E-course #6 (www.kalamelka.com)

How to set up and manage Gift Certificates in e-Store (Zen Cart)

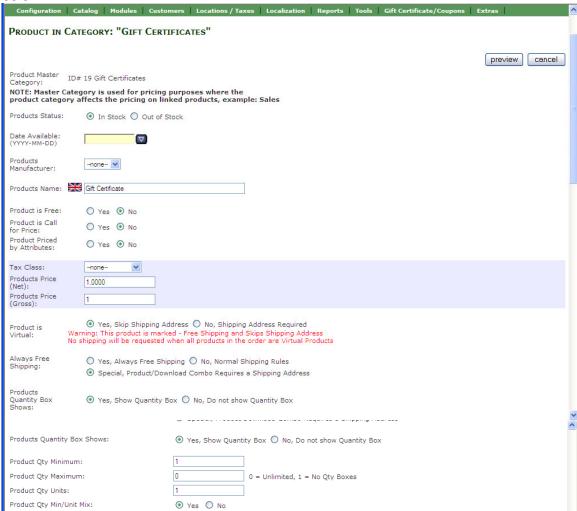
CATALOG→CATEGORIES/PRODUCTS→NEW CATEGORY→NEW PRODUCT

Go to a c-panel of your e-store.

At the top menu on the left side select the "CATALOG" button. Select the "CATEGORIES/PRODUCTS".

Find the button "<u>NEW CATEGORY</u>", click on it and add a New Category "**GIFT CERTIFICATES**". (If you need more details, please, check the course#1.)

Then add a New Product "GIFT CERTIFICATE" to this category. See some example below:



Give some product description in the provided field.

	S2
Products Quantity:	1000
Products Model:	GIFT00001
- Floudets Flouer.	
Products Image: Delete Image? No	Browse Image Name: NONE Upload to directory: Main Directory ▼ DTE: Removes Image from Product, Image is NOT removed from server: No ○ Yes
	ig Image on Server? ○ No Yes
Or, select an exis	sting image file from server, filename:
Products URL: (without http://)	
Products Shipping Weight:	Ol .
Sort Order:	0
	preview cancel

Take an account few very important things:

Line "Product Priced by Attributes" has two choices: "Yes" and "No".

If you have chosen "Yes", then you have to set up the different prices for your gift certificates; for example: 1\$, 5\$, 10\$ and etc. in the Attributes Section.

If you have chosen "No", then you have to set up only one price; for example 1\$. Your customer can purchase the gift certificate for any amount of money simply filling up the quantity box with the certain number. For example to purchase a Gift Certificate for 5\$ the customer will type 5 in the quantity box.

Line "Always Free Shipping" - check mark the "Special product...." It means, shipping does not have a shipping charge, but do require a shipping address.

Line "Product Quantity", we would suggest you to add there large number, then you could track number sold. If you are finding, that you can't add a Gift Certificate to your cart, try add a quantity to this box.

Line "Products Models" - The model **MUST** begin all capitals GIFT and has 5 numbers or letters. In our example it is "**GIFT00001**".

Preview and save it. See picture below:



Summary:

Step1. OPEN CATALOG

Step2. SELECT CATEGORIES/PRODUCTS

Step3. ADD NEW CATEGORY

Step4. ADD NEW PRODUCT

HOW CAN YOU MANAGE THE GIFT CERTIFICATES IN YOUR E-STORE

1. HOW TO RELEASE FUNDS FOR GIFT CERTIFICATES

After your customer purchased a gift certificate you have to approve it manually, to release funds.

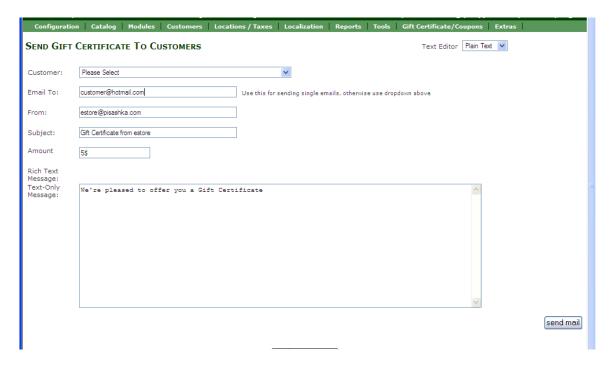
Go to the c-panel of your e-store and find "GIFT CERTIFICATES/ COUPONS" on the right side of the top menu:



Choose the "Gift Certificate Queue" and you will see the table with Customers Names, Orders Numbers, Date Purchased and a button "Release Gift Certificate" on the left side; press that button to approve this Gift Certificate. After that, your customer can purchase products in your store by himself, using this Gift Certificate, or can mail it to the friend and let him to make a purchase.

2. HOW TO CREATE AND MAIL A GIFT CERTIFICATE TO YOUR CUSTOMER

Go to the c-panel of your e-store and find "GIFT CERTIFICATES/ COUPONS" on the right side of the top menu, choose "Mail Gift Certificates". See some example below:



Select your preferred customers or type an e-mail address, if you are sending single e-mail. Fill out all boxes with the information and press the button "Send Mail". The Gift Certificate will be created automatically and sent to your preferred customer.

Your customer will get an e-mail with the link to e-store and an information about the Gift Certificate and a redemption code. To use it, he needs to log in in his e-store account and redeem a Gift Certificate.

3. WHERE TO FIND WHO HAS GOT GIFT CERTIFICATES

Go to the c-panel of your e-store and find "GIFT CERTIFICATES/ COUPONS" on the right side of the top menu, choose "Gift Certificates Sent". Then you will see a table with all the information: Senders Name, Redemption Code, Gift Certificate Value, Date Sent, Date Redeemed.

Summary:

Step1. CREATE GIFT CERTIFICATES/COUPONS

Step2. GIFT CERTIFICATE QUEUE (RELEASE)

Step3. MAIL GIFT CERTIFICATE

Step4. GIFT CERTIFICATE SENT