

Promotional Vouchers on Joining or Subscribing

Help presentation on how to set up or edit the generation of **automatic** gift voucher codes on your web site.

Relevant For eCommerce Sites



Why Promotional Vouchers

- Providing a promotional voucher immediately on sign up to your database can increase the conversion rate of web visitors into buyers on your web site. The voucher is also time limited with an expiry date which can create a sense of urgency.
- This presentation is to show you where to edit the various supporting emails and web pages that make up the promotional voucher section of your GTP Site.

Setting Up Automatic Promotional Vouchers For New Subscribers

There are four areas that are involved in setting up automatic voucher generation and these can be edited in the content management system.

1. Voucher rules:
2. The email autoresponder containing generated voucher code.
3. The content on the Join Page
4. The content in the thankyou page

Setup or Edit The Voucher Rules

Please click "Update Voucher Rules For Contact Forms" after any changes

| Form Type | Discount By | Discount Value | Minimum Spend | Valid For N Days | Discount Type | |
|---------------------|-------------|----------------|---------------|------------------|---------------|--------|
| Join Form | Dollar | 5 | 30 | 7 | Voucher | Delete |
| Refer A Friend Form | Dollar | 5 | 30 | 7 | Voucher | Delete |

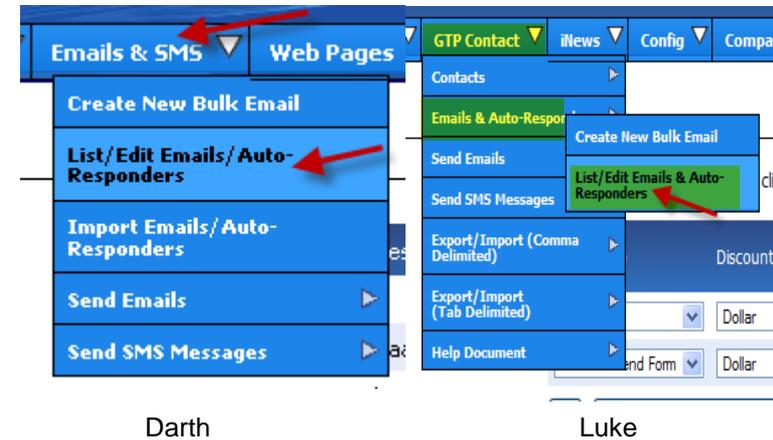
Voucher Rules Specify the Voucher Amount, Type of Discount (\$ or %), When it Expires and Minimum Spend Requirements. To set...

- Login to GTP CMS
- Click on Affiliate
- Click Promotional Tools
- Click Voucher Rules for Contact Forms
- Add a Rule or Edit the Rules or Delete
- You can set a discount by percentage or a flat dollar value. You can set the amount, the minimum spend required and the number days the voucher is valid for
- Update the rules when you have finished



Edit and Test the Autoresponder Email

- The autoresponder email contains the voucher code and details for the customer
- To edit the contents of this email
Click on GTP Contact >>Emails and Auto-responders >>List/Edit Emails and Auto-responders or Emails and SMS>>...
- Look for the email series names
 - “New Member” or
(Default email – used when no voucher rules are set)
 - “New Member Voucher”
(Used when there is a voucher rule set)
- Edit the email series – Check GTP support for tutorials on editing email autoresponders if unsure.



| Series Type | Email Series |
|-------------|---------------------------|
| aaaaa test | aaaaa test |
| Admin | Account Details |
| | Add Web Link |
| | Enquiry |
| | New Account Email |
| | New Member Voucher |
| | Refer A Friend |
| All | 08 june 2010 |

Page Showing List of Email Autoresponders

Edit the Join Page

- The content that sits above the join page or any form can usually be edited from the web pages tab or inews tab
- Click on web pages >>List and Edit Pages
- Look in the Forms Category
- Find Forms>>Join.... or Forms>>Membership and click on this.
- Edit the content tab for the web page named “**become a member**”
- An example of content appears right.

Become a Member

Account Registration:

- ⓧ Receive an instant \$5.00 discount voucher
- ⓧ Access to members only specials and discounts
- ⓧ Personalised online order history tracking
- ⓧ Exclusive postal discounts on all orders
- ⓧ Advanced notification of up and coming sales and specials
- ⓧ Fast checkout processing with remembered details

Why
Sign
Up
With Us
?

Please enter your email address and click "Continue"

Email Address

Continue >

Example of Join Form with Content that can be edited.

Edit the Thank you for Joining Page

- The content that appears on the thankyou page after a form is filled out can usually be edited from the web pages tab or iNews tab
- Click on web pages >>List and Edit Pages
- Look in the Forms Category
- Find Forms>>Thank Yous and click on this
- Edit the appropriate thankyou page.

Thank You for Joining



Thank you for becoming a member! Your membership details have been emailed to you along with your introductory discount code. This code is entered at the checkout in the promotional code window.

Please log in now to begin enjoying your membership benefits.

Note for Hotmail Users

Hotmail spam filters sometimes prevent you from receiving some email. If you do not receive your confirmation email please be sure to check your "Junk E-mail folder".

To prevent emails from being Trashed please login to your Hotmail account and complete the following steps below:

1. Click the "Contacts" tab at the top of the page
2. Click "Safe List" on the lower left-hand side
3. Enter "[URL]" and click "Add"

Example of a thankyou for joining web page

Testing Procedures

To test you need to go to the your web site and join or subscribe as your customer would.
Receive your voucher and test it on your site.

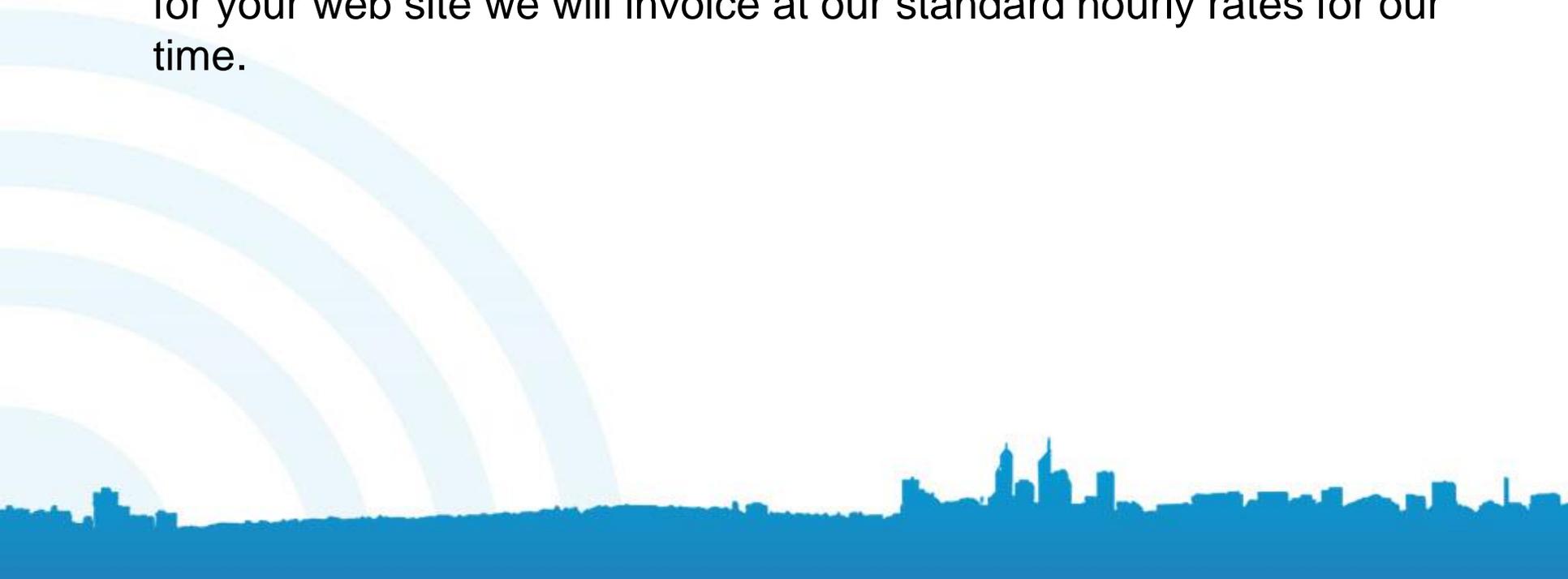
Make sure you have set up the voucher rules.

1. Note: Make sure your test email address is deleted from GTP Contact prior to testing and each time before you test otherwise it wont work. Subscribers can only get the voucher once.
 - To delete your email search for it in GTP contact and delete it
2. Now go back to your web site and sign up, join up or subscribe from the lead generating panel
3. Check your email and review its contents to make sure you get a voucher code.
 - Edit the autoresponder as appropriate
 - Delete yourself again and test until satisfied
5. Add some items to your shopping cart and test that your voucher code works and obeys the rules of minimum spend in the checkout.

Disclaimer

Not all GTP web sites have the automatic voucher generation code installed by default. It can depend on the age of the web site and a variety of other factors.

Please note if you wish to have the code installed or operating correctly for your web site we will invoice at our standard hourly rates for our time.



End of Presentation

www.gtp-commerce.com

1300 856 533

