



Using Promotions with Photogize

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Photogize® Lab lets you define and publish Promotions that allow Channel users to obtain discounts if they enter the proper Promotion Code on the Channel web page or application.

This primer will show you how to create the following Photogize promotions:

- A ten percent discount with a minimum order
- A free 8x10
- Free second set of prints

The primer will also show you how to make promotional prints that can be added to every Photogize Order as well as to your traditional D&P print jobs.

Adding Promotions to Photogize Lab

To add a Promotion in Photogize Lab, click on *File...Account Properties* and click the *Promotions* tab. Click *Add* to add a new Promotion. The *New Promotion* dialog has the following fields:

Code

The Promotion Code that the user must submit to receive the Promotional discount. The Code must be all caps.

Name

The name of the Promotion.

Type

There are three types of Promotions:

Percent Discount

The discount is based on a Percentage

Absolute Discount

The discount is an absolute amount

Buy One, Get One Free

The consumer gets doubles for the price of singles. For example, if the consumer orders four 4x6 prints, he will be charged for four, but will get eight.

Apply to All Products in Order

If checked, the Promotional discount applies to all Products in the Order, if unchecked, the Promotion gets applied to the Product selected below.

Apply To

If Apply to All Products in Order is unchecked, the Promotional discount will apply only to the Product specified in this field.

Absolute Discount

The absolute discount amount. Enter 10 for 10 dollars off.

Percent Discount

The percentage discount. Enter 10 for 10%.

Minimum Order Size

If the subtotal of an order is less than this amount, the Promotion will NOT apply.

Valid From

The date and time at which the discount becomes active.

To

The date and time at which the discount becomes inactive.

Adding the 10% Discount Promotion

In the Add Promotion dialog:

1. Set the *Code* to *XYZ*. This is the string that the customer must enter to receive the discount. It can be any combination of numbers or letters.
2. Set the *Name* to *Ten Percent Promotion*.
3. Set the *Description* to *During the month of Septemeber, get 10% off every order over \$25*.
4. Set the *Type* to *Percent Discount*
5. Check *Apply to All Products in Order*. If you uncheck this, you can apply the Promotion to a specific Product.
6. Set the *Percent Discount* to *10*.
7. Set the *Minimum Order Size* to *25*.
8. Set the *Valid From* Date to *September 1, 2003*.
9. Set the *To* Date to *September 30, 2003*.
10. Click *OK*

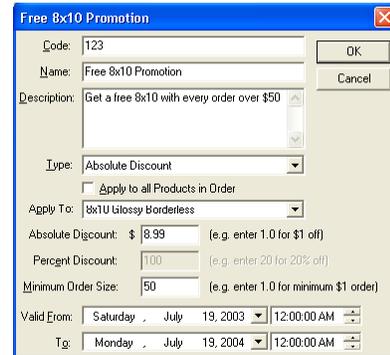
The screenshot shows a 'New Promotion' dialog box with the following fields and values:

- Code:** XYZ
- Name:** Ten Percent Promotion
- Description:** During the month of Septemeber, get 10% off every order over \$25.
- Type:** Percent Discount
- Apply to all Products in Order**
- Apply To:** 4x6 Glossy Borderless
- Absolute Discount:** \$ 0 (e.g. enter 1.0 for \$1 off)
- Percent Discount:** 10 (e.g. enter 20 for 20% off)
- Minimum Order Size:** 25 (e.g. enter 1.0 for minimum \$1 order)
- Valid From:** Monday, September 01, 2003 12:00:00 AM
- To:** Tuesday, September 30, 2003 12:00:00 AM

Adding the Free 8x10 Promotion

Click *Add* on the Promotion property page again and in the Add Promotion dialog:

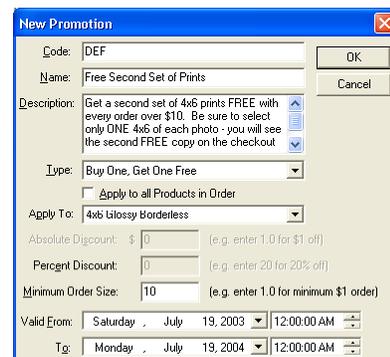
1. Set the *Code* to *123*. This is the string that the customer must enter to receive the discount. It can be any combination of numbers or letters.
2. Set the *Name* to *Free 8x10 Promotion*.
3. Set the *Description* to *Get a free 8x10 with every order over \$50*.
4. Set the *Type* to *Absolute Discount*
5. Uncheck *Apply to All Products in Order* and select *8x10* in the *Apply To* combo box. This promotion will apply *ONLY* to the *8x10* Product.
6. Set the *Absolute Discount* to *8.99* – the price a single 8x10 print.
7. Set the *Minimum Order Size* to *50*.
8. Set the *Valid From* Date to the current date, e.g. *July 19, 2003*.
9. Set the *To* Date to a year hence, e.g. *July 19, 2004*.
10. Click *OK*



Adding the Free Double Prints Promotion

The Photogize Double Prints PClick *Add* on the Promotion property page again and in the Add Promotion dialog:

1. Set the *Code* to *DEF*. This is the string that the customer must enter to receive the discount. It can be any combination of numbers or letters.
2. Set the *Name* to *Free Second Set of Prints*.
3. Set the *Description* to *Get a second set of 4x6 prints FREE with every order over \$10. Be sure to select only ONE 4x6 of each photo - you will see the second FREE copy on the checkout page..*
4. Set the *Type* to *Buy One, Get One Free*



5. Uncheck *Apply to All Products in Order* and select *4x6* in the *Apply To* combo box. This promotion will apply ONLY to the *4x6* Product.
6. Set the *Minimum Order Size* to *10*.
7. Set the *Valid From Date* to the current date, e.g. *July 19, 2003*.
8. Set the *To Date* to a year hence, e.g. *July 19, 2004*.
9. Click *OK*

Now that you have added these three Promotions, click *OK* on the Promotions property page. The Promotions you have added will now be live on your Channel.

Using a Promotion

You must supply your customers with a Promotion Code that they must enter in the Promotion code area of the Channel. For example, to use the *Free 8x10* Promotion with the Basic Print Order Channel, your customers would enter the code *123* in the Promotion Code field.

The screenshot shows a web browser window titled "Photogize Checkout Form - Microsoft Internet Explorer". The address bar shows a URL from photogize.com. The main content area is divided into two sections:

Order Summary:

Qty	Description	Price/Unit	Discounted Price/Unit	Total
25	4x6 Glossy Borderless	\$0.48	\$0.48	\$12.00
5	8x10 Glossy Borderless	\$8.99	\$8.99	\$44.95
Subtotal				\$56.95

Billing Information:

* Indicates required information

*Email:

*Name:

Company:

*Address:

*City:

*Country:

*State/Province/Region:

*Zip/Postal Code:

*Phone:

Fax:

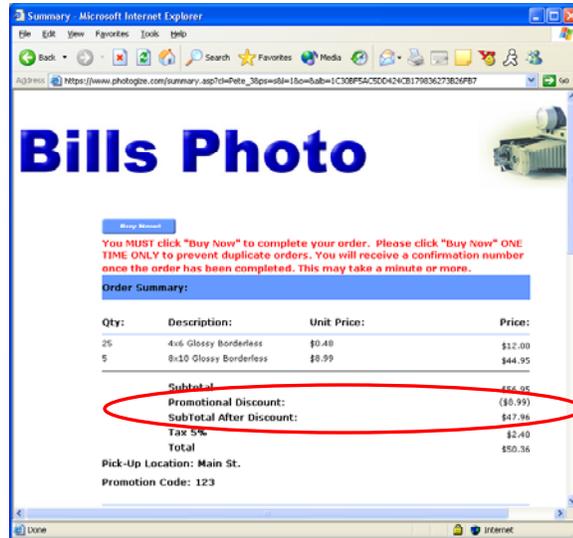
Promotion Code:

Special Instructions:

I want to pick up my order here:

I want you to ship my order

The customer's discount will be displayed on the final checkout page.

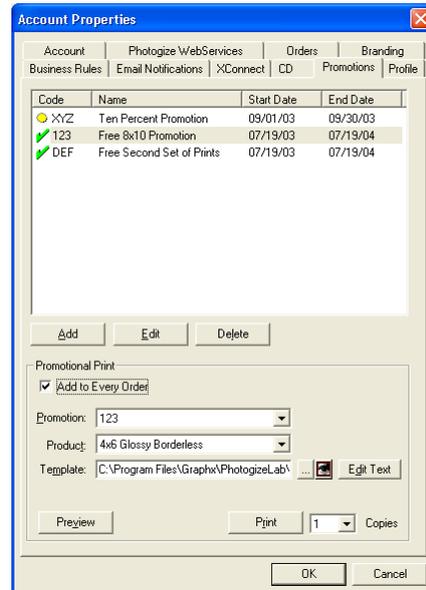


Promotional Prints

You can use Photogize Lab to create promotional prints that can be automatically inserted into every Photogize Order. You can even make additional prints for manual insertion into your traditional D&P print jobs.

Select the Promotion

To specify the Promotion that will be used to generate the promotional print, click on *File...Account Properties* and click the *Promotions* tab. Now select the desired Promotion in the *Promotion* drop down combo box. If you check *Add to Every Order*, the promotional print will be inserted into each printed Photogize Order.



Edit the Template

Photogize Lab ships with a generic Photoshop template that you may want to customize. To edit the template, click the Photoshop icon next to the *Template* edit field. The template contains layers with logos, images, and static text. There are two rules defined which surround the area where the dynamic text will be added when the promotional print is printed. These rules correspond to the dimensions that you define in the dialog that is invoked when you click the *Edit Text* button.

Editing the Message

To edit the message that will appear on the promotional print, click the *Edit Text* button – the *Promotional Text* dialog will appear. The dialog lets you alter the *Text Size*, *Color*, *Typeface*, justification (*Justify*), and position (*Left*, *Right*, *Top*, *Bottom*) of the message (*Promo String*).

You can enter special keys in the message by right-clicking in the *Promo String* edit box and selecting one of the keys. The keys are:

[PROMONAME]

The name of the Promotion.

[PROMODESC]

The description of the Promotion.

[PROMOCODE]

The Promotion code.

[PROMOSTARTDATE]

The start date of the Promotion in the format *Friday, March 19, 2002*

[PROMOENDDATE]

The end date of the Promotion in the format *Friday, March 19, 2002*

[CUSTOMER_EMAIL]

The customer's email

[CUSTOMER_NAME]

The name of the customer.

[ORDERNUM]

The Order number

[TODAY]

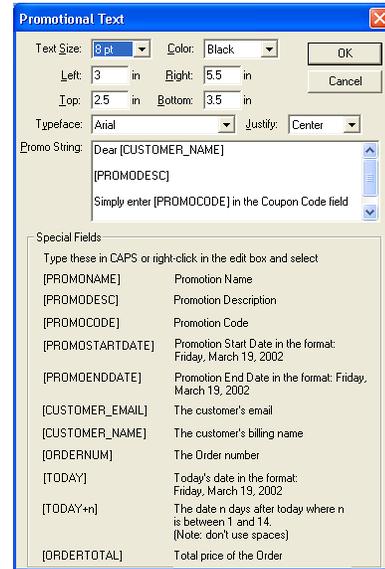
Today's date in the format:\nFriday, March 19, 2002

[TODAY+n]

The date n days after today where n is between 1 and 14. (Note: don't use spaces)

[ORDERTOTAL]

Total price of the Order



Positioning the Message

The template file has rules that correspond to the default message position defined in the Promotional Text dialog box. If you change the message position in the dialog, you should change the rules in the template file, and vice-versa.

Note that the template was designed for a 4x6 print.

Inserting the Promotion in each Order

If you check *Add to Every Order* on the Promotions property page, the promotional print will be inserted into each printed Photogize Order. You can also print individual copies of this print by selecting the *Copies* you desire on this same page and clicking *Print*.