ADMINISTRATION MANUAL

GLIMLAG VM COUPONS v.4.2 MANUAL

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VM Coupons is the ultimate tool for issuing discount coupons for Virtuemart. It allows you to issue up to 13 different types of coupons in your VirtueMart e-shop. It provides you with full control over the generated coupons while it shares the same graphic interface with Joomla making it easy and efficient to work on.

Compatibility: 1.5 NATIVE JOOMLA 2.5 Virtuemart **1.1.X** & Virtuemart **2.0.X**

- v. 4.2 is available only for Virtuemart 2.0.X, if you still use Virtuemart 1.1.X you can use VMCoupons v.4.0

Downloaded zip file contents:

When you buy the component you instantly download the main zip file. This zip file includes:
(1 component, 2 modules and 4 plugins)

VM_Coupons2.5.zip: It is the main component and you install it via default joomla installer

Modules folder
VMcouponsFriendInvitation.zip: It is the module that you will use in case you want to use the coupon types 4 and 5, when inviting friends. You install it via default joomla installer.
mod_gsocial.zip: It is the module that you can use to give discount coupons when your users socialize with Facebook, Twitter, Google+ and LinkedIn.

Plugins folder
CouponsAlarm.zip: With this plugin you can automatically inform your customers when a coupon is about to exceed, via email. You just have to import the number of days that you want to inform. You are adjusting this in the plugin properties. You have the ability to make 3 different reminders, on 3 different dates.
plgValidateVmCoupons.zip: Plugin that the main component needs so that it works correctly.
CouponOnJoomlaRegistration.zip: Plugin so that the coupon type on registration works.
plgFreeShippingCoupons.zip: Plugins that enables the generating of Free Shipping coupons.

2 text files:
installation-instructions.txt: It has all the installation instructions
GNU-GPLv2.txt: The GPL license

Code hacks / changes: One(1) file in VirtueMart need to be changed after installation to make the component function correctly (see installation instructions for more info)

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LICENSE

Glimlag VM coupons is under GPL License. To make it function properly you need a license number that is generated depending on the domain that you will use the component. *YOU HAVE TO FILL YOUR DOMAIN ON THE COMMENTS SECTION OF YOUR ORDER SO THAT TO SEND YOU THE LICENSE VIA EMAIL.*

CHARACTERISTICS

* 13 different coupon types
* List of generated coupons
* Coupons to users assignment report
* Days of availability for the coupons
* Set the discount to percentage or amount
* Update administrator through email whenever a new coupon is generated
* Setting up documents (emails) that are sent to users
* How many times can a user use a coupon
* Order of a coupon type (meaning that when you have 2 coupon types that are valid on a purchase one of them will run depending on the order)
* Coupons history (which coupon used, by which user, in which order)
* Generate coupons for all customers
* Useful tooltips

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COUPON TYPES *:

1. Give coupon when a new user registers on site
2. Give coupon when an order exceeds a specific amount
3. Give coupon when a user orders a specific product
4. Give coupon when a registered user invites "friends" on the site (Confirmation is made when the friend registers on site)
5. Give coupon when a registered user invites "friends" and they subscribe on ccNewsletter
6. Give coupon when a user orders something that belongs to a specific category
7. Give coupon when a user uses a specific payment method on his order
8. Give coupon when the user that makes the order belongs to a specific shopper group
9. Give coupon when the user that makes the order has a specific name (you can use this for celebrating the name days of your customers)

*** Coupon types are the rules. This means that when one or more of these rules are fulfilled then a new discount or free shipping coupon is generated.**

Coupon types explanation:

1. <u>When a new user registers on site</u>
This means that if a new customer registers on site he gets a new coupon that he can use it on some next order. – You have to install plugin CouponOnJoomlaRegistration so that to use this coupon type.

2. <u>When an order exceeds a certain amount</u>
With this coupon type, if a user makes an order and the order total is greater than the amount that you will setup on the coupon type administration, he gets a coupon discount. – The coupon is created when the order status is Confirmed.

3. <u>When a user orders a specific product</u>
If a user buys a specific product - that you setup on the coupon administration – a new coupon is created. – The coupon is created when the order status is Confirmed.

4. <u>When a registered user invites "friends" on the site (Confirmation is made when the friend registers on site)</u>
To use this coupon type you have to install VMCoupons Friend Invitation module that is included on the zip file.
You set the number of friends that need to be invited. The user invites friends using the above module. When those invited friends reach the limit (X) then the user gets a coupon. The user gets the coupon only if X of the invited friends register. This is to avoid fake coupons cause otherwise every user would invite hundreds of friends, that they will never even login on site, and he would get many coupons for no reason.

5. <u>When a registered user invites "friends" and they subscribe on ccNewsletter</u>
It works exactly the same as the above. The only difference is that the confirmation of invited friends is made when they subscribe on newsletter and not when they register.

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6. <u>Give coupon when a user uses a specific payment method on his order</u>
With this coupon type you give coupons to users that will use a certain payment method in their orders (for example credit card, paypal etc) – The coupon is created when the order status is Confirmed.

7. <u>Give coupon when the user that makes the order has a specific name (you can use this for celebrating the name days of your customers)</u>
This coupon type generates coupons depending on the first name of the user. With this coupon you can create good marketing promotions for your customers. On the coupon administration you fill the name and every user that has this name gets a coupon code for every order that he makes. – The coupon is created when the order status is Confirmed.

8. <u>Give coupon when the user that makes the order belongs to a specific shopper group</u>
With this coupon type you can give coupons depending on the groups that your users belong. For example if you setup a coupon type for golden users and a user that is a golden user makes an order then he gets a coupon. – The coupon is created when the order status is Confirmed.

9. <u>Give coupon when a user orders something that belongs to a specific category</u>
This means that if user buys a product that belongs to a specific category that you setup on the coupon administration he gets a coupon discount. – The coupon is created when the order status is Confirmed.

* All the coupon codes can be sent via email and sms to the customers.

PARAMETERS:

The component has a section for setting up some parameters.
These parameters are:

1. <u>Currency unit</u> (€, $ etc)
2. <u>Admin email</u>. Here you have to write the email that will be visible to your customers when they will get the coupon discount email.
3. <u>Coupon length</u>. It is the the length of the coupons that are generated. The coupon codes are alphanumeric strings.
4. <u>Clickatell username</u>. You must have a Clickatell account with credits. Fill your username here.
5. <u>Clickatell password</u>. You must have a Clickatell account with credits. Fill your password here.
6. <u>Clickatell API ID</u>. You must create an HTTP API within your Clickatell account. Fill the API ID here
7. <u>Clickatell Sender Name</u>. You must apply for a sender name to Clickatell otherwise a number of Clickatell will be displayed as the sender
8. <u>Emails templates</u> (you use the default wysiwyg to setup the emails that you want to send to your customers when they gain a coupon discount). Every coupon type has its own email subject and body. You can use the HINTS***** in the email's body.

- ***Check the section that we analyze the use of HINTS***

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HINTS:

Hints are some "words" that you can use on all email templates and sms so that to display specific data. These hints are {{USERNAME}} for the username of the user that the coupon is generated, {{COUPON}} for the coupon code that is generated, {{AMOUNT}} for the amount of the coupon that is generated (if the coupon is a free shipping coupon it displays "Free Shipping Coupon"), {{VALIDITY}} for the date until the coupon will be available and {{AWARDED}} for the times that the coupon can be used.

The hints can be used on all email templates in the parameters section, in the email template in manual coupons generation and in the sms text that is sent in manual coupons generation.

You can use {{USERNAME}}, {{COUPON}} and {{VALIDITY}} in the email templates of CouponsAlarm, the plugin that send automated emails days before the coupons expire.

SOCIAL COUPONS:

Besides the 9 coupon types you are able to generate coupons with 4 extra ways – "social ways". From version 4.0 and further VMCoupons includes Gsocial module.

With this module you can generate coupons when a user likes your page on facebook, shares a page or follows you on twitter, shares a page on Google+ and shares a page on LinkedIn.

You just need to fill the module parameters and publish it whenever you want. Everytime a use socializes with your site he gets a coupon. The coupon displays within a popup and is sent with an email.

MANUAL COUPONS:

All coupon types and social coupons generate, automatically, coupons when a specific rule is fulfilled. With manual coupons generation you can instantly generate coupons and assign them to specific product(s), category(ies), user(s), state(s), group(s) and country(ies).

You can generate a coupon with a specific code or leave the system to generate it automatically, set the total uses of the coupon and the uses per user, the time and date on which the coupon will be available, send email, send sms, generate discount or free shipping coupon etc.

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COUPONS HISTORY:

On this section you can see which coupons have been used and on which order (order number). The order number is linked so that you can directly click and check it. Also you can see the amount of the coupon, the order total and the order total after the discount.

At last you can see who used the coupon, even for coupons that are generated for all users. If a coupon is generated for all users and the user that used the coupon is "USER1" then you will see "Assigned to all users (USER1)". This means that this coupon was available for all users and the user that used it was USER1.

TOOLTIPS:

From v. 4.2, VMCoupons has tooltips. Almost all features and options have their tooltips so that to make the configuration easiest. Just hover above the labels of every field and you will get a small explanation on what you need to do.

DEMO / TEST / DEVELOP SITE:

The license of Glimlag VM Coupons is domain based, this means that the component will work only if it is installed on the domain that you gave us and you got the license.

In case you need to test it first on a demo site that you might have, this site must be on the same domain, on another subfolder (example: www.domain.com/testsite) It must be a subfolder not a subdomain.

Otherwise if you want to test before you buy just download the FREE version for Joomla 2.5 and VM2.

Of course you can check our demo site on http://demo.glimlag.gr with username: **demo** and password: **demo** for both front and backend.

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This is a sample on how to create a coupon type that generates discount coupons when the order total exceeds 100€.

Name: It is for the backend, just to recognize the rule.

Coupon type: The rule that you want to play with. Here we have selected Coupon Type 2, when an order exceeds a limit

Threshold of the order: The number that the order total must exceed so that to generate the discount coupon.

Apply to specific products / categories: Select any products or categories if you wish the generated coupon to be applicable only to them. Select none if you want to be applicable to all products and categories. (Check the tooltip when the mouse hovers over the label)

Published: Publish the coupon type or not.

Coupon value / Calculation mode: Select whether you want to give a full amount discount coupon or a percentage of the order total.

Free shipping: If this is set to yes then the coupon that is created it will be a free shipping coupon.

Valid: The days that the coupon will be available from the time of generation.

Order: The coupon type with the biggest number will run, in case you have more than 1 coupon types of the same type and they are both fulfilled.

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Minimum order amount: Minimum order amount on which the coupon will be available. Set this to 0 if you don't care about the order total of the order that the coupon will be applied.
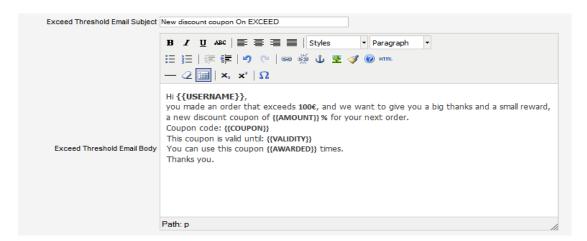
Send mail admin/user, send sms: Set them to yes if you want to alert when a new coupon is generated.

SAMPLE EMAIL TEMPLATE:

This is a sample of the email template that you can setup for the above sample coupontype.

When a user makes an order that the total is more than 100€, a new discount coupon will be generated **when the order is confirmed** and the above email will be sent.

It will produce this:

Hi **User1**,
you made an order that exceeds **100€**, and we want to give you a big thanks and a small reward, a new discount coupon of **11%** for your next order.
Coupon code: **TT34422DS**
This coupon is valid until: **2014-02-28**
You can use this coupon **12** times.
Thanks you.