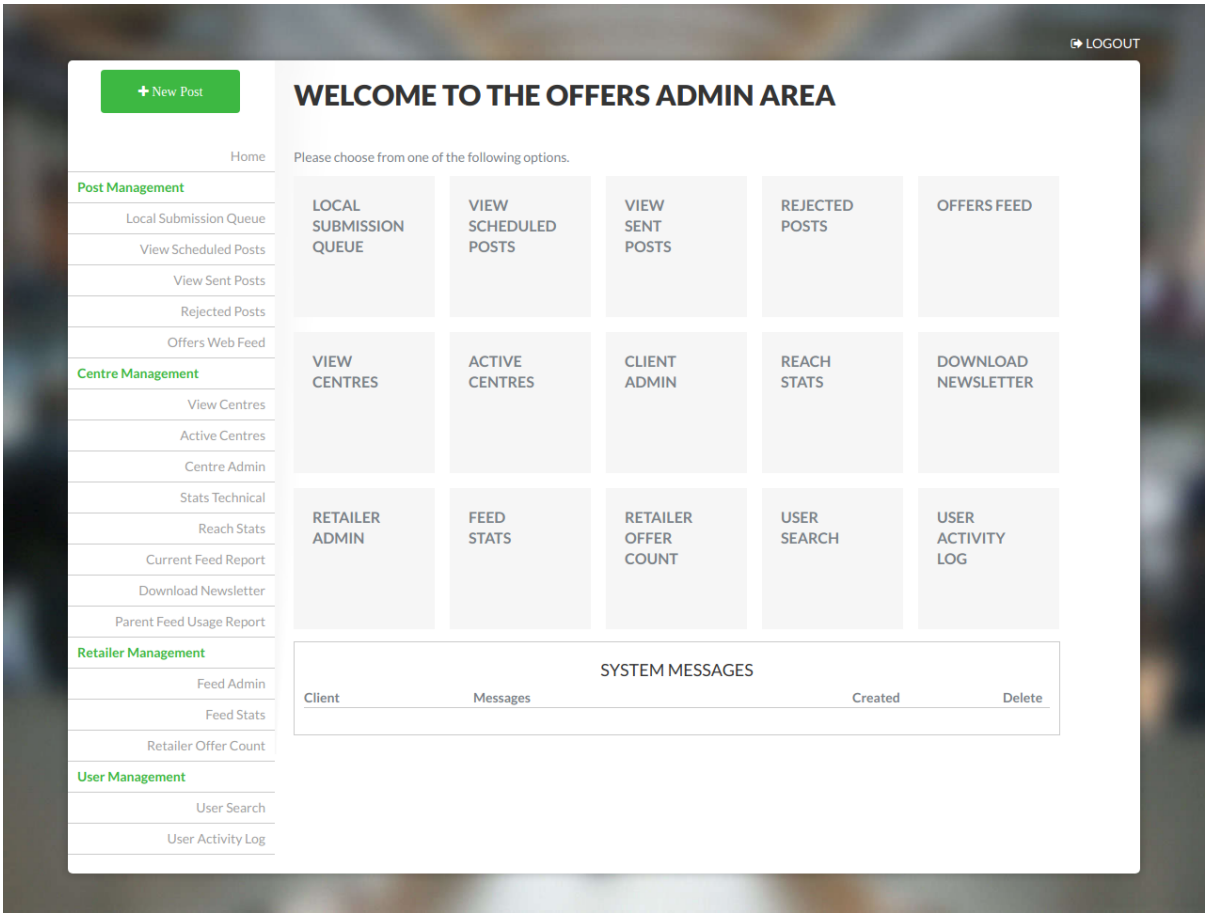
Admin Area User Guide

Home

The home welcome page is the first page you see once you've logged in. It contains buttons for quick access to the main areas of the system and a list of any system messages that the user needs to be made aware of.



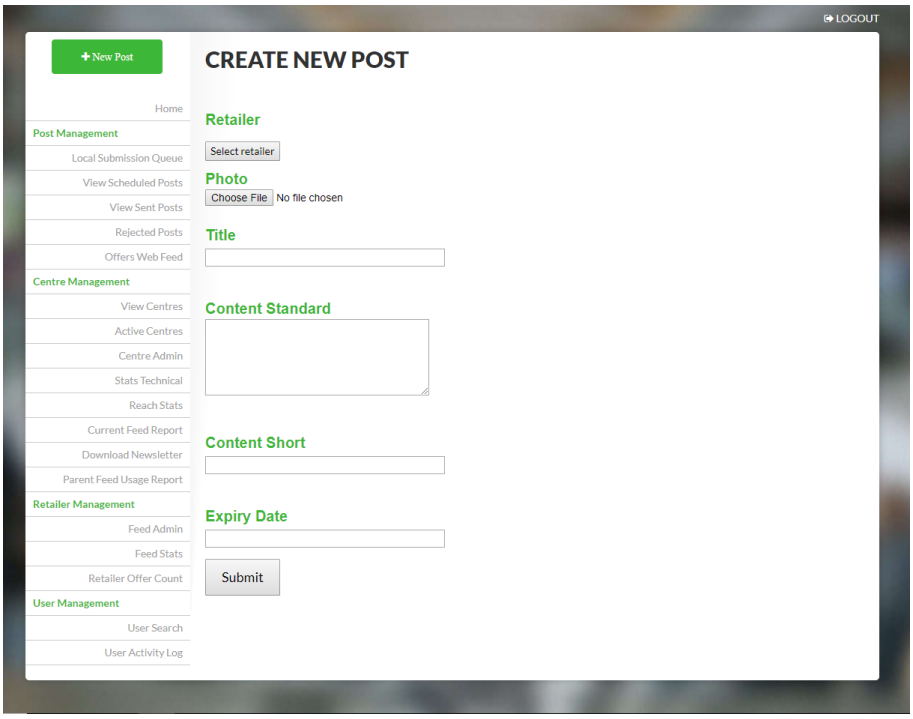
The system messages box will display any issues the system has when posting an offer. For example, if there are any errors when posting an offer to ever Facebook or Twitter the error message will be displayed is this area.

Post Management

Under Post Management you will find link to pages which help with the general management of posts.

New Post

At the top of the navigation menu is the 'New Post' button. This button takes you to the page where you create new posts which can be used by all active clients. All the fields on this form are required to create a post.



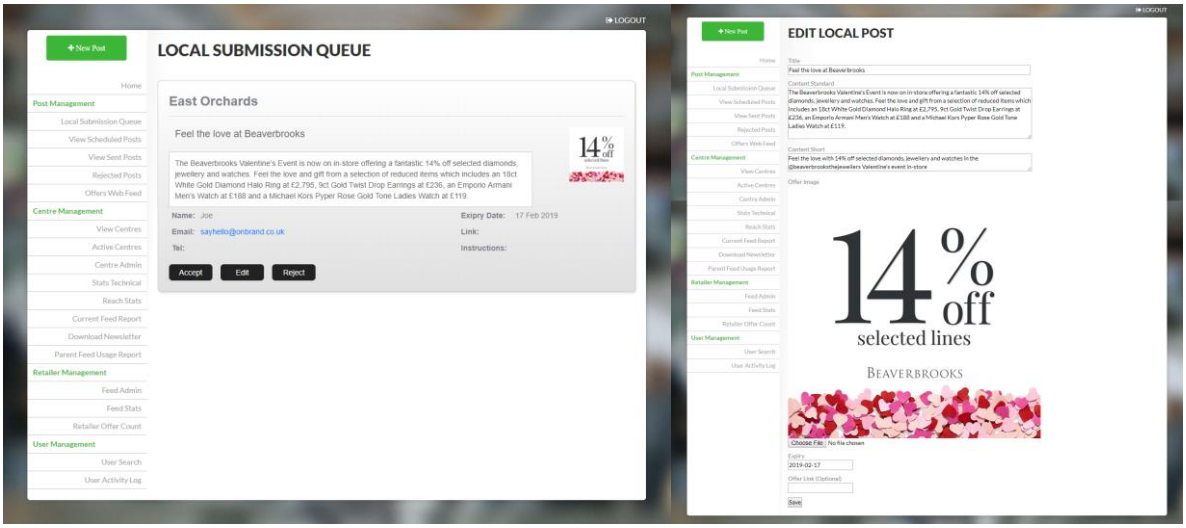
The ‘Content Standard’ field is used for the main description of the offer which is used on the web and Facebook. The ‘Content Short’ field is used for the offer description which goes to Twitter.

The image which is to be used with the offer MUST be a square image with the minimum dimensions of 504 x 504 pixels, which is the minimum image size for Facebook. There is no maximum image dimension, but we recommend that the image is less than 1000 x 1000 pixels in size, simply because the higher the pixel density of the image the larger the images file size. Also, the format of the should be ever JPG, JPEG or PNG.

Local Submission Queue

The retails in a shopping centre can submit offers that they want to be posted to their shopping centres offers feed via the Local Offer system. Each client/shopping centres has a unique URL which takes them to a form that their retailer can use to submit offers.

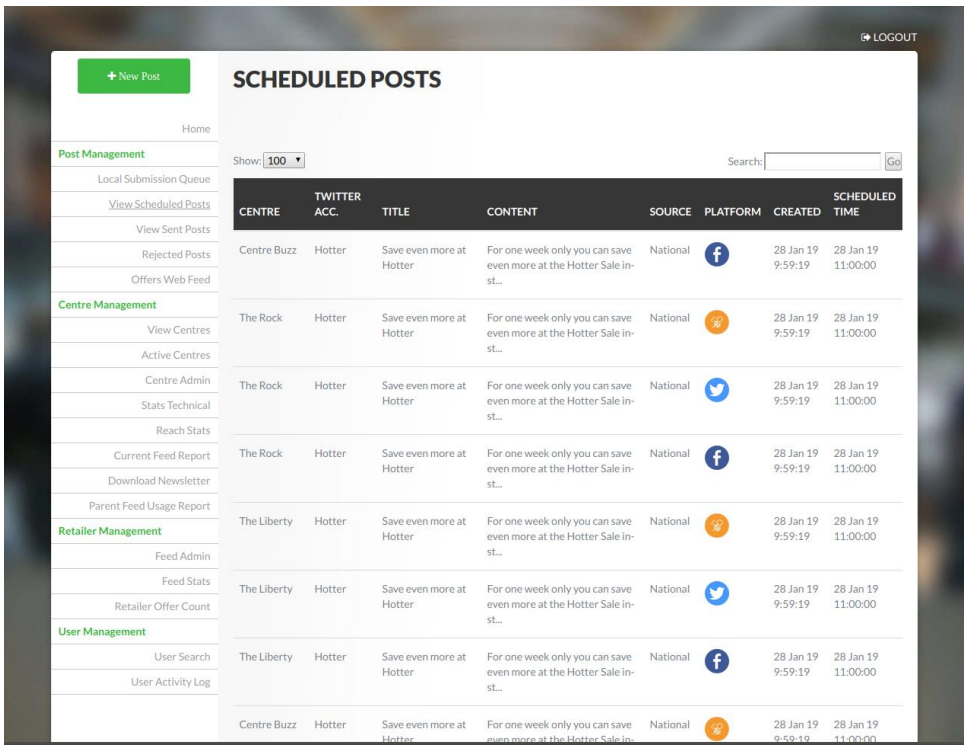
Once the form with the offer has been submitted a notification email will be sent to our Offers content editors informing them of the local offer submission and need to be checked and approved in the Offers Admin Area.



All local offers must be approved by an Offers administrator before they can be posted to a client's offers feed via the Offers Client Area The offer will not be available to be post in the Offers Client Area until it has been approved.

View Scheduled Posts

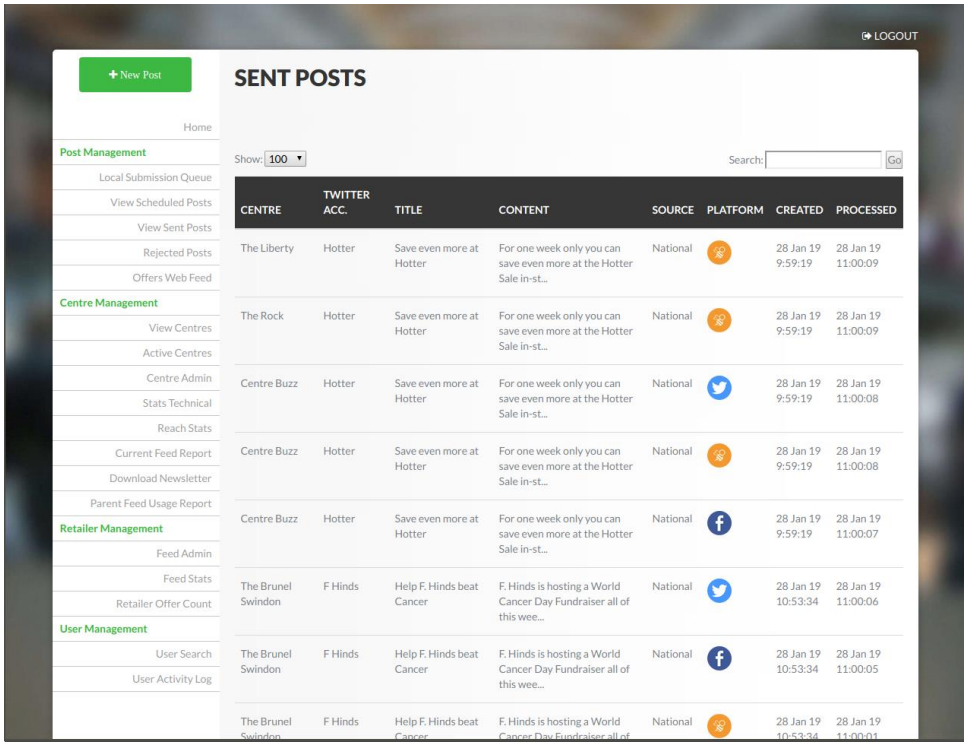
The ‘View scheduled Posts’ page lists the posts that have been scheduled to be posted to the web, Facebook and Twitter feeds for clients.



If there are multiple editors using Offer and you are unsure if someone else has scheduled a post for a retailer on a certain day – you can view all current scheduled posts here. This alleviates the issue of posting for the same retailer on the same day.

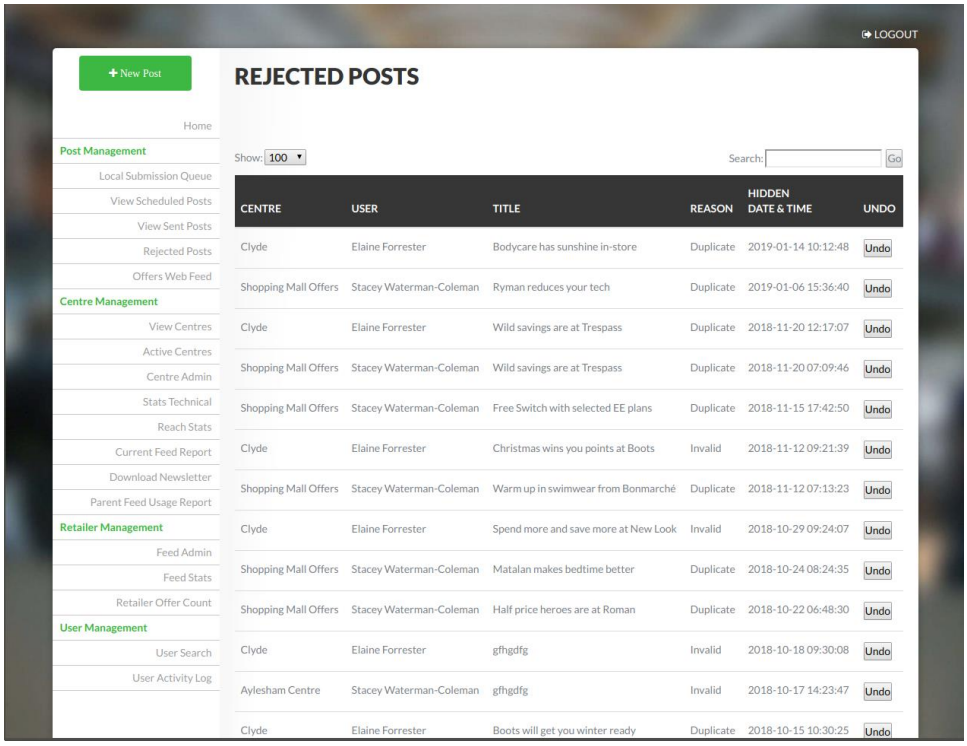
View Sent Posts

The ‘View Sent Posts’ page list the post that have been processed and post to the web, Facebook and Twitter feeds for clients.



Rejected Posts

The ‘Rejected Posts’ page lists any posts with have been rejected by user via the Offers Client Area.



All users have the option to reject posts that appear in their Offers Feed.

This could be for many reasons, but the reason is specified.

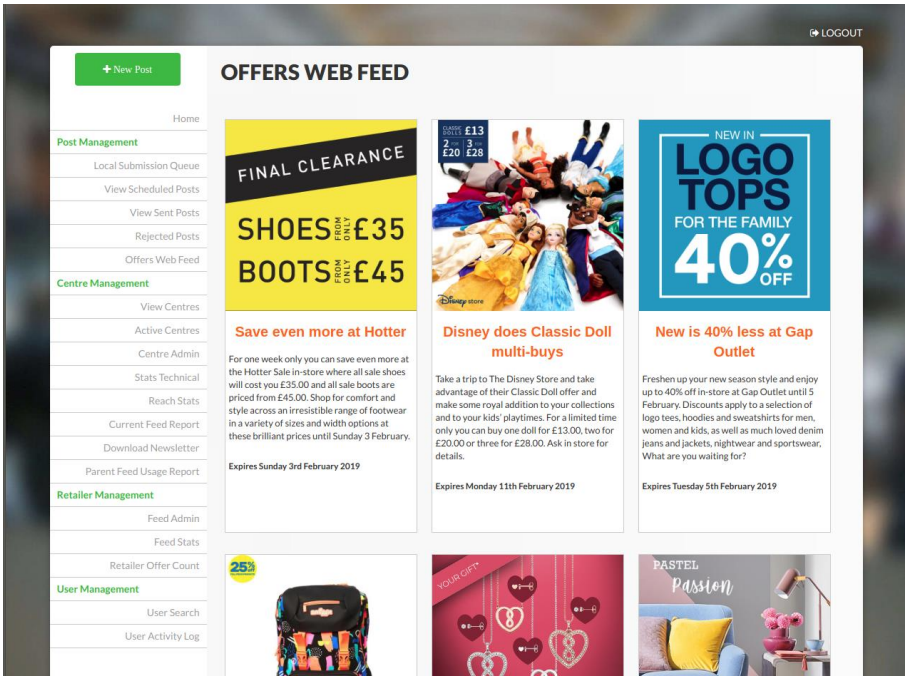
- Spelling/Grammar – Obvious, so please check content before you publish
- Other – The image could have text which is unreadable or unsuitable

- Too long/short – Generally posts can be rejected if they are very long
- Sourced Directly – The centre may have posted a similar offer recently
- Duplicate – The offer has been posted twice*

When creating an offer, be sure that all parts of the offer are correct: There is a photo, title, content standard & content short – If you click 'submit' and all fields are not complete the edit screen will not refresh, but the incomplete offer (may) get accepted. If this happens, you can create a complete offer again, but check that the accepted queue hasn't received the original offer – if so... simply delete it from the accepted queue. Any other duplicate issues may be dealt with by Leon who can remove the duplicate offer in the back-end. Just be vigilant so you may spot duplicates if they (rarely) happen.

Offers Web Feed

The 'Offers Web Feed' lists the current offers posted via the Shopping Mall Offers parent feed which is also go to all child client feeds.

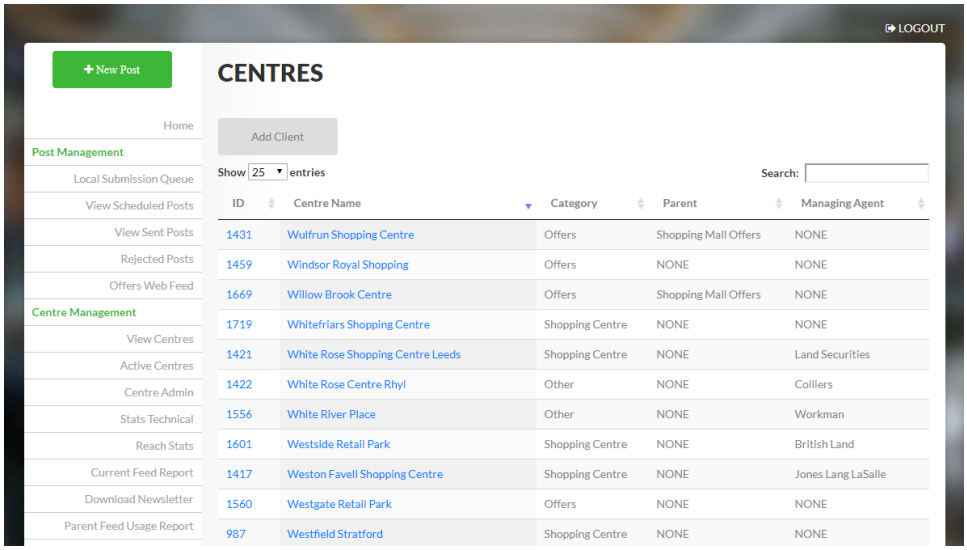


Centre Management

Under Centre Management you will find link to pages related to the management of clients/centres.

View Centres

The 'View Centre' page list all the centres that have been added to the system, regardless of whether they have an active Offers services or not.



Adding Client

Before adding a client to the system, you should first check if they're already been added by using the search box on the right on the page. If after searching for the client you done find them, then you should client the 'Add Client' button to add the new client.

Adding Users

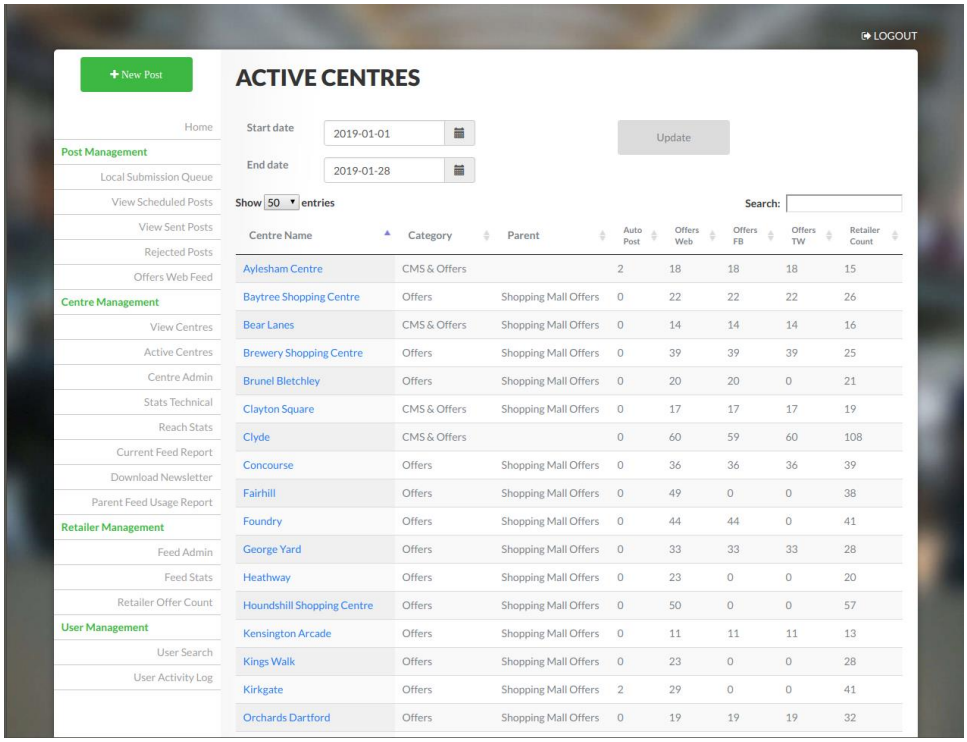
The first step in adding a use to find the client on the 'View Centres' list and click on their 'ID', this will bring you to their edit details page.

> **Note:** If you click on the name of the Centre that takes you to their details list page.

Click on the 'Contacts' tab to see the current contacts linked to the client. On the 'Contacts tab there will also be an 'Add Contact' button', click it to display the 'Add Contacts page' where you can enter the details for the new user. You Can also edit user details from this page.

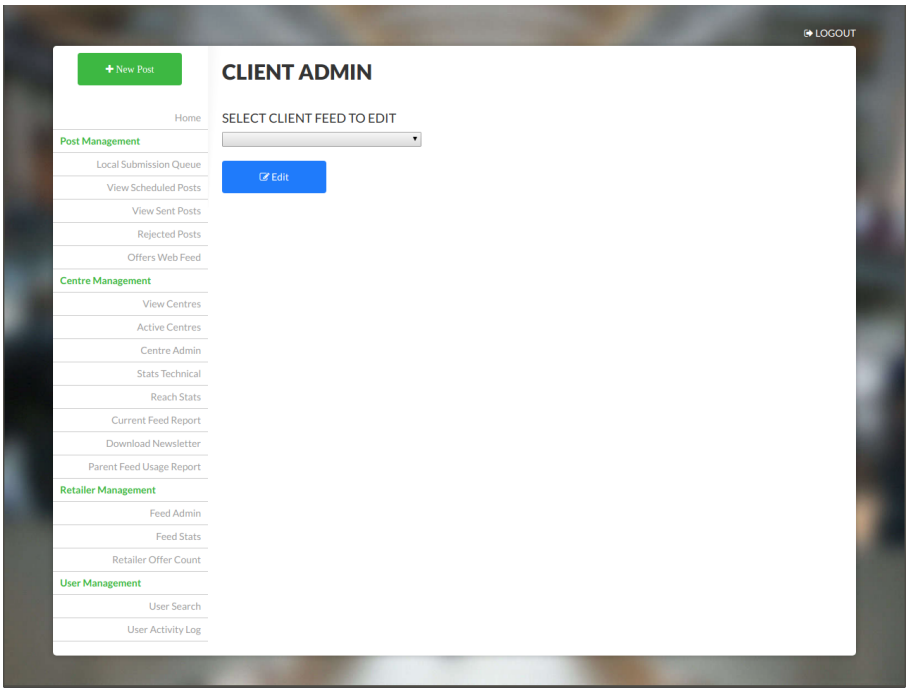
Active Centres

The 'Active Centres' page lists all the client/centres whom have an active Offers account. Is also displays information on their usage of the offers.

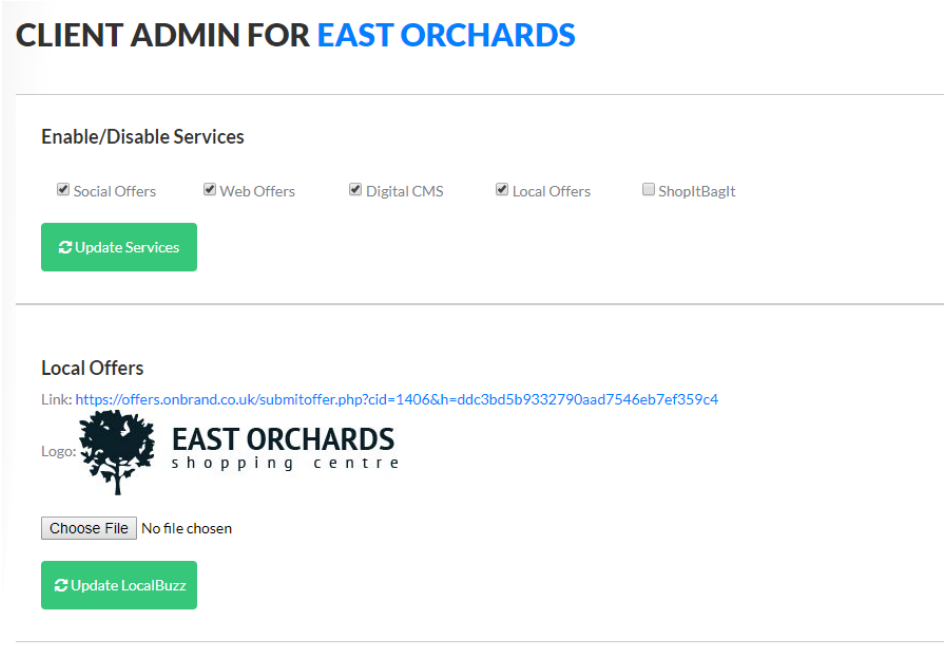


Centre Admin

The ‘Centre Admin’ page give you the option activate and de-active Offers services for a client.



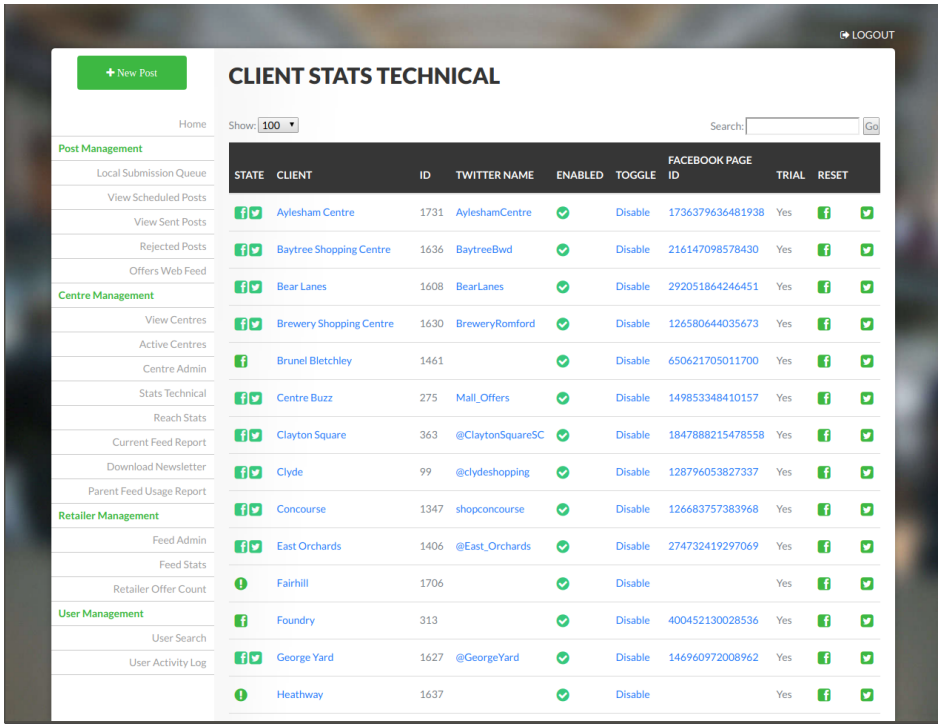
First you must select the client/shopping centre from the drop-down menu, then click edit. This will take you to a page with the options to active and de-active services, add/update logo and it also has the link to their ‘Snap n Post’ page.



Stats Technical

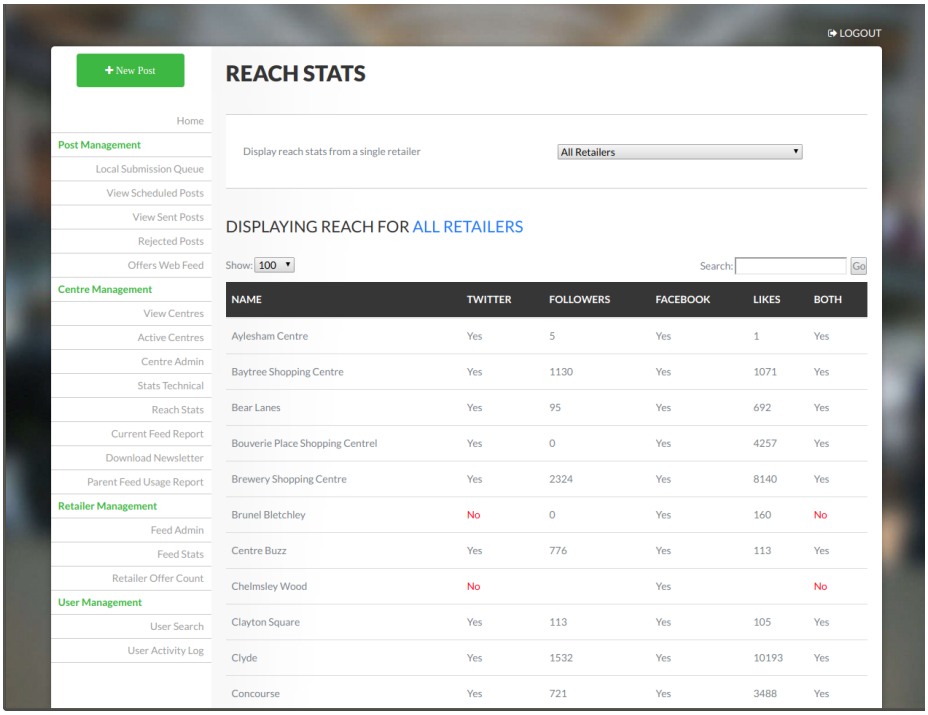
The 'Stats Technical' page is used the manage client Offers connection to Facebook and Twitter. Client Offers feeds can be disconnected from Facebook or/and Twitter by clicking the icons under the reset column.

> **Note:** Client are connected to Facebook and Twitter via the Offers Client Area



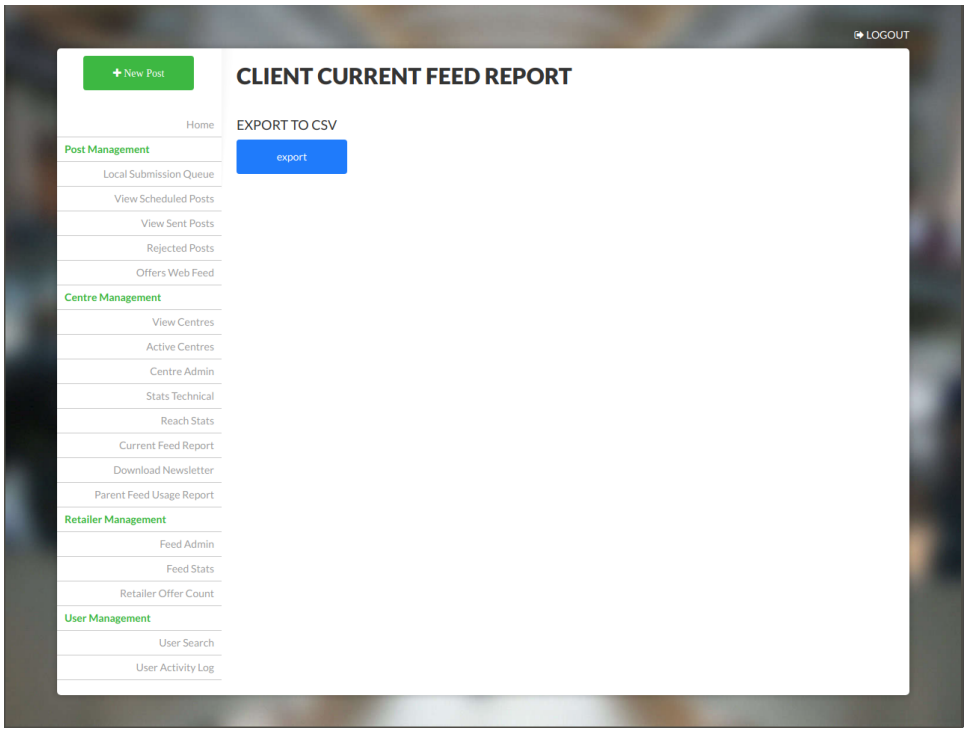
Reach Stats

When a client first connects their Facebook and/or Twitter accounts to Offers the system retrieves their follower count for Twitter and page likes for Facebook.



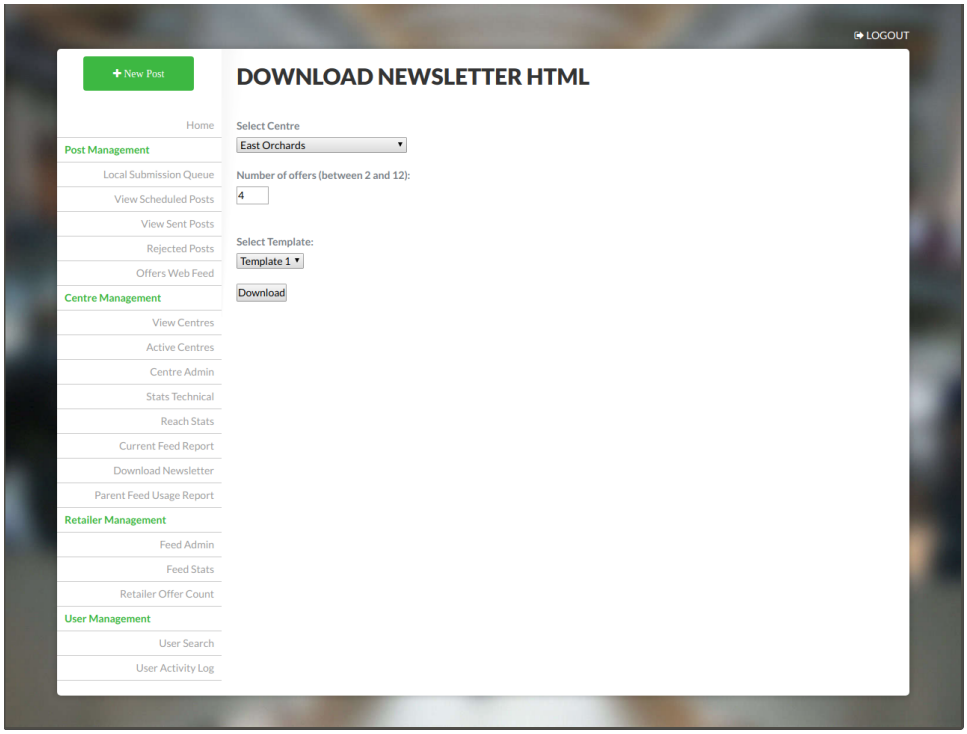
Current Feed Report

The ‘Current Feed Report’ page has a button to download a CSV file with a report on the post usage for all active client.



Download Newsletter

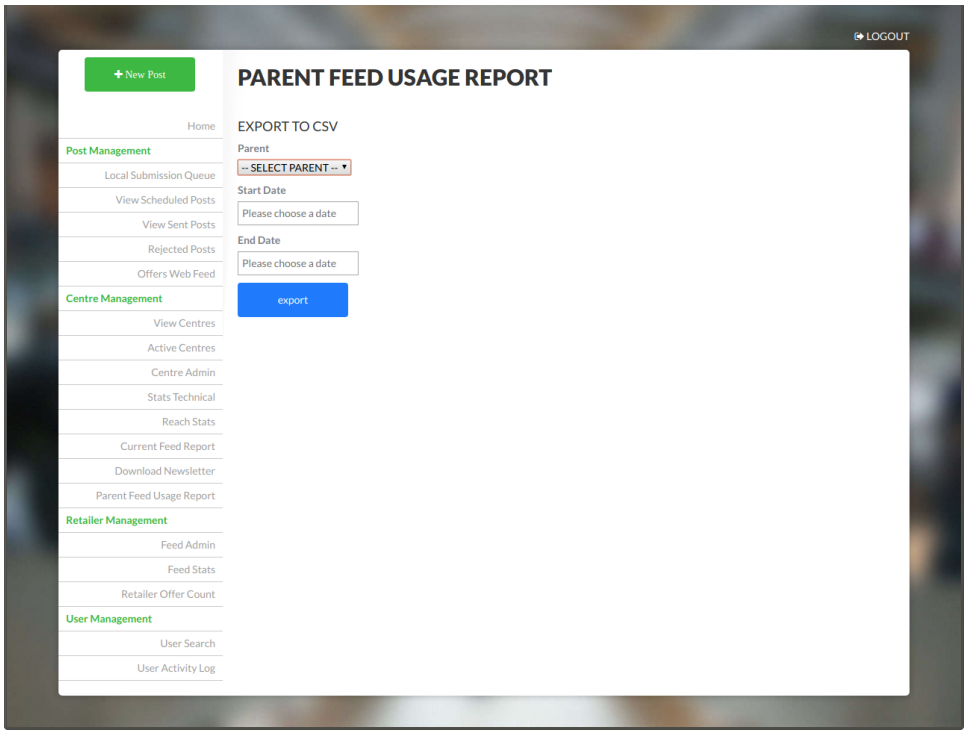
The ‘Download Newsletter’ page is where you can download a HTML template with the latest offers for a selected client.



Parent Feed Usage Report

This area is used to generate reports on the usage reports of the parent feed.

> **Note:** As the only parent feed in use is 'Shopping Mall Offer', this report isn't used.

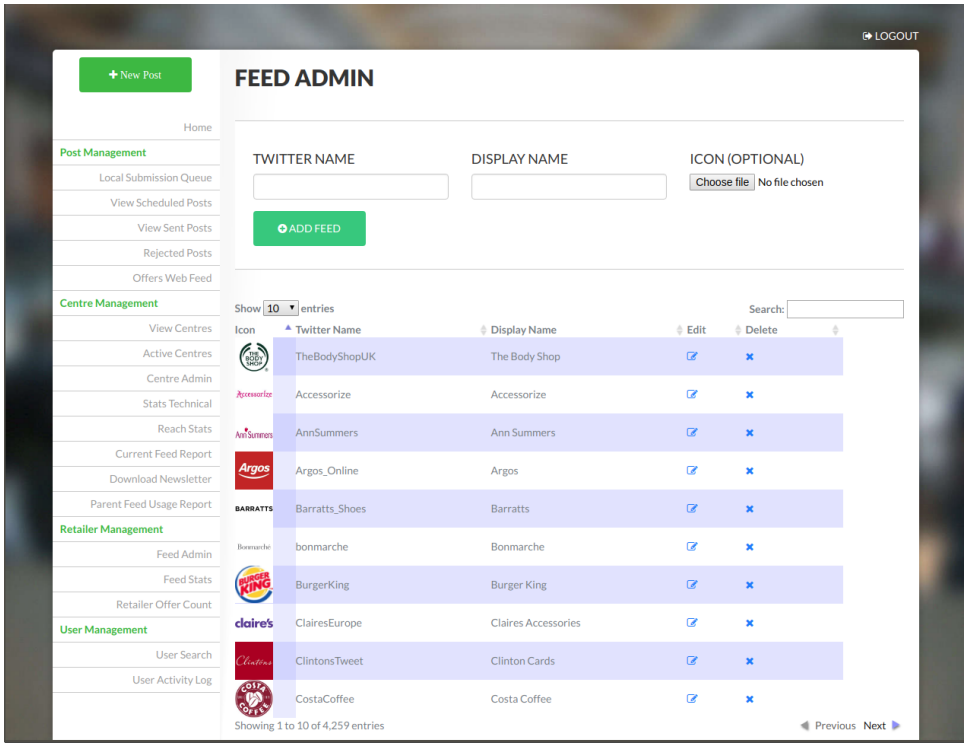


Retailer Management

Under Retailer Management you will find the pages related to retails managing and getting information about the retailers in the system.

Feed Admin

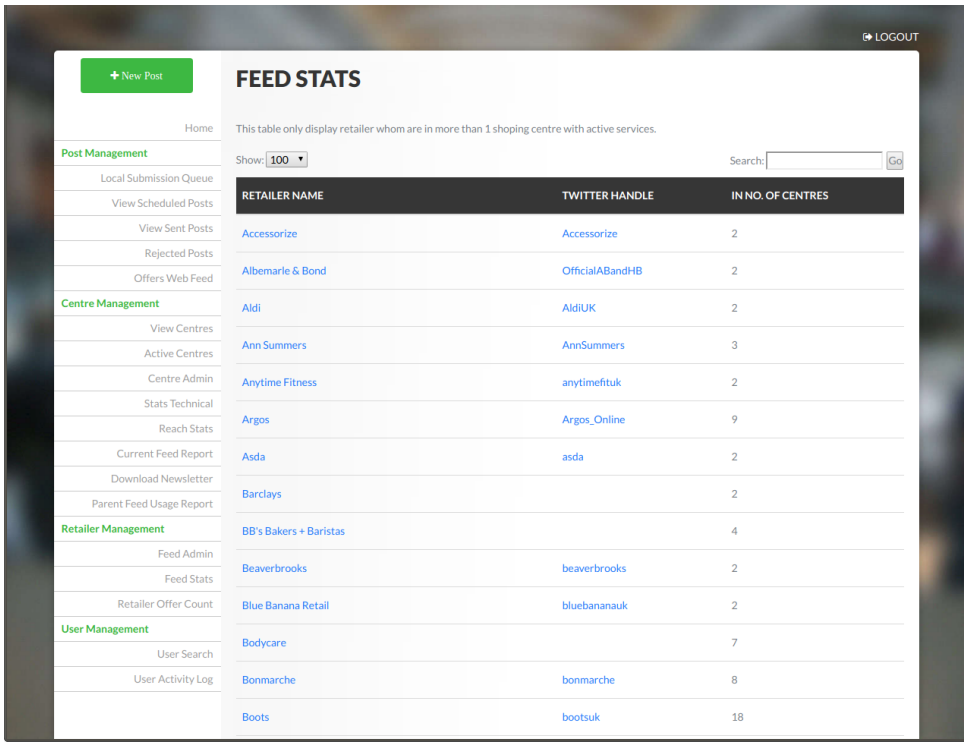
The ‘Feed Admin’ page is where you manage the retailers that are available to clients. Retailers can be added, edited or remove from the system via the page.



Retailers may change their logo; new retailers may come on-board & new centres may have new retailers. This is where you can add, edit and remove retailers from the master list. The Twitter name is added WITHOUT the @ before the Twitter name. It’s a simple procedure to add or remove the brand logo by using the choose file area which gives the option to add a new one or remove the old one. Just remember to click update once you have done the edit.

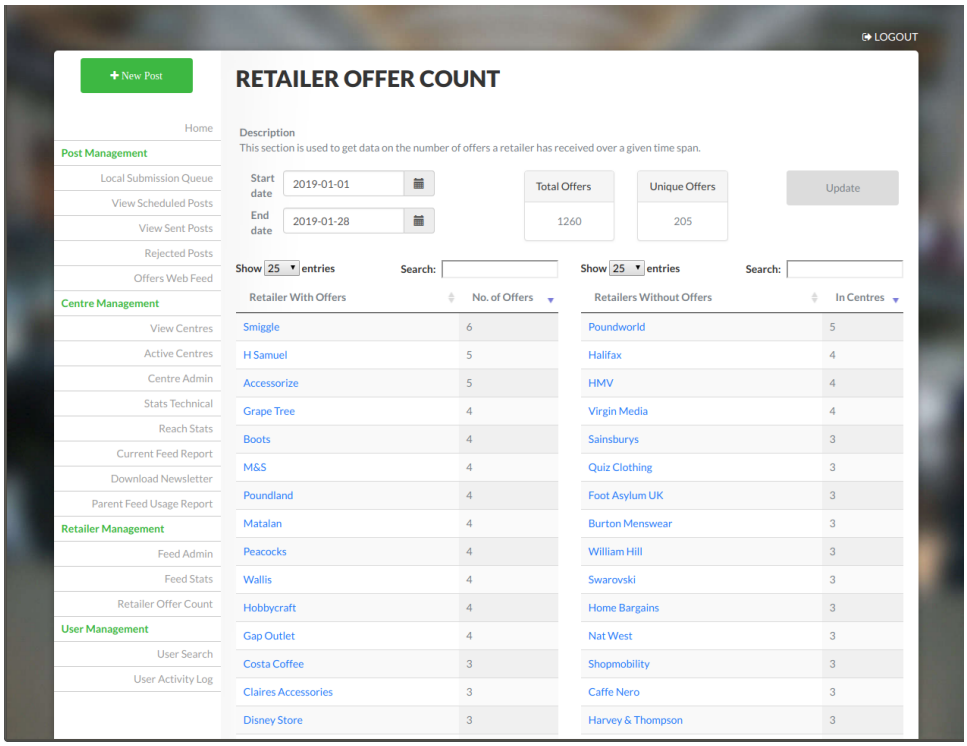
Feed Stats

The ‘Feed Stats’ page displays a table that displays how many centres a retailer is in.



Retailer Offer Count

The ‘Retailer Offer Count’ page is used to get data on the number of offers a retailer has received over a given time span. It Also show you which retailers have received offers.

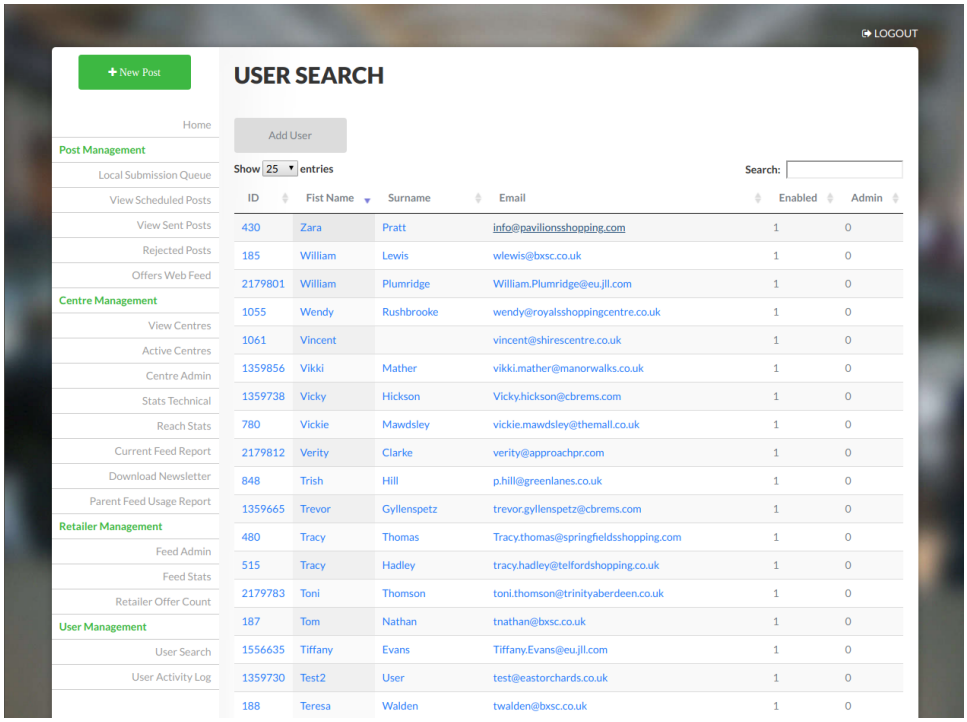


User Management

Under ‘User Management’ you will find pages related to user of the Offers services.

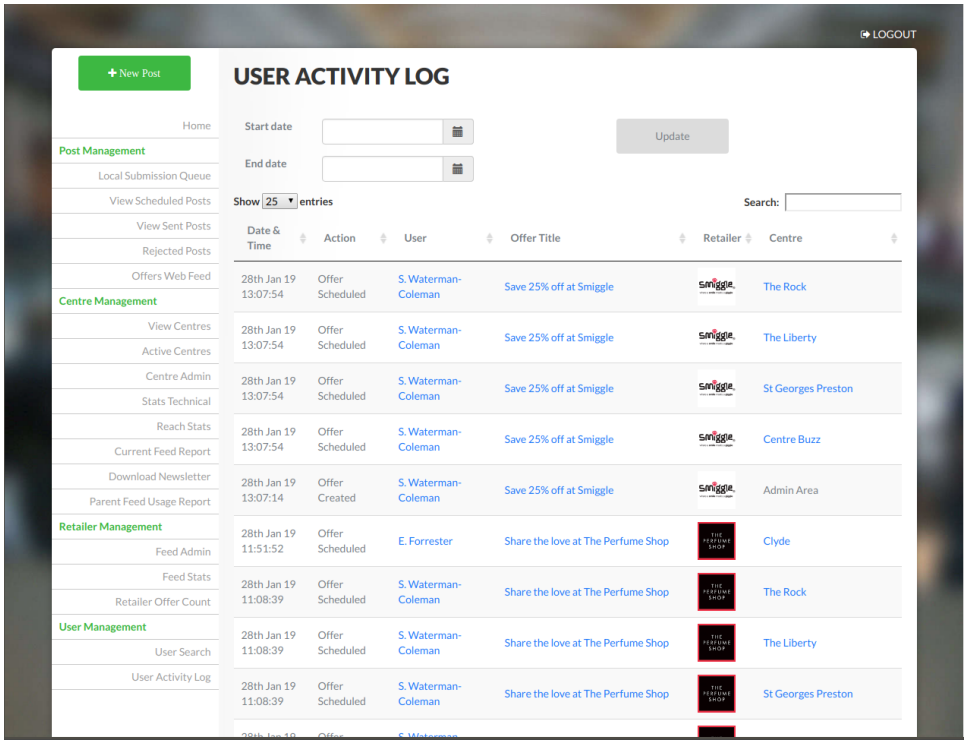
User Search

The ‘User Search’ list all users of the Offer service. You can search for users and click-through to see details about the users account.



User Activity Log

The ‘User Activity Log’ page list logs all activity related to posts. Whenever a post is created, scheduled and posted it is logged here along with whom preformed the action.


LOGOUT
+ New Post
USER ACTIVITY LOG
Home
Post Management
Local Submission Queue
View Scheduled Posts
View Sent Posts
Rejected Posts
Offers Web Feed
Centre Management
View Centres
Active Centres
Centre Admin
Stats Technical
Reach Stats
Current Feed Report
Download Newsletter
Parent Feed Usage Report
Retailer Management
Feed Admin
Feed Stats
Retailer Offer Count
User Management
User Search
User Activity Log
Start date
End date
Update
Show 25 entries
Search:
Date & Time
Action
User
Offer Title
Retailer
Centre
28th Jan 19 13:07:54 Offer Scheduled S. Waterman-Coleman Save 25% off at Smiggle The Rock
28th Jan 19 13:07:54 Offer Scheduled S. Waterman-Coleman Save 25% off at Smiggle The Liberty
28th Jan 19 13:07:54 Offer Scheduled S. Waterman-Coleman Save 25% off at Smiggle St Georges Preston
28th Jan 19 13:07:54 Offer Scheduled S. Waterman-Coleman Save 25% off at Smiggle Centre Buzz
28th Jan 19 13:07:14 Offer Created S. Waterman-Coleman Save 25% off at Smiggle Admin Area
28th Jan 19 11:51:52 Offer Scheduled E. Forrester Share the love at The Perfume Shop Clyde
28th Jan 19 11:08:39 Offer Scheduled S. Waterman-Coleman Share the love at The Perfume Shop The Rock
28th Jan 19 11:08:39 Offer Scheduled S. Waterman-Coleman Share the love at The Perfume Shop The Liberty
28th Jan 19 11:08:39 Offer Scheduled S. Waterman-Coleman Share the love at The Perfume Shop St Georges Preston