

# How to Make Your Own Image Panel with a Promotional offer for Your Homepage

GTP iCommerce instructions on how to create a image panel with a promotional offer for your website homepage using the pixlr.com/editor



#### What We Want to Achieve

An Image with an Offer on Your Home Page





# To Make your Own Image for your homepage you will need to:

- Find a image that you want to use for the background
  - (Note: the image need to be bigger or the same size as the current image panel)
- Know what size the image needs to be to fit into the panel on your homepage
- Have an image editing software such as:
  - pixlr.com/editor
  - paint.net



#### How to Find out the Dimensions of Your Current Homepage Panel Image

This is an important step because the image you create will need to be the same size as the current panel image



#### Go to Your Website





#### **Click on Inspect Element**



# Move your cursor to the window of information at the bottom of the screen





# Using pixlr.com/editor to Make Your Image

Pixlr.com/editor is a browser based image editing program, that can be used on both mac and pc operating systems C fi D pixtr.com/editor/

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#### **Open up Your Internet Browser**

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- Type in the URL:
  - pixlr.com/editor
    - Or search for pixlr in Google



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PixIr - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/PixIr \* gtp icommerce

### You Should Now See This Screen





### Increasing the Window Size





#### Open the Background Image



### Click on the Background Image You Have Saved





#### Reduce the Image Size





## Use the Width That you Found on Your Panel Image





#### Select OK





#### Save the Image



#### Close the Background Image Window





#### Click No



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# Go to Open Image as Layer Under the Layer Drop Down Menu



#### Select the Image You Resized





#### Click on the Arrow Tool





# Drag the Background Image Layer on the Canvas





#### **Check the Dimensions**





## Adding Text



# Type in Text into the Text Box and Change the Size, Style and Colour





#### Look for a Easy to Read Colour





#### Add the Promotional Text





#### Save the Image





#### Save as JPEG format





# Insert Your New Image Into Your Website

Now that you have created your promotional image it is time to get it on your web site



# Login to the CMS

<b>gtp</b> îcommerce	
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.	

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# Select List and Edit Pages Under the Web Pages tab





#### Click on Your Home Page

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#### Select Active Home Page

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#### Click on the Content tab

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#### Select the Insert Image button



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### Select the Choose files Button





#### Select the Image you Made



# Upload the Image to the Server

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### Close the Insert Image Window

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### Click on the Miscellaneous Tab



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# In the Misc1 box Type in the name of your image and add .jpg

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#### Check Your Web site for the change It may take some time for the new image to be displayed due to caching





# How to Make Your Promotional Offer in the CMS system

This is where you create your discount code to be used by your customers in the checkout.



## Login to the CMS



# Under the Marketing Tab go to Add Campaigns



### **Enter Promotional Information**

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### Add the Promotion





## **Promotion Information**

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#### To Edit the Promotion





### **Select Promotion**





## Click on the Code





#### **Edit Promotion**

Marketing		EDIT PROMOTION/DISCOU
- al Code Stats   Voucher Rules For Contact Forms   Add Campaign   Add Voucher   List & Edit	Campaign   List & Edit Vouchers   Search Campaigns/Vouchers	
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How is Discount Used?	Discount Used Multiple Time •	
Promotion Status	Not Used Used Cancelled	
Customer Must Spend	\$ 60	
From Name		
To First Name		

#### **Testing Promotion Voucher Code**





#### Adding the Product





#### Go to the Checkout

Size Chart   Customer Service   About Us FREECALL 1800 008 482
Women Plus Size 26 - 32 Matemity Men Kids Brands Sale Wholesale Schools and Clubs Stores Contact View Cart
Shopping Cart         Image: Shopping Cart         Frill Tankini Top - Black Chlorine         Resist         Code: 205FC00         Size: 10         Price: \$94.00         Quantity:         1         Subtotal: \$94.00
Click Checkout Total: \$94.00 CHECKOUT
<ul> <li>To change the quantity of an item, alter the value in the "Qty" box, and click the "update" link</li> <li>To delete an item, click the "remove" link, or change the Qty to 0 and click the "update" link</li> <li>To purchase your items, click "proceed to checkout", "checkout", "purchase" link or button</li> <li>To continue shopping, click the "continue shopping" button or select a category from the menu</li> <li>To review items in your cart click on the view cart button located on every page of this web site</li> <li>Shipping costs are calculated at the checkout stage for delivery to one address only. If you want products delivered to more than one delivery address then please place separate orders.</li> <li>Your second and subsequent orders will be faster as you can log in and have the checkout remember your billing details.</li> <li>To view shipping costs, simply click on "checkout" to proceed to the order form and enter your delivery options. You will be shown any charges or special messages once you complete the shipping section</li> </ul>
Myaree Scarborough Beach



#### Enter Code

- Paying with Paypal?	Check out PayPai With The safer, easier way to pay You will be returned to this page to finalise your purchase.
Returning Customer?	
If you've bought items from us before, you can ret	trieve your details by logging
Note: You don't have to login to buy from us. Pleas	se proceed with
purchase by entening the relevent details	Click the hey and enter
	the code
Gift Vouchers/Discount Codes	
I have a Gift Voucher or Discount code 🧻	
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Please enter the the details of the person/company	y <b>paying</b> for your order.
* Email:	
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Mr •	
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* Street Address	

# The Green writing indicates that the Code has worked





# Congratulations

You Have

- 1. Created an Image of the right size with an offer on it
- Uploaded it to your web site and got it showing on the home page
- 3. Set up the promotion in the marketing tools area.
- 4. Tested it to see that it works in your checkout.



# Marketing Tip

 Create an email and send out to existing customer database on the day before or on the day of the promotion – for best results



# End of Presentation

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

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