Getting Started & the Webo LPM How To

Link & List
Communicator

Reputation &
Referral
Marketing
Communicator

WhatsGood
Communicator

Meetings
Communicator

Four
Channels
Promoting
Four
Communicators

Websites
& Stores

Blogs

Apps

Social
Media
Integration

Webo
SaaS

Digital Marketing with the Webo SaaS

The Webo SaaS

ABOUT US

WE SUPPLY THE SOCIAL MEDIA MARKETING TOOLS USED TO BUILD HIGHLY ENGAGED AUDIENCES AND LEADS.

IT'S ANOTHER WAY

WE OFFER AN ALTERNATIVE TO DRIVING TRAFFIC TO WEBSITES WITH TRADITIONAL SEO TACTICS. WE TAKE LEAD GENERATION BACK TO IT'S ROOTS!

DO YOUR CUSTOMERS GROW YOUR BUSINESS?

IF IT'S EASY AND REWARDED YOUR CUSTOMERS WILL WRITE REVIEWS AND SHARE TO GROW YOUR AUDIENCES.

THE WEBO CHALLENGE

GIVEN ONE REFERRAL PER CUSTOMER, WILL YOU DOUBLE YOUR TURNOVER IN HALF THE TIME.

THE WEBO MANTRA

LET US SHOW YOU HOW

WEBO ROADMAPS

THREE PHASES AND NINE STAGES

- SETUP
  - AS IS
  - HOME ZONE
  - ROADMAP
- BUILD
  - OFFERS
  - 4 CHANNELS
  - CULTURE
- DRIVE
  - OPERATIONS
  - MARKETING
  - AUDIENCE

GUIDELINE INDEX

TECHNOLOGY

Tap to Dial, Tap to Link, Simple and Affordable

COMMUNICATION BASICS

- PUSH VS PULL
- PUSH communication, such as twitter, e-mail and blog topic follow sends messages to users.
- PULL communication, such as websites and Facebook require users to access information by actively navigating to a URL on their browsers.
- Our Communicators are Webpage PULL Communicators. Users Bookmark the Webpage or save the URL as a Button Bookmark on Phone Screens.
- Users Pull webpages when they want to be updated.
- When they tap the Button Bookmark which is a screenshot thumbnail or favourites line item the latest version instantly opens to the latest version.
- Quoted telephone numbers are tap to dial.
- Quoted URL and e-Mail LINKS are tap to open.
- Read as .html pages with a browser of your choice.
- Downloaded pages can be viewed offline.
- You can rename downloaded file names but not the .html file extension.

"Just beyond your imagination lies a site builder that offers another way of growing your businesses. It's back to Reputation & Referral Marketing and much more."

PRIVACY

- Our Communicators have the following privacy setting options:
    - Unrestricted - anyone with the link can open & bookmark the Communicator.
    - Registration may be set as a requirement for opening a Communicator.
    - Communicators may be set to require PASSWORD access.

TECHNOLOGY

- COMMUNICATORS open the door to creating Information Rewards that can be used to reward users for writing reviews or for sharing.
- It's a "BOOKMARKLET APP" that makes use of automated HTML coding which is standard to all browsers.

Just Tap a Button on your phone & get personal with a Webo Communicator

A LOCAL PROBLEM

As content and connectivity approaches saturation local entities will need to find another way of being found on the internet and they will need to collectively market themselves so as to maintain awareness.

Keyword abuse and the shear size of the internet make realistic search result rankings increasingly unattainable.

Reputation & Referral marketing is an alternative to driving traffic to a website by way of SEO and other traditional means.

Ask yourself: Do my customers, taken as a whole, know those that could double my turnover in half the time? If you answer is yes, then you need to explore the opportunities that are included in the Webo SaaS.

Webo SaaS subscribers can donate communicators to worthy causes and it can create awareness by way of adverts on the pages. Subscribers can also create "Pocket Advisor" Communicators on sought after topics that can be used as Rewards to customers that write reviews or share e.g a legal firm that drafts ANC contacts could create a Wedding Planner's contact list of 600 suppliers that their clients would value highly.

There are many options for delivering content. The Link & List Communicator offers ease of creation and ease of use as keys to why it is a preferred content communicator.

Pull From
Website Home Pages
Website Focus Pages
Blog Focus Pages
Product Showcases
L&L + LPM Apps
Galleries - eBooks
Google Keyword Ad's

Engage
Social Chat
Blogging
Q&A Webinars
Meeting Rooms &
Video Conferencing
FB Business Pages

Push With
Facebook Avatar Ad's
Comment Sharing
Referral Sharing
SMS Messaging
eMail Campaigns
Focus Webinars
Quiz Marketing
Audience Building

Webo

A company providing quick
click-built affordable online information
marketing solutions that work.

We are solution engineers with a focus upon
information presentation and delivery with advanced
online content managers for niche marketplaces.

Welcome to our world.

A LOCAL SOLUTION

Eyeballs linked to information pages, coupons, deals, galleries, etc from communicators that focus on neighbourhood lists, shopping mall vendors, niche activity/topic contact lists & niche pocket advisors that link to online content on specialist webpages, directory listings, blogs, websites and eCommerce stores on phones or PC's.

Our Communicators deliver content to users that are integrated with social media sharing or they can be set behind passwords to make them private. In addition, documents and products can have keywords attached which can be searched on Link & List Communicators and on the Webo Directory.

About Us

Webo Group

- There are currently seven divisions; Webo Directories, Webo Hubs, Webo Sites, Webo Whats-Good Communicators, Webo Meetings Communicators, Webo LPM Communicators and Webo Link & List Communicators.

- Bill Gates' insight that "Content is King" has prevailed and so too has the fact that "The Presentation of Information is Queen." Partnering both is a "Joker" in the form of connectivity as without it, well presented content will not be found.

- With the exponential growth of the Internet, global search results run to hundreds of thousands of search results and phone handsets cannot manage search results without effective local filters.

- Local directories and Tap to dial Communicators (aka Content Libraries, Contact Lists or Pocket Advisors) are our solution to information search result overload.
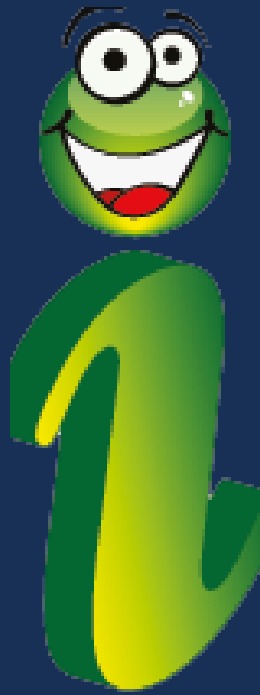
Webo

- The focus of Webo is on information presentation enablers and on Internet & Social Media Marketing Tools used to build highly engaged audiences and leads.

- Webo is dedicated to the continuous improvement in support, on-going development & design.

- Webo hosts online directories that build and showcase Listings, Websites/Stores, Blogs, LPM/Reputation & Referral Marketing Communicators, Link & List Communicators, WhatsGood Communicators and Meetings Communicators.

- Webo button bookmarked Communicators (aka Contact lists and Pocket Advisors) on phone touchscreens access online databases without requiring operating system downloads nor application downloads.

- Button bookmarked Communicators, aka Contact Lists and Pocket Advisors on phones and PC's Link and List information sources and they offer tap to dial convenience on smart phones.

- kgWebo, urWebo and uhWebo translate to mean "Business" in the sesSotho, isiXhosa and isiZulu African languages respectively.

Directory Listings for Decision Support; not just "Results!"

- Featured Listings offer advanced content managers including, blogs, flipbooks, polls & opinion surveys, "Kwik Quote" pricing calculators and more.

- Free Listings boast adverts & Featured Listings have none.

- Listed entities offer contact information & excite with digital coupons, videos, newsletters, maps, forms,website links & featured pages, etc.

Our "Click Built" Site Builder is a Trend Setter

Viral Blog Builder

Custom SEO, Social Network Integration, Privacy & Audio

Listen to chats or read posts. Users can post your blog topics with a single click to their Facebook and LinkedIn pages. Blogs are also seamlessly interfaced with Google Analytics for advanced usage statistics. Each post is Optimised for Search Engines re Titles, Descriptions & Keywords, etc.

Website Builder; Creates Instant Independent but Linked Sites

Unlimited Pages, Online Quotes, Flip Books, Video, Agile Surveys, Text & Image Polls, Audio & Image Albums, Multi-layered page structuring plus more.

Create: De-linked pages for notices and events, Scroll Box pages, Flip Books, Albums (video, audio, flash and non-flash), Forms for online submission, Quick Online Quote pages, Image Slide Shows, Linked Image Rotators & Alternators, Template Editor, Bulk SMS, Facebook & Twitter share or count, Quizzes and Polls, etc.

e-Commerce Store & Product Showcase Builder

Buyer Accounts, Digital Products, Variation (e.g. Size, Colour & Price) Management, Delivery & Payment Tracking

Sell, showcase or auction digital files (e.g. Music, Brochures & e-Books), products and services. Full variation management (for colours & sizes). Credit card, EFT and custom payment channel creation including e-Money payment for loyalty programmes and staff purchases. Buyers can track dispatch and payment receipt. Product reviews, multiple images, sales & stock management, fixed price & auction sales. Showcase products, services or people; showcase staff profiles in international companies with thousands of staff or e.g the 500 staff in a 5 star hotel.

Build your site & "click" to publish or we can do it for you

The Growth
Engine
Secret Lies in
Relationship
Building

P G P E
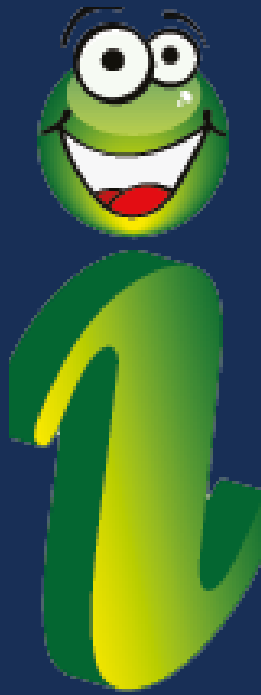
Websites are built to:

expand market reach
so as to
to attract new clients
and to
meet the needs
of existing clients
who
recommend you
to new clients.

**WEBO
COMMUNICATORS
& SITE BUILDERS**

ESTABLISHING
&
CONNECTING COMMUNITIES
to
BUILD RELATIONSHIPS
is
WHAT WE DO

THERE IS A SECRET TO
ONLINE RELATIONSHIP BUILDING

"GET CONNECTED AND COMMUNICATE"

e.g.
Pull
Marketing
Channels

Websites
You Tube
Network Enquiries
Article Enquiries
Guest Speaking
Blogging
Social Media

Webo
Communicators

e.g.
Push
Marketing
Channels

Direct Postal Mail
Radio
TV
Print Ads
Cold Calling
Telemarketing
Trade Shows
Buying Lead Lists
Pay per Click
Direct e-Mail

e-Mail
marketing
works but
open rates
are declining.

The trend is to
Pull Marketing with Mobile Phones

Powerful Success Factors
Pull Marketing with Compelling Offers
Tap to Link Communicators
Building Conversations and Relationships
Multi-Channel Marketing

Content is King but Presentation is Queen!

INSTALLING A COMMUNICATOR

The "Communicator" Buttons are placed on phone home screens or they are saved as bookmarks on a PC.
Saving the pages as downloads for off-line use on PC's is also an option.

Installation Summary

PC's
Open a COMMUNICATOR & Bookmark it. Tap the LINK to Open and read the COMMUNICATOR

iPhones / iPads
Open a COMMUNICATOR & Select the Add To Home Screen Option. Tap the Button to open and read the COMMUNICATOR

Android Phones & Tablets
Download a Bookmarking App from the Play Store or select Menu & Add to Home Screen. Open the COMMUNICATOR & Bookmark it. Tap the Button to Open and read the COMMUNICATOR

Windows Phones and Tablets
Open the COMMUNICATOR & go to the Options Menu & select the option, Add to Favourites. Tap the LINK to Open and read the COMMUNICATOR

Just Tap a Button on your phone & get personal with a Webo Communicator

How to add a Communicator App Button Bookmark to your Phone Home Screen

iPhones & iPads

1. ⬆️ **Select Menu**
2. Select "Add to Home Screen"
3. Edit and shorten the Button Name
4. That's it.

Android Phones & Tablets

1. 📱 ⋮ **Select Menu**
2. Select "Add to Home Screen"
3. Edit and shorten the Button Name
4. That's it.
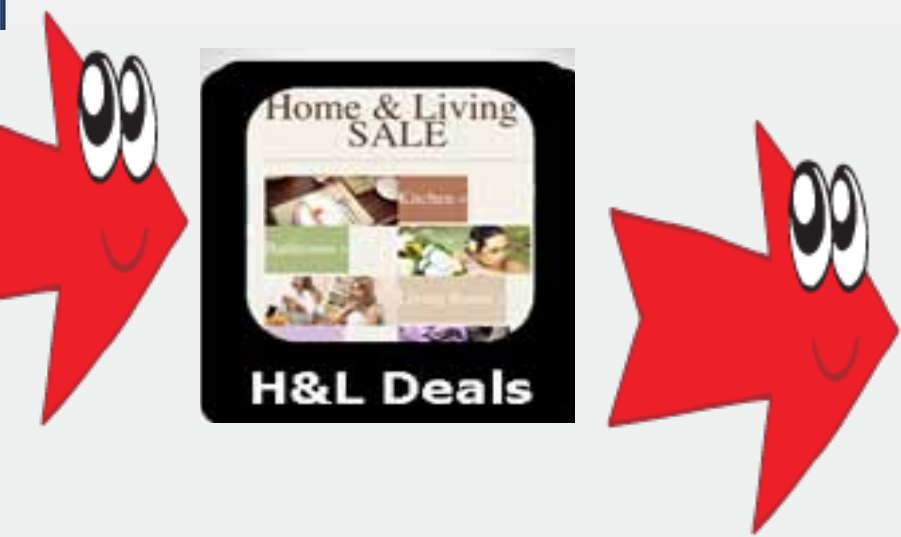
Getting Started with the Webo SaaS

This Getting Started Guide takes the form of a step by step checklist with brief commentary. Each option in the Members' Portal Admin Panel has "How to Tips" at the foot of the page that will offer guidance on the building of that aspect of your build. Please complete reading this guideline before commencing.

In addition to the "How to Tips" there are the following Starter Guides that may serve to guide you on your site building adventure. The Webo SaaS offers a wide variety of options and is arguably the most comprehensive site builder in the world.

- **Overview: About Webo & The Site Builder**
  - https://www.go-sites.webo.directory/Sites/flipstorewebsite.php?catID=425
- **Webo Manual: Site Building Basics**
  - https://go-sites. webo.directory
- **About & How To : The Link & List Communicator**
  - https://go-LLC.webo.directory
- **About & How To: The WhatsGood Communicator**
  - https://go-WG.webo.directory
- **About & How To: The Meetings Communicator**
  - https://go-MC.webo.directory
- **How To List on the Webo Directory**
  - **https://go-list.webo.directory**
- **Find this Guideline at: https://go.webo.directory**

Building your Site or a Communicator is easy. You can do it and we offer the support that you need to to succeed. If you are pressed for the time that it takes we offer, by arrangement, a build service and with your content we will get your LPM Communicator in record time.
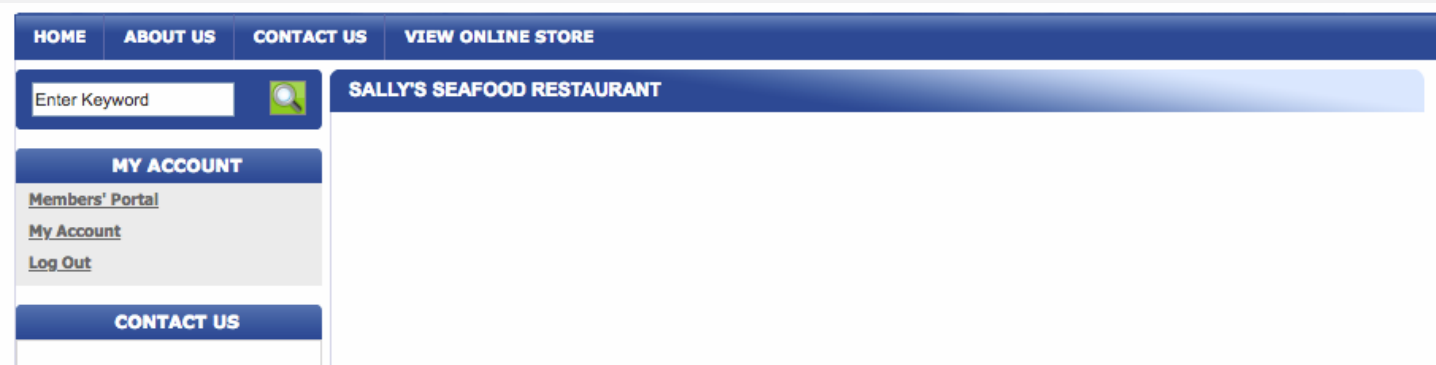
Step 1 - Sign Up

You can sign up on the Webo Directory home page - https://www.webo.directory/signup.php

or you can sign up on the Webo Digital pricing page - https://www.Webo.Directory/vouchers/

Complete the Webo SaaS sign up form (pictured on the right), select register now, check your email and verify your email address. That's it.
Go to your site at: https://Webo.Directory/Username/
The username is the username that you registered. Log in with your email address and password and the site will open with the default template. Select Members' Portal to open the Site Builder's Admin Panel.

Webo — What's Good App's For Phones

What's Good?

Place our Supplier's Directory on your Phone : : It's easy!

> ENTER A SITE NAME   GO
> ENTER A PRODUCT NAME   GO
— Select —   GO

Select a List Below & Add to Home Screen

POCKET ADVISORS
GO LOCAL

HOME   FEATURED LISTINGS   LISTING DEALS   FEATURED STORES   FEATURED WEBSITES   ABOUT US   MY ACCOUNT   CONTACT FORM

Home » Registration » Website Plus Online Store Registration

WEBSITE PLUS ONLINE STORE REGISTRATION

Account Information

User Name *	Password *
Email Address *	Confirm Password *
Click here to get a Free Google Email Address	Case sensitive password min 5, max. 15 no's, letters and or characters.

Details Of The Person Responsible For Your Site

First Name *	Landline Number
Last Name *	Mobile Number 27.
ID Number *	Fax
Skype Address	Country South Africa
Address *	State/Region Select
	City Select
Postal Code *	

Website plus Online Store Information

Site Name *	Alternate Email
Contact Person	Site Tag Line
Contact Number	Category * — Select —
Site Logo Browse... No file selected.	SubCategory — Select —
(Recommended Dimensions: 75*75 to 1000*1000)	Sales Tax Number
Contact Personï¿½ie Position	Sales Tax Percentage
Company Registration Number	Type of Sales Tax ● None ○ VAT ○ GST ○ State if other

Area/Promotion Code

Word Verification

☐ I'm not a robot   reCAPTCHA   Privacy · Terms

Terms & Conditions

☐ I agree to the following terms and conditions :

• I have read and accept the Running Rules (Terms & Conditions) and the Privacy Policy.
• I agree to abide by the Running Rules (Terms & Conditions) and the Privacy Policy
provided above while using the website and all services and products provided on the website.

Where applicable:

☐ Subscribe for Email Service
☐ Subscribe for SMS Service

REGISTER NOW   RESET

Note: Fields marked with an asterisk (*) are mandatory.

This Registration Page is for the
Webo SaaS 14 Day Free Trial
as well as for the
Webo Website & Store Builder
14 Day Free Trials

Webo SaaS Membership Support Can Be Found At:
https://saas-meetings.webo.directory

Our Policies, Terms and Conditions include:
The Running Rules
The Privacy Policy
The Webo Refer-A-Friend Terms & Conditions
The Webo Refunds Policy
The Webo SaaS Delivery Policy
The Webo Earnings Disclaimer
The Facebook Lead Generation Privacy Policy

Register to Add Comments
& to Build Sites
CLICK HERE

USER LOGIN   My Account
Email Address:

Password:

Login   Forgotten your password?

You can direct a URL of your choice to your site but to start your folder URL in the format https://webo.directory/your username here/ will be instantly available for your use. If you would like to change your username or your e-mail address please contact us.

Your e-mail address will be the address that is notified when a site visitor completes a "contact us" request or if there is a blog comment, etc. You may wish to use a dedicated e-mail address for this purpose so that you can let a person on your team to manage your "contact us" requests. If you want to do this, you may find the link to open a gmail address to be useful.

The ID number is required in certain counties where you have an e-commerce store.

If you have a Promo code please enter it as it will be required to validate coupon deals and specials.

Your site tag line will be used if you take the option to feature your site on the Webo Directory.

Step 2 - Template Selection

Select a Template on the basis of the header height and background transparency. Select the option:

Template: Change /Select New
and then select the Option Beach x 300

Step 3 - Background Options

For the Store select - Template: Edit Existing Template.
e.g. Upload a small white image and select repeat. You can upload any image with the repeat option activated to cover the screen background. For the LPM Communicator Select - Setup L&R Communicator and set a colour background or upload an image that can, as an option, be repeated.

Step 4 - Upload a Site Header

Next upload a site header that is 900 x 300 pixels (width x height). The height must equal the header template height.
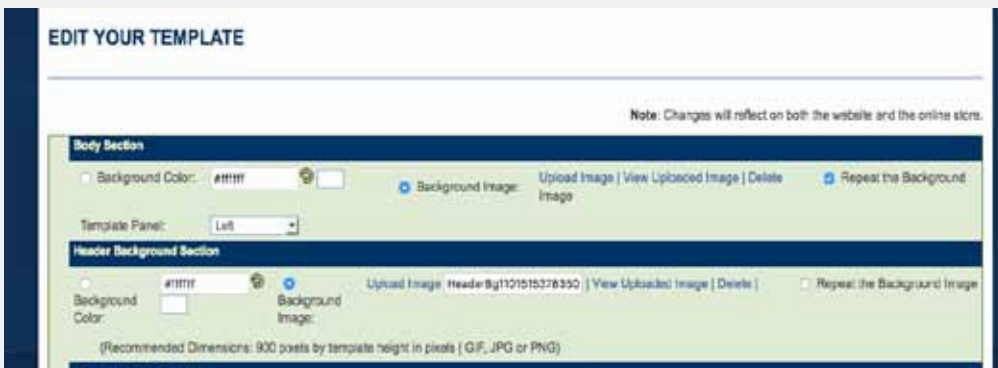
Note:
There are four background options to set the background.
1. Upload a background image on this option which will set this background for all pages.
2. On each page of the sitebuilder on the option:
Setup: Website Main Page Contents you can upload an image that will display above the site background.
3. On any page you can use a table format and set the background on a cell by cell basis.
4. On the LPM Communicator App you can set the background for the LPM Communicator at the option:
Setup L&R Communicator

Options >

The Template Editor will allow you to edit your template in most respects. The header height and page main panel background will not be editable. To be clear the site builder allows you to structure your pages across 4 layers. The top layer (1) is the content that you place in the page editor. If you structure your content within a table on the page editor then you will be able to add a colour background to each individual cell within the table. Where there is no image or table cell background colour in layer 1 then the page will display the second layer. This second layer is set by the template choice that you make and it may or may not have a page panel background but if you have selected a template with a page panel background then the page 2 background will block layers 3 and 4. Layer 3 is set below the Main page editor (see below). This layer is useful where your page is designed to display an image that is wider than the page panel in layers 1 and 2. This design is often used where the audience is likely to be using desktop computers with flat screen monitors. Note that each page can have a layer 3 background image that is not restricted in terms of the height and width of the image/colour selected. Layer 4 is the site background image. This image/colour will display on all pages including the store pages if they are active. See the image at Step 4 on the previous page. The background on a LPM*, LLC** and WG*** Communicator is separately set.

* Loyalty Programme Marketing aka Reputation & Referral Marketing.
** Link & List Communicator
*** WhatsGood Communicator
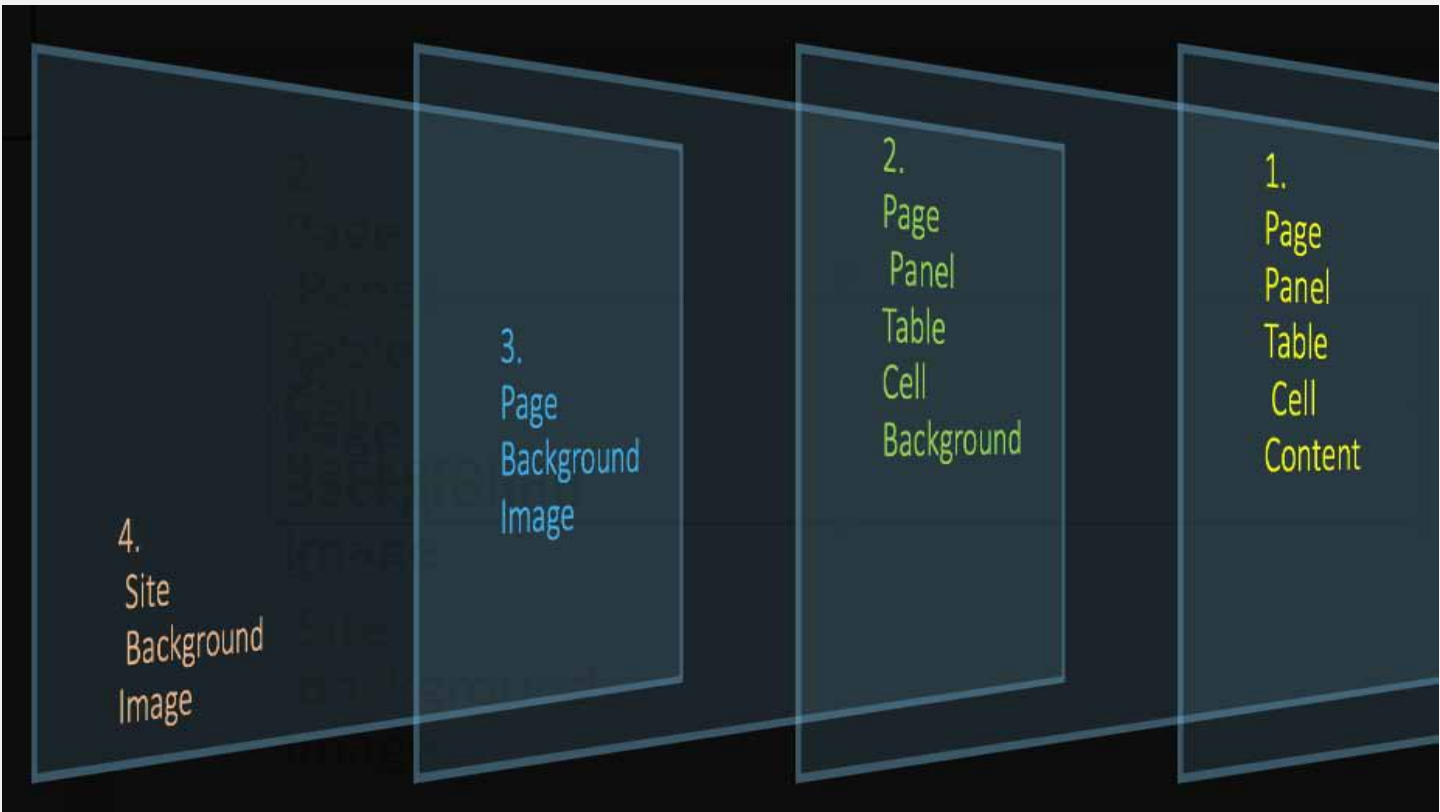
Step 5 - Finalise the Presentation of a Side Panel

There are a number of options:

On the option: **Template: Edit Existing Template**. select one of the following:

Template Panel: Left, Right or None. This will set the position of the panel or it will remove the panel.
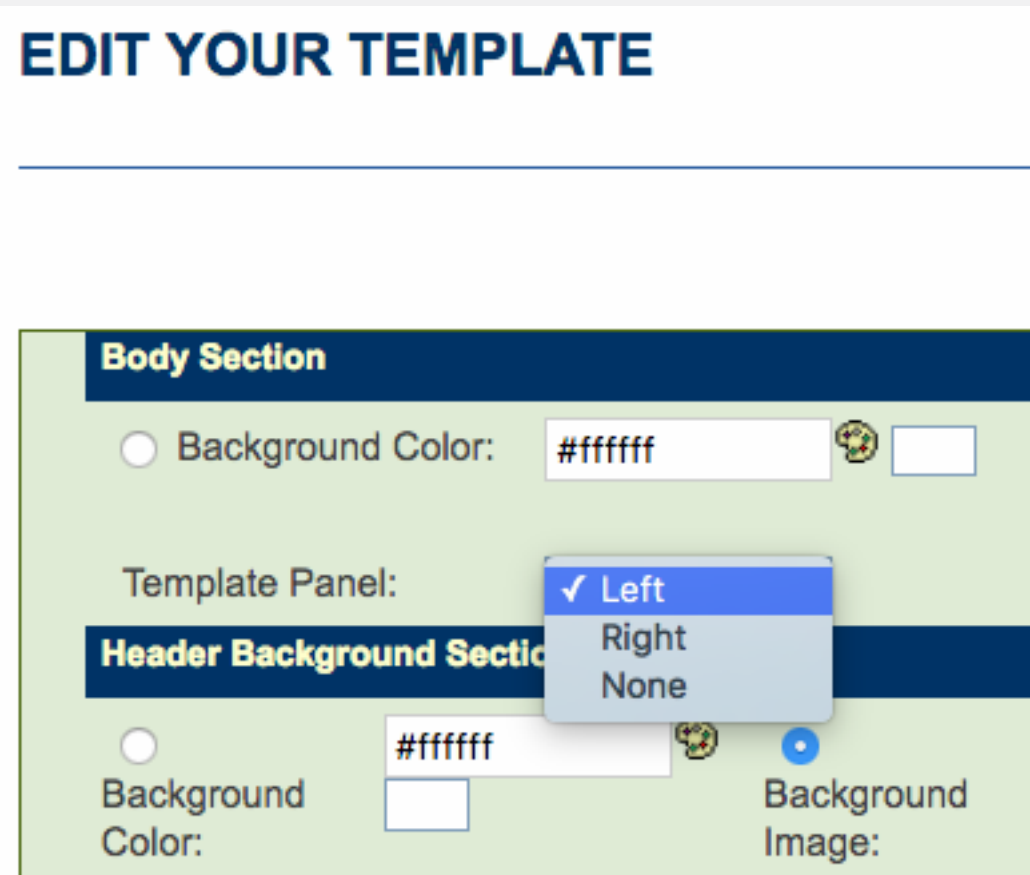
When a left or right side panel is selected then the main page panel is 660 pixels wide and the side panel is 180 pixels wide.

When no side panel is selected (None) then the main page panel is 900 pixels wide. If you select **Pages: Create Linked Webpages** then you can add table pages that are not restricted to 900 pixels wide.

The Store or Product/Service Showcase side panel can be set independently of the of the Website Builder Option. Where the option to have no side panel (none) was selected in the Website site builder then this option overrides any option made at the Store option at **"Select Setup: Store Page Menu etc"** In this case the images will be square and they will be presented at 6 images to a row.

Where a left or right option was selected then:

Select **Setup: Store Page Menu etc** in the Store Sitebuilder section of the Admin Panel.

and select one of the following options which will only apply to the showcase page / store page

Select an option O With side panel or O With No Side Panel

Where the option "With no side panel" is selected then the images are presented in landscape view at 120% wide to 100% high,

When the Website selection is set to "None"
the images are presented as square images with
6 images to a row.

Where the website setting is " Left or Right" and
the Store setting is set to "With Side Panel"
then 5 images are presented
in a row and the images are square.

Where the website setting is " Left or Right" and
 the Store setting is set to
"With No Side Panel" then 4 images are presented
in a row and the images are in landscape format
 at 120% wide to 100% high.

Note that you can also upload a different header image for the Store / Product Showcase.
• Note that the LPM Communicator header default is an automatically resized Store header image.
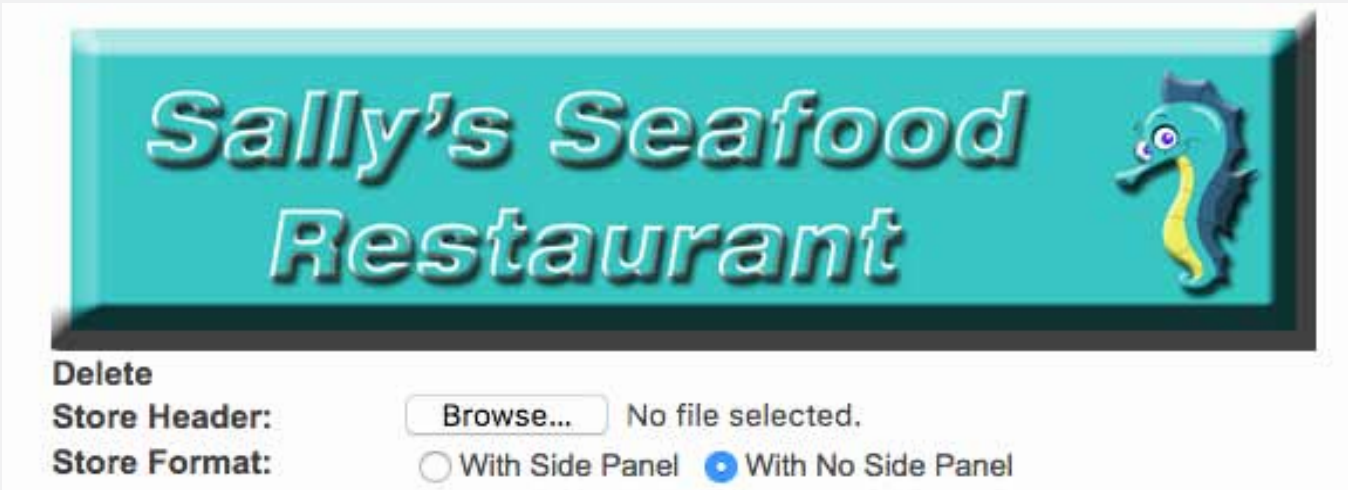
6. Create Store and LPM Communicator Categories

Products and services are presented in categories. When one selects a category then only that category is displayed. The Store would normally have the same categories but it is possible that you may wish the categories to be different or you may wish to sequence the categories for display in a different order. In addition, you may wish to have more or less categories in the LPM Communicator.

You should commence with creating the categories for the Store, at the option **Setup: Product Category Options** because the categories created are automatically duplicated as LPM Communicator categories. Once created you can sequence, edit, add or delete categories in the LPM Communicator option at Setup Product Options.

To start, select: Setup: Product Category Options   and submit the form below.

If you do not have individual product images then you can upload thumbnail images per category that are 200 x 240 pixels for the no side panel pages and 100 x 100 for the with side panel pages. Uploading thumbnail images is not required however if you do not and you do not upload individual images then there will be a note that reads "No Image" in the store where the images are displayed.

If you select Manage Categories (see the top right of the ADD CATEGORY page) you will be able to sequence your categories.

Next select: **Setup Product Options**

7. Set Up the Presentation of the LPM Communicator Categories

The options displayed are the Store categories that are already set up.
- You can add a display sequence number to the categories.
- You can set a category expiry date.
- You can edit the category title.
- You can make a category Active or Inactive and you can delete a category.

Next, select **Setup L&R Communicator** and scroll down to the option:

Product option categories: O List View   O Side Menus View

When the List View option is selected the categories are sequenced and each category has a heading. When the Side Menus View is selected then a side panel displays with the category options. Selecting an option will only display that option. The option, With side menus, is often used where there are many products and many categories.

Step 8 - Set up the Presentation of Store Categories.

Products and services to be showcased on the LPM Communicator App must be uploaded to the Store. On the Store or LPM Communicator they may be independently activated or deactivated for display.

Where there is a Store side panel then the categories are shown in the side panel. If there is no side panel then the categories are shown above the images however they may be deactivated to not show at all. Where a specific category is selected then the products / services for that category only will display.

Where a store is set up as a trading eCommerce Store that is fully managed including delivery charge setting, out of stock tracking, payment notification, order invoicing and delivery tracking then payment icons can be activated for display eg Classified (not priced), fixed priced, Credit Card etc.

CATEGORIES

2/4/1 Weekday Coupons.(4)	Anyday Team Platters to Share Coupons(3)	Monthly Seafood and Jazz Sunday Coupon(1)	Pomotions and Competitions(1)
Pomotions and Competitions(1)	Recommended by our Panel of Frequent Diners (7)	Seafood Menu (12)	Second Sunday of the month is Shrimp Night: Our Shrimp Night Specials Are Below (6)
Delivered Meals 11am to 11 pm(3)	Fresh Prawn Sales(1)	International Seafood Showcased on our Secret Menu(1)	

26/30 Fresh Tiger Prawns

26/30 Fresh Tiger Prawns per Kg
Sold chilled and boxed

R227.00
view

Chilli Soy Salmon & wok-fried noodles

Chilli Soy Salmon (With wok-fried noodles

Our Specials are on our Secret Menu

view

Prawn Tacos With lime avo-salsa

Prawn Tacos. With lime-avocado salsa

Our Specials are on our Secret Menu

view

Sri Lankan Seafood Curry with Chilli

Sri Lankan Seafood Curry with Chilli

Our Specials are on our Secret Menu

view

Dukkah-crusted Salmon with Salad

Dukkah-crusted Salmon with Salad
Our Specials are on our Secret Menu

Coconut-crusted Fish with Thai green curry

Coconut-crusted fish with Thai green curry vegetables

Cold Seafood Platter For 2 -Treat Yourself

Cold Seafood Platter For 2 -Treat Yourself

Prawn, Mango and Chorizo Salad

Prawn, Mango and Chorizo Salad
Our Specials are on our Secret Menu

Where products or services are marked as being on Special on the page:

- Store Mgt: Product / Item Admin

Then these products are displayed in the set sequence at the top of the store. You can elect whether or not these items should be duplicated in the normal store listings or not. They are often duplicated where items form part of a category that is best displayed as a complete group of items.

E-Commerce Icons: ● Active ○ Inactive
Active Store Category: ● Active ○ Inactive
Duplicate Specials: ○ Yes ○ No

Continue
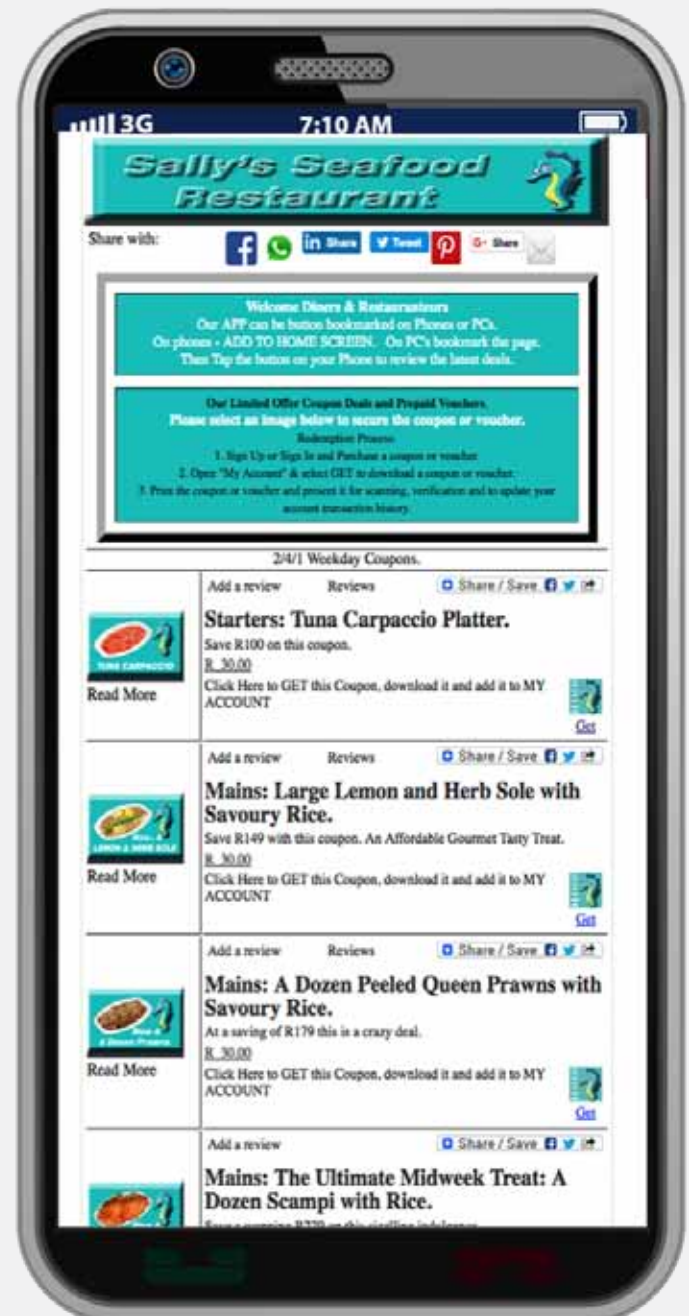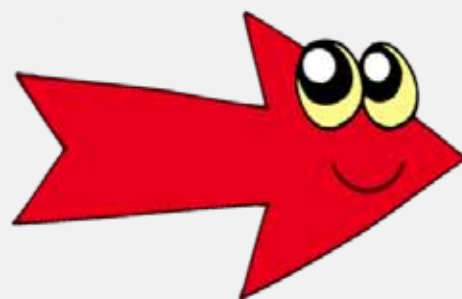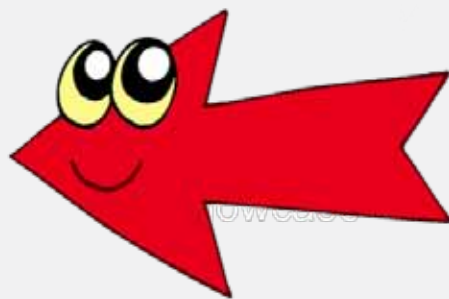
9. Set Up a Marquee

Below the Store menu bar in the image below is a scrolling image. This is a marquee. It can be a scrolling image or text or it can if set as a background image be a static image.

Select one of the following and read the "How To Tips" on the page.
- **Marquee: Footer Marquee Generator**
- **Marquee: Header Marquee Generator**

10. Set Up your Store Partner Links

At the foot of the Store page you can place Partner Links. Typically, these would be links to your Social Media Pages, Your Independent Website, Other Websites, etc

Select the option - **Links: Add Footer Partner Links**   and follow the options presented.

11. Set Up Information Product Options.

Offering information rewards is often valued. We share to be liked. To be liked the shared reward must be easy to share and it must be relevant and valued e.g. horse riding lessons may not be relevant to many audiences. Information rewards can be presented as webpages set out below images in picture galleries set up in categories. These could be product manuals or product performance statistics e.g. In the example below there is a full webpage below every thumbnail image in each category of the image album.

Images: Non-Flash Album Categories
Then, in the Website or Store options select - **Images: Add Non-Flash Images & Text**

Select: Flipbooks: Create Categories
Then select: **Flipbooks: Add Website Pages** or **Flipbooks: Add Store Pages**

Book presentation options: Portrait or Landscape books in single page or double page format. Upload pages in .jpg or .png format. You can create pages in Word. Powerpoint or software options with page export options. You can also export as a .pdf and then export as image pages. Note: in the flipbook example below the first page displays as a single page. Next, pages 2 and 3 will display and page 2 will display above the protea image on the left that has been loaded as a site background image that is not repeated.
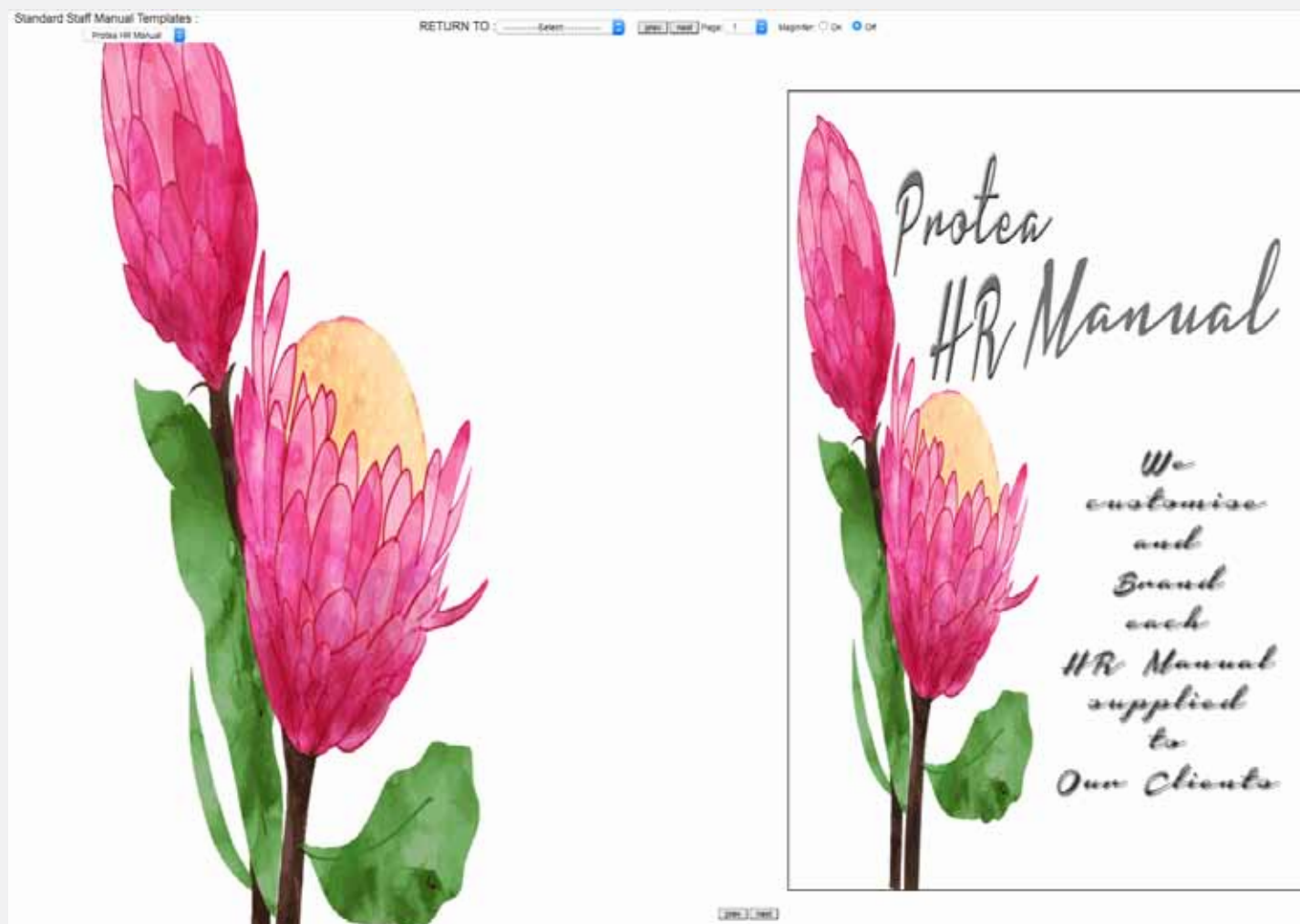
Information Rewards can be presented on Flash & Non-Flash Image Galleries, Video Galleries, Flipbooks, Linked Webpages, Quiz pages and more. Strategise the reward and then explore the information presentation options. Once created, coupons can link to the information reward URL

It is often best to think of the referral comment that might be made by the customer to a friend:

• e.g. 1 - " I have found this product to be awesome. Here is a 25% off coupon to give it a try."

• e.g. 2 - " This eBook simplifies our shared interest in .... Here's a copy to read & share."

• e.g. 3 - " I know your cousin is getting married. Here's a great Wedding Planners Contact List"

• e.g. 4 - " My VIP status grants me access to a "Secret Menu" at Joe's. Here's a coupon to try it"

• e.g. 5 - " Complete this quizz. Link to try it and get access to receive the views, you'll be surprised."

• eg 6 - " I know you love the ..... Join me as an Ambassador and get rewarded for spreading the word."

12. Set Up eCommerce Options

Setup: Payment Options
Select this option to set up the checkout payment options including the required currency. Note you can also create your own inhouse currency which could be useful for consumable or uniform issues where staff are allocated inhouse currency budgets. e.g. MB (My Bucks)

Setup: Delivery Fee Options
Select this option to add delivery options to the checkout.

Setup: Store Page Contents
Select this option to set up a **Store About Us Page, Delivery Information Page and Company Policies** (Terms & Conditions). These pages can have different page titles and they can be deactivated. The terms and conditions page will have to be accepted in the Store checkout.

13. Set Up Terms and Conditions

Select: **Setup T's & C's Templates** then, select **Add a Template**. A number of Ts & Cs Templates will be offered for selection. Select an option or start from scratch. After selecting an option select SUBMIT and the Text Editor will be populated and you can edit the content before selecting UPDATE. Create the Terms and Conditions that you will want to attach to various coupons, vouchers or tickets.
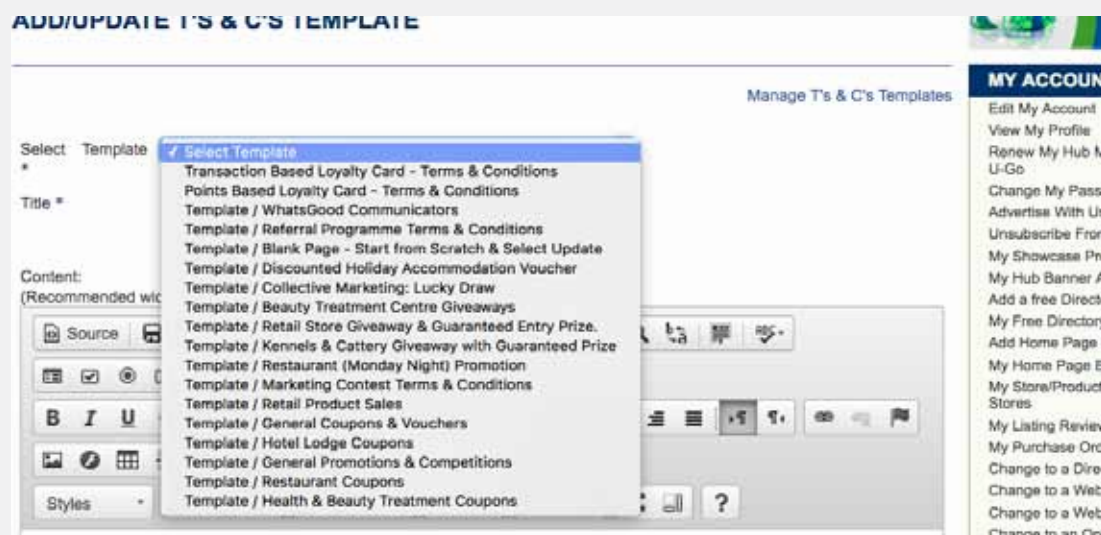
14. Setup Vouchers and Coupon Templates

Select: **Setup V & C Templates** then select, **Manage V & C Online Templates** and a variety of templates will be presented. Select a template and then edit the option to create the option required by following the "How to Tips." You will need to select one of your Ts and Cs before saving the print option. You will also have the option to hyperlink to a Ts & Cs URL (see 12 above).

15. Setup Excluded Validity Dates

Select: Setup Excluded Validity Dates
You can create a list of global date exclusions on this option. When you add individual items you will be able to set up excluded validity dates for that item. Online redemption will not be processed on these dates.
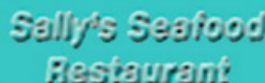
16. Setup Coupon Administrators & Assign Admin PIN Numbers

Select: Setup Redemption Admin and Add Programme Administrators who will be able to Redeem coupons and vouchers by entering a PIN number you assign to an Administrator.

17. Programme Administrator Training

Administrators will be required to award Fan Points in the Loyalty Programme and to Administer the Referral Programme. Once you have created this programme you need to get your Administrators to explore the programme options and their administration roles.

Set out below is the MY ACCOUNT page that every customer gets to manage their individual Loyalty and Referral Programme. Administrators should register as a customer and read the "How to Tips" on each of the account admin options so that they are fully appraised of the administration role that they will be required to play. Each of the options below only show if that option is active for the customer that logged in.

18. Set Up a Customer Briefing Page

In the LPM Communicator Admin **Select: Setup My Account**

On this page you can add a header image such as the header image illustrated on 17. above. In addition you can add a briefing page that offers the opportunity to brief your clients about your Loyalty and Referral Marketing Programme. In the Buyers Member's Portal / MY ACCOUNT there is an option titled.

Loyalty & Referral Programme Status - on this page the briefing page that you create will be displayed.

Set out below is an example of what you may wish to say on this page.

About Our Loyalty and Referral Programmes

We thank you, our customers for their:
- Patronage by awarding points that quality you for rewards that you can get on our App or from our PC Showcase.
- We thank you for sharing your views on your social media network by offering Advocate benefits that you can select and add to your account on our App or from our PC showcase.
- Your reviews are important to us and we reward you for writing reviews or for making suggestion on our App or on our PC Showcase,
- We also reward one to one recommendations. When you gift a coupon, for which you are eligible to a friend or business connection then that coupon is removed from your account pending redemption by the recipient. When redeemed the coupon will be added back into your account and in addition, your referral count record will increase by one. When you have reached the required referral count total you will qualify for additional benefits that are listed for Ambassadors on the App or on the PC Showcase.

Redemptions: If you have a coupon you wish to redeem please hand this to your service assistant at the time of placing your order.

Points Accumulation: When you settle a bill in-store please login to your account and hand your phone to your service assistant who will award you one point for each Rand spent. Please ensure that our store is

selected or the Admin PIN will not be valid.

Gifted Coupons Received: If you receive a coupon as a gift then to redeem it login and hand your phone to your service assistant and it will be validated by capturing the order number above.

The following Loyalty and Referral requirements are in place - note that you can set your own points ranges and the duration that the points are valid:

Coupon:

- Registered Customers with zero Fan points.

Loyalty:

- Silver Fan Status: From 1 to 1,000 points.
  - Duration 10 days from the date of the last purchase
- Gold Fan Status: From 1001 to 2000 points
  - Duration 10 days from the date of the last purchase.
- Platinum Fan Status: From 2001 points
  - Duration 10 days from the date of the last purchase.

Referral:

- Advocate Status: For Sharing views on social media.
  - Duration 10 days from the date of the last Share.
- Advisor Status: For writing reviews and for making suggestions.
  - Duration 10 days from the date of the last review.
- Ambassador Status: For making the set minimum number of 2 recommendations.

To make a referral select the option to email a qualifying coupon (two-way) to a friend or business connection.

When you gift a coupon by email with a recommendation the coupon is redeemed on your account but it will be placed back in your account when the recipient redeems it.
  - Duration 10 days from the date of the last recommendation.

19. LPM Communicator Set Up

Select: Setup L&R Communicator

> The Browser Title will show in Browser heading at the top of the page preceded by an icon image called the Favicon.

> The Meta Information may be used by Search Engines to inform Search Engine Results. It is not used for ranking but is an information source for most search engines.

> The URL for the link is shown above - copy and paste the Communicator App URL. You can contact us and we will create a shortened URL with your username for you.

> You can password lock your Communicator if you want to.

> Set up your Loyalty Programme here. Points can be earned for purchases or they can be used to segment customers e.g. Public Sector, Companies & Individuals. Each of the tiers or segmants can be given a Name. e.g. "Gold" in a points system or "Public" in the classification system. If you start at 1 then customers with no points will be able to get coupons with a zero points requirement. The duration to expiry of the points will automatically be managed.
Any option not completed will not be displayed in a customer's members' portal.

>The header link button images can be changed to button images that support the destinations required e.g .Read More could be OUR WEBSITE.

The LOGIN URL is: http://www.webo.directory/username/login_store.php?   Replace username with your username.

The LOGOUT URL is: http://www.webo.directory/logout.php

The Read MORE URL is to a destination of your choice eg to your Blog

The EMAIL US URL could be to your Contact Us page.

Product option categories: ● List View ○ Side Menus View
Social Sharing: ● Active ○ Inactive
Facebook Comment Display: ● Active ○ Inactive
Get Coupon Link Image("57 X 47"): Browse... No file selected.

Delete

Myaccount Link image ("57 X 47"): Browse... No file selected.

Delete

SHOW IT Link image ("57 X 47"): Browse... No file selected.

Delete

DOWNLOAD IT Link image ("57 X 47"): Browse... No file selected.

Delete

REDEEM IT Link image ("57 X 47"): Browse... No file selected.

Delete

Facebook/Instagram Integration ● Active ○ Inactive

To integrate your own images:

Instagram Account Address: https://instagram.com/ enter the username only below
eg https://instagram.com/username   seafood.kitchen

Facebook Page Name(Page): https://www.facebook.com/ enter the page name only below
eg https://www.facebook.com/pagename   webodigital

Twitter Username(Page): https://twitter.com/ enter the username only below
eg https://twitter.com/username   seafood

To integrate any images

You can also embed images and videos that are specified at a hashtag address. To do this you need to edit the URL below.
https://www.instagram.com/explore/tags/horses/

Please change the word /horses/ for any other hashtag word (do not include the hashtag symbol). When done hyperlink this URL with a word/s or an image on your listing or website.

Header(Max header width should be less than 740)
Header Height: _____   Image: Browse... No file selected.
Header Width: _____   View Uploaded Image | Delete

Background
Background Color: 003366   Browse... No file selected.
Background Image:

Middle Section:
(Recommended width 900px)

Footer Slide Show
Image: Browse... No file selected.   Add Image
Enter Url: _____
Maximum image size : 20MB)

Url:http://www.webo.directory/whatsgood/home.php?Store=whatsgood

Url:http://www.webo.directory/whatsgood/showcategorypageL.php?catIDvv=all

---
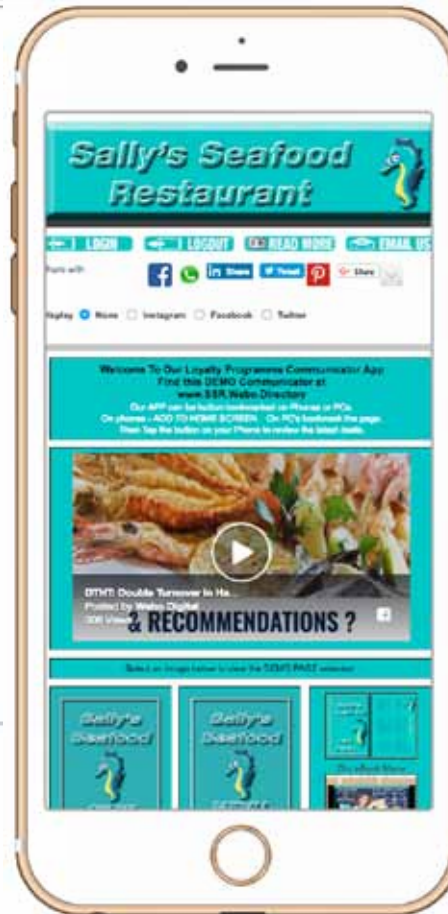
The Header is automatically resized from the Store Header to 540 x 150 pixels
 > Links
 > Social Sharing
 > Facebook / Instagram Integration e.g. the Instagram option ---------->

> This is the Middle Section content

The facebook comment integration allows customers who are logged in to Facebook to make comments on the App that are sync'ed to their facebook page --->

> The Facebook, Instagram & Twitter images only display if these images, on the social media pages, are set up to be PUBLIC images.

> Add a custom header here.

> Add a custom background here.

> Add Middle Section content here. The default table width for content should be no wider than 540 pixels so as to be mobi friendly on most mobile phones.

> Set up a footer banner slide show with URL links from each image here. A width of 540 pixels is recommended however if your communicator is defined with a different width then this defined setting should inform the slide show width.

20. Image Resizing

Header images, favicons, banners and more may need to be resized. You can use your preferred program, such as Photoshop or other and in addition we have an image resizer which is used below to create a header or slide show image that is 900 pixels wide by 300 pixels high.

Select: Images: Resize / Edit then select "Browse" and upload an image to the editor - see below: the image is 470 pixels by 334 pixels and we need an image that is 900 pixels by 300 pixels.

1. Select the Constrain option to keep the resizing proportionate so that the image is not distorted.

2. Enter 900 in the "w" window & the "h" displays 639. Select SUBMIT to resize the image.

3. Select "Resize" and drag your cursor across the image while watching the pixel counter. See above on the top right of the image, it is 883 by 300. Continue until you get the dimensions desired and then select SUBMIT to get the resized image shown below.

21. Adding Products to the Store and to the LPM Communicator

Select: Store Mgt: Add Products / Items

Home » Members' Portal » My Products » Add Product

ADD PRODUCT

Manage Products

Directory Classification *   Where to Eat & Drink

Sub Classification *   Seafood
(This will be the primary category displayed in your store.)

Product Category *   Fresh Prawn Sales
(This is set in the Add Category and Manage Categories of your Members' Portal)

Product Name *

Product Number

Description

The Directory Classification and Sub Classification inform the Directory search results. It is like a having a shop in a Mall. You have the option of an independent address and a Mall address.

The Product Category is a dropdown list of options created as Store Categories and which are used to categorise the listed products.

The Product Number can be a text message that shows in the Store but not in the LPM Communicator App. The Note (see below shows as the sub-heading in the LPM Communicator App.

The Description and Features menu tabs can be renamed at:
Setup: Store Page Menu etc

Features

Tickets

Show it alternative image   ● Active ○ Inactive   Browse...   No file selected.

Redeem it image   ○ Active ● Inactive

Ticket Expiry Date

Max at a time is 1 Max number of entries

Note: Must be Enter Value here to Act like Ticket

QR Code on print version   ● Active ○ Inactive

Ignore this option

body p

Tickets

Show it alternative image	● Active ○ Inactive [Browse...] No file selected.
Redeem it image	○ Active ● Inactive
Ticket Expiry Date	[ ]
Max at a time is 1 Max number of entries	[ ]
	Note: Must be Enter Value here to Act like Ticket
QR Code on print version	● Active ○ Inactive
Sharing Requirements	● Active ○ Inactive

Loyalty Programme Marketing

# Hashtag Instagram	# [ ]
Twitter Archive	@ [ ]
Add Image Poll survey	Add/Edit ○ Active ○ Inactive Delete
Add Text Poll survey	Add/Edit ○ Active ○ Inactive Delete
Link Text	[ ]
Link	● Store(Default) ○ None ○ Other Url
	[ ]

This Coupons Availability is restricted to the following

Coupons	Total Coupon issues limit excluding to-way reward coupons	Registered user limit excluding two-way reward coupons	Total Issued	Total Redeemed	Two-Way Reward
The Public ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Fan Level 1 ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Fan Level 2 ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Fan Level 3 ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Advocates ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Advisors ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐
Ambassadors ☐	Max: [ ]	Max: [ ]	[ ]	[ ]	☐

Add Digital Products

Auto delivery for Payment Options	☐ Credit Card ☐ Paypal ☐ Gift Voucher
Electronic Media Sales	[Browse...] No file selected. Delete
Master Gift Voucher	Add another voucher no add a Promo Code (Promo Code Should be unique)
	Gift Voucher
	[ ]
	Promo Code Max Usage
	[ ] [1]
See All Promo Codes	Click Here
See All Active Voucher Numbers	Click Here
Checkout Opitons	● Standard ○ Express ○ Free

Add Vouchers & Coupons

V & C Template Selection	[Select V & C Template ⌄]
Product Option Selection	[Product Option Selection ⌄]
Digital File (Supported file types are:.PDF,.jpg,.gif,.png)	[Browse...] No file selected. Delete

Fixed Coupon Price

If no dates are set the Price is permanently Active
If dates are set then Price is Active for the Period
If no Price and no Dates three Standard Product Options below apply

Price* Active for defined coupon period only	[ ]
Tax Exempt	☐
Notes:	[ ]
Quantity	[ ]
Starting Date	[ ]
Closing Date	[ ]
Coupon Credits accepted	○ Yes ● No
Add Exlcude Date	
Exlcude Date	[ ]

Ignore this option - it is under development as an alternative ticket option. It deals with pre-paid ticket sales.

>Enter a Hashtag to harvest tagged posts.
>The @twitter username will display the archive
> Create a text or image poll / survey that will display on the L&R Communicator
> The link Text is the tag for the URL entered below.

> Set the distribution limits here.
> Selecting the "Two-Way Reward" option will add any e-mailed referrals of this item to the Ambassador referral count. When the count reaches the required level then the customer will qualify for Referral Rewards.

> Ignore this section. This relates to the sale of digital products.

V & C Template Selection - select an option from the dropdown list.

Product Option Selection - select an option from the dropdown list. If no selection is made this product will not show in the LPM Communicator.

Normally you will ignore the rest of this section except for the Notes - These will show as a sub-heading on the LPM Communicator. The balance of the data in this section deals with Vouchers & Coupons in cases where there is no LPM Communicator set up.

Add Product Variations and Sub-Variations

This is a powerful option to those that want to build e-commerse stores or product show-cases. Consider the following. You sell T-shirts and you carry 6 colours and 6 sizes in each option. This means that you have 36 different physical products. If you Add Linen, Silk and Cotton as options together with Round and V Neck you will be carrying a large amount of stock that could be priced differently for each category.

Step One
Decide upon your categories. These could be T-shirts, Cotton T-shirts, T-shirts with Collars etc.

Select **Setup: Product Category Options** e.g.

MANAGE CATEGORIES

Add Category

| SAVE ALL SEQUENCE NUMBERS | | | | | | |

Edit	Delete	Sequence		No Side pannel Image (200 X 140)	With Side pannel Image (100 X 100)	Product Category	Status
🖉	✕	0	Save	Upload Image	Upload Image	Mens Round Neck T-shirts	Active
🖉	✕	0	Save	Upload Image	Upload Image	End of Range Clearance	Active
🖉	✕	0	Save	Upload Image	Upload Image	Ladies Cotton Collar T-shirts	Active
🖉	✕	0	Save	Upload Image	Upload Image	20% Off Promotion On 400 gsm T-shirts	Active

HOW TO TIPS

When you specify products for sale in your store you will be required to select a Product Classification and Sub Classification. These classifications are identical to the website category and subcategory choices offered. Both the

Select the **Add Category** option above and add a category

ADD CATEGORY

Manage Categories

Product Category *	[_____]
	(This will be the secondary category displayed in your store.)
Status	● Active ○ InActive
No Side pannel (200 X 140)	Browse... No file selected.
With Side pannel (100 X 100)	Browse... No file selected.

SUBMIT   RESET

Note:
The options to upload with side panel and with no side panel images are designed to allow for category pictures where individual product images are not available. You must create the categories first as they may be needed in step 2 when you add variations and sub-variations.

Step Two

Decide upon your variations and sub-variations then select

Setup: Product Variation Options

MANAGE VARIATIONS

Add Variation

Edit	Delete	Click for SubVariation list	Action	Status
🖊	✖	L (1)	Add SubVariation	Active
🖊	✖	L (1)	Add SubVariation	Active
🖊	✖	L (1)	Add SubVariation	Active
🖊	✖	M (1)	Add SubVariation	Active
🖊	✖	M (1)	Add SubVariation	Active
🖊	✖	M (1)	Add SubVariation	Active
🖊	✖	One-Size-Fits-All (1)	Add SubVariation	Active
🖊	✖	One-Size-Fits-All (4)	Add SubVariation	Active
🖊	✖	S (1)	Add SubVariation	Active
🖊	✖	S (1)	Add SubVariation	Active
🖊	✖	S (1)	Add SubVariation	Active
🖊	✖	XL (1)	Add SubVariation	Active
🖊	✖	XL (1)	Add SubVariation	Active
🖊	✖	XL (1)	Add SubVariation	Active
🖊	✖	XXL (1)	Add SubVariation	Active
🖊	✖	XXL (1)	Add SubVariation	Active
🖊	✖	XXL (1)	Add SubVariation	Active
🖊	✖	XXXL (1)	Add SubVariation	Active

HOW TO TIPS

A better understanding of the Product Variation and Subvariation functionality will be gained by giving attention to

Notice that there are three variations with the abbreviation L. You must load a variation and sub-variation for each category. For each Variation you need to add the required Sub Variations.

Step 3

Select **Store Mgt. Add Products / Items**
and scroll down to the Product Variations and Sub-Variations section.

- Categories, variations and sub-variations must be created before they can be loaded on this page or before they can be loaded by way of the spreadsheet upload.
- As stated - Consider products in a store, let us say they are T-shirts. In this case the category would be T-shirts. The variation would be size and the sub-variation the colour. There could be a number of products, all of which, would be defined by the same category, variation and sub-variation. The products could be 250gsm round neck T-shirts, 300gsm T-shirts with collars and 240gsm V Neck T-shirts. The Variation, Sub-Variation, Quantity, Price and Product Description all relate to one product. Given 6 sizes and 6 colours 36 products would be loaded. Selecting the option to "View variations/sub-variations" a page will schedule all 36 where any can be deleted. The variations and sub-variations will show for this product only. Should one of the uploads need to be edited the process would be to delete it and then to reload it.
- The options to download a blank spreadsheet or to download a spreadsheet that shows the current status; a complete stocklist of all current products in the store, are shown on the "Add Products" page. We suggest that you download the current spreadsheet and then add new products before uploading the new spreadsheet.
- On the spreadsheet the columns V to K allow the partial specification of products to be displayed on the LPM communicator.
- If you load a spreadsheet on which products have been deleted from the current status worksheet this will not delete these products; these products will remain. This means that you can upload a partial spreadsheet that only has edits or new products listed without changing the products that are not listed.
- New products will be created for products listed on a spreadsheet with a new Product Number detailed on the spreadsheet.
- Please note that not all options can be loaded by spreadsheet upload. Images as an example will still need to be loaded for each "Main Product; one with variations and sub/variations."
- When you add a new product this will be identified by a new Product Number. You cannot load images on the spreadsheet and so images and other static selections will need to be loaded on the main product page.

- Where a main product has variations and sub-variations then the Fixed Price and Quantity will be ignored in favour of the Price and Quantity loaded for each sub-variation of each variation in each category.
- To summarise, you can load each option one at a time or you can upload a spreadsheet.
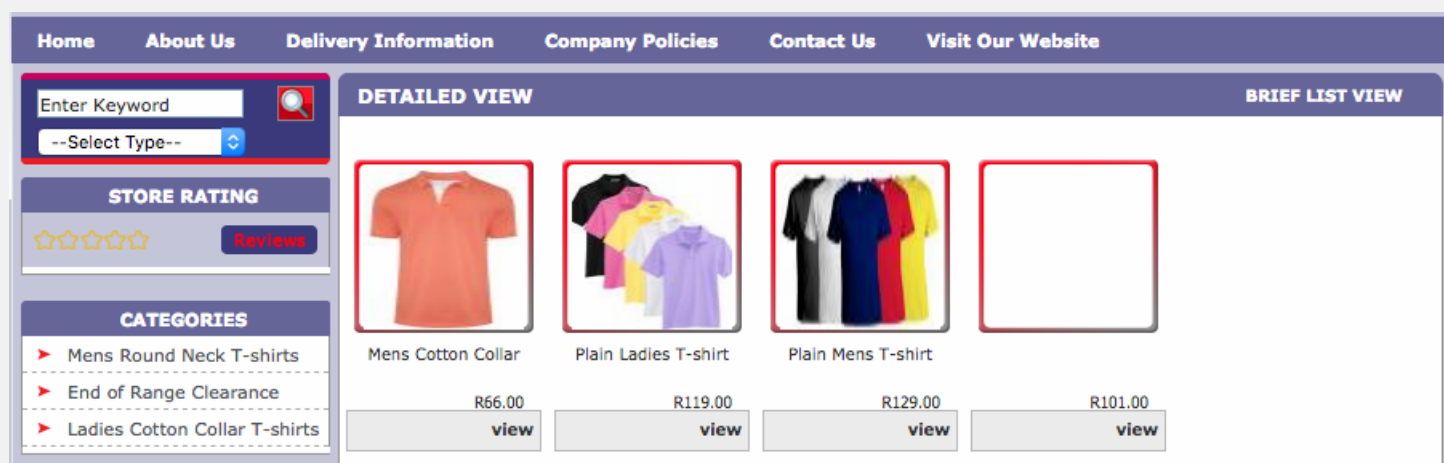
- The product on the right (above) was added by uploading a spreadsheet.
- This product's images must be manually added.
- The spreadsheet will list all products with their variations and sub-variations for all products in the store.
- Note that the option View Variations and Sub-variations will show the status of all options for this one product.
- In the store (see above) Select View to view the page below.
- Once you have selected a Variation and Sub-variation the price for this option will reflect.
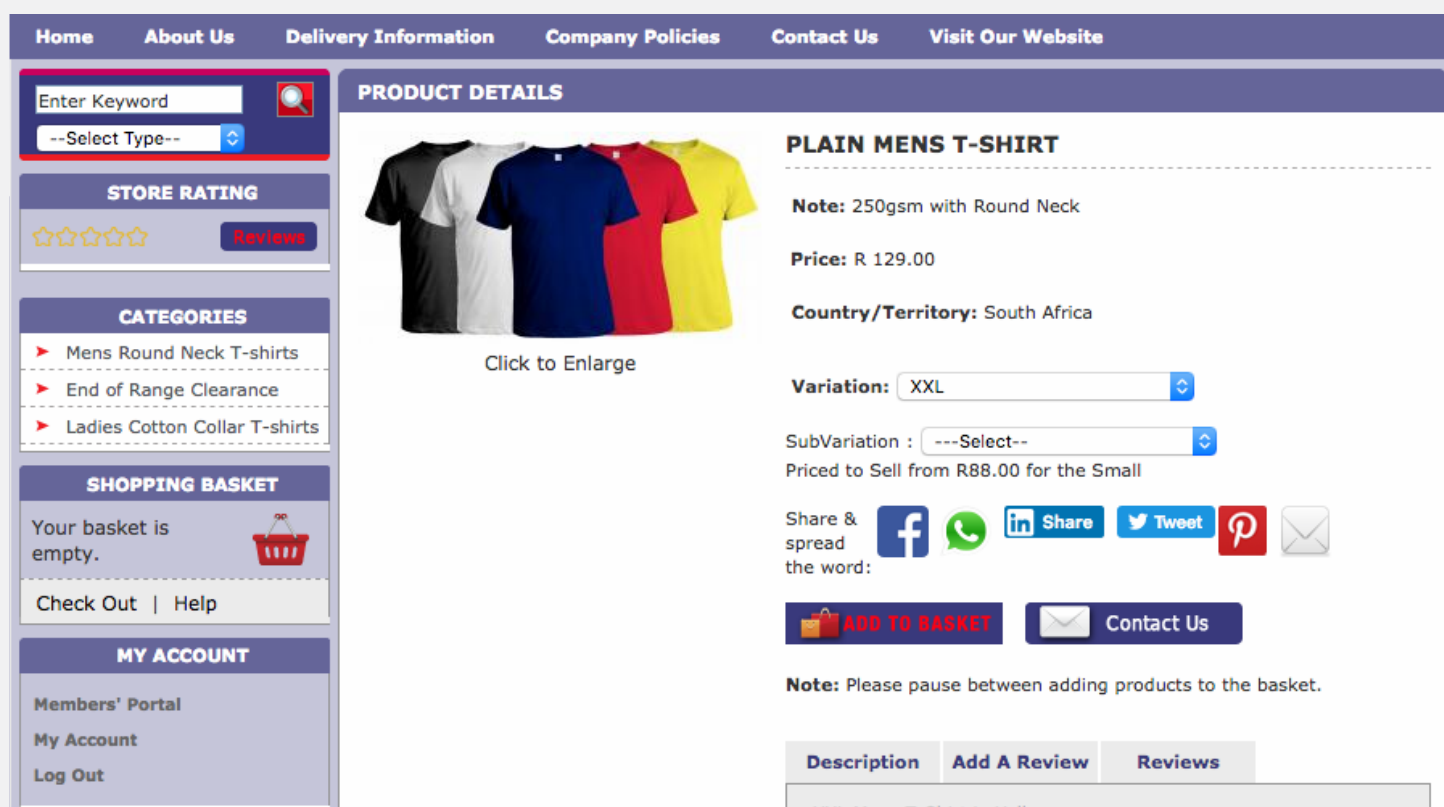
Bulk Uploading Vouchers and Coupons

The spreadsheet has columns covering the Vouchers and Coupons options. Again, the options that you want to load by spreadsheet must be created before they can be specified in the spreadsheet.

Search Tags [   ]
(Separate the entries with commas)

Image [Browse...] No file selected.
(Supported image file types are: .jpg, .gif & .png)
(Recommended Dimensions: 75*75 to 1000*1000)

Alternative Image-1 : [Browse...] No file selected.

Search Tags [   ]
(Separate the entries with commas)

Image [Browse...] No file selected.
(Supported image file types are: .jpg, .gif & .png)
(Recommended Dimensions: 75*75 to 1000*1000)

Alternative Image-1 : [Browse...] No file selected.

Alternative Image-2 : [Browse...] No file selected.

Alternative Image-3 : [Browse...] No file selected.

Alternative Image-4 : [Browse...] No file selected.

Alternative Image-5 : [Browse...] No file selected.

Alternative Image-6 : [Browse...] No file selected.

Alternative Image-7 : [Browse...] No file selected.

Alternative Image-8 : [Browse...] No file selected.

Alternative Image-9 : [Browse...] No file selected.

Alternative Image-10 : [Browse...] No file selected.

Alternative Image-11 : [Browse...] No file selected.

Alternative Image-12 : [Browse...] No file selected.

Alternative Image-13 : [Browse...] No file selected.

Alternative Image-14 : [Browse...] No file selected.

Alternative Image-15 : [Browse...] No file selected.

Ignore this option - it is under development as an alternative up loader for an eCommerce Store site. Communicator set up.

The search tags are used for the Directory search functionality.

> Image - this is the main image that is resized for the L&R Communicator. Please resize images to be square or a 120 % wide to 100% high option. The system will resize images to fit.

Image 1 to Image 20 are optional extra images that can be loaded

The Auction option will allow you to set a:

- Starting Date
- Closing Date
- Reserve Price and
- Minimum bid increment

The Fixed Price Option will manage the sale of this option within an eCommerce Store at the Fixed Price. The Price and Quantity will be ignored if there are product variations.

The Classified Option is used to showcase items that are generally not charged for such as for coupons.

This item can be set to be active or inactive.

Setting the item as a special will feature the item at the top of the store.

If you select: Store Mgt: Product / Item Admin   you will be able to set the display sequence and you will be able to open listed items for editing.

If you select the tick box then those selected can be be processed as selected at the foot of the page.

If you select Reviews (in cases where there are reviews - see the review counter number) then you will be able to:

- See who wrote the review
- See what was said
- Make the review Active or Inactive
- Delete the review
- You are not able to edit the review. The customer can edit the review in the Members' Portal MY ACCOUNT admin panel.

22. LPM Communicator App Analytics

Select: V & C Mgt: View Orders Received

You will be able to review the history of product orders & you can download it as an Excel Spreadsheet.

23. Reputation & Referral Marketing with the LPM Communicator
aka L & R Communicator or the Coupon, Loyalty & Referral Communicator.

Setup V & C Templates
Setup T's & C's Templates
Setup Excluded Validity Dates
Setup Product Options
Setup Redemption Admin
Setup Sign In/Up & Note
Setup My Account
Setup L&R Communicator
Store Mgt: Appoint Orders Admin
V & C Mgt: View Orders Received

Start with the first option and work you way down the options. When Done select the option Store Mgt: Add Products / Items

You can bulk upload the products using the spreadsheet upload or you can load them one at a time.

Note that when there are variations there will only be one product on the Communicator.

Each of the options above has a comprehensive HOW TO TIPS page at the foot of the page. Please select an option and read the How to Tips for further information. As an example the option **Setup V & C Templates** (see above) will open the page that is displayed on the right. **Select V & C Online Templates** to open the page below. Next select Edit on the top option (Purple, Blue & White). This will open the page opposite - select the option to DUPLICATE this page after you have changed the Title to read 20% Off Promotion On 400gsm T-shirts. This will add the option at the foot of the list (see below). Next, select the Edit option to edit this template to suit your needs. The How To Tips follow on the next pages.

ONLINE V & C TEMPLATES

Add a V or C Template

SAVE ALL SEQUENCE NUMBERS

X	Edit	Sequence No	Title	Status
☐	✏	0 Save	Purple, Blue & White	Active/Inactive
☐	✏	0 Save	Blue, Teal & White	Active/Inactive
☐	✏	5 Save	Black and Grey	Active/Inactive
☐	✏	10 Save	Blue and Grey	Active/Inactive
☐	✏	20 Save	Green and Grey	Active/Inactive
☐	✏	30 Save	Pink & Grey	Active/Inactive
☐	✏	200 Save	Brown and Beige	Active/Inactive
☐	✏	300 Save	Red and White	Active/Inactive
☐	✏	400 Save	Light Blue	Active/Inactive
☐	✏	0 Save	20% Off Promotion 0n 400 gsm T-shirts	Active

Select   Select None

Delete Selected

1

HOW TO TIPS

There are two ways to create a coupon, voucher or ticket.

• You can start from scratch by selecting the Add a V or C Template option above or
• you can select the Edit option (the pencil) for one of the existing items. After selecting an edit option the option will display. Next change the Title at the top of the page and then select DUPLICATE   This will place the duplicate page at the bottom of the above list of options. You can now select the Edit option again to customise this option.

ADD/UPDATE V & C TEMPLATE

Manage V & C Print Templates   Manage V & C Online Templates
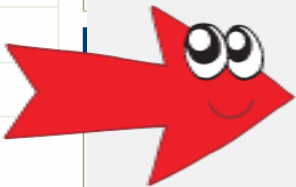
Title *   20% Off Promotion 0n 400 gsm T-shirts
                 (Between 5-100 characters.)

Background Section

◉ Background Color: 003366   ○ Background Image: Upload Image
                                       ○ Background Image: V & C Title

Background Colours

Vat/Expiry: 65659C   Purchaser: 65659C   Text Boxes: FFFFFF   Blanks: 65659C

Recipient: 65659C   Purchaser Tel Number: 65659C   Redemption Pin Number: 65659C

Recipient Tel Number: 65659C   Signature: 65659C   Loyalty Status: 65659C

Overlay Section

Title Background color: 65659C   Title Text color: FFFFFF   Logo Background color: 65659C   Body Text color: 000000

		Size:	Type:	
Title Line1:	20% Off promotion On 400 gsm T-shirts	Size: 20	Type: Verdana, Ge	FFFFFF
Title Line2:	Please share to qualify the print and present your cou	Size: 18	Type: Verdana, Ge	FFFFFF
Title Line3:	You can share this coupon with your friends.	Size: 16	Type: Verdana, Ge	FFFFFF

		Size:	Type:	
Vat Note:		Size: -Font Size-	Type:	FFFFFF
Expiry:	Expiry Date	Size: -Font Size-	Type:	FFFFFF
Recipient:	Friend's Name	Size: -Font Size-	Type:	FFFFFF
Email It	Active			
Tel Number:	Friend's Telephone Number	Size: -Font Size-	Type:	FFFFFF
Quiz Question:		Size: -Font Size-	Type:	000000
Purchaser:	My name is:	Size: -Font Size-	Type:	FFFFFF
Tel Number:	Member's Tel. No.	Size: -Font Size-	Type:	FFFFFF
Order Number:		Size: -Font Size-	Type:	FFFFFF
Blanks:	Office Use Amount Office Use	Size: -Font Size-	Type:	FFFFFF
Signature:	Customer's Signature on Printed Option	Size: -Font Size-	Type:	FFFFFF
Pin No:	Store Admin Redemption Signature / PIN NO	Size: -Font Size-	Type:	FFFFFF
Loyalty:	Loyalty Status	Size: -Font Size-	Type:	FFFFFF
T's & C's:	There are no limitations to how many coupons you can share however the promotion ends on dd/mm/yyyy	Size: -Font Size-	Type:	FFFFFF
T's & C's Url:	https://www.webo.directory/vouchers/	Size: -Font Size-	Type:	FFFFFF
QR Code Url:		Size: -Font Size-	Type:	FFFFFF

Images Section:Logo resized to 100px wide | QR code is 100px wide Featured photo is 200px wide

Logo: Upload Image   Featured: Upload Image | View Uploaded Image Delete

QR Code Logo(200 X 200):   Upload Image

Title Background Image:This image is a layer above the title background color but below the text.

Background Image: Upload Image   Width: [   ] Max 500px   Height: [   ] Max 150px

Select T's & C's Template   Select T And C Template

Submit as a Print Coupon   Submit as an Online Coupon

RESET   DUPLICATE   Preview

HOW TO TIPS

How To Tips

First create a draft that is a copy of an existing template option that you can edit
To summarise:

- To begin you selected the Setup V & C Templates option in the L&R Communicator section of the Admin Panel and this page opened.
- Next you selected the top right option: Manage V & C Online Templates to display a few standard templates that were built in colour themes.
- Once you have created your own versions they will also be displayed.
- Next you selected one of the templates by selecting the Edit (The Pencil) option which will take you back to the page above.
- Then you added a Title and scrolled down and selected the   DUPLICATE   option - this placed a copy (your draft with the title added at the bottom of the list in the list of templates on the   Manage V & C Online Templates page. If you did not add a title then the option at the bottom of the list will be the latest option created in the list. Select Edit and add the Title then select the   Submit as an Online Coupon   option.
- This will place your draft coupon in the list of coupons on the   Manage V & C Online Templates page.
- Select the coupon Title that you wish to edit and this will open the above page.

Next, Customise the Coupon, Voucher or Ticket Text

- Any of the lines that do not have text entered will not display on the face of the numbered coupon, voucher or ticket.
- The top three Title Lines allow you to enter Header and sub-header text.
- If the coupon is e.g. a % off coupon and VAT is applicable then enter the required text e.g.
- Vat Note: This Coupon includes Vat at 15% or This Coupon Excludes Vat
- Expiry - enter : & Expires On
- Expiry Date - enter : dd/mm/yy
- Where a Coupon is to be gifted or referred to a friend or business connection then add:
-      Recipient: If Gifted: Add Your Name or If Gifted Add Your Name and ID Number
-      Email It: This option is permanently active
-      Tel. Number: Recipient: Please Add your Tel. Number

- Quiz Question: This option offers the option of adding a Quiz Question or for asking for a comment etc. e.g.
    - Add the question and invite answers
    - e.g. Will you be able to see a Full Moon tonight? - Please add your answer above on a printed coupon
- Purchaser: Coupons, Vouchers or Tickets can be issued at a price, in return for coupon credits or they may be issued free:
    - Purchaser: Purchaser's Name
    - Tel Number: My Mobile Tel Number Is
    - Order Number: Blanks and Amount:
- The Order Number is displayed in the Terms and Conditions and can be requested to be entered here. You can also use this field to ask for a Membership Number etc
- All three of these options can be used to ask for information.
- Signature: You can use this field to get a signature on a printed coupon or you can use it

for other purposes.
- Pin Number: Enter Redeemed By - this will be used by the Admin Officer to enter a PIN Number when the coupon, voucher or ticket is presented online..
- When the Admin Officer enters the PIN on the phone of the customer and selects SUBMIT to REDEEM, the coupon will be redeemed.
- If coupons are printed then they are automatically redeemed (when printed) and if they are downloaded they are also regarded as having been redeemed. Customers must present the printed coupon offline or they must download it for later printing by themselves or others for presentation offline.
- Loyalty
    - Enter: Loyalty Status ->>>then the loyalty status will be added for you.
- Ts & Cs:
    - Use this field to highlight any important clauses or use the space to add a note or information. The full Ts and Cs will be automatically printed below the coupon, voucher or ticket.
- Ts & Cs URL
    - Entering a URL here will hyperlink the Ts & Cs text to this URL. You may with to hyperlink to the Ts & Cs in the Store.
- QR Code URL
    - Where the Coupon, Voucher or Ticket is presented online the QR Code image cannot be scanned so adding a URL Hyperlink will offer the link if the image is tapped.
- Note that any 200x200 px image can be hyperlinked using this option ie it does not need to be a QR code. Scanned QR codes are useful hyperlinks from printed coupons.

Please save regularly as browsers shut down pages that have been open for some time and if this happens then you will have to reenter the text. Tip - If you have not saved for some time - select SOURCE in the editor and copy the code to your clipboard. When you reopen the page again select the code and delete it. Then past the code from your clipboard and select source to display the page. If it is what you copied then submit. In addition, please save before you enter and save images.

Once saved you can enter images without having to re-enter text.

- Images
- Logo: This is a 180 x 100 px image that displays in the top left corner of the Coupon, Voucher or Ticket. If not loaded the three title lines of text fill this area.
- Featured: This is a 240x240 px image that displays in the lower right corner.
- QR Code: This is any 200 x 200 px image that displayed in the top right hand corner.
- Print Coupon, Voucher or Ticket
- Once you have completed the Coupon, Voucher or Ticket please select the Preview option to check and ensure that it is what is required.
- Next, Select a T and C Template that you must have already created. If you have not yet created the Ts & Cs for this Coupon, Voucher or Ticket then you can return and add them later.
- Once the Ts & Cs are selected, select the option: Submit as a Print Coupon

GOODMANS
ADVOCATES · ATTORNEYS · ADVISORS

Title Line 1 Text
Title Line 2 Text
Title Line 3 Text

Ths is the quiz question

Recipient's Name - ID
Document Required

Telephone Number

My name is:

My mobile tel number is:

Your Signature on the printed
coupon goes here

For Office Use   Enter Text

Redeemed By

Loyality Status

Hyperlinked Text Goes Here

> Vat Note Text < > Expiry Text < > Expiry Date Text <

Community

Communicator

Digital Marketing with the Webo SaaS

Websites, Showcases & Stores
Bookmarklet Apps
Social Media Integrations & Plug-ins
Viral Blogs

4 Channels Promote 4 Communicators
Driven by Customers to Grow Your
Business - Let Us Show You How

Link & List Bulk Content Communicator
WhatsGood Contact List Communicator
Reputation & Referral Marketing Communicator
Meetings Communicator & Meeting Packs Communicators

Please read the following guidelines and review the demo sites for ideas.

About Digital Marketing. International success stories. How to ensure that you delight your customers. What works and what not.

https://digital-marketing.webo.directory

Reputation and Referral Marketing works when adding reviews and sharing is easy and if it is rewarded with relevant rewards. Value lies in the eye of the beholder - how to research and reward value.

https://reward-structuring.webo.directory

Please review these for ideas:

Demo Reputation & Referral Marketing Communicator (aka LPM or L&R) Apps

Home Decor & Furniture Store: https://homedecor.webo.directory

Law Firm: https://lawfirms.webo.directory

Lodge / Hotel: https://lodges.webo.directory

Webo LPM Communicator: https://lpm-app.webo.directory

Manufacturing Jeweller & Store: https://jewellery.webo.directory

Restaurants: https://restaurants.webo.directory

Shopping Mall / Collective Marketing: https://malls.webo.directory

![Webo SaaS logo]

Let Us Show You How

Digital Marketing Communication Platform Builder's 10 Step Checklist

Step 1
✓ Sign up
✓ Template
✓ Background
✓ Header
✓ Side Panel
✓ Categories
✓ Marquees
✓ Info Presenters
✓ eCommerce
✓ Ts & Cs
✓ Templates
✓ Validity Dates
✓ Admin PINs
✓ Admin Training
✓ Briefing Page
✓ App Setup
✓ Structure Rewards
✓ Adding Listings
✓ App Analysis
✓ Customer Launch

Step 2
✓ Loyalty Programe Marketing
✪ Coupon Marketing
✪ Loyalty Marketing
✪ Reputation & Referral Marketing
✓ Customer Loyalty Accounts
✪ Points / Tiers
✪ Reward Structures

Step 3
✓ Bulk Content Communication
✓ Link & List Communicators
✪ Contact Lists
✪ Product manuals
✓ Information Rewards
✓ Sponsored Communicators
✪ Schools, Online Trade Shows, Clubs, Churches, Rep / Legal Reference Libraries, etc

Step 4
✓ WhatsGood Communicators
✓ Information Rewards
✪ Lifestyle - What to do
✪ Getaway Destinations
✪ Local Buddy Deals
✪ Local Restaurant Specials
✪ Local Home & Garden
✪ Local Home Maintenance

Step 5
✓ Online Meeting Rooms
✓ On phone/PC Meeting Packs
✪ Live Minute Taking
✪ Video Conferencing

Step 6
✓ Specialist Page Presenters
✪ Locked or Unlocked Linked/Independent Landing Pages with Social Image Albums
✪ Sign-up Opt-in Webforms
✪ Automated Quote Builders
✪ Keyword Search Webpage Builders

Step 7
✓ Specialist Image Presenters
✪ Flash & Non Flash | Locked or Open Album Builders
✪ Video Album Builders
✪ Slideshows
✪ Image Rotators (Mirror Balls)
✪ Image Alternators & Gif Builders
✓ Specialist Page Viewers for very Large Pages (eg building plans)
✪ Scroll Box Webpages (with Vertical & Horizontal Webpage Scroll Bars
✪ eBook Flipbooks
✪ Powerpoint Presenters
✓ Specialist Agile Quizpage Builders

Step 8
✓ Blog
✪ Guest Blogger Appointments
✪ Topic Categories
✪ Comment Management
✪ Social Media Integration Options
✪ Followers
✪ Topic Categories
✪ Comment Management
✪ Social Media Integration Options

Step 9
✓ eCommerce Store / Showcase for Physical and Digital Products
✪ Fixed Price
✪ Unpriced Classifieds
✪ Managed Auctions
✪ Promo Codes
✪ Payment Gateways
✪ Personnel Library (Doc & Video CVs)
✓ Order & Delivery Tracking
✓ Variation Mgt (eg Size/Colour)

Step 10
✓ Website Builder
✓ Template Selector & Editor
✓ Meta SEO Setup
✓ Form Builder
✓ Marquees
✓ Dropdown Menu Setup
✓ Specialist Page Inclusion