to receive automated reminder emails based on this rule.
Status	Active / Inactive. If status is inactive, then all other settings will be ignored and the rule will not be triggered.
From Date	The starting date for this automated reminder rule. If no date is specified, the rule becomes active immediately.
To Date	The ending date for this automated reminder rule. If no date is specified, the rule becomes active indefinitely.
Repeat Schedule	Sets the number of days until you want the automated email to be sent out again. Here you can add more than one rule if you like. For example, you can separate the numbers with a comma

# Newsletter Template, Queue and Subscribers

## Enable the customers to receive the newsletter

Admin Panel > System > Configuration > Customers > Newsletter

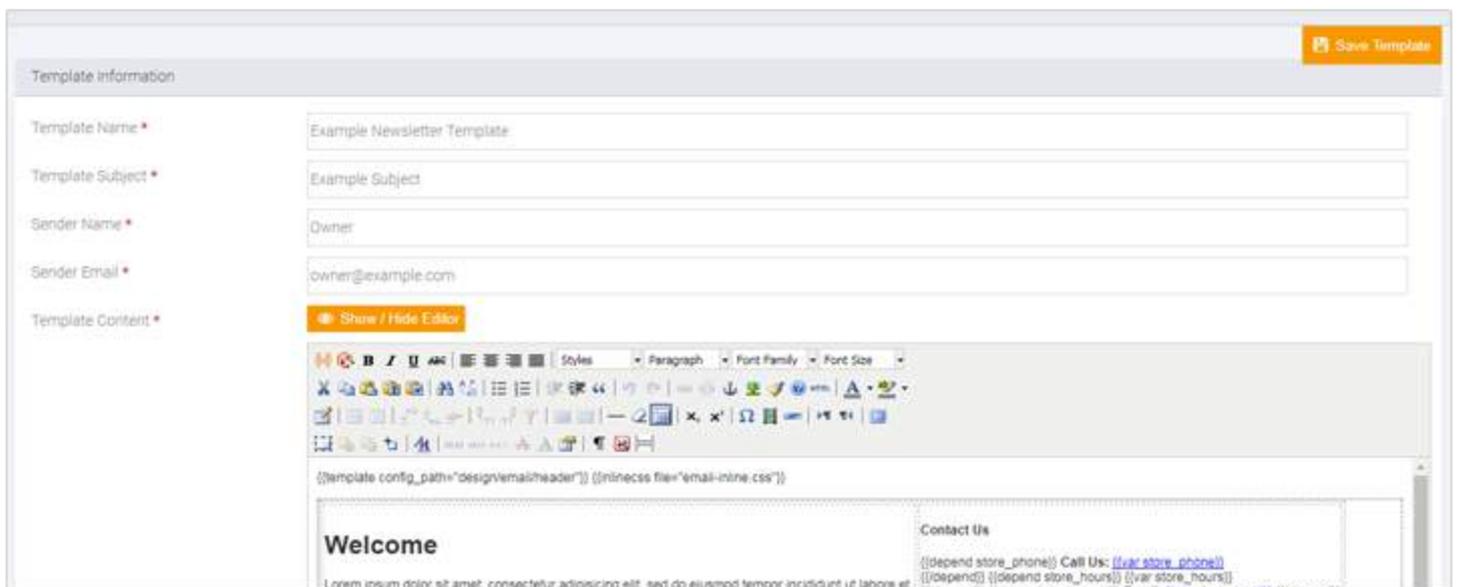
Expand the **Subscription Options** area and change the **Need to Confirm** field value to **Yes**. Click on **Save Config** to confirm the modification.



Field Name	Value	Action
Success Email Template	Newsletter subscription success (Default)	[STORE VIEW]
Unsubscription Email Sender	Customer Support	[STORE VIEW]
Unsubscription Email Template	Newsletter unsubscription success (Defa	[STORE VIEW]
Success Email Sender	General Contact	[STORE VIEW]
Confirmation Email Template	Newsletter subscription confirmation (Def	[STORE VIEW]
Need to Confirm	No	[STORE VIEW]
Confirmation Email Sender	Customer Support	[STORE VIEW]
Allow Guest Subscription	Yes	[STORE VIEW]

## Set the newsletter template

Admin Panel > Newsletter > Newsletter Templates > Add New Template



Template information

Save Template

Template Name \* Example Newsletter Template

Template Subject \* Example Subject

Sender Name \* Owner

Sender Email \* owner@example.com

Template Content \* Show / Hide Editor

Rich text editor toolbar and content preview:

[[template config\_path="design/emailheader"]] ([[ninescss file="email-inline.css"]])

**Welcome**

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et...

Contact Us

[[depend store\_phone]] Call Us: [[var store\_phone]]

[[depend]] [[depend store\_hours]] [[var store\_hours]]

[[depend]] [[depend store\_email]] Email: [[var store\_email]] [[depend]]



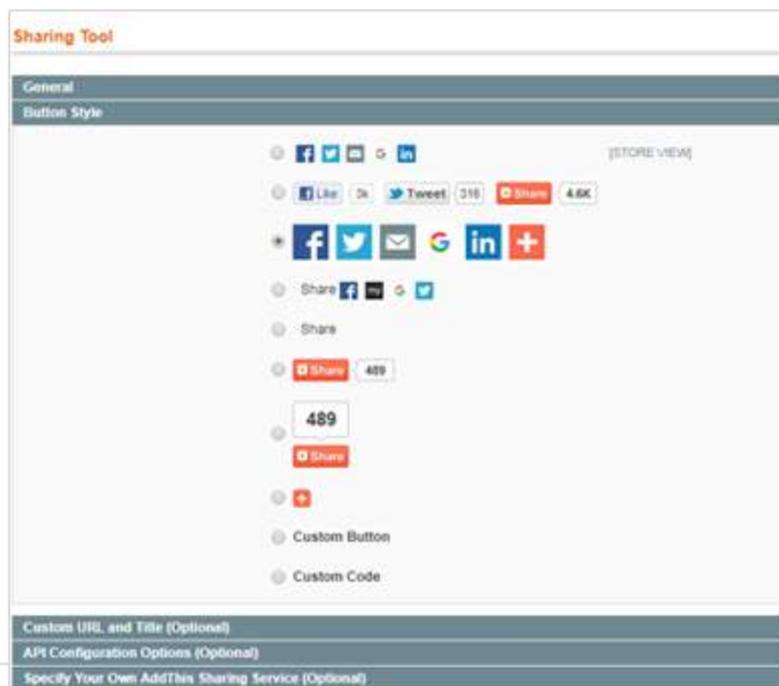
# Social Sharing

Our Magento templates include a functionality that allows sharing the products through social accounts. This is achieved with the help of the world's largest sharing platform AddThis Toolbox.

[System](#) > [Configuration](#) > [AddThis](#) > [Sharing Tool](#)

You can track your site visitors with the help of inserting your Profile ID. To get the ID, you need to create a new account on the official AddThis site.

FIELD	DESCRIPTION
<a href="#">General</a>	Enable/disable the social sharing tool
<a href="#">Button Style</a>	Select which style of the social sharing icons to have in product pages
<a href="#">API Configuration Options (Optional)</a>	Configure specific settings for the sharing icons
<a href="#">Custom URL and Title (Optional)</a>	Defines custom share link. Set up page title and its description with this tool



## 1. Configure

Admin Panel > System > Configuration > Catalog > RSS Feeds



Section	Enable RSS	[STORE VIEW]
Rss Config	Disable	[STORE VIEW]
Wishlist	Disable	[STORE VIEW]

Select Enable from the [RSS Config](#) drop-down.

**Wishlist** : By enabling this, the RSS feed link will appear at the top of your customer's wishlist pages.

Enable/disable the features as per your requirements.



Feature	Enable/Disable	[STORE VIEW]
New Products	Disable	[STORE VIEW]
Special Products	Disable	[STORE VIEW]
Coupons/Discounts	Disable	[STORE VIEW]
Tags Products	Disable	[STORE VIEW]
Top Level Category	Disable	[STORE VIEW]

FIELD	DESCRIPTION
New Products	Tracks new products added to the store catalog and syndicates them.
Special Products	Will syndicate products with special pricing.
Coupons/Discounts	Any special coupons or discounts generated in your store will be added to this RSS feed.
Tags Products	Manages and syndicates newly added product tags.
Top Level Category	Tracks new top level categories or root level categories in your catalog.

Order		
Customer Order Status Notification	Disable	[STORE VIEW]
New Order Notification	Disable	[STORE VIEW]
Customer Order Notification	Disable	[STORE VIEW]
Admin Catalog		
Review Notification	Disable	[STORE VIEW]
Stock Notification	Disable	[STORE VIEW]
Admin Order		
New Order Notification	Disable	[STORE VIEW]

Similarly for Order, Admin Catalog and Admin Order, enable/disable the features as per your requirements.

# Reviews

## 1. Pending Reviews

Admin Panel > Catalog > Reviews and Ratings > Customer Reviews > Pending Reviews

Pending Reviews  
Dashboard > Pending Reviews

Page 1 of 7 pages View 20 per page (Total 136 records found) [Reset Filter](#) [Search](#)

Select All Unselect All Select Visible Unselect Visible 0 items selected Actions [Submit](#)

ID	Created On (↓)	Title	Nickname	Review	Visible In	Type	Product Name	Product SKU	Action
<input type="checkbox"/>	From: <input type="text"/> To: <input type="text"/>								
<input type="checkbox"/>	Jul 30, 2017 9:09:14 AM	Pa4gggEcuFM	ttkcztrngs	3uRRT<a href="http://bestvoicy.com/">http://bestvoicy.com/	Main Website Main Website Store French	Guest	Yard Signs (With Tier Pricing)	yard-signs	<a href="#">Edit</a>
<input type="checkbox"/>	Jul 28, 2017 8:05:54 AM	unm0k7zmsyn6	Larryden	ccov1mj7v5c9jowf <a href="http://baidu.c...	Main Website Main Website Store English	Guest	Yard Signs (With Tier Pricing)	yard-signs	<a href="#">Edit</a>
<input type="checkbox"/>	Jul 25, 2017 11:14:19 AM	caRnu звешдмцтв днр речбавнор	LasbOneSAM	http://Lasbten.kiss.Su форо нецвевнор децтнано...	Main Website Main Website Store English	Guest	Yard Signs (With Tier Pricing)	yard-signs	<a href="#">Edit</a>
<input type="checkbox"/>	Jul 25, 2017 4:22:30 AM	Hot sale! E-gift card amazon	ThomasDeags	Hot sale! E-gift card amazon with a face value...	Main Website Main Website Store	Guest	Appointment VDP	Appointment VDP	<a href="#">Edit</a>

## 2. Edit Review

To edit a bunch of reviews at the same time check the boxes of the reviews you want to edit. Use the [Actions > Delete/Update Status](#) of the checked reviews. Hit the [Submit](#) button.

Review Details

Product [ID Card VDP](#)

Posted By Guest

Summary Rating Rating isn't Available

	1 star	2 stars	3 stars	4 stars	5 stars
Detailed Rating *					
Price	<input type="radio"/>				
Value	<input type="radio"/>				
Quality	<input type="radio"/>				

Status \* [Pending](#)

To edit one review at a time select a review in order to read and edit it. You'll be taken to the [Review Details](#).

You can either change the [status](#) to [Approved](#) in order to have the review show up on your site's product page, or switch it to ['Not Approved'](#) so it won't show up.

Rating Title

Default Value \*

blr

corporatestore

English

pizza

starhotel

yourschool

French

Rating Information

Rating Information

If you do not specify a rating title for a store, the default value will be used.

Rating Title

Default Value \*

blr

corporatestore

English

pizza

starhotel

yourschool

French

Magento also gives you the option to edit other elements of the review – including ratings and information entered in text fields.

[Save Review](#) (You also have the option to [Delete Review](#) from this screen.

### 3. All Reviews

[Admin Panel > Catalog > Reviews and Ratings > Customer Reviews > All Reviews](#). This is where you can go to view and edit a full list of reviews – including approved, unapproved and pending.

### 4. Guest Reviews

[System > Configuration > Catalog > Catalog > Product Reviews > Allow Guests to Write Reviews > Yes/No > Save Config](#)

# 5. Exporting Review Report

Reports > Reviews > Product/Customers Reviews > Export To > CSV/Excel XML > Export

## Ratings

Admin Panel > Catalog > Reviews and Ratings > Manage Ratings > Add New Ratings

FIELD	DESCRIPTION
Default Value	Enter the name for your rating. For example: Customer Service, Quality, etc.
Default Store View	You have the option to enter different rating names for different store views. This is where you can enter the rating title your customers will see (if it is different from the Default Value). Depending on your store, you might also have the option to add different languages
Visible In	Choose which of your stores the rating will be visible in. To deactivate the rating, hold the Ctrl button down on your keyboard and click all store names. A deactivated rating will not appear to customers when they fill out a review
Sort Order	You can specify the position of this rating option in regards to other rating options by typing in a number here.

# Guest Checkout

System > Configuration > Sales > Checkout > Checkout Options > Set Allow Guest Checkout > Yes/ No. Once you do that a drop-down menu will appear under it labelled **Require Customer to be Logged in to Checkout**; set it to Yes and click on the **Save Config** button in the upper right corner.

The screenshot shows the 'Checkout' configuration page in the Magento Admin Panel. The 'Checkout Options' section is expanded, showing four settings:

Setting	Value	Scope
Enable Onepage Checkout	Yes	[STORE VIEW]
Allow Guest Checkout	No	[STORE VIEW]
Require Customer To Be Logged in To Checkout	No	[WEBSITE]
Enable Terms and Conditions	No	[STORE VIEW]

A 'Save Config' button is visible in the top right corner.

# Refer or Share E-mail

Admin panel > Settings > Configuration > Catalog > Email to a Friend

The screenshot shows the 'Email to a Friend' configuration page in the Magento Admin Panel. The 'Email Templates' section is expanded, showing six settings:

Setting	Value	Scope
Enabled	Yes	[STORE VIEW]
Select Email Template	Send product to a friend (Default Templat	[STORE VIEW]
Allow for Guests	No	[STORE VIEW]
Max Recipients	5	[STORE VIEW]
Max Products Sent in 1 Hour	5	[STORE VIEW]
Limit Sending By	Cookie (unsafe)	[STORE VIEW]

A 'Save Config' button is visible in the top right corner.

FIELD	DESCRIPTION
Select email templates	Send product to a theme (default template)
Allow for guest	No. Sets for only registered customers to share the product.
Max recipients	Set the number of recipients of the email
Max Products sent in 1 hour	Set up a limit as per your convenience
Limit sending by	<p>(Recommend) IP Address : Identifies the sender by the IP address of the computer that is used to send the emails.</p> <p>Cookie (unsafe) : Identifies the sender by browser cookie. This method is unsafe due to users can remove the cookie to bypass</p>

## Related Products, Up-sell and Cross-Sell

Admin Panel > Catalog > Manage Products > Open any product in the edit mode > Choose the action you want to set: Related Products > Up-sells/ Cross-Sells

Page < 1 > of 1 pages View 20 per page (Total 0 records found) Reset Filter Search

<input checked="" type="checkbox"/>	ID (↓)	Name	Type	Attrib. Set Name	Status	Visibility	SKU	Price	Position
Yes ▾			▾	▾	▾	▾		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>
No records found.									

Use the filter controls to find the products that you want. In the list, mark the checkbox of any product you want to feature as a related product. When complete, tap [Add Selected Products](#).

# Wishlist

Admin Panel > System > Configuration > Customers > Wishlist > General Options > Yes

### Wishlist

Save Config

General Options

Enabled Yes [STORE VIEW]

Share Options

Email Template Share Wishlist (Default Template from Lo [STORE VIEW]

Email Sender General Contact [STORE VIEW]

My Wishlist Link

Display Wishlist Summary Display number of items in wishlist [WEBSITE]

FIELD	DESCRIPTION
Email Template	The template to be used for the notification that is sent when a customer shares a wishlist.
Email Sender	The store contact that appears as the sender of the notification
Visible In	Choose which of your stores the rating will be visible in. To deactivate the rating, hold the Ctrl button down on your keyboard and click all store names. A deactivated rating will not appear to customers when they fill out a review
Display Wishlist Summary	Configure the way wishlist are summarized in customer accounts

## Questions?

Your print storefront deserves all the queries related to success of your web-to-print business be addressed. We've got a team of friendly e-commerce experts ready to answer them! We love to help you grow your business. Happy to be a resource.

### Email

[inquiry@designnbuy.com](mailto:inquiry@designnbuy.com)

### Visit

[www.designnbuy.com](http://www.designnbuy.com)

### Contact

+1-347-647-9799

## Know More...

Now that you have gained insights about setting up the Promotions of your storefront, you can even know about [setting up the SEO](#) of your storefront from our previous e-book of this series from our website.

You can even learn more about the Web-to-Print from the links below:

- ➔ [A Guide for Promoting Your Online Printing Business](#)
- ➔ [Tips for On-boarding customers at your Web-to-Print store](#)
- ➔ [Printed Promotional Products Industry in detail](#)
- ➔ [How to increase average order value on your print storefront? \(Webinar\)](#)
- ➔ [Turn your one-time-only customer to lifetime fans, tips from experts](#)
- ➔ [Success Secrets of Online Printing Businesses](#)