

Emailing Bounce Back Offer

GTP iCommerce Instructions on how to set up a bounce back offer email



A Bounce Back Offer

- A bounce back offer is a marketing term that refers to a promotional method that encourages repeat business from your customers
- The idea is to provide an incentive for your customers to purchase again, by giving them some kind of special offer, like a voucher

The Promotion

- Come up with an offer such as:
 - \$30 off your next purchase
 - Minimum spend \$100
 - Expires in 7 days time

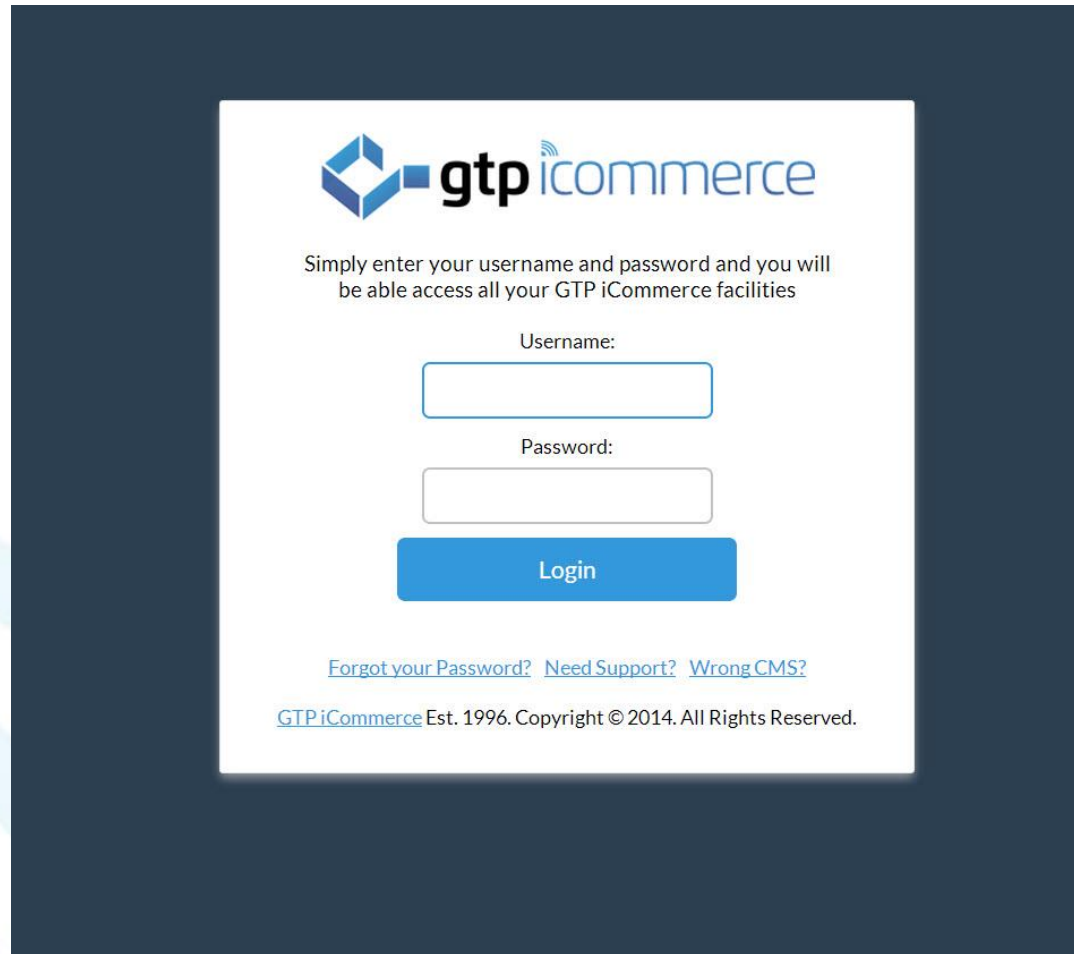


How to Create the Voucher or Discount Code


The steps involved in creating a voucher or discount code in the GTP CMS system



Login into the CMS



The screenshot shows a login page for GTP iCommerce. At the top is the GTP iCommerce logo. Below it is a message: "Simply enter your username and password and you will be able access all your GTP iCommerce facilities". There are two input fields: "Username:" and "Password:". Below the fields is a blue "Login" button. At the bottom, there are three links: "Forgot your Password?", "Need Support?", and "Wrong CMS?". At the very bottom, there is a copyright notice: "GTP iCommerce Est. 1996. Copyright © 2014. All Rights Reserved."

 **gtp** iCommerce

Simply enter your username and password and you will be able access all your GTP iCommerce facilities

Username:

Password:

[Login](#)

[Forgot your Password?](#) [Need Support?](#) [Wrong CMS?](#)

[GTP iCommerce](#) Est. 1996. Copyright © 2014. All Rights Reserved.

Open the Add Vouchers Window

The screenshot shows the GTP Commerce admin interface. The top navigation bar includes 'Orders', 'Reports', 'Marketing', 'Contacts', 'Emails & SMS', 'Web Pages', 'Config', 'How To's', and 'GTP Tools'. The 'Marketing' menu is expanded, showing several sub-sections: 'Customer Credit', 'Loyalty Programme', 'Campaigns for Purchases', 'SEO Tools', 'Referral Programme', 'Vouchers for Purchases', 'Export', 'Promotional Tools', and 'Vouchers for Products'. The 'Add Vouchers' option under 'Vouchers for Purchases' is highlighted with a red arrow. A yellow callout box with the text 'Click on Add Voucher' points to this option. Below the menu, a table of voucher data is visible.

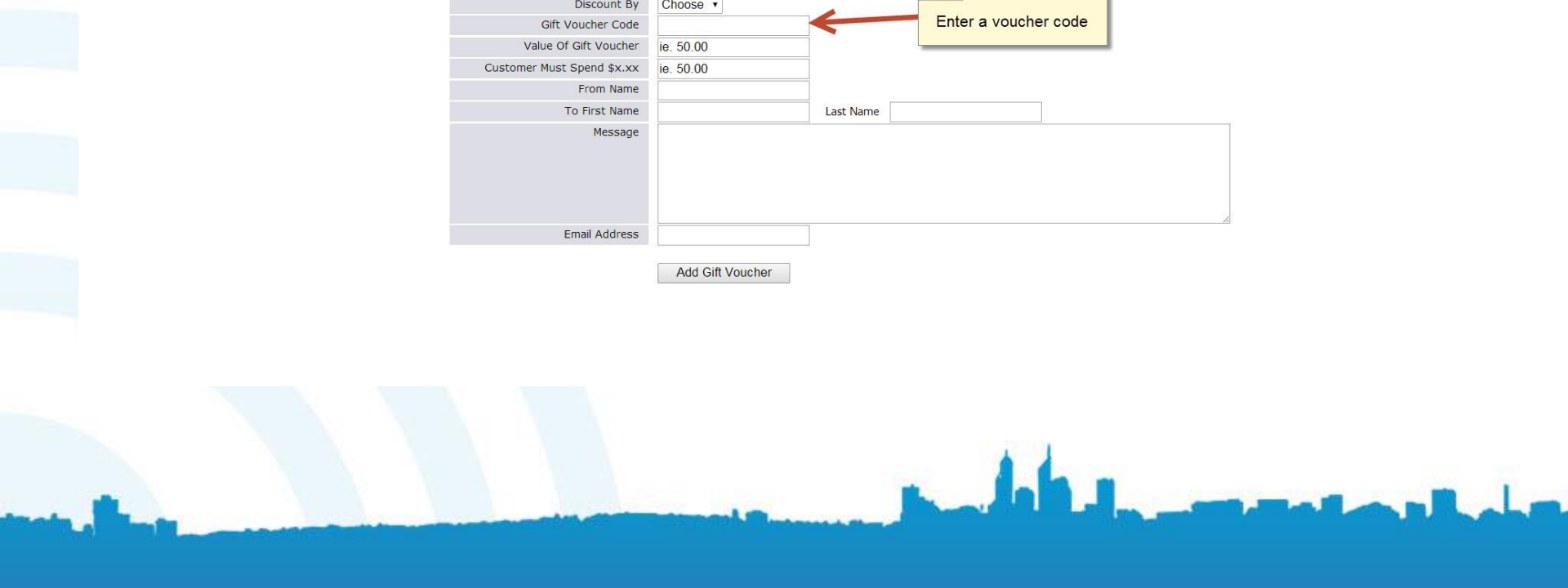
71184	Referred Friend	30656912	8th of May, 2013	dollar
71183	Website Member	30656912	9th of May, 2013	dollar
71222	Referred Friend	30614258	11th of May, 2013	dollar
71254	Referred Friend	30629472	14th of May, 2013	dollar
71250	Referred Friend	30629472	14th of May, 2013	dollar
71253	Referred Friend	30629472	14th of May, 2013	dollar
71501	Website Member	30665247	29th of May, 2013	dollar
71785	Referred Friend	30614258	11th of May, 2013	dollar

Add Promotional Voucher Details

Promotional Code Stats | Voucher Rules For Contact Forms
 Add Campaign | Add Voucher
[List & Edit Campaign](#) | [List & Edit Vouchers](#)
[Search Campaigns/Vouchers](#)

You can use this section to create just one promotional code or gift voucher of a particular value, which can be used either once or multiple times. You can alternatively up-load a CSV file with numerous promotional codes or gift vouchers and the value of the discount. [Click here](#) for more information

Promotion Category	<input type="text"/>	← Add a promotion category
Expiration Date	28 ▾ 03 ▾ 2014 ▾	
Discount By	Choose ▾	
Gift Voucher Code	<input type="text"/>	← Enter a voucher code
Value Of Gift Voucher	ie. 50.00	
Customer Must Spend \$x.xx	ie. 50.00	
From Name	<input type="text"/>	
To First Name	<input type="text"/>	Last Name <input type="text"/>
Message	<input type="text"/>	
Email Address	<input type="text"/>	



Selecting Which Customers Receive Email Vouchers

Now its time to select the customers
that will receive the email with the
promotional voucher



Go to the Orders Tab

gtpcommerce

Logged in bodyscents - +61 (0) 8 9293 3685 - 28th March, 2014 - You are using Chrome Version 33.0.1750.154 on Windows

Products Images **Orders** Reports Marketing Contacts Emails & SMS Web Pages Config How To's GTP Tools Help Log

Orders

- View New Orders
- View Waiting Orders
- View Pending Shipment
- View Trashed
- Search Orders
- View Archived
- View Problem Orders
- View Failed Orders
- View All Orders

Manage Orders

- Get & Edit Order
- Move to Trash
- Find Credit Card
- View Standing Orders
- View Orders By IP

Create Orders

- New Order
- New Standing Order
- Make Online Payment
- Make Donation

Advanced

- Running Sheets
- Export Orders
- Ordered Products
- Email Responses
- Order RSS Feed

Gift Certificates

- Unused
- Supplier Unclaimed
- Supplier Claimed
- Supplier Paid
- Expired
- Supplier Certificates

Purchase Orders

- List New
- List Pending Shipment
- List Archived
- List Trashed
- List All

Quote Requests

- New Quote Requests
- Old Quote Requests
- Emailed Quotes

Click View Archived under the Orders drop down menu

--The Team at GTP

Choose Customers that will Receive the Voucher

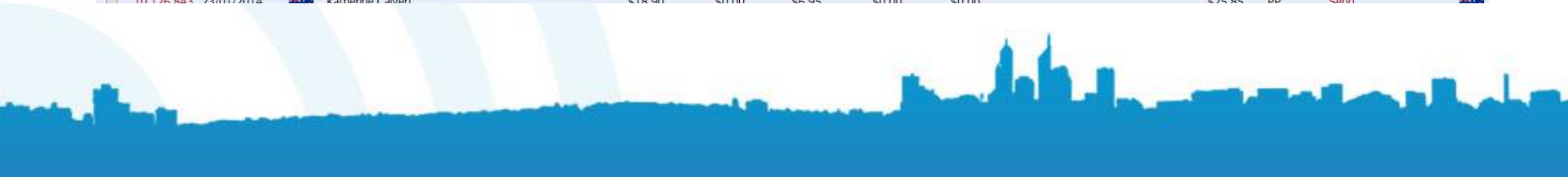
New Orders | Orders Pending Shipment | Archived Orders | Standing Orders |
Waiting Orders | Signature Received | Problem Orders | Trashed Orders |
List All Orders | Move Orders To Trash

Select Customers

<< START << PREVIOUS 1 of 2 NEXT >> END >>

There are 150 archived orders

Order	Date	Billing Customer	Sub-Total	Packaging	Postage	Surcharge	Discount	Loyalty Credit	Affiliate Credit	Balance	Pay By	Resend Confirmation	Delivery Date
<input type="checkbox"/>	10 137 157	27/03/2014	Teresa Baines — Teresa Baines	\$123.50	\$0.00	\$8.95	\$0.00	\$20.00	\$6.18	\$112.45	CC	Send	
<input type="checkbox"/>	10 137 130	27/03/2014	Rhianna Henfry	\$148.70	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$148.70	CC	Send	
<input type="checkbox"/>	10 136 909	25/03/2014	Melissa Harrison	\$27.90	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$34.85	PP	Send	
<input type="checkbox"/>	10 136 537	23/03/2014	Meaghan Coyle	\$59.70	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$66.65	PP	Send	
<input type="checkbox"/>	10 136 157	19/03/2014	Sukhdeep Singh	\$141.70	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$141.70	PP	Send	
<input type="checkbox"/>	10 135 176	14/03/2014	Anne Dorozenko	\$49.80	\$0.00	\$9.55	\$0.00	\$0.00	\$0.00	\$59.35	PP	Send	
<input type="checkbox"/>	10 134 769	13/03/2014	Melanie Hobers	\$155.70	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$155.70	PP	Send	
<input type="checkbox"/>	10 134 249	11/03/2014	Tamara Jones	\$37.90	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$44.85	DD	Send	
<input type="checkbox"/>	10 132 641	05/03/2014	Marnie LeFevre	\$251.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$251.80	PP	Send	
<input type="checkbox"/>	10 130 018	18/02/2014	Sarah McPhee	\$186.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$186.60	PP	Send	
<input type="checkbox"/>	10 128 974	10/02/2014	Ryon Thomas	\$27.00	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$33.95	PP	Send	
<input type="checkbox"/>	10 128 795	09/02/2014	Michelle Nazaroff — Nazafit online fitness and nutrition	\$286.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$286.30	PP	Send	
<input type="checkbox"/>	10 127 564	30/01/2014	Gloria Degan	\$248.99	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$248.99	CC	Send	
<input type="checkbox"/>	10 127 408	29/01/2014	Karen Adie	\$39.10	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$46.05	CC	Send	
<input type="checkbox"/>	10 127 001	25/01/2014	Megan Rabadan	\$193.38	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$193.38	PP	Send	
<input type="checkbox"/>	10 126 940	24/01/2014	Kylee Heighway	\$154.65	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$154.65	CC	Send	
<input type="checkbox"/>	10 126 907	24/01/2014	Fiona Faulkner	\$65.46	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$72.41	CC	Send	
<input type="checkbox"/>	10 126 843	23/01/2014	Katherine Calvert	\$18.90	\$0.00	\$6.95	\$0.00	\$0.00	\$0.00	\$25.85	PP	Send	



Select Edit iContact details

Postage Cost \$6.95

Notes

Edit Notes

Products Ordered


Qty	Product & Options	Weight	Price Inc. GST	GST Comp	Subtotal
1	BLHT : Lavandula Hand Therapy	0.00	\$27.90	\$0.00	\$27.90
Totals:	1.00	0.00kg			\$27.90

- Cancel this order
- Add or update products and prices
- Edit the information on this order
- Add freight information to this order
- Add ALL Products to this order
- Make Standing Order
- Edit iContact details
- Subscribe Customer to
- Apply Existing Voucher to Order
- Print a copy of this order
- Print invoice
- Print delivery docket
- Print credit card authority slip
- Print picking slip


Scroll down the page and click on the Edit iContact details

Australian Order
Total Product Charge Inc. GST: \$ 27.90
 Packaging Charge: + \$ 0.00
 Delivery Charge: + \$ 6.95
Total Charge: = \$ 34.85
GST Component: = \$ 0.63
TOTAL \$ 34.85

Select the Small Text in the Top Right


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You are using Chrome Version 33.0.1750.154 on Windows

Products | Images | Orders | Reports | Marketing | Contacts | Emails & SMS | Web Pages | Config | How To's | **GTP Tools**
Help | Logout



GTP Contact

EDIT CONTACT: 30838803

[Back](#) | [List Contacts](#) | [Add A Contact](#) | [View Order](#) | [Create Standing Order](#)
[Send Contact an Email Response Series](#) | [Search/Edit Contacts](#) | [Search/Edit Contacts \(Advanced\)](#)

Category Online Order **SubCategory** All **Delete** [View Category](#)

Category


Subcategory

[Add to other category ...](#)

Click on the text - Send Contact an Email Response Series

Contact
Account
Billing
Delivery
Organisation
Misc/Notes
Orders
Credit

	Title	First Name	Middle	Last Name	
Contact Name	<input type="text" value="Mrs"/>	<input type="text" value="Melissa"/>	<input type="text"/>	<input type="text" value="Harrison"/>	

Upload a photo of this contact


*E-Mail

Alternate E-Mail

DOB

Sex Male Female

Emails Unsubscribe Contact Contact Unsubscribed - January 1 1970 at 0:00am

SMS Unsubscribe Contact

The fields marked with a * are required.
All other fields can be left blank.

The more information you enter about your contacts, the better.
This will allow targetted emails to work more effectively.
Always make sure you assign a Category to a contact



Select Your Voucher

Email Address	dale@gtp.com.au
Email Series	<div style="border: 1px solid gray; padding: 5px;"><p>Choose a Email Series</p><p>Choose a Email Series</p><p>15 dollar bb offer --- 1 Emails in Series</p><p>20 dollar bb offer --- 1 Emails in Series</p><p>Abandoned Cart Recovery --- 1 Emails in Series</p><p>Account Details --- 1 Emails in Series</p><p>Add Web Link --- 1 Emails in Series</p><p>April Newsletter --- 1 Emails in Series</p><p>Competition --- 1 Emails in Series</p><p>Competition Voucher --- 1 Emails in Series</p><p>Email Reminder Thank You --- 1 Emails in Series</p><p>Event Series --- 1 Emails in Series</p><p>Events --- 1 Emails in Series</p><p>Fathers Day Promo --- 1 Emails in Series</p><p>Gift Voucher --- 1 Emails in Series</p><p>Join Up --- 1 Emails in Series</p><p>Link Partners --- 1 Emails in Series</p><p>New Email Series --- 3 Emails in Series</p><p>New Member --- 1 Emails in Series</p><p>New Member Voucher --- 1 Emails in Series</p><p>Product Sale --- 1 Emails in Series</p></div>

Choose the voucher that you created



Submit

Email Address	<input type="text" value="dale@gtp.com.au"/>
Email Series	<input type="text" value="15 dollar bb offer --- 1 Emails in Series"/>

Submit

Click submit



Changing Voucher Email

After you have created your email
you can go back and edit it



Open the Edit Auto-Responders

gtpcommerce

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Products Images Orders Reports Marketing Contacts **Emails & SMS** Web Pages Config How To's **GTP Tools** Help Log

Office Hours

Opening Hours

Monday - Friday 9
AWST +08:00
Weekend and Aft
on 0411 352 766
Send ALL work re
support@gtp.com

PLEASE NOTE: GTP will be closed for all Western Australian public holidays for 2013 as follows:

Queen's Birthday - Monday 30 September
Christmas Day - Wednesday 25 December
Boxing Day - Thursday 26 December

Christmas Break

GTP will close for business at 4:00pm Friday Dec 20th 2013 and re-open at 9:30am on Monday Jan 6th 2014. Standard emergency contact details apply during this period.

Scheduled Holidays

- Dale - None currently scheduled
- Bruce - None currently scheduled
- Cleyton - Fri Nov 29th to Mon Jan 6th
- James - Nov 22nd, Dec 6th, Dec 20th
- Daniel - None currently scheduled
- Gary K - None currently scheduled
- Gary M - None currently scheduled
- Janina - None currently scheduled

Last Updated: 5:31 AM November 11th 2013

Under the Emails & SMS tab click on the Edit Auto-Responders

Emails and SMS

Create New Bulk Email

Edit Auto-Responders

Export Auto-Responders

Import Auto-Responders

Send Emails

- Send to Category
- Send to Subcategory
- Send to Individual
- Send to Product Puchasers
- Send to Variety (filtered list)
- Send by Expiry Date
- Monitor Mailouts

Send SMS Messages

- List SMS Templates
- Send to Category
- Send to Subcategory
- Send to Individual
- Send to Variety
- SMS Details
- Clean up Mobile Numbers

GTP would like to
and a profitable 2

--The Team at GTP

GTP on Social Networks Oct 2nd 2013

Did you know that GTP is also on Twitter and Facebook?

Stay even more up to date with developments at GTP, the web, eCommerce and more by [following us on Twitter](#) and liking our [Page on Facebook](#).

Regular and important updates will still continue through here but we hope you'll connect with us on Twitter and Facebook and get involved in the conversation more!

--The Team at GTP

Select Your Voucher Email

List & Edit Emails

Series Type	Email Series
Admin	Account Details
Affiliate	Add Web Link
	Reactivation Series
	Reactivation Test
	Refer A Friend
	Refer A Friend Voucher
	Referral Points Confirmation
All	Email Reminder Thank You
	Event Series
	Fathers Day Promo
	New Email Series
	Product Sale
	Update Details
Bounce Back Offer	15 dollar bb offer
	20 dollar bb offer
Checkout	Abandoned Cart Recovery
	Gift Voucher
Form Responses	Competition
	Competition Voucher
	Events
	Join Up
	New Member
	New Member Voucher
	Subscription

Click on your voucher email




Select the Edit Button

List & Edit Emails

Email Series - 15 dolar bb offer

Editor Version	Message #	Day Sent On	Text/Html	Unsubscribe	Subject	Attachment			
2	1	0		Yes	FREE 15dolar Bodyscents Voucher		Add Email Like	Edit	Delete

Looking for your order email autoresponders? [Click Here.](#)

Click on edit



Go to the Email HTML Tab

GTP Contact **EDIT AN EMAIL/NEWSLETTER**
FREE 15dollar Bodyscents Voucher

[Add New Email](#) | [Add New Email Like This](#) | [List Emails](#) | [List Emails By 15 dollar bb offer](#)

Email Details | **Email Text** | **Email HTML** | **Email CSS** | **Attachments** | **Analytics** Update

Email Series Type: Bounce Back Offer Bounce Back Offer ▾

Email Series: 15 dollar bb offer

Message #: 1 Send Immediately Send After: 0 days

Send As: Text Only Email HTML Email With Alternate Text

Unsubscribe Info: Yes No Unsubscribe information is a legal requirement

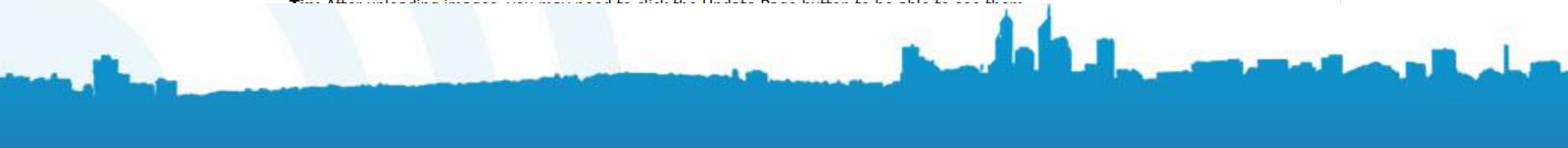
Greeting: No Greeting ▾

Subject: FREE 15dollar Bodyscents Voucher

From: Bodyscents info@bodyscents.com.au

Note: Will send from bodyscents@cms.gtp-commerce.com.au unless these fields are edited.

Click on Email HTML



You Will Need to Keep the Email's Information Current

GTP Contact **EDIT AN EMAIL/NEWSLETTER**
FREE 15dollar Bodyscents Voucher

Add New Email | Add New Email Like This | List Emails | List Emails By 15 dollar bb offer

Email Details | Email Text | **Email HTML** | Email CSS | Attachments | Analytics Update

Hi [firstname]

Thank you for your purchase from Bodyscents.

As a reward I would like to give you a voucher so you can save \$15.00 on your next purchase or pass onto a friend to use. Please save this email for when you need to re-order

Please use the code: **BODYS2014** in the checkout for any purchase over \$75.00 to apply your discount. The voucher expires on the 21/04/2014

LINDA CHATWIN
Director

BODYSCENTS
natural skin care

www.bodyscents.com.au
info@bodyscents.com.au
0438 800 967 | +61 8 9293 3685

Effective skin care solutions for healthy radiant skin

Path: div Words: 66

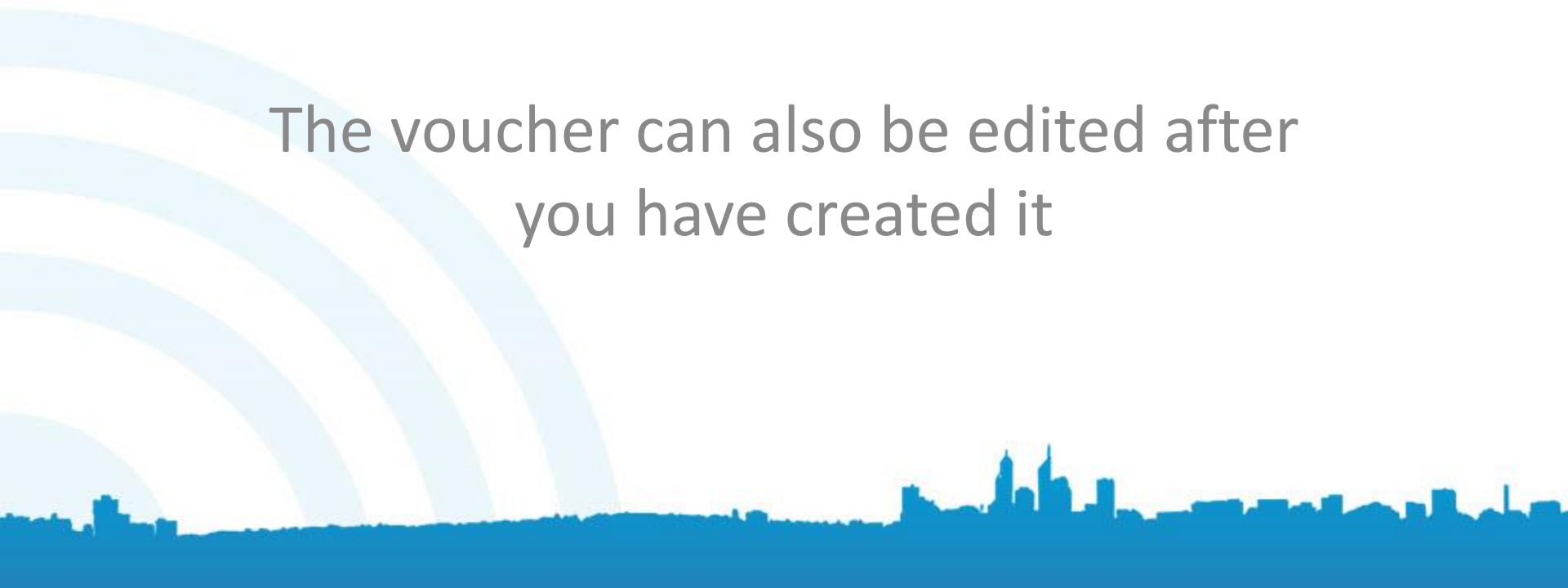
Import HTML & CSS | Send Test Email | Merge Fields | Add Merge Field

Update every couple of weeks in order to avoid customers using multiple times

Tip: After uploading images, you may need to click the Update Page button to be able to see them.

Changing Voucher Settings

The voucher can also be edited after you have created it



Select List & Edit Campaigns

gtpcommerce Logged in bodyscents - +61 (0) 8 9293 3685 - 28th March, 2014 - You are using Chrome Version 33.0.1750.154 on Windows

Products Images Orders Reports **Marketing** Contacts Emails & SMS Web Pages Config How To's **GTP Tools** Help

Office Hours

Opening Hours

Under the Marketing drop down menu, click on List & Edit Campaigns

PLEASE NOTE: GTP will be closed for all Western Australian public holidays for 2013 as follows:

Queen's Birthday - Monday 30 September
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 Boxing Day - Thursday 26 December

Christmas Break

GTP will close for business at 4:00pm Friday Dec 20th 2013 and re-open at 9:30am on Monday Jan 6 2014. Standard emergency contact details apply during this period.

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- James - Nov 22nd, Dec 6th, Dec 20th
- Daniel - None currently scheduled
- Gary K - None currently scheduled
- Gary M - None currently scheduled
- Janina - None currently scheduled

Last Updated: 5:31 AM November 11th 2013

Marketing

<p>Customer Credit</p> <ul style="list-style-type: none"> ▶ Customer Credit Rules ▶ Debit For Cash Out's ▶ View Cash Out List ▶ View Credit Transaction <p>Loyalty Programme</p> <ul style="list-style-type: none"> ▶ Loyalty Commission Rules <p>Campaigns for Purchases</p> <ul style="list-style-type: none"> ▶ List & Edit Campaigns ▶ Add Campaigns ▶ Search Campaigns <p>SEO Tools</p> <ul style="list-style-type: none"> ▶ Sitemap Generator <i>Coming soon!</i> 	<p>Referral Programme</p> <ul style="list-style-type: none"> ▶ Referral Commission Rules ▶ Referral Stats ▶ Referring Websites ▶ Add & Edit Banners <p>Vouchers for Purchases</p> <ul style="list-style-type: none"> ▶ List & Edit Vouchers ▶ Add Vouchers ▶ Search Vouchers ▶ Import Vouchers <p>Export</p> <ul style="list-style-type: none"> ▶ MyShopping Product Export 	<p>Promotional Tools</p> <ul style="list-style-type: none"> ▶ Promotional Code Stats ▶ Contact Form Voucher Rules ▶ Customer Action Loyalty Rules <p>Vouchers for Products</p> <ul style="list-style-type: none"> ▶ List & Edit Product Vouchers ▶ Add Product Vouchers
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Stay even more up to date with developments at GTP, the web, eCommerce and more by [following us on Twitter](#) and liking our [Page on Facebook](#).

Regular and important updates will still continue through here but we hope you'll connect with us on Twitter and Facebook and get involved in the conversation more!

--The Team at GTP



Select a Campaign



Promotional Code Stats | Voucher Rules For Contact Forms
Add Campaign | Add Voucher
List & Edit Campaign | List & Edit Vouchers
Search Campaigns/Vouchers

Choose a promotional Campaign



Promotional Campaign Codes Series Name	Vald Until	Campaign By Value
Afford Charity	28th of November, 2013	percent
Beautynight13	20th of December, 2013	dollar
Bounc Back 20	31st of December, 2013	dollar
Bounce Back	15th of June, 2013	dollar
Discount	31st of December, 2013	percent
Kids Spot	28th of September, 2013	percent
Voucher	31st of August, 2013	dollar
Voucher	28th of May, 2013	dollar



Choose a Voucher to Edit

 Marketing

Promotional Code Stats | Voucher Rules For Contact Forms
Add Campaign | Add Voucher
List & Edit Campaign | List & Edit Vouchers
Search Campaigns/Vouchers

Code	Status	Value	Sale Order	Applied To Order	From Name	To Name	Message	Print
Afford	Used	10.00%	—	—	Sheila Sim		We are donating 10% of your purchase with us to the AFFORD charity for the orphanage in Kenya. Thank you for helping these children!	Print Voucher

Click on the voucher code



Edit the Voucher Details

Edit Promotion/Discount - ID : 74748

[Edit Contact](#)

Promotional Category

Expiration Date

Discount By

Promotion Code

Value Of Promotion

How is Discount Used?

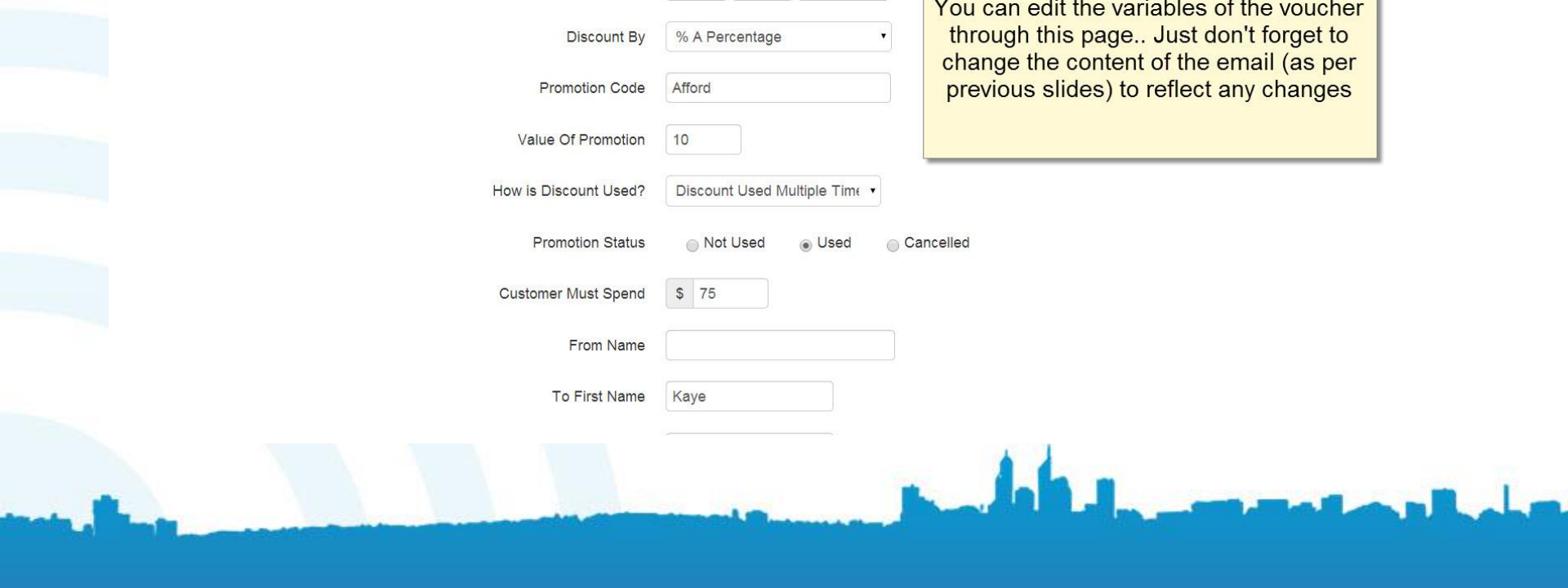
Promotion Status Not Used Used Cancelled

Customer Must Spend \$

From Name

To First Name

You can edit the variables of the voucher through this page.. Just don't forget to change the content of the email (as per previous slides) to reflect any changes



Congratulations

You Have

1. Created a promotional voucher
2. Made the email that will hold it
3. Choose who was to receive the emails
4. Learnt how to edit the email and the promotional voucher

End of Presentation

- GTP iCommerce Support
- Email support@gtp.com.au
- <http://gtpsupport.gtp-icommerce.com.au>
- Ph: 1300 853 533

- www.gtp-icommerce.com
- www.gtphub.com

