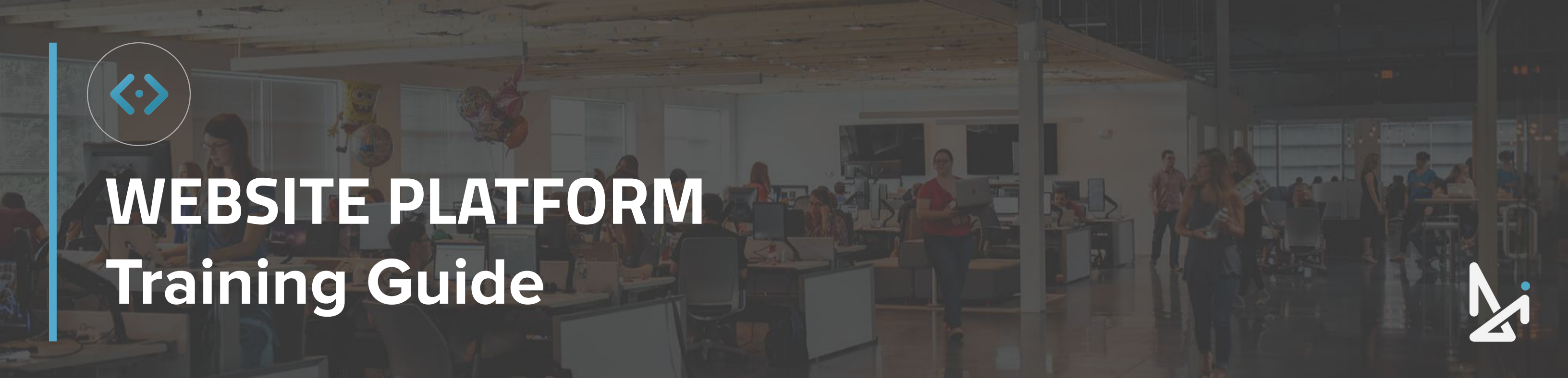


WEBSITE PLATFORM Training Guide

WELCOME TO THE WEBSITE PLATFORM!

The Website Platform can feel daunting at first, but we'll equip you with the toolkit needed to successfully make changes to the backend of your website to ensure the best shopper experience for your customers!

Join our Live Workshop!

We wanted to make our Guide as interactive as possible!
The following icons will appear throughout this Guide, so we wanted to introduce you to them here!

Home

Click the home button to navigate back to the Table of Contents (located on the next page). From the Table of Contents, you will be able to quickly view new sections.

How-To Summary

Look for our How-To's for a brief summary of specific features within the Website Platform!

Play a Video or Read a Blog!

When you see this icon, follow the link to watch a video or dive deeper into a blog post!

Best Practices

How to is important, but we didn't want to leave out the strategy!

Check Your Knowledge

We've set up knowledge checks along the way for you to test your know-how!

HOME
Table of Contents

CLICK THE TITLES TO NAVIGATE TO THAT SECTION.

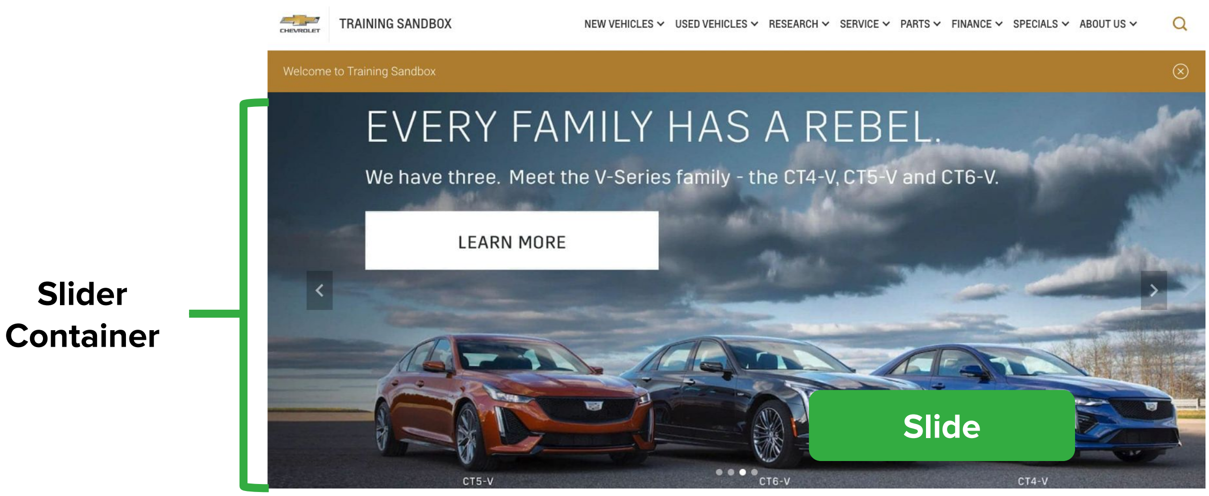
Click each section above to dive directly into a topic,
or start scrolling ⏬ to explore all that the Website Platform has to offer!

DI Slides

What are DI Slides?

DI Slides sit in Slider Containers on your website. The most common place to view a DI Slider Container is above the fold on your homepage.

You can display photo images or YouTube videos in DI Slides. We'll walk you through both!



DI Slides are a great way to engage your audience by appealing to shopper's with new incentives or sales, new inventory, and more. DI Slides might represent the first impression of your website, making it one of the most important visual aspects of the site.

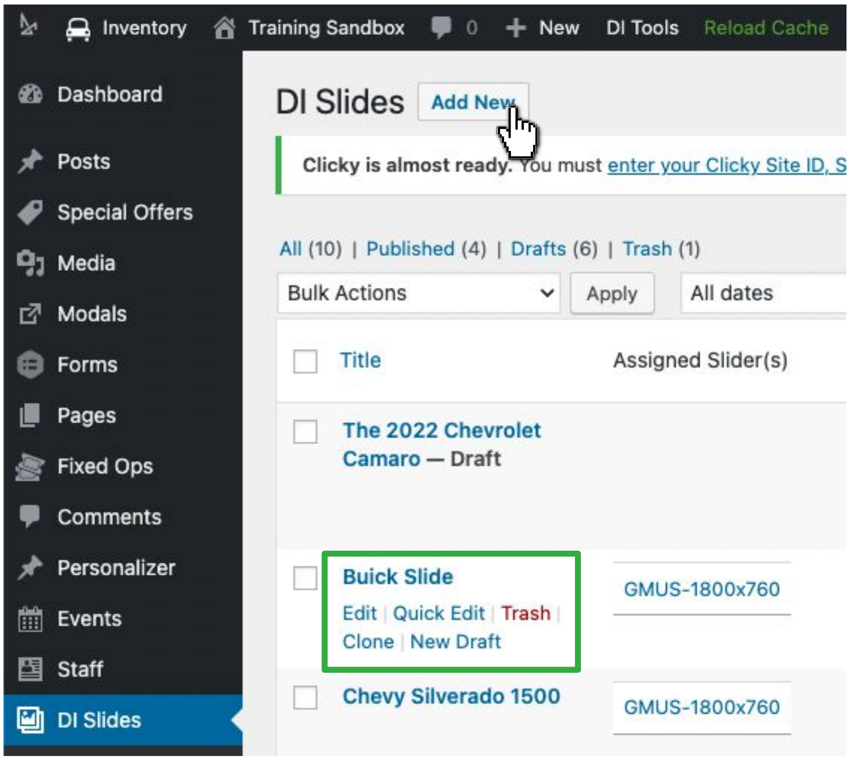
In this guide, we will cover how to create the most engaging and effective DI Slides. We will go over how to add images and videos, how to reorder slides, how to add Personalizers to your DI Slides, and best practices for each topic.

DI Slides

How to Create a DI Slide

1. Click **DI Slides** from the plugin menu

2. Click **Add New** to create a new slide



Note: Now that you're in the DI Slides Tab, you can access the **Quick Edit** toolbar by hovering your cursor over the slide title.

Assigned Slider(s) - In this column, you will see the name of the Slider Container that your image or video will display in (highlighted in green above)

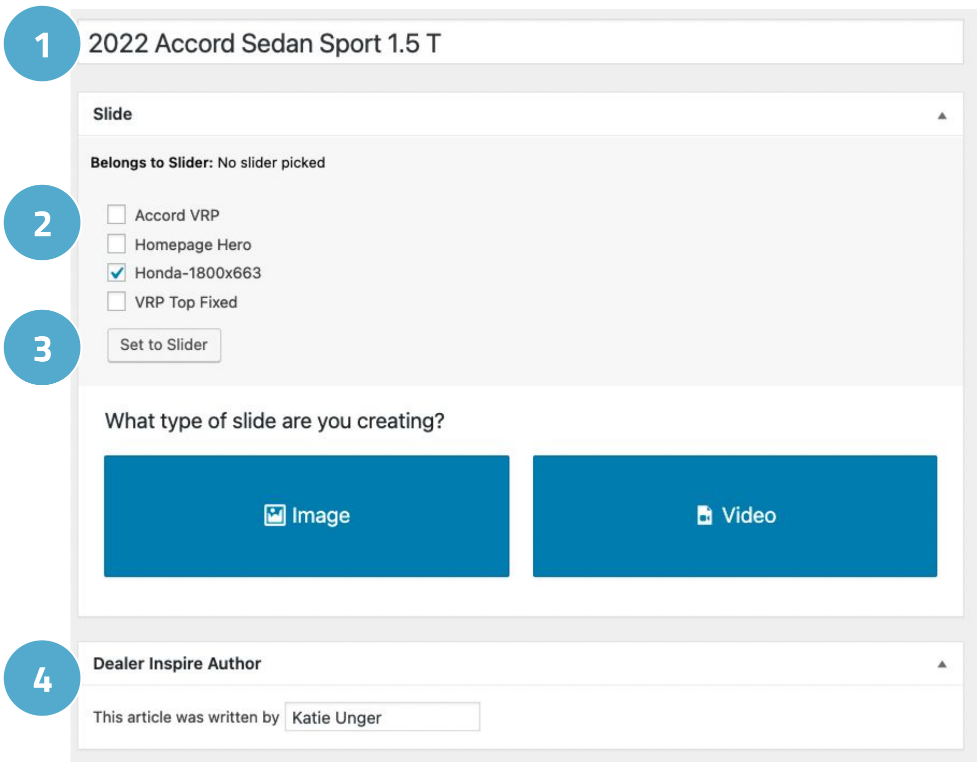
Best Practice

For help discovering where these containers live on your website, reach out to your Performance Manager, or the DI Support Team.

DI Support Email: support@dealerinspire.com or Call: (855) 357-4677

DI Slides

Now that you have clicked **Add New** under DI Slides, it's time to fill out your slide.



1. **Title Bar** - Give your Slide a title in in this field

    Note: This title is only visible to users with website backend access when viewing the All Slides list

2. **Belongs to Slider** - Check the box to indicate which Slider Container you'd like the slide to live in on the website

    Note: Remember to reach out to your Performance Manager or the Support Team with questions on Slider Containers

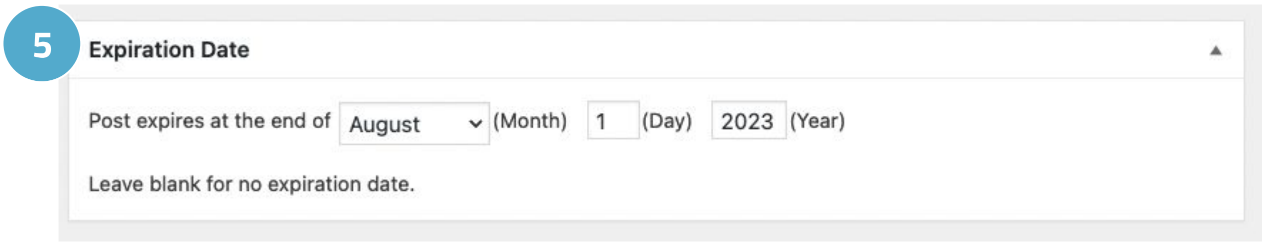
3. Click **Set to Slider**

4. **Dealer Inspire Author -** Type your name here

DI Slides

Beneath Dealer Inspire Author, you have the option to fill out an Expiration Date.

5. **Expiration Date** - Setting an expiration date will change the status of the slide from Published to Draft mode; this is not a requirement for creating a DI Slide



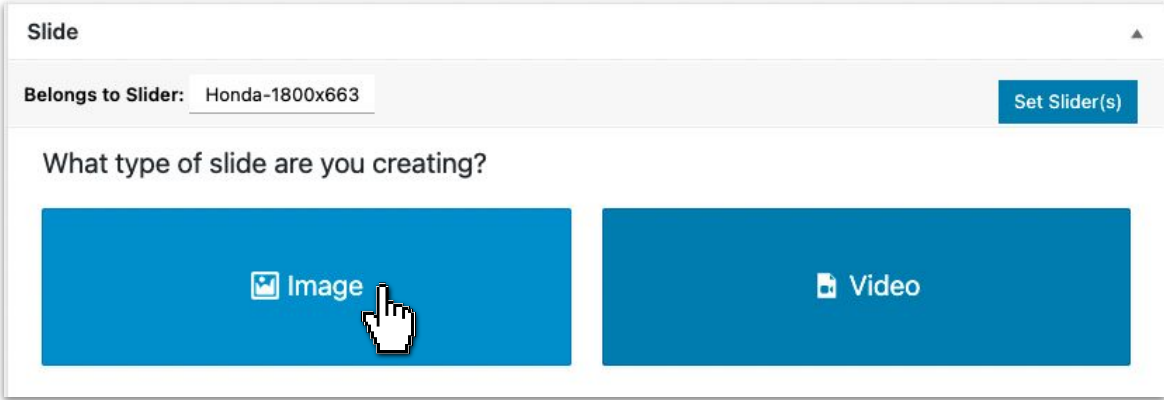
If you set an expiration date, at midnight on the selected date, your shoppers will no longer see the Slide on your live site, but you can still access it from the All Slides list.

DI Image Slide

Creating an Image Slide

You may have noticed that we skipped a section when filling out the Slide. We're going to start out with how to create an Image Slide. The other option is to create a Video Slide which we'll talk about here.

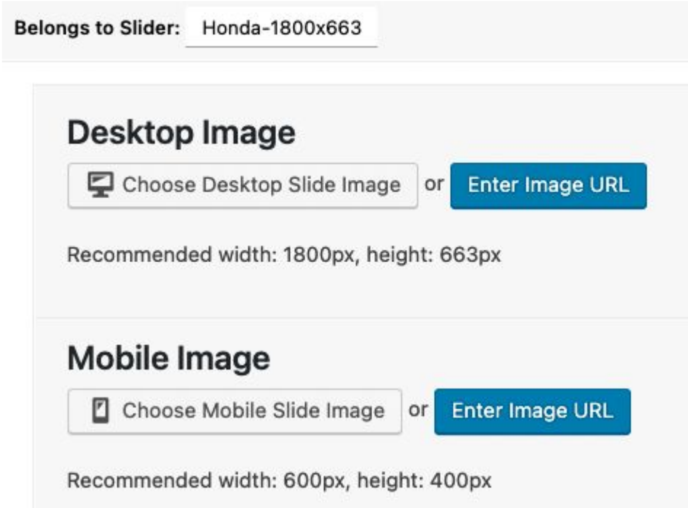
1. Click **Image**



2. To add an image, click **Choose Desktop Slide Image** or **Enter Image URL**

   If you choose Choose Desktop Slide Image, you will have two options:

   a. **Select a photo from** the **Media Library**
   b. **Upload** a file from your computer



Best Practice

Recommended Image Sizes

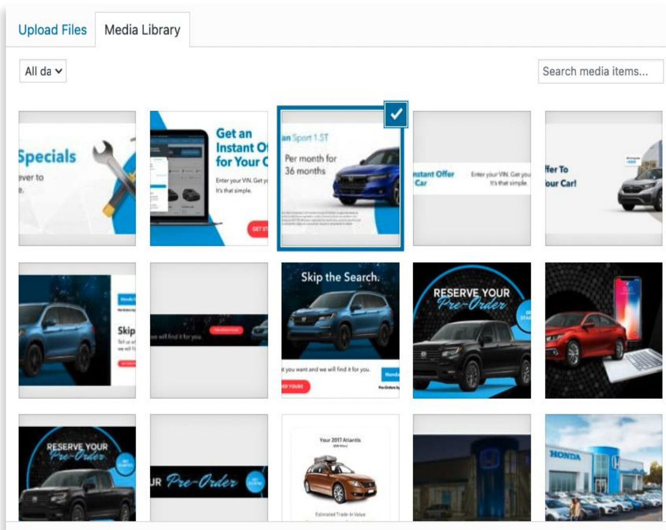
Desktop
Width: 1800px , Height: 663px

Mobile
Width is 600px , Height: 400px

DI Image Slide

3. You can select a photo from the **Media Library:**

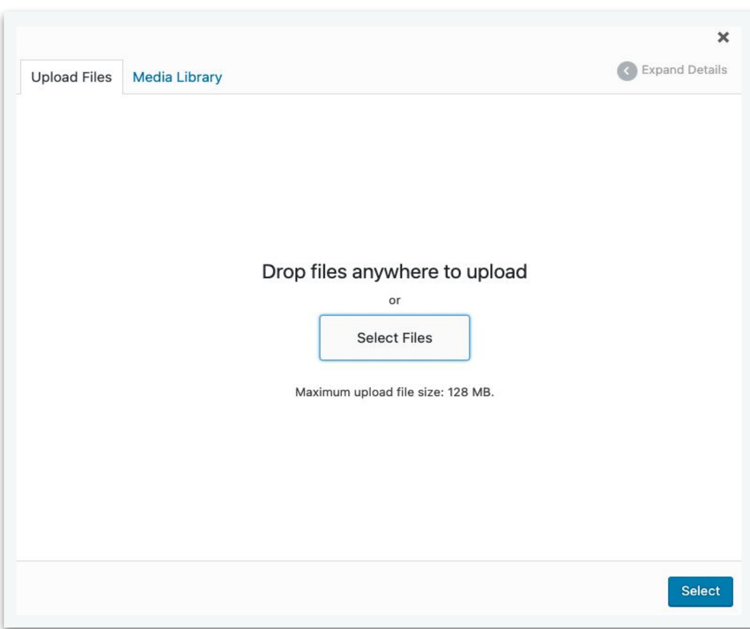
Click **Media Library** to **select an image** that already exists in your media library



Or you can **Upload a File from your Desktop:**

Click **Upload Files**, then **Select Files** to upload an image saved on your computer

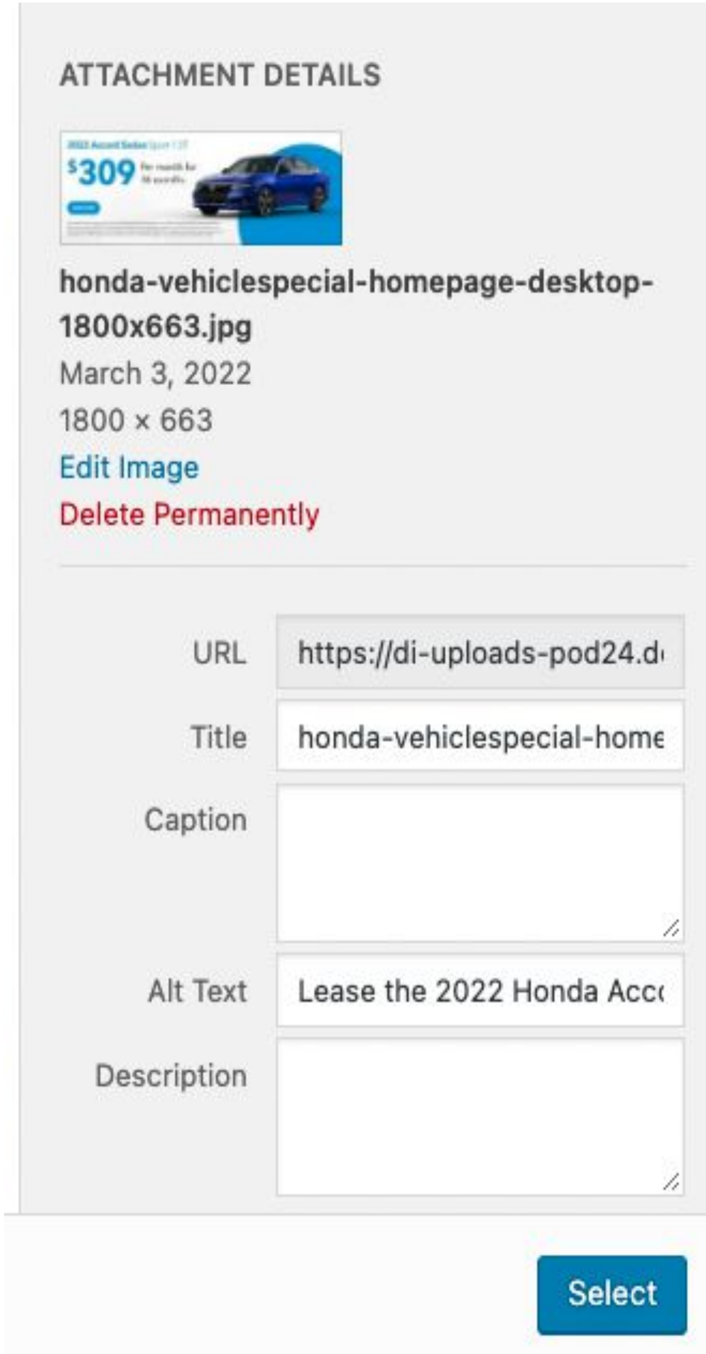
You can also **drag and drop** files anywhere in the box!



DI Image Slide

Regardless of if you chose an existing image from the Media Library or uploaded a file to the Media Library from your desktop, continue by doing the following:

4. Add **Alt Text** to describe the image for SEO purposes and for screen readers
5. Click **Select**



Best Practice

When writing Alt Text, be descriptive, but succinct!

Imagine that your viewer will not be able to see the image, how can you best get the purpose and description of the image across?

DI Image Slide

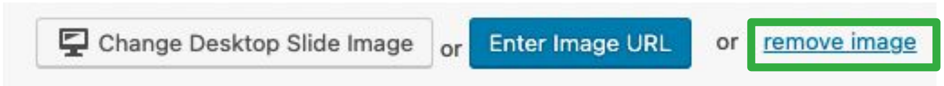
How to Update or Remove Pictures

The **Mobile Image** will automatically populate when the Desktop Image is selected.

If the image is too big or small, a red warning banner will appear. This will not prevent the slide from publishing, but the image may look pixelated. Please preview all slides on your live site on desktop & mobile after publishing.

You have 3 options of how to change your images:

1. Click **Remove Image** and select a new image (shown in green below)
2. **Change Desktop Slide Image -** Click here to select a different image to display on desktop



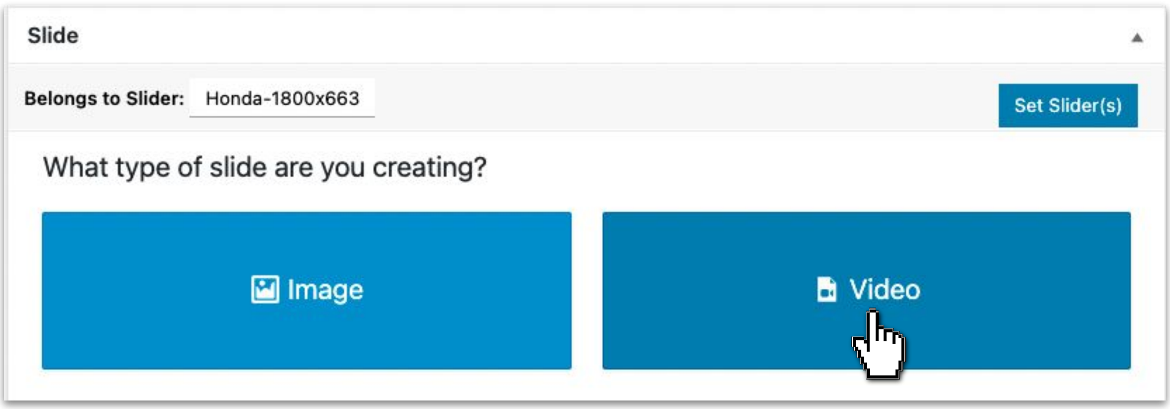
3. **Change Mobile Slide Image -** If the slide does not look optimal on a mobile device, click Change Mobile Slide Image to replace it

DI Video Slide

How to Create a Video Slide

DI Slides is integrated with YouTube so you can play videos in your Slider container. If you don't already have a public YouTube channel for your dealership, it's highly recommended that you create one! It's free, easy to use, and will help deliver an enjoyable customer experience for the shoppers on your website.

1. Click **Video**



Remember that you will need to have a Slider set, review the steps required before adding a video here.

Best Practice

Choose a video without audio.

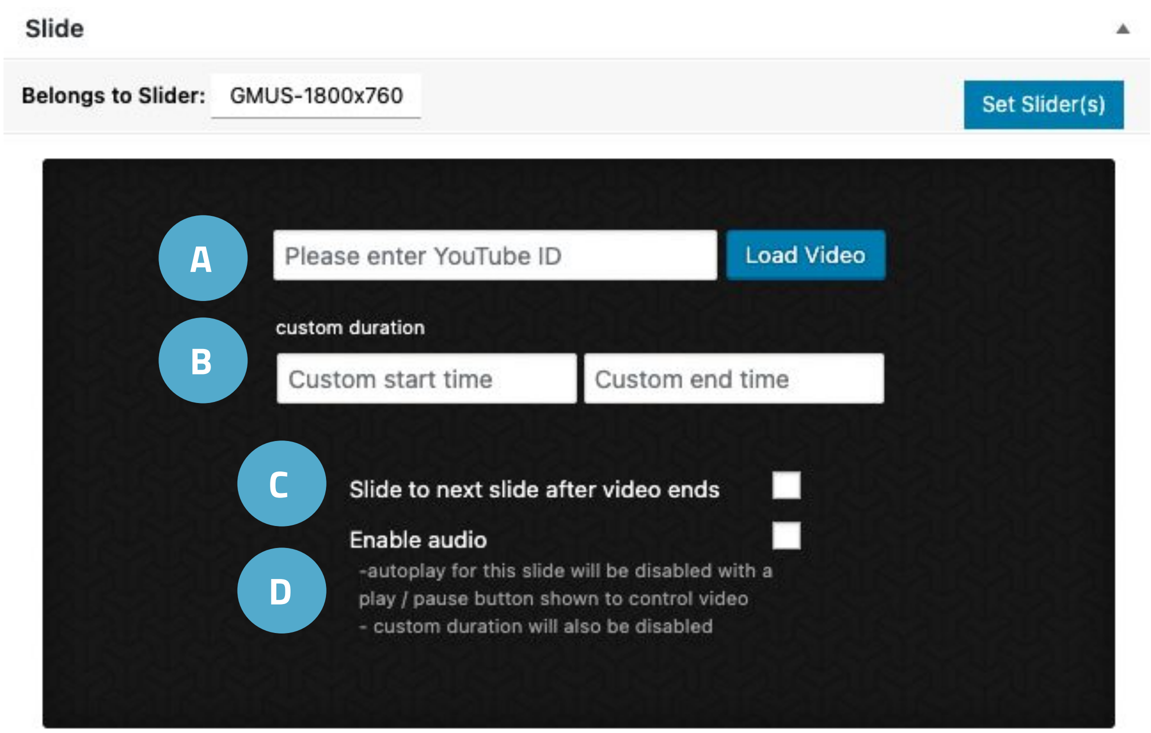
- Your shoppers may have their volume set at full blast (Don't scare them off your website!)
- Videos with sound will slow down your page speed
- Substitute sound with striking imagery and vibrant colors

Choose a short video.

- Long videos will slow down page speed

DI Video Slide

Now that you've selected Video, you will see the following fields appear:



2. Complete the following (as needed):

   A. **Please enter YouTube ID -** Paste the YouTube ID or the video URL in this field and Click **Load Video**

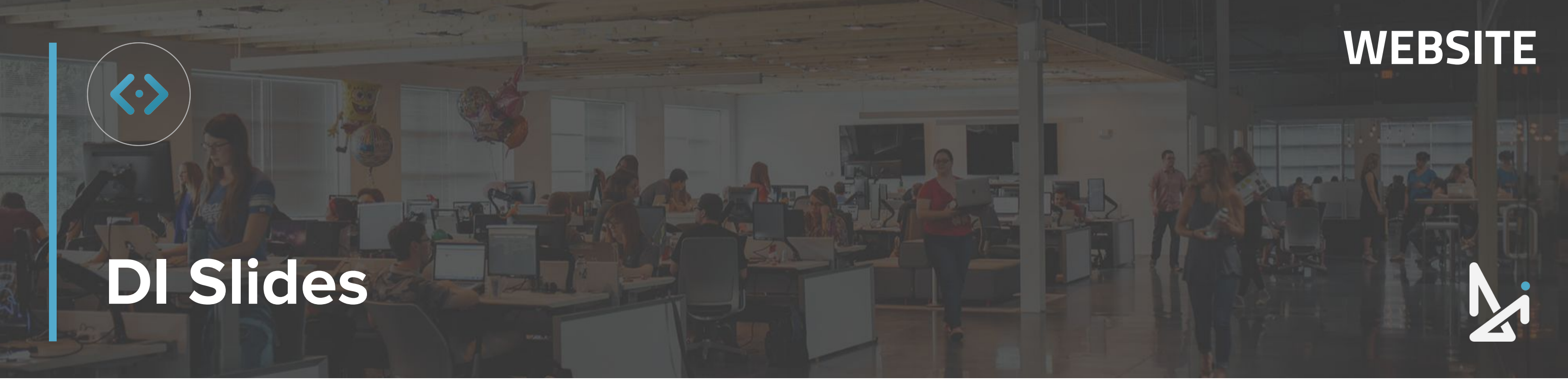
   B. **Custom Duration** - Enter a timestamp in the Custom start time field and Custom end time fields to play a shorter clip

      This is a great option for lengthier videos!

   C. **Slide to next slide after video end -** Check this box and the video slide will rotate to the next slide when the video is done playing

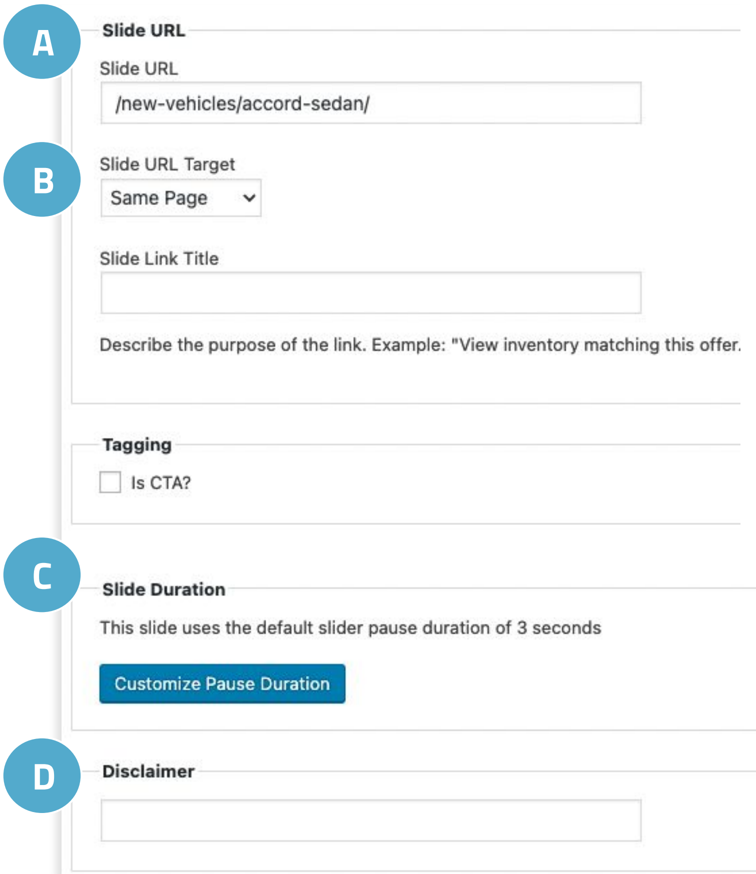
      If you do not check this box, the slide show the last frame of the video until the user clicks the next arrow within the slider container.

   D. **Enable Audio -** Although frowned upon, video audio will play if you check this box



DI Slides

After adding your images or video, scroll down to fill out the following options:



A. Slide URL
Copy and paste the URL you'd like the slide to link out to.

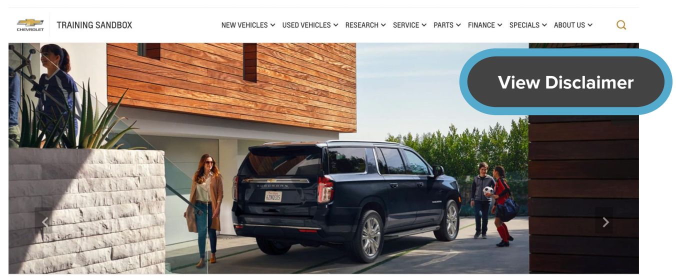
B. Slide URL Target
Select whether the page loads in the same tab or a opens in a new tab.

C. Slide Duration
Click Customize Pause Duration to increase or decrease the amount of time the slide displays before rotating to the next slide.

D. Disclaimer
Enter your disclaimer. When published, "View Disclaimer" will appear in the top right corner of the slide and will open in a lightbox when clicked.

Best Practice

For the URL Target section, we recommend the Slide URL Target is set to Same Page.



Example of where the disclaimer will appear on a DI Slide on the front end of the website

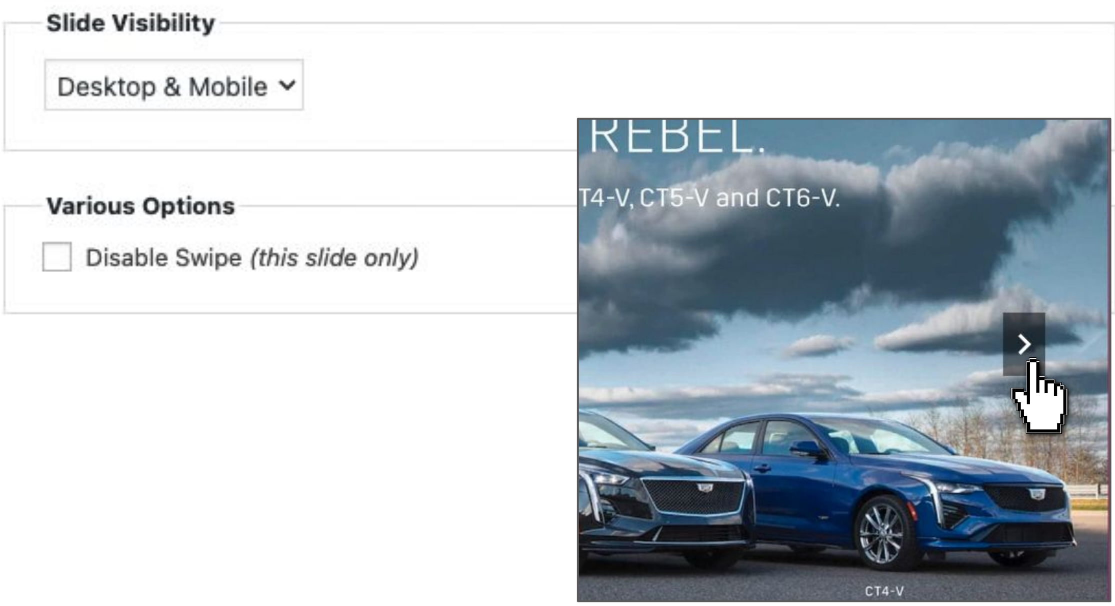
DI Slides

Additional Fields for DI Slides

You will notice additional fields below when filling out your DI Slides, which we have highlighted below.

Slide Visibility - Display your slide on Desktop, Mobile, or both. Click the arrow to select your choice

Various Options - Check the box to remove the arrow the shopper clicks to move to the next slide (shown below)



Text Overlay - It’s best if your image includes any text you’d like displayed, but if you need to add additional text, you can utilize the text overlay section

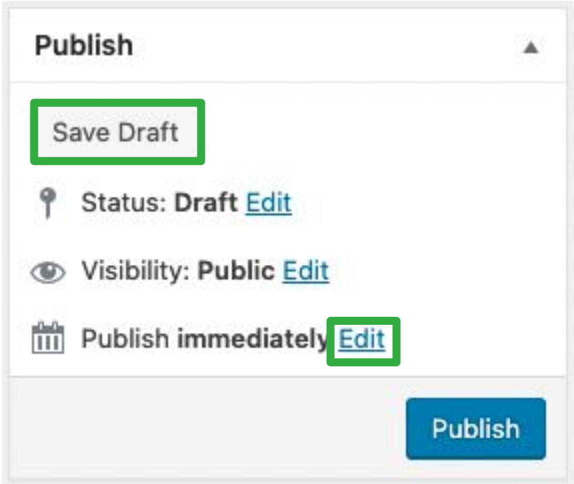
DI Slides

Publishing Your DI Slide

Scroll up and click **Publish** to publish the image slide on your live site.

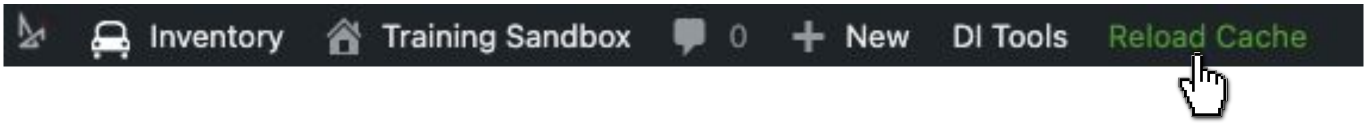
If you're not ready to save just yet, click **Save Draft to** save your work and return to it later

If you want your Slides to publish at a later time, choose **Edit** next to "Publish Immediately"**.** Here, you can change the date, click **OK**, and then **Schedule** to publish your slide on a future date.



What to do if your slides aren't appearing?

If it doesn't appear on the front end right away, click **Reload Cache** in your top menu and refresh the page.



How-To Create a DI Slide

1. Navigate to DI Slides in the backend of your site
2. Click Add New
3. Assign to Slider
4. Add Image or Video
5. Publish, Save, or Schedule to Publish Later

Reordering DI Slides

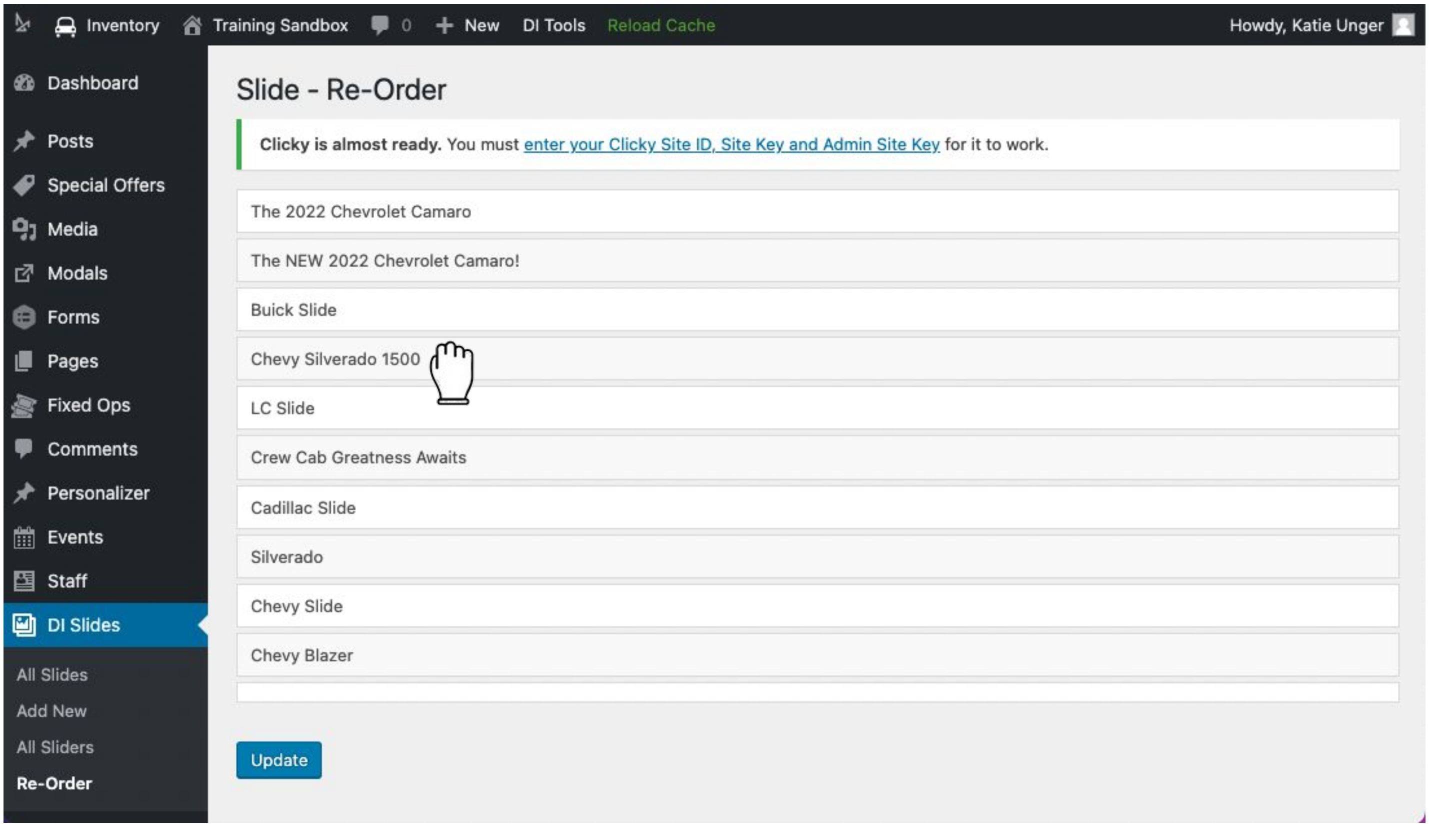
How to Reorder Slides

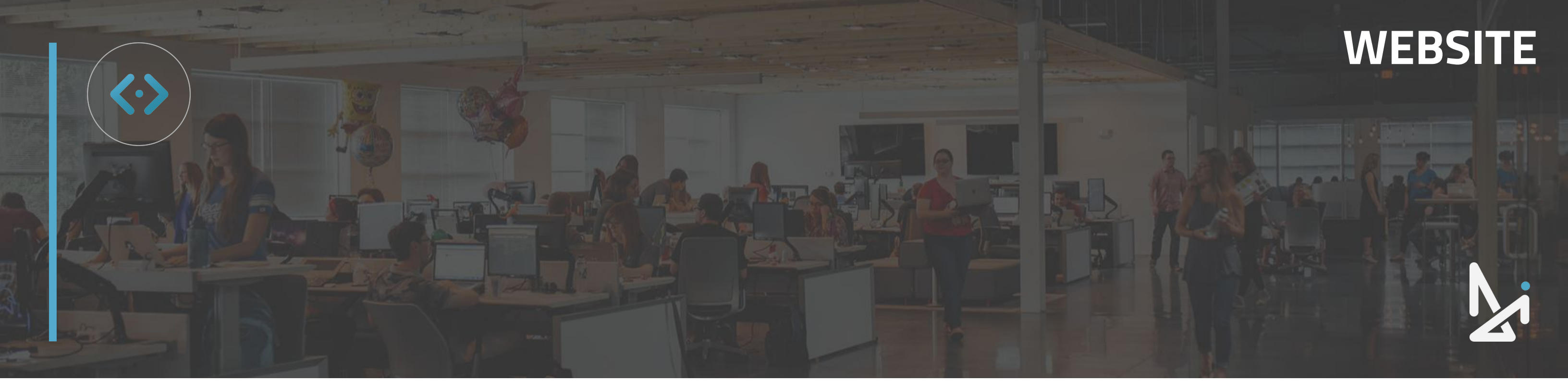
Now that you've created a Slide, you can also reorder them to appear in the order you wish!

When you visit the homepage of your website, the first slide you see is the slide sitting at the top of this list. When the duration of the slide time expires, or the user clicks to move to the next slide, the second slide displayed on this list will rotate into view.

This list will display published and drafted slide titles, but only published slides will be affected by the reorder function.

1. **Click, drag, and drop the title** of the slide to the place where you need it to appear in the slide rotation
2. Click **Update** to save your changes





CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. DI Slides are sit within...
   a. Slider Containers
   b. Slider Templates
   c. Slider Boxes
   d. None of the above

2. DI Slides can display...
   a. Still images
   b. YouTube videos
   c. .MP4 videos
   d. Both A and B

3. The mobile image will automatically populate when a desktop image is selected.
   a. Yes, and it cannot be changed
   b. Yes, but it can be changed later
   c. No, you must upload images separately for desktop and mobile
   d. There is no mobile image

4. Customize Pause Duration refers to...
   a. How long the slide displays before moving to the next slide
   b. A way to hide the slide
   c. A pause feature allowing the shopper to see only one slide
   d. How many slides are in a container

5. To reorder slides...
   a. Enter in a numerical value. Select 1 for the selected slide to show first
   b. Click, drag, and drop
   c. You cannot reorder slides
   d. Submit a Support request

REVIEW

What we covered in this section:

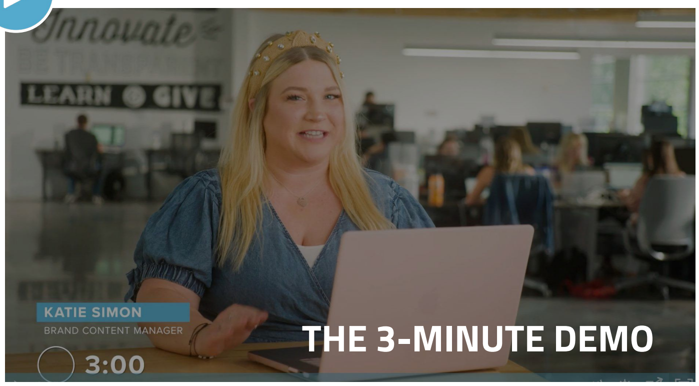
DI Slides
- **Image Slides**
- **Video Slides**
- **DI Slides**
- **Reordering DI Slides**

Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
🟢 Move on to the next section

"I missed a few."
🟡 It might be good to review what you missed

"I missed most, if not all of them."
🔴 Review the content linked above



Answers: 1-A, 2-D, 3-B, 4-A, 5-B

Adding Personalizers to DI Slides

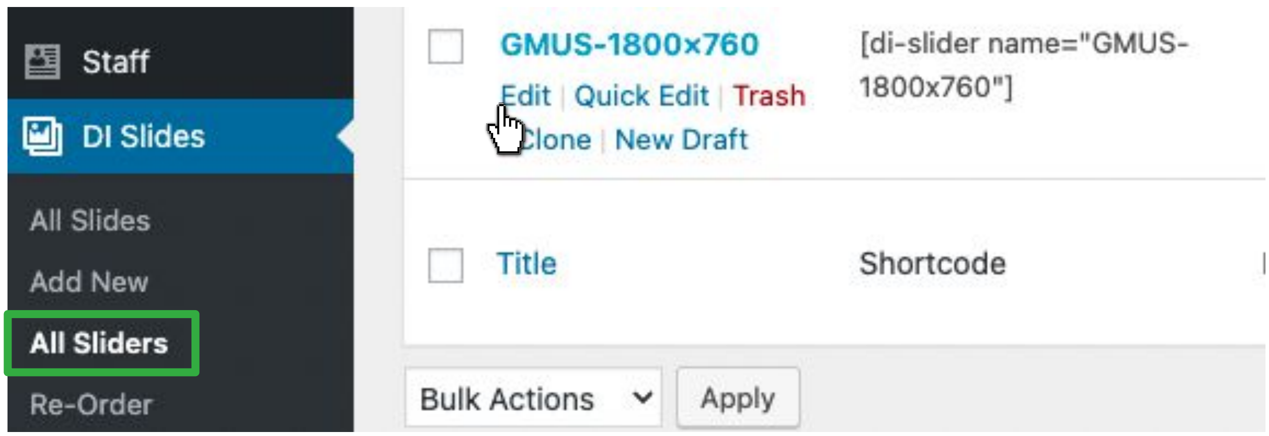
How to Add a Personalizer Message on a DI Slide

A personalizer is a customized message that displays based on a shopper's traffic pattern. These messages can lay on top of a DI Slide.

1. Hover over **DI Slides** and click **All Sliders** (shown below in green)

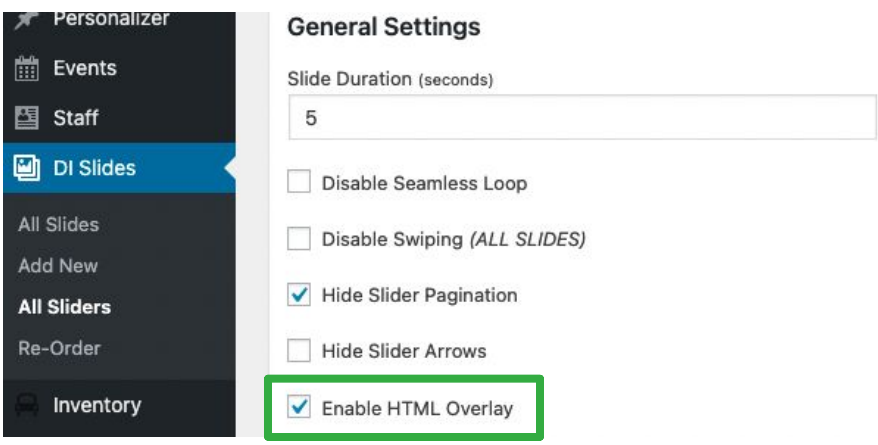
   Ensure you've clicked All Sliders, and not All Slides

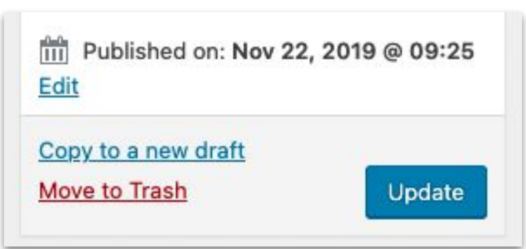
2. Find the Slider you want to add a personalizer to, and hover over the title and click **Edit**



3. Ensure the **Enable HTML Overlay** box is checked (shown below in green)

4. Click **Update**

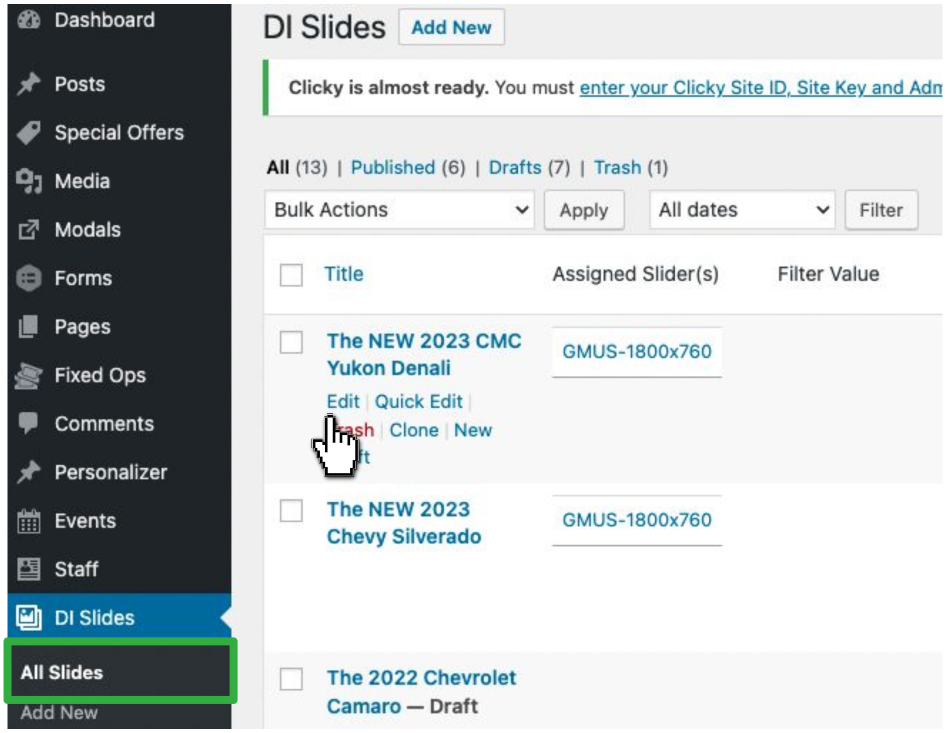




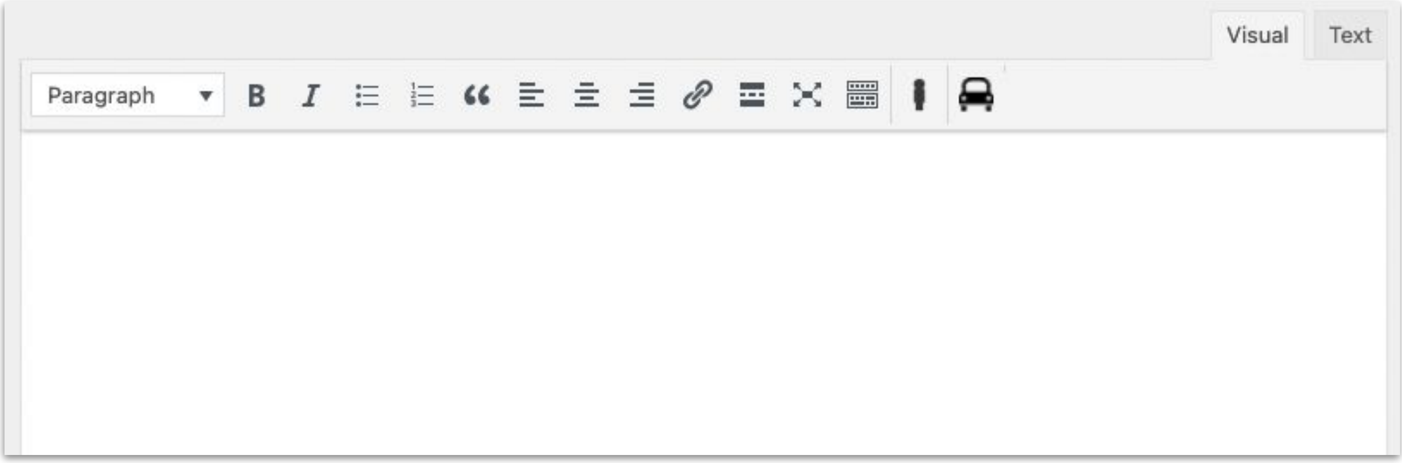
Adding Personalizers to DI Slides

5. Now navigate to your **All Slides** list (shown in green below)

6. You can click **Add New** to create a new slide, or **hover over the title** of an existing slide and click **Edit**



Scroll down until you reach the Content Box.



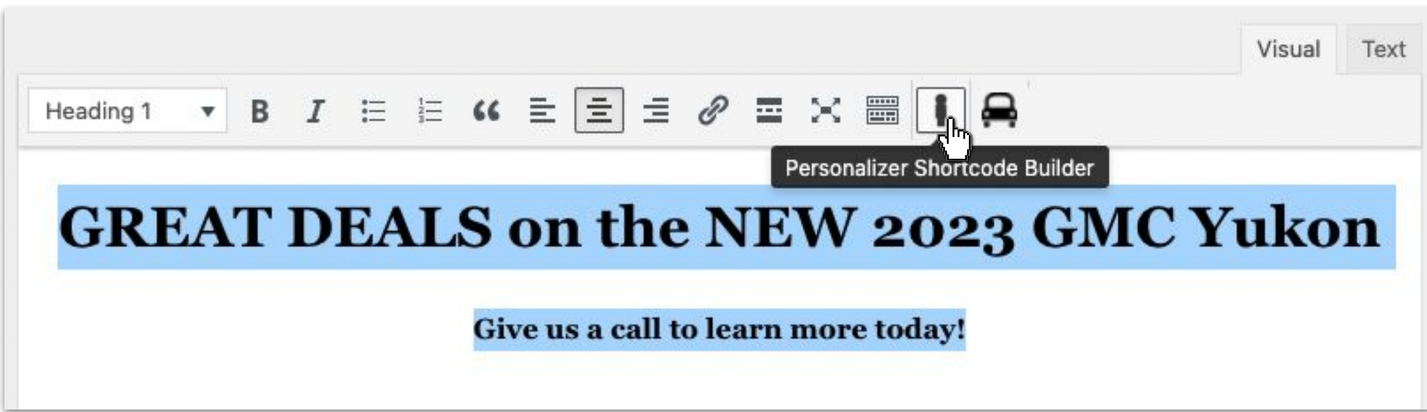
Adding Personalizers to DI Slides

Optional Default Message

Within the Content Box, you have the option to enter in a default message. The default message will display if the customer does not meet the criteria to see your Personalizer.

Note: If you do not see the Content Box, please reach out to support@dealerinspire.com

Highlight the **default message** if you've created one, or click your **cursor** in the content box:



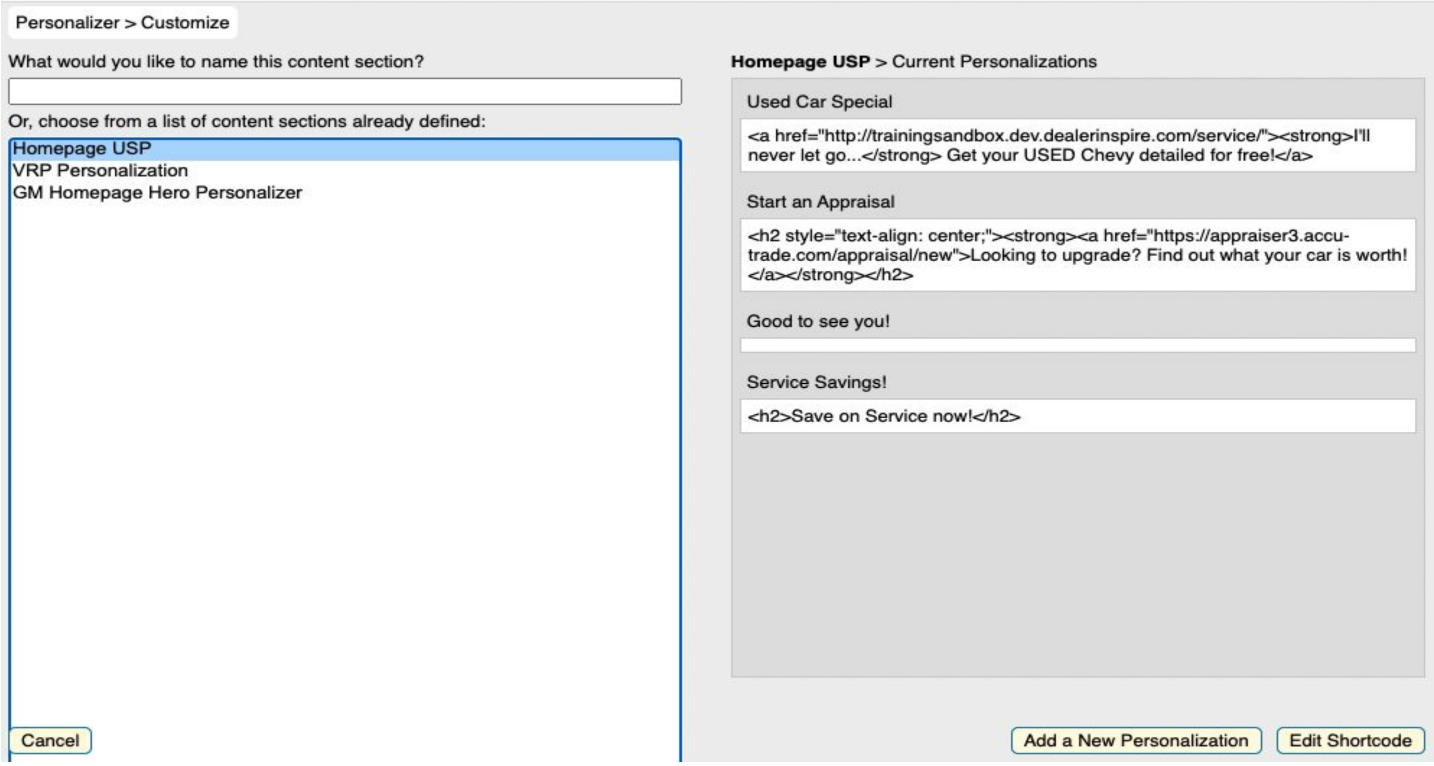
7. Click the **Personalizer shortcode builder** button from the toolbar (shown above)

   Note: This can be done with the default message, or without one

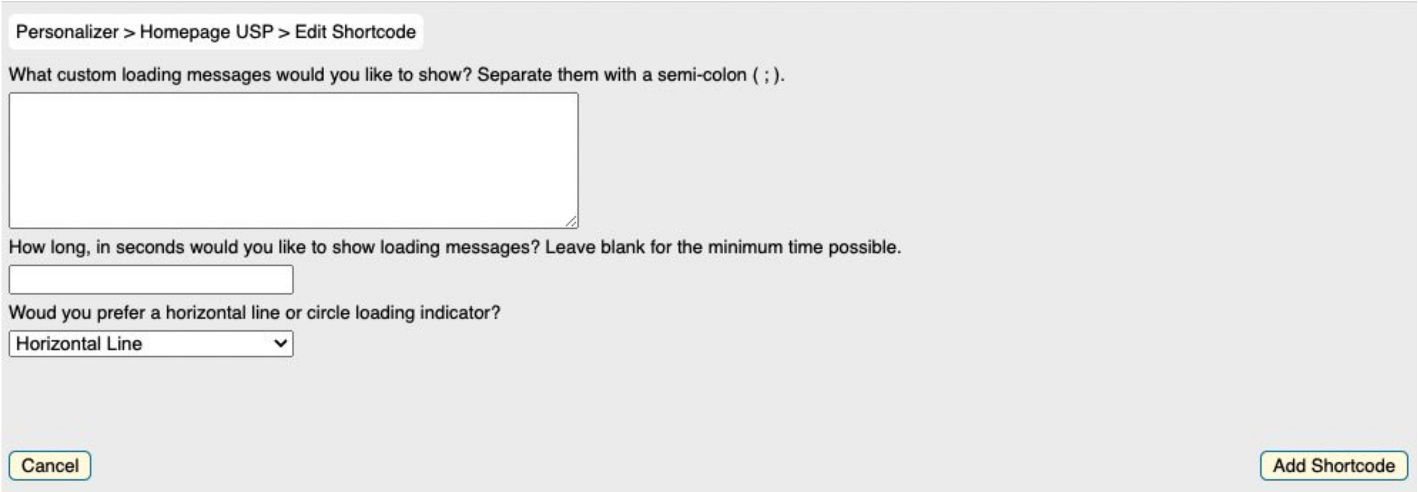
Adding Personalizers to DI Slides

8. Select **Homepage USP** from the list of Content Sections

9. Click **Edit Shortcode**

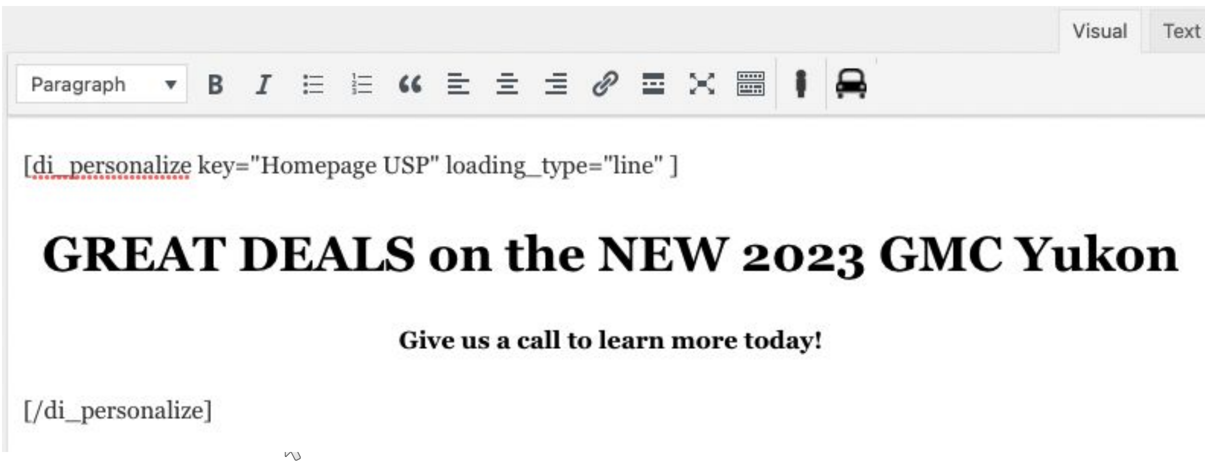


10. Click **Add Shortcode**

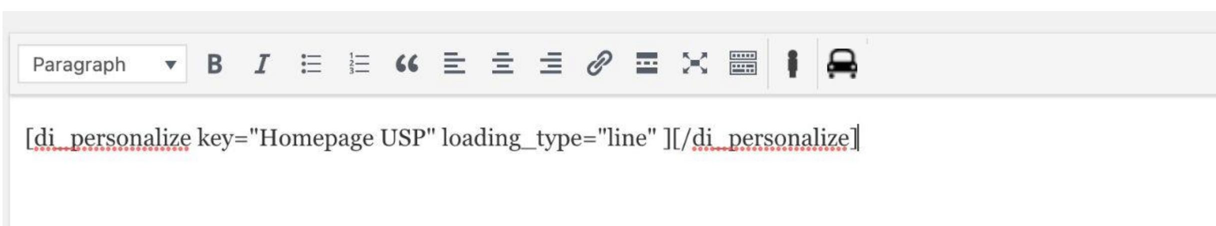


Adding Personalizers to DI Slides

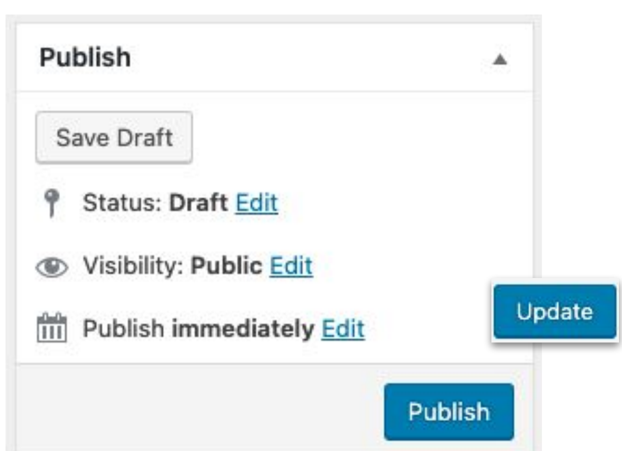
If you've included a default message, once added, the Personalizer shortcode will be wrapped around the default message.



Otherwise it will look like this:



11. Scroll up and click **Publish** if you're creating a new slide (note it will say **Update** if it's an existing slide you're editing)

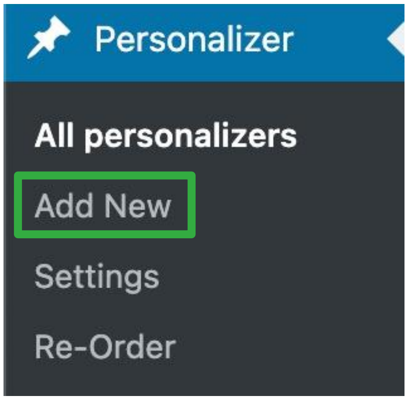


Adding Personalizers to DI Slides

Creating Your Personalizer Rules

Now that we've walked through the setup for personalizing your DI Slide, let's walk through the steps within the Personalizer plugin you will need to take for this to work!

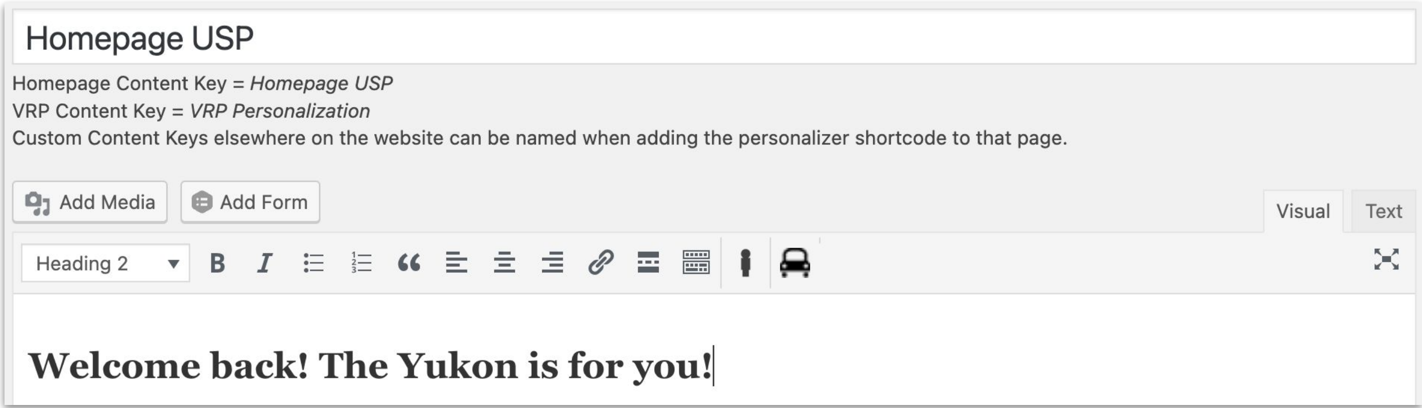
1. In the left side menu, click **Personalizer**
2. Click **Add New**



3. Copy and Paste **Homepage USP** in the top field, exactly as it appears below the field

   Note: Putting anything else into the title box will prevent your Personalizer from working

4. Type your personalized message in the Content Box



Best Practice

The preferred size for Personalized messages is **Heading 2** to really make your message stand out!

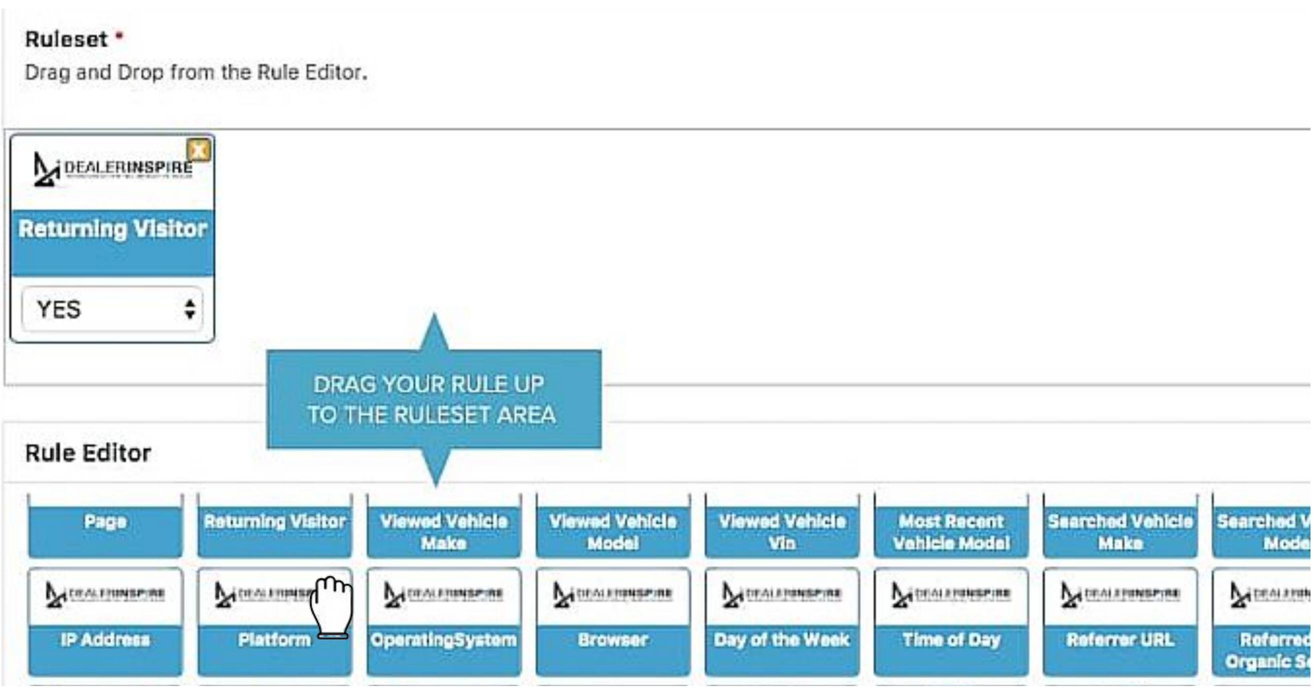
Adding Personalizers to DI Slides

5. Name your Personalizer using the **Tag** area

Note: The tag should be unique for each Personalizer (Don't use the same name twice!)

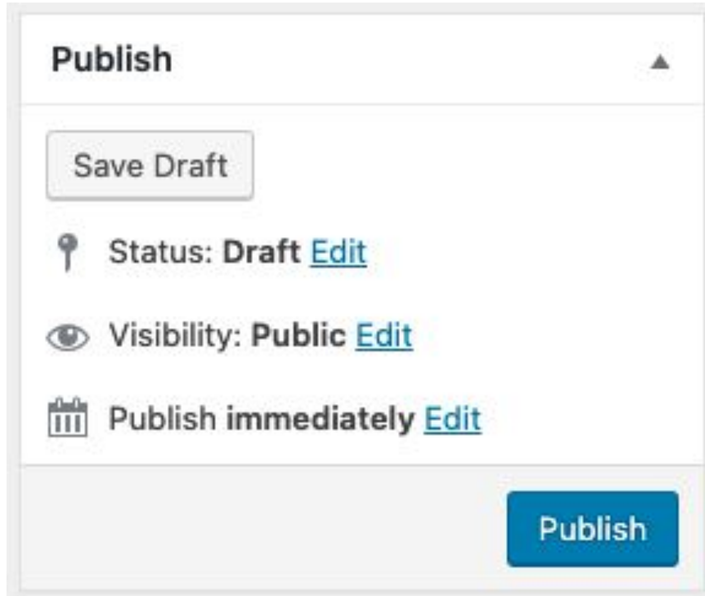
6. **Drag a rule** from the Rule Editor section to the Ruleset box

Repeat this step until you've added all relevant rules!



Adding Personalizers to DI Slides

7. Scroll up and click **Publish**

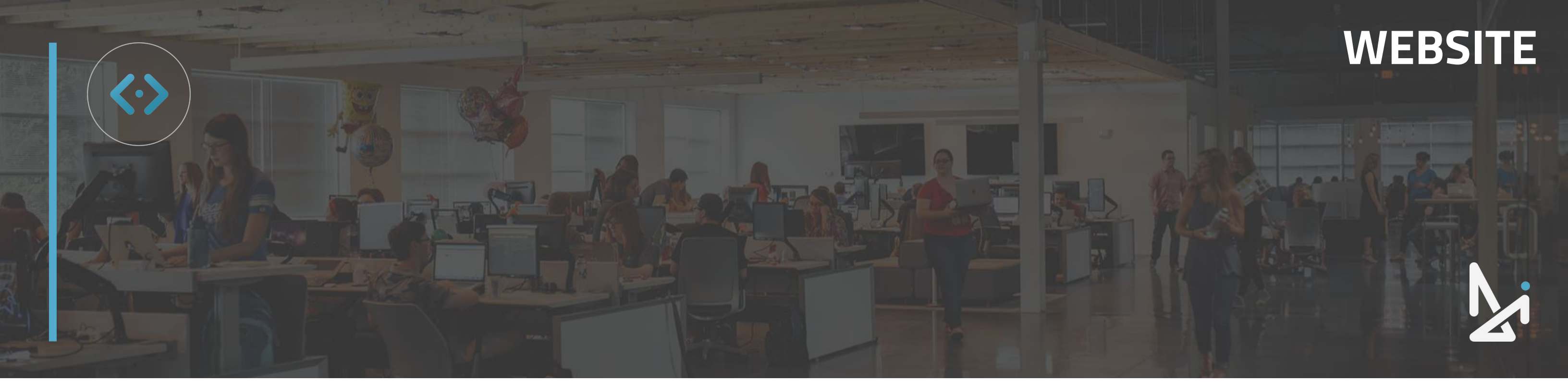


8. To see your message fire, open a new incognito window and take the actions you defined in your "Ruleset"

   For Example, if you have a returning visitor rule applied, you will need to go to your website, leave, and come back again to see your personalizer!

How-To Add Personalizer to DI Slides

1. Click All Sliders under DI Slides
2. Edit your desired Personalizer
3. Select Homepage USP
4. Edit or Add Shortcode
5. Click Publish
   (Click Update if it's an existing slide)
7. Click Personalizer > Add New
8. Copy and Paste Homepage USP
9. Tag your Personalizer
10. Drag and Drop Rules into Ruleset Box
11. Click Publish



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. A Personalizer is…
   a. An email a shopper receives after filling out a lead form
   b. A stock video message
   c. A customized message based on a shopper's traffic pattern
   d. None of the above

2. The content key to publish a Personalizer to the homepage is…
   a. Homepage Publish
   b. Homepage USP
   c. HomepageHero
   d. Content Homepage

3. To add a Personalizer to a DI Slider…
   a. Click HTML Overlay
   b. Select Hide Slider Arrows
   c. Click Personalizer
   d. You have to submit a Support ticket

REVIEW

What we covered in this section:

DI Slides

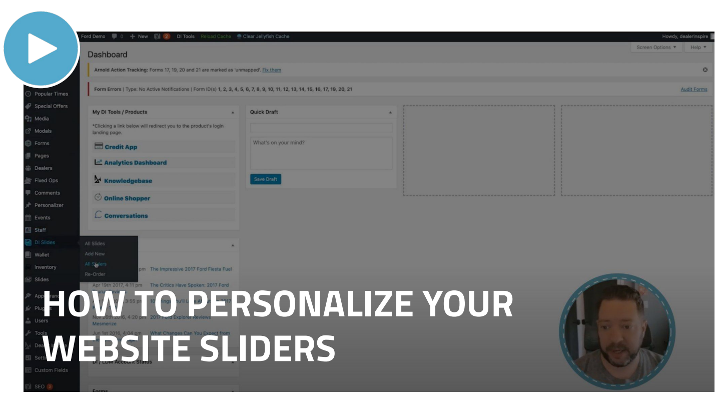
Adding Personalizers

Check your answers at the bottom of the page… how'd you do?

"I got them all right!"
Move on to the next section

"I missed a few."
It might be good to review what you missed

"I missed most, if not all of them."
Review the content linked above

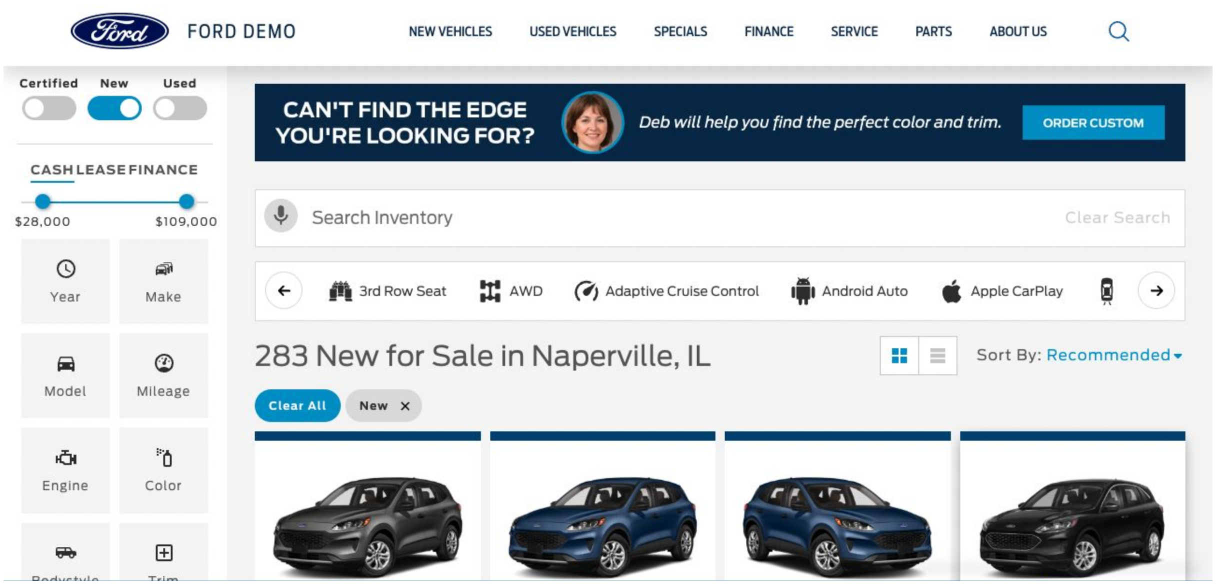


Answers: 1-C, 2-B, 3-C

Adding Banners to Lightning VRP

Lightning VRP Banners

Quickly publish banners on your VRPs following a few simple steps.



Designate a slider type for your VRP to maintain for scalability and to easily swap banners in and out.

You can create a new slider specific to your VRPs or use an existing slider container. To learn how to create a new slider, see our resource material on **DI Slides**.

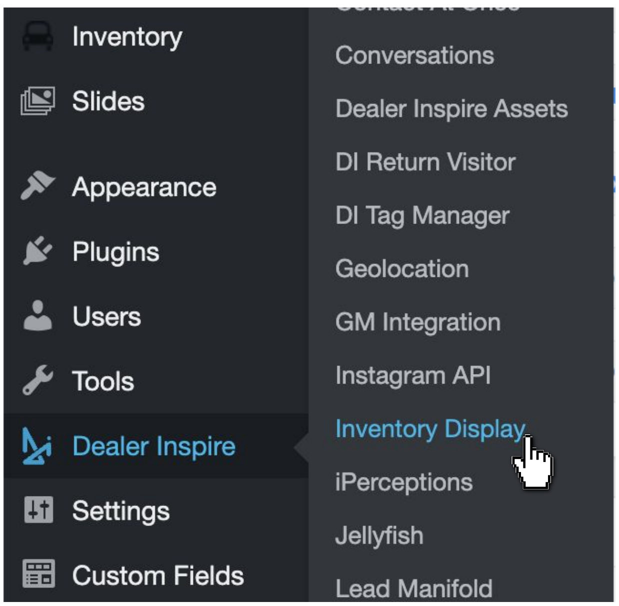
If you use an existing slider container, any slides already set to it will display on your VRPs.

Adding Banners to Lightning VRP

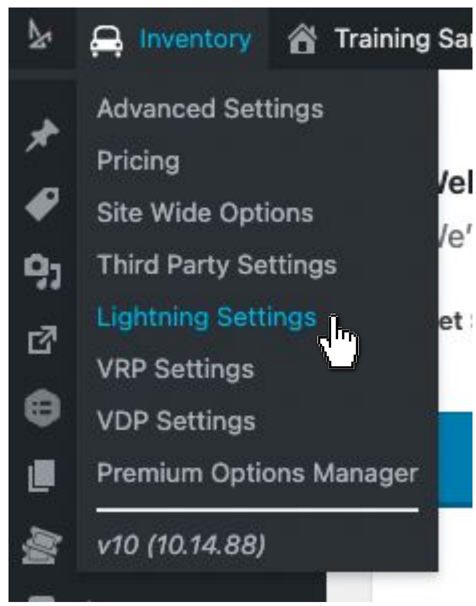
Create an LVRP Banner

1. To **create a banner** on your Lightning VRP you can either:

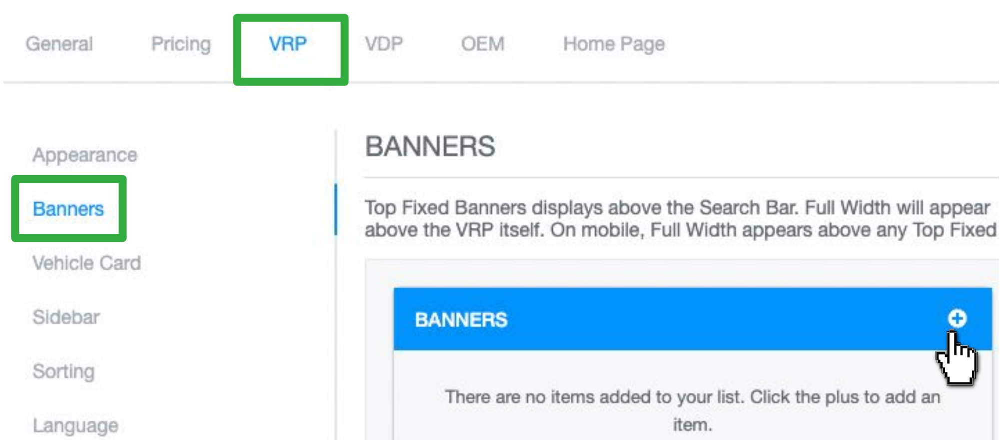
Hover over **Dealer Inspire** and click **Inventory Display**, or ...



Hover over **Inventory** and click **Lightning Settings**



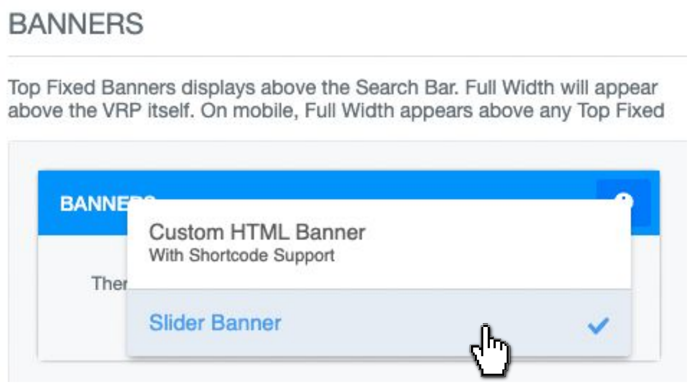
2. Select **VRP**
3. Select **Banners**
4. Click the **Plus**

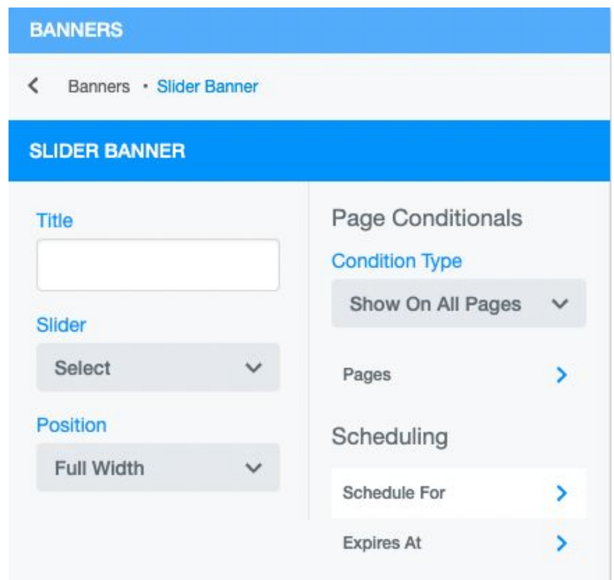


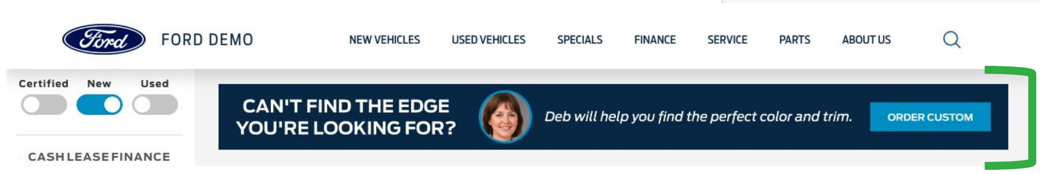
Adding Banners to Lightning VRP

Choosing Custom HTML Banner requires that you're familiar with how to write HTML code or you will need to have that code provided to you by the DI Support team.

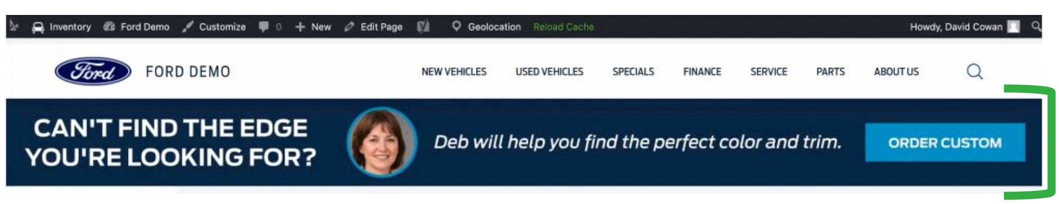
5. Select **Slider Banner**
6. Add a **Title**
7. Select the **Slider** container you want to populate on your VRP from the dropdown list
8. Choose the **Position** of the slider container
    a. **Full Width** - Stretches the width of the page
    b. **Top Fixed** - Will have the banner fixed within the search results only
9. Choose the **Condition Type**
    a. Show on All Pages
    b. Show on Selected Pages
    c. Hide on Selected Page







Top Fixed

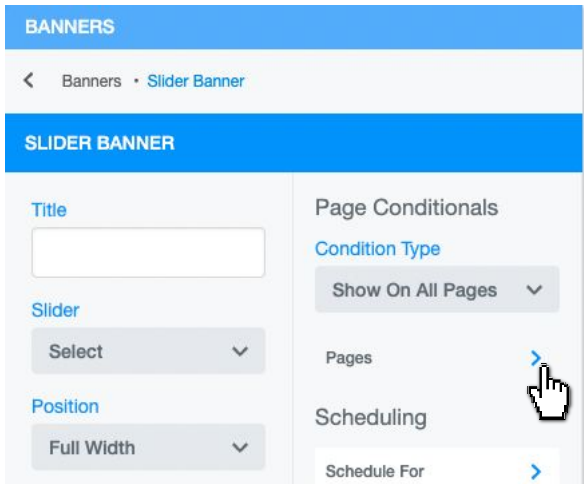


Full Width

Adding Banners to Lightning VRP

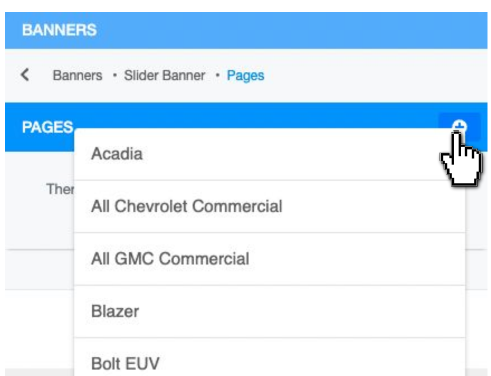
How to Select Pages

1. If you've chosen "Show on Selected Pages" or "Hide on Selected Pages", click the **arrow** within the **pages** field

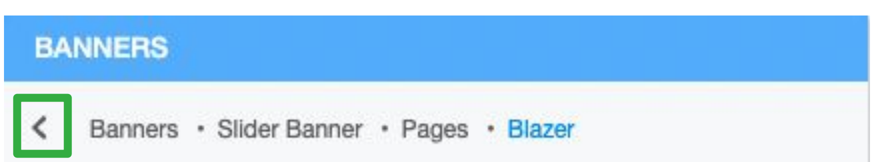


2. To hide or select a page, click the **plus icon**, and **select the Page**

3. To select multiple pages, **click the back arrow** to return to the Pages drop down, then **click the plus icon** and **select another page** (To select multiple pages, repeat this step)



4. Click the **back arrow** twice

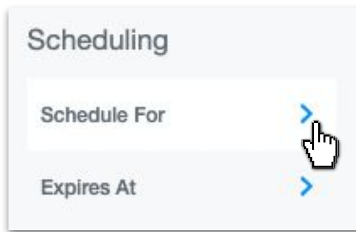


Adding Banners to Lightning VRP

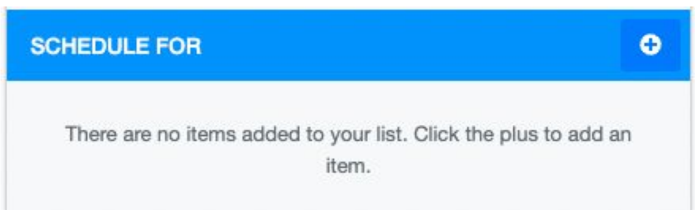
Scheduling Banners

This is optional for creating a banner on a Lightning VRP. Using the Schedule For feature will allow you to schedule the banner to publish in the future.

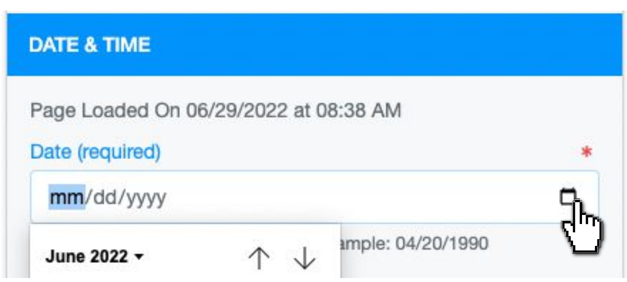
1. Click the **arrow** next to Schedule For



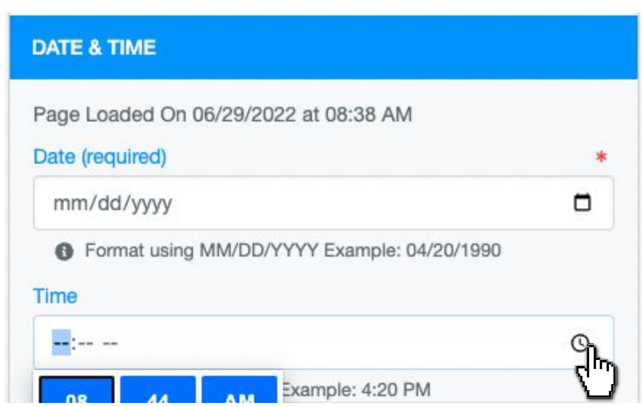
2. Click the **plus icon**



3. Click the **calendar icon** to choose a date or type the date directly in the field



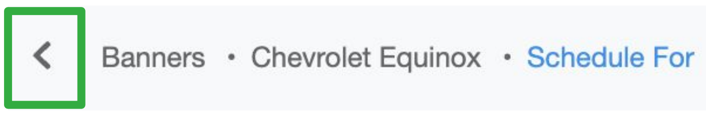
4. **Click the clock icon** to set a publish time; or type the time directly in the field
   a. If no time is selected the banner will display at midnight on the date chosen
   b. The time is in Central Standard Time



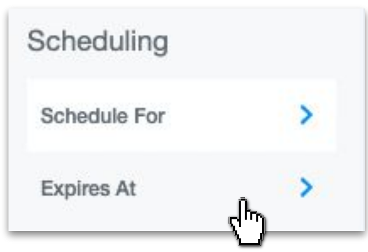
Adding Banners to Lightning VRP

Setting Expiration Dates for Banners

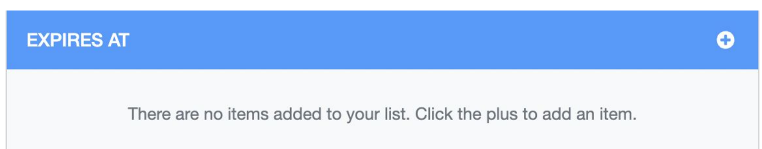
You can set a time for your Banner to expire. At the expiration date, the banner is removed from the VRP(s). If you are navigating from the Schedule For screen, click the **back arrow** twice.



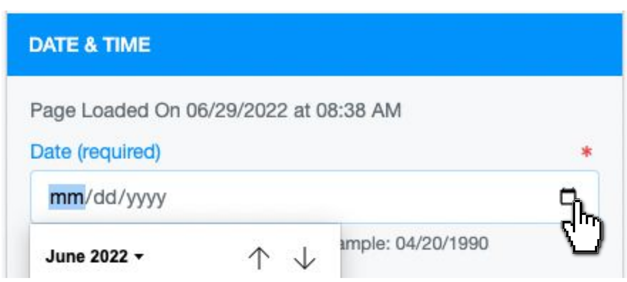
1. Click the **arrow** next to Expires At



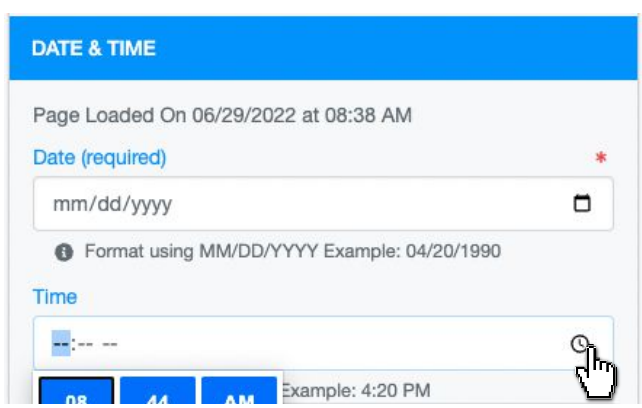
2. Click the **plus icon**



3. Click the **calendar icon** to choose a date or type the date directly in the field



4. **Click the clock icon** to set a publish time; or type the time directly in the field
    a. If no time is selected the banner will be removed at midnight on the date chosen
    b. The time is in Central Standard Time



Adding Banners to Lightning VRP

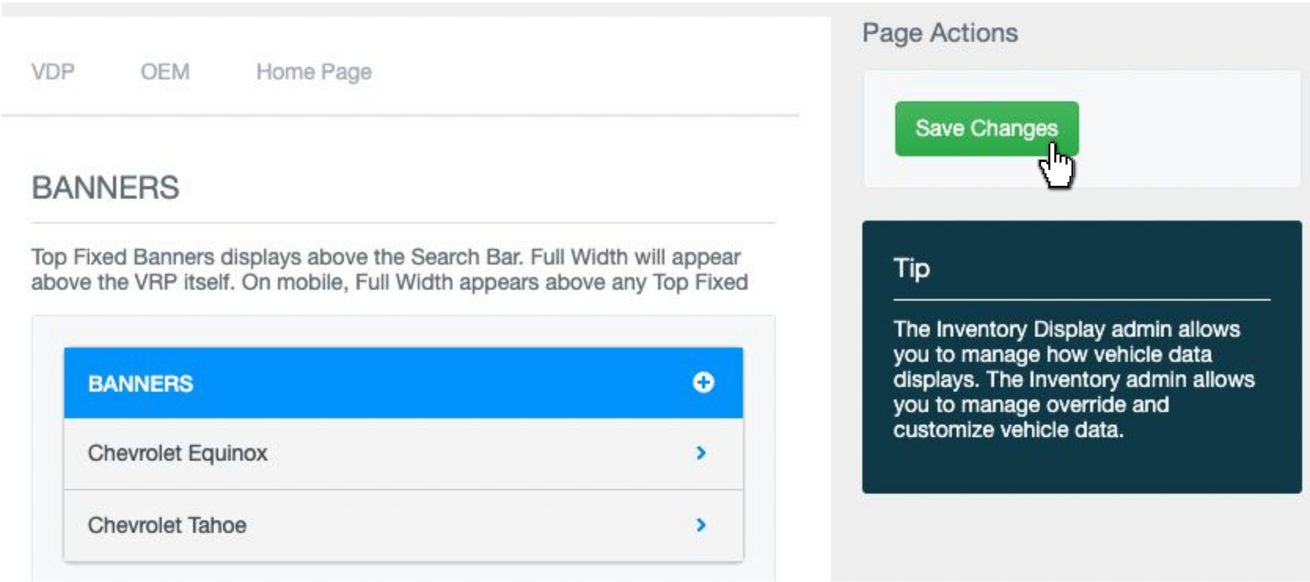
Publishing your Banner

If you are publishing multiple banners on a VRP, you can control the order that they appear on the page.

1. Hover over the symbol and **click**, **drag**, and **drop** it in the position you'd like to nest it

Note: If you'd like to delete a banner, click the when hovering over this section.

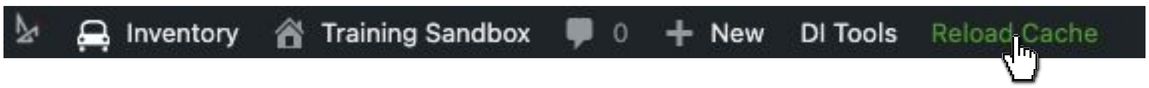
2. Click **Save Changes** to publish the banner(s) to your Lightning Vehicle Results Page(s)



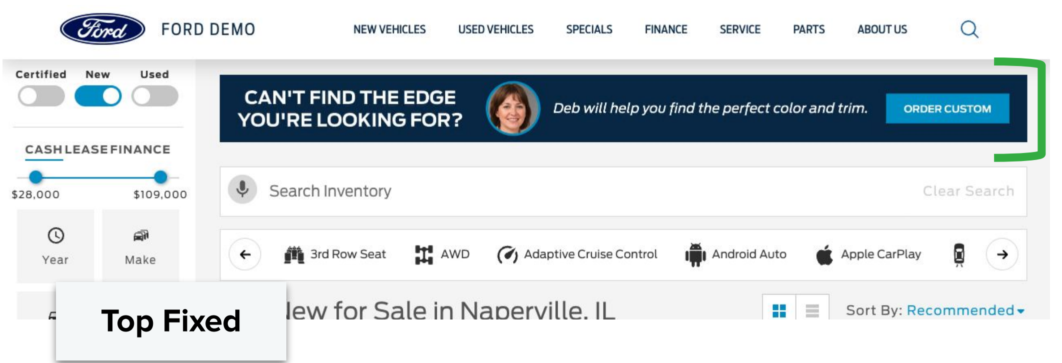
Adding Banners to Lightning VRP

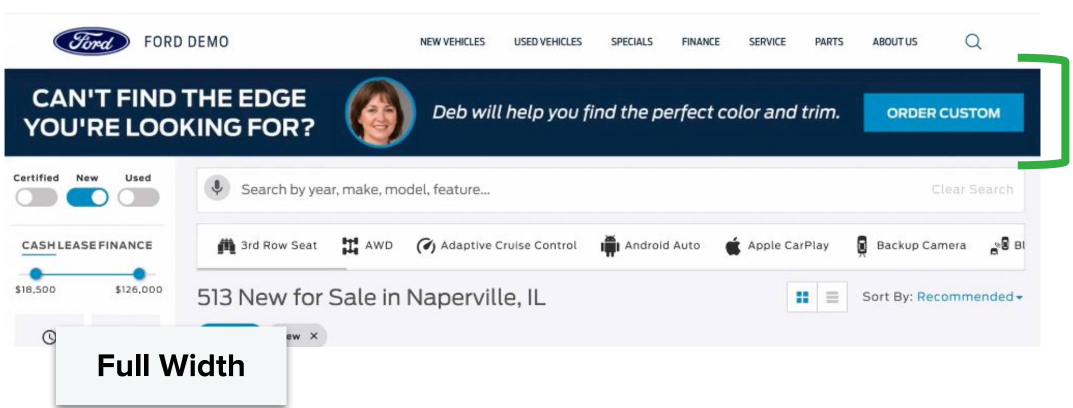
Remember, you can publish your banner in Full Width or Fixed Width.

Click **Reload Cache** and refresh the page on the front end of the site.



Below is what your final Banner will look like in Top Fixed and Full Width.

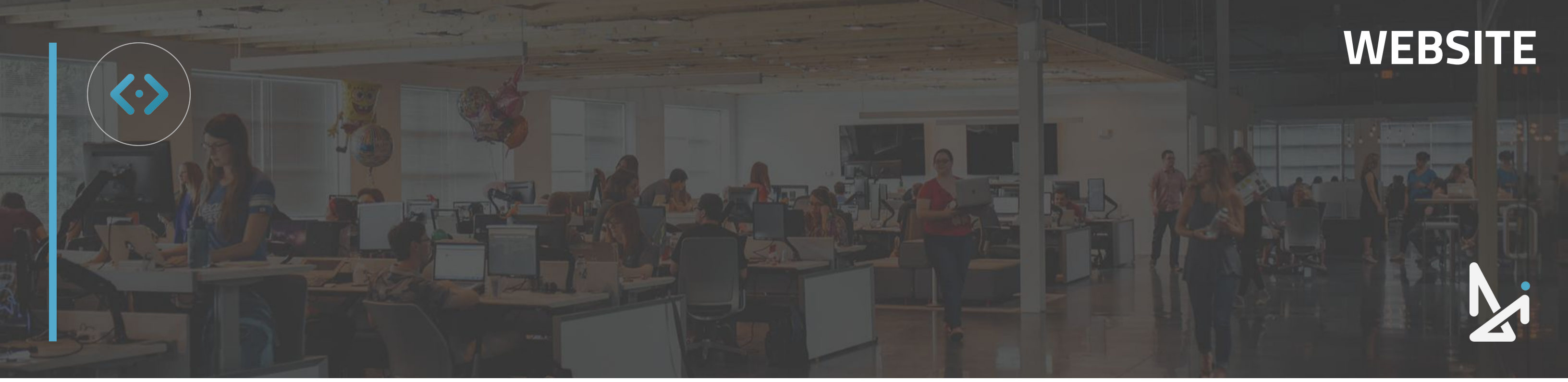




Summary

In this section, we covered how to:

1. Create Lightning VRP Banners
2. Schedule Banners
3. Set Expiration Dates for Banners
4. Publish Banners to Lightning VRP



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. You can create a VRP Banner two ways. Those two ways are... *(Select two answers)*

    a. Dealer Inspire → Inventory Display
    b. DI Slides → New
    c. Inventory → Lightning Settings
    d. Banner Settings → Add

2. To schedule a banner to publish on a future date select...

    a. Banner Scheduler
    b. Future Publish Date
    c. Schedule For
    d. None of the above

3. When setting an expiration date for your banner, you can...

    a. Select Date only
    b. Select Time only
    c. Select Date and Time
    d. You can't. You have to unpublish manually

4. A banner that is full width will...

    a. Stretch across the entire width of the webpage
    b. Become the background image of the webpage
    c. Only show a portion of the banner
    d. Can expand when clicked to be bigger

REVIEW

What we covered in this section:

Adding Banners to LVRP
- **Schedule Banners**
- **Set Expiration Date**
- **Publishing Banners**

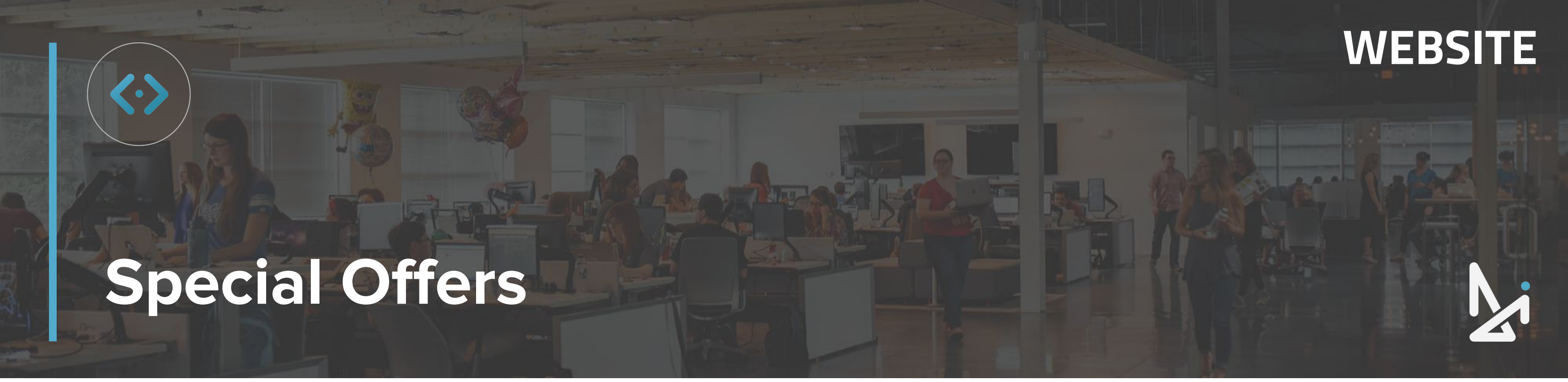
Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
🟢 Move on to the next section

"I missed a few."
🟡 It might be good to review what you missed

"I missed most, if not all of them."
🔴 Review the content linked above

Answers: 1-A + C, 2-C, 3-C, 4-A



Special Offers

Vehicle Special Offers

The Special Offers tool gives you the power to build Lease or Finance offers, Stock specific offers, and Inventory offers. With these options, shoppers can visit your Specials pages to view your current deals as well as view the special payment offer while they're browsing your inventory.

3 Types of Special Offers

As you begin to build a Special Offer, you can choose among 3 types of Offers:

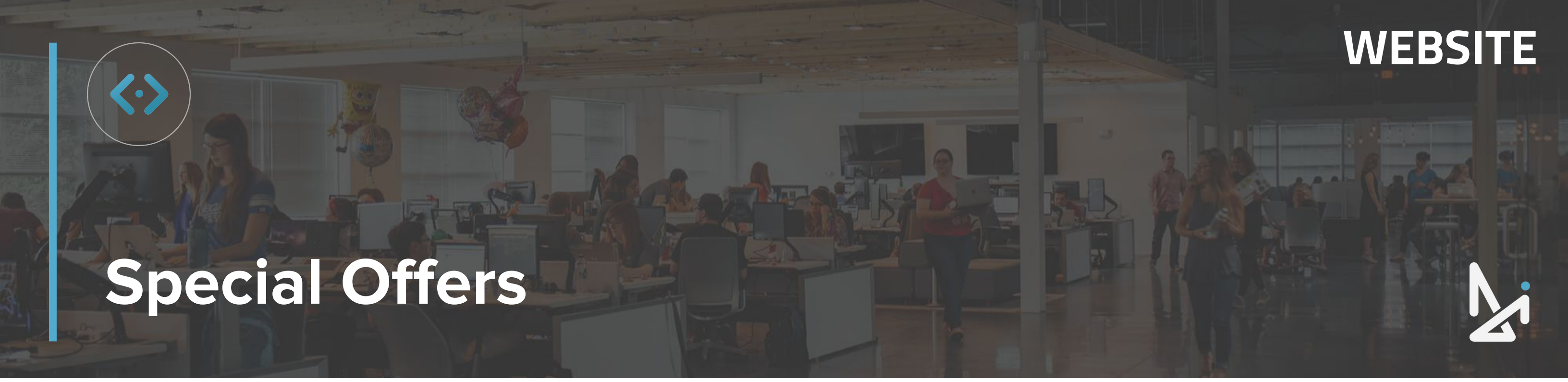
A. **General**
B. **Inventory**
C. **Stock**

These are selected in the Offer Applies To section while building out a Special Offer.

Offer Applies To

This determines the behavior of your special on the site:

- (•) **General** - lets your special appear on any page where a shortcode using this special's "Offer Type" attribute (set in the right column) is posted
- ( ) **Inventory** - shows your price discounts on all matching model and trim vehicles on the site (VRPs and VDPs)
- ( ) **Stock (one unit)** - allows you to create a stock-specific special offer and use the *Pricing Replacement* to substitute purchase and lease pricing on this vehicle across the site while this special offer is active, without changing the price in inventory management



Special Offers

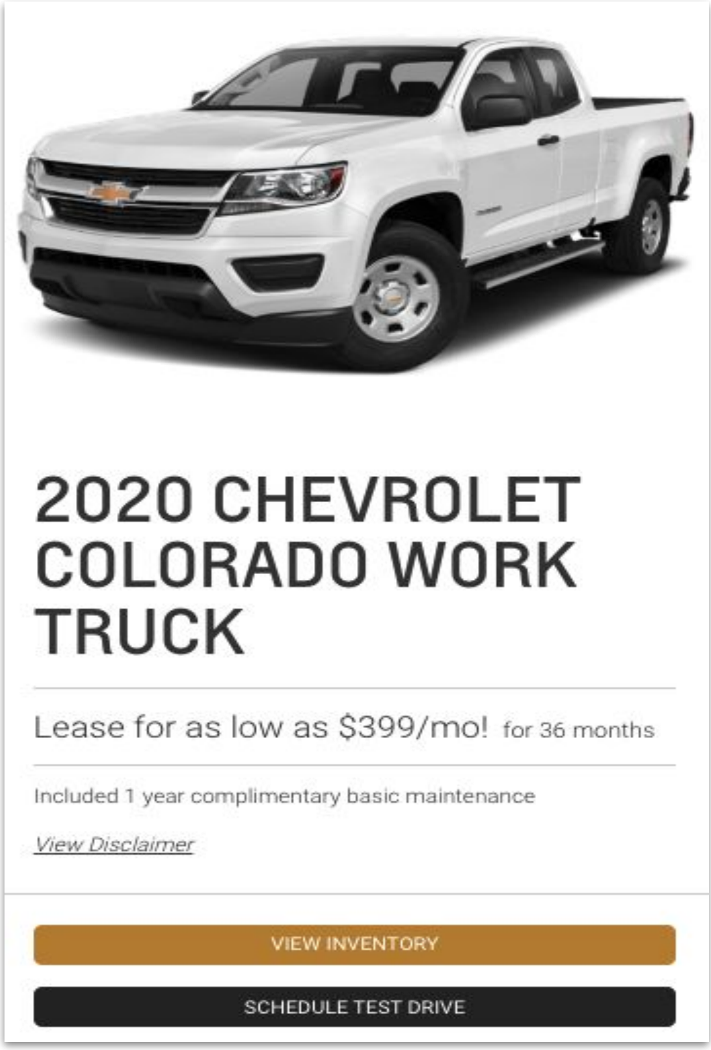
What is a General Offer?

A **General Offer** creates a card that applies to a specific make and model. Think of this as a blanket offer.

General Offer Example

Your shopper can save $300 on all 2020 Chevrolet Colorado Work Trucks.

Clicking the "View Inventory" CTA will route the shopper to the Chevrolet Colorado inventory page.



Special Offers

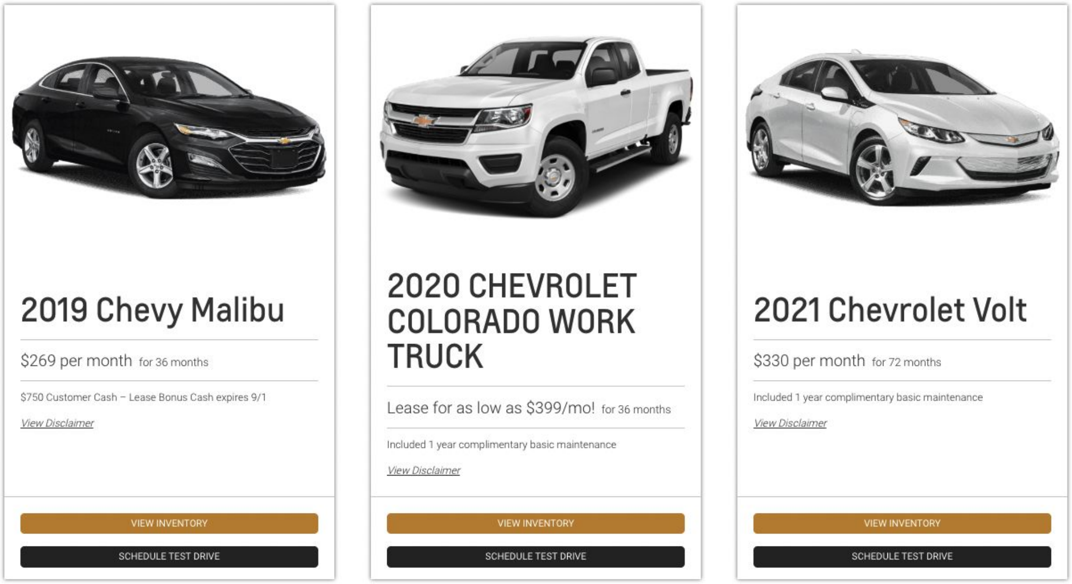
What is an Inventory Offer?

An **Inventory Offer** displays your price discounts on all matching model and trim vehicles and appears on VRPs (Vehicle Result Pages) and VDPs (Vehicle Detail Pages).

Inventory Offers appear in two places on your website:

On all matching model and trim vehicles that appear on VRPs and VDPs:

As a Special Offer Card on your Specials page



This page is <u>not</u> for sites with Lightning VRP/VDP

Special Offers

What is a Stock Offer?

A **Stock Offer** allows you to create a stock-specific special offer card. When that unit is sold, the offer will be removed from the site.

If your website utilizes a Classic VRP/VDP, you can use **Price Replacement** to **substitute the purchase and lease pricing** of that vehicle where it's listed on the website. The price you enter in the **Advanced Options** tab will overwrite the price published by your Inventory feed while the offer is active.

Pricing Replacement does not work with a Lightning VRP.

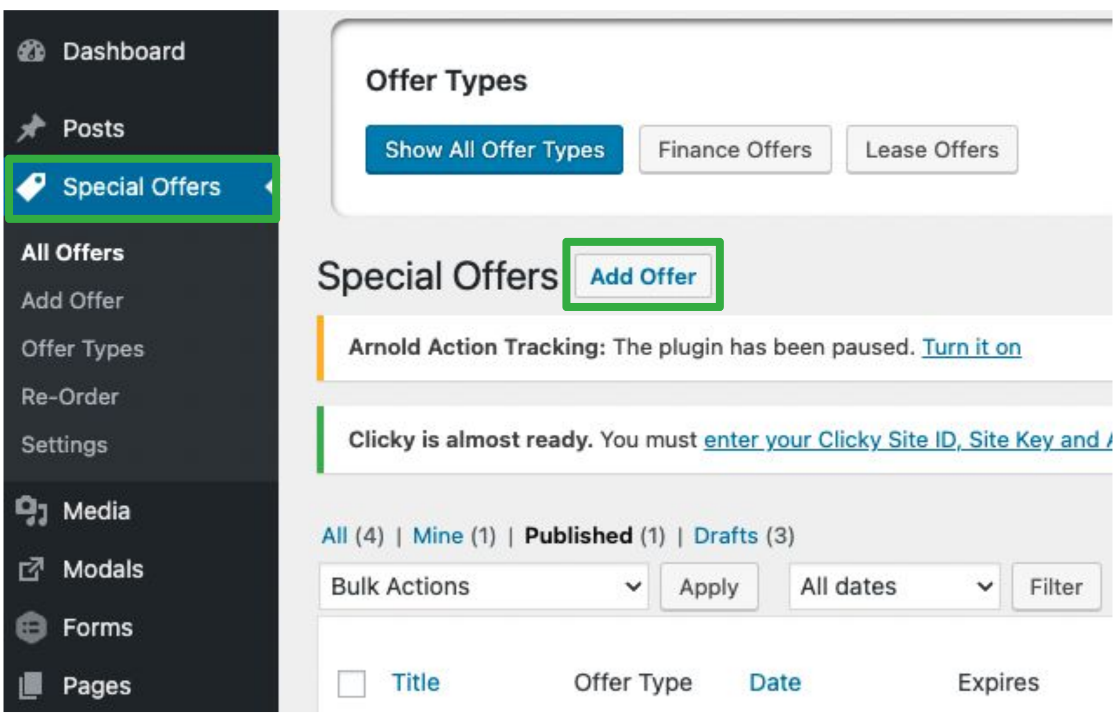
Special Offers

How to Create a Special Offer

Building out all three Special Offers will start and end the same way. You will see additional fields for the Inventory and Stock Offers. Don't worry! We'll walk you through the steps on how to create each!

Let's get started building out your Offer. For any Offer type, start by following the steps below. All offer types can be built by following these starter steps.

1. Click **Special Offers** and then click **Add Offer** at the top of the screen within the Special Offers plugin (or as it appears in the left-hand menu)

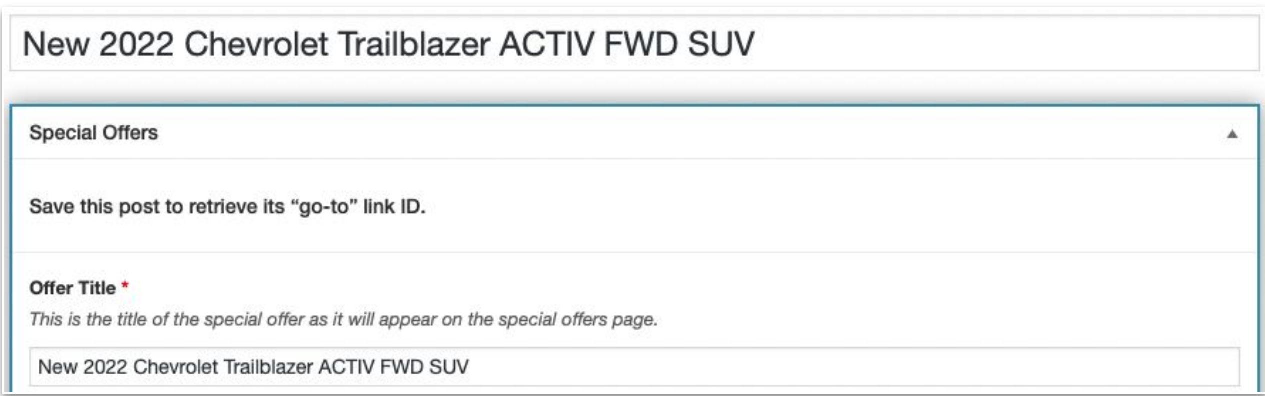


Special Offers

With the Offer created, you will need to list a title for you to identify your Offer, and one for your customer as well!

2. **Vehicle Special Offers Title** - Enter a title in the title field

   Note: This will not appear on the Special Offer card, but will help you identify it within the All Offers list. In our example we put “New 2022 Chevrolet Trailbrazer ACTIV FWD SUV”.



New 2022 Chevrolet Trailblazer ACTIV FWD SUV

Special Offers

Save this post to retrieve its “go-to” link ID.

Offer Title *

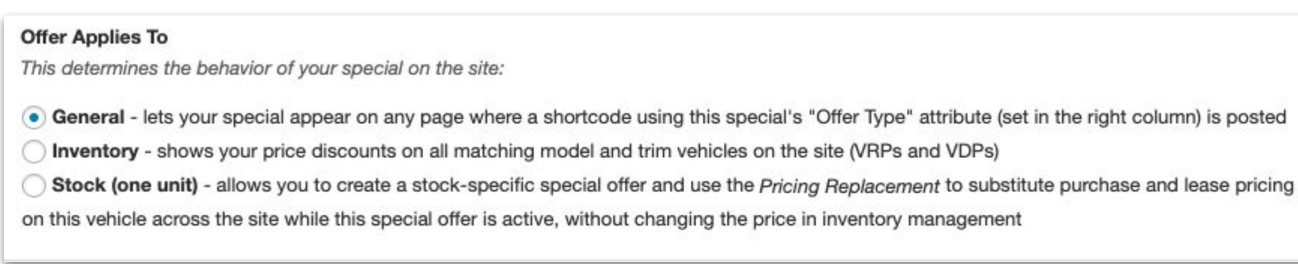
This is the title of the special offer as it will appear on the special offers page.

New 2022 Chevrolet Trailblazer ACTIV FWD SUV

3. **Offer Title** - This is the Offer Title that will be displayed on the actual offer on the front end of the site and what is seen by the customer (Make this as general or specific as you prefer)

Now that we’ve created a new Offer and given it a title for us and for the shopper, let’s continue filling out our Offer (depending on which type of Offer you want to build):

4. Select **General, Inventory, or Stock** as your Offer type

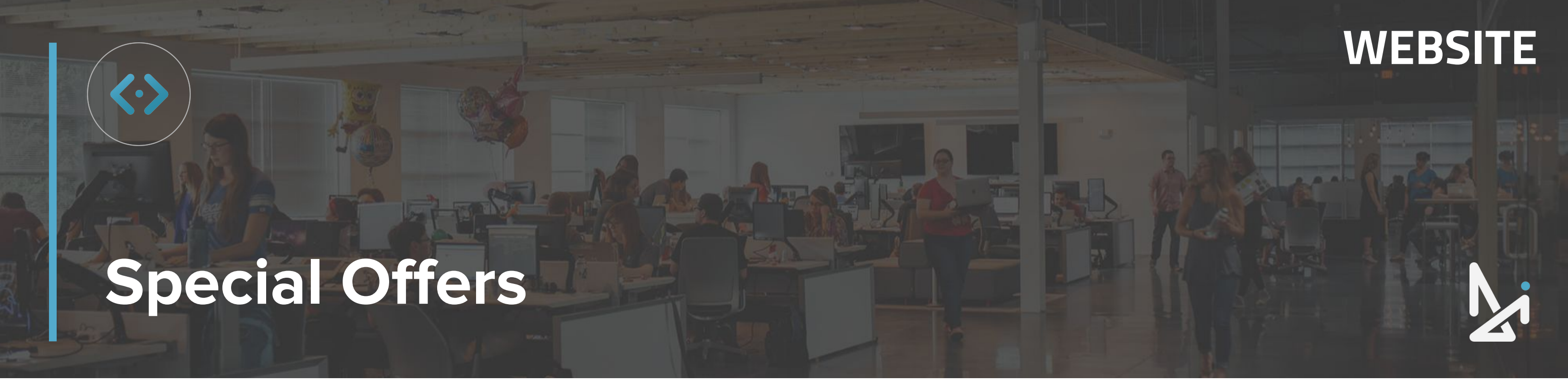


Offer Applies To

This determines the behavior of your special on the site:

- **General** - lets your special appear on any page where a shortcode using this special's "Offer Type" attribute (set in the right column) is posted
- **Inventory** - shows your price discounts on all matching model and trim vehicles on the site (VRPs and VDPs)
- **Stock (one unit)** - allows you to create a stock-specific special offer and use the *Pricing Replacement* to substitute purchase and lease pricing on this vehicle across the site while this special offer is active, without changing the price in inventory management

Special Offers

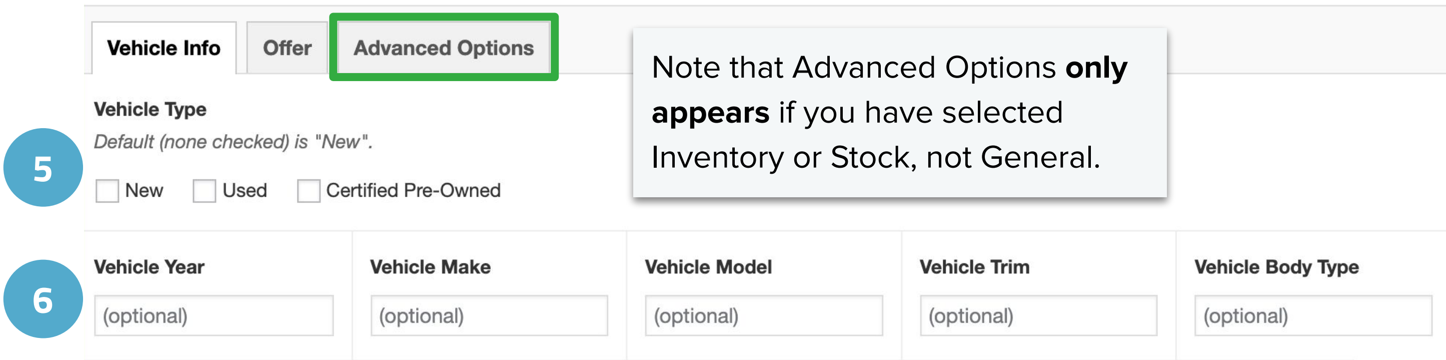


Whether you selected General, Inventory, or Stock, your next steps will be the same! We'll point out where your features are different.

5. Check the corresponding box to show if this Offer is for vehicles that are **New**, **Used**, or **Certified Pre-Owned**

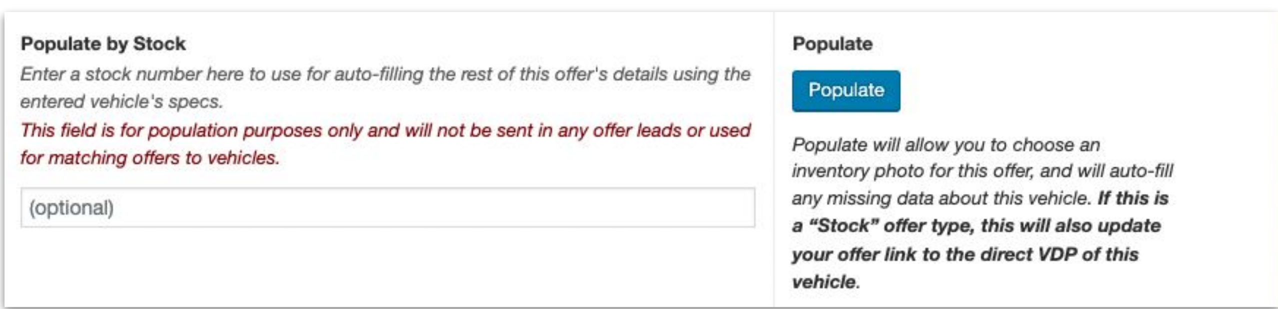
6. Enter the vehicle information in the **Year**, **Make**, **Model**, **Trim**, and **Body Type** fields

Note: Year, Make, and Model are required for the form to submit successfully.

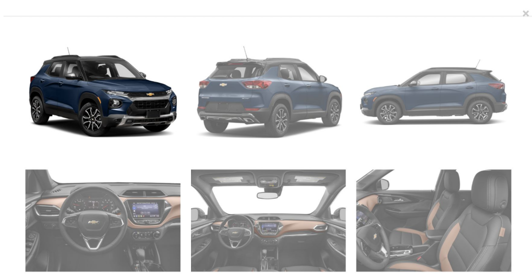


Note that Advanced Options **only appears** if you have selected Inventory or Stock, not General.

To autofill the Year, Make, Model, Trim and Body Type fields, enter the **Stock Number** in the **Populate by Stock** field. Select Vehicle Type again, as this feature will remove your selection.



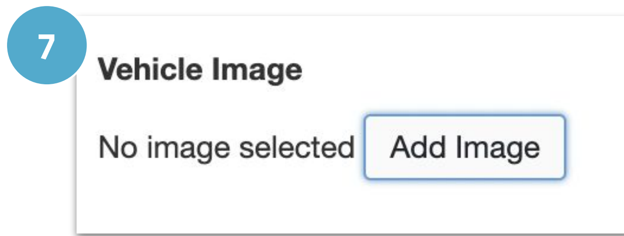
If you use the **Populate by Stock** field, you will be prompted to choose an image from the photo selection in the feed for that Stock Number.

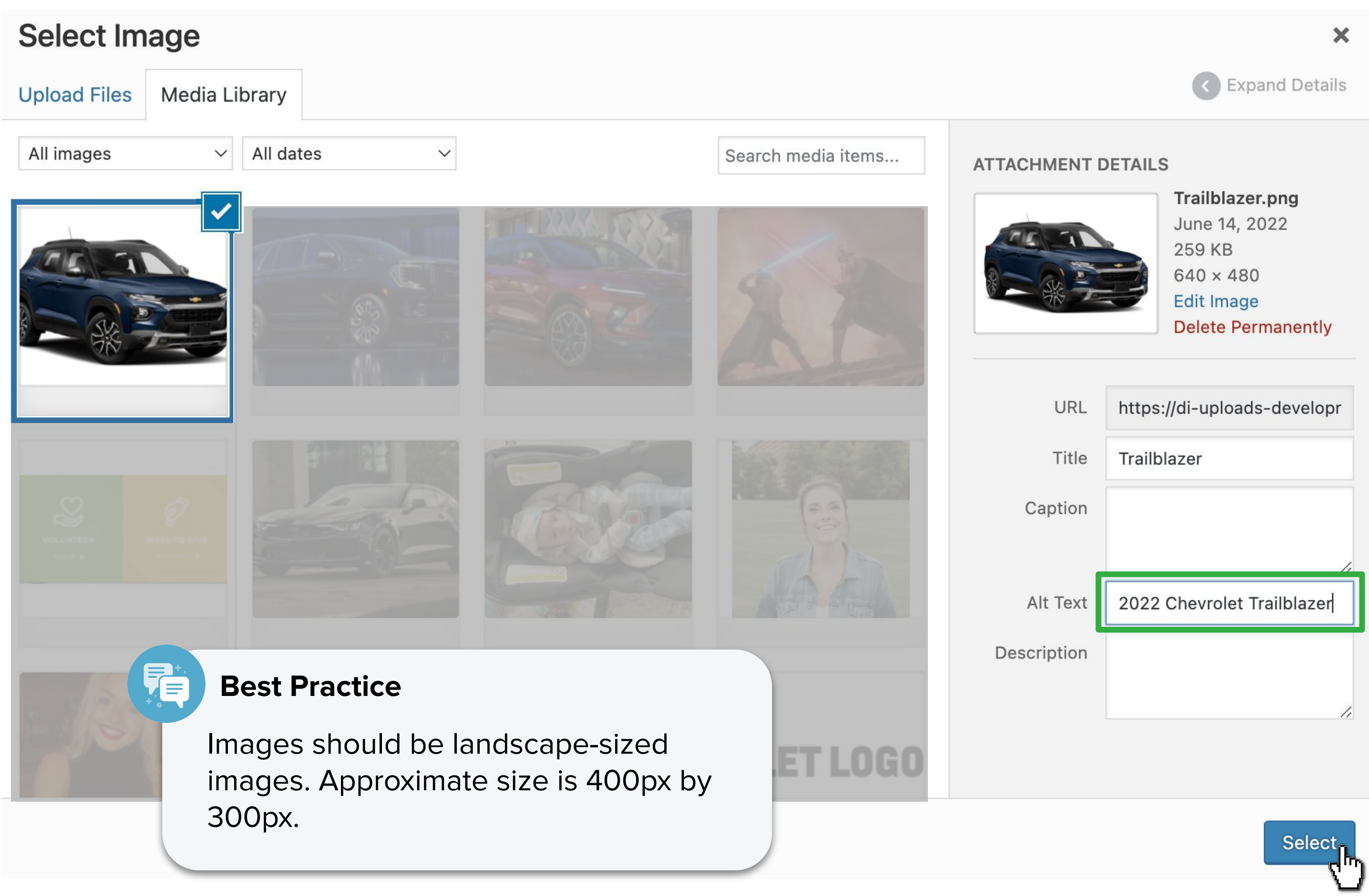


Special Offers

If you do not use the **Populate by Stock** option, you will need to select an image from your Media Library or upload from your device.

7. Click **Add Image** to add an image from your Media Library or upload a new image
    a. Add **Alt Text** for the image
    b. Click **Select**





Best Practice

Images should be landscape-sized images. Approximate size is 400px by 300px.

Special Offers

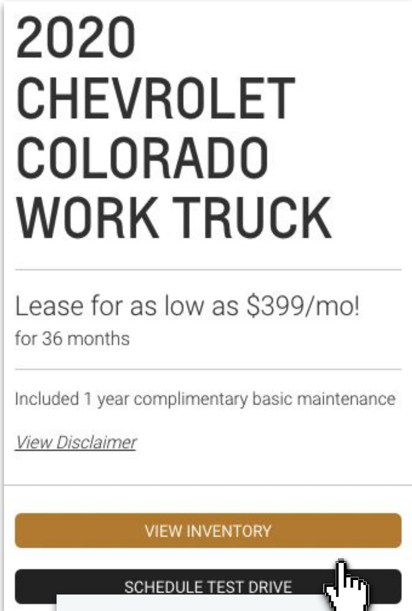
Now that you've got your images uploaded, you can adjust the Offer settings within the Offer tab, found at the top (scroll up to find it next to Vehicle Info)

8. Within the Offer Tab, add a URL for the corresponding inventory page in the **Primary Button Link** field

Best Practice

Change your Primary Link to a VRP page (if it's for a specific model) or to a VDP page (if it's for a specific Stock Number).

The "View Inventory" button will route the shopper to the specified page inputted in the **Primary Button Link** field.

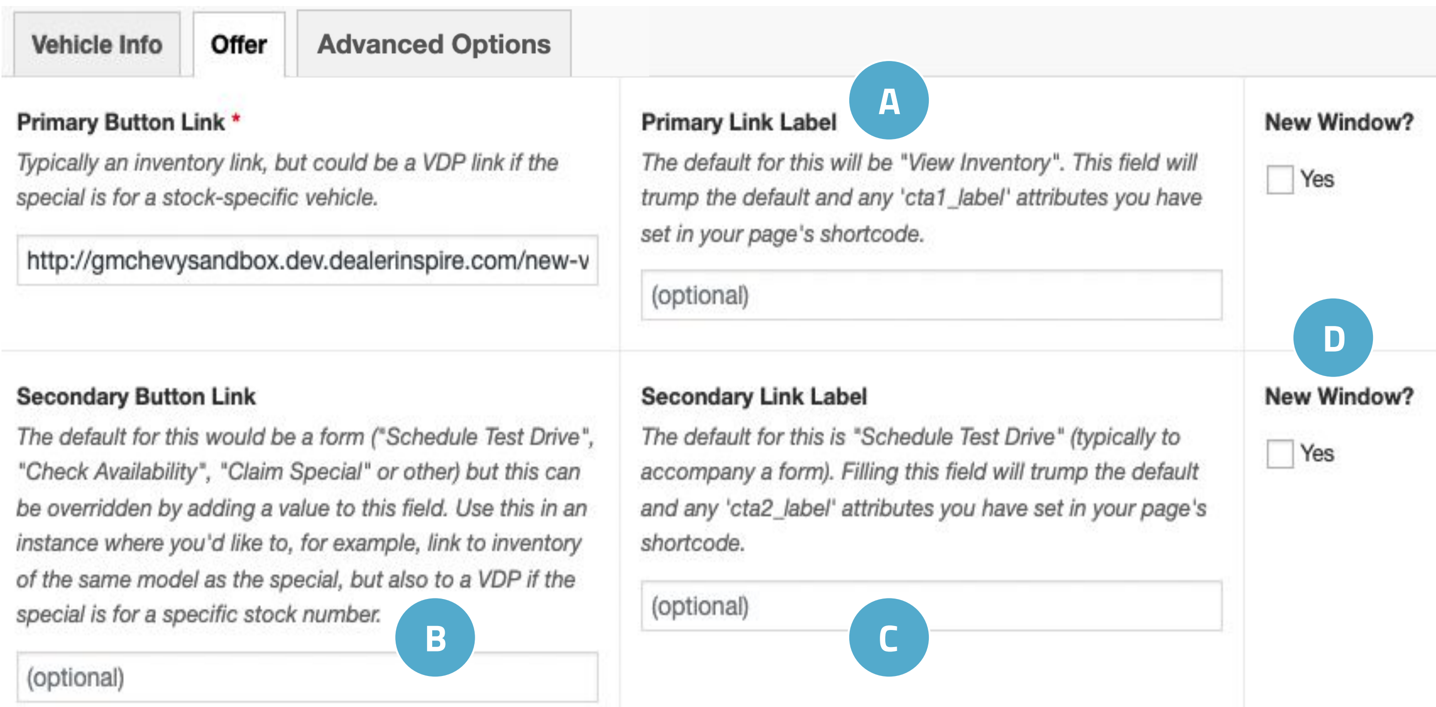


Special Offer Customer View

Special Offers

Optional Fields in the Offer Tab

Within the Offer tab, you will see several fields marked as Optional, two checkboxes that are also optional, which we will cover here.



A. **Primary Link Label** - Change the text of the View Inventory button in the Primary Link Label field *(Example: View Our Colorados!)*

B. **Secondary Button Link** - By default this will open the “Schedule a Test Drive” form in a lightbox on the page

To continuing using that form, leave this field blank. If you would like to link to something else – for example a Vehicle Model Page or the Credit Application, place the link in the field.

C. **Secondary Link Label** - By default this will say “Schedule a Test Drive” to match the default form (If you’re using a different link add text in this field to match your link)

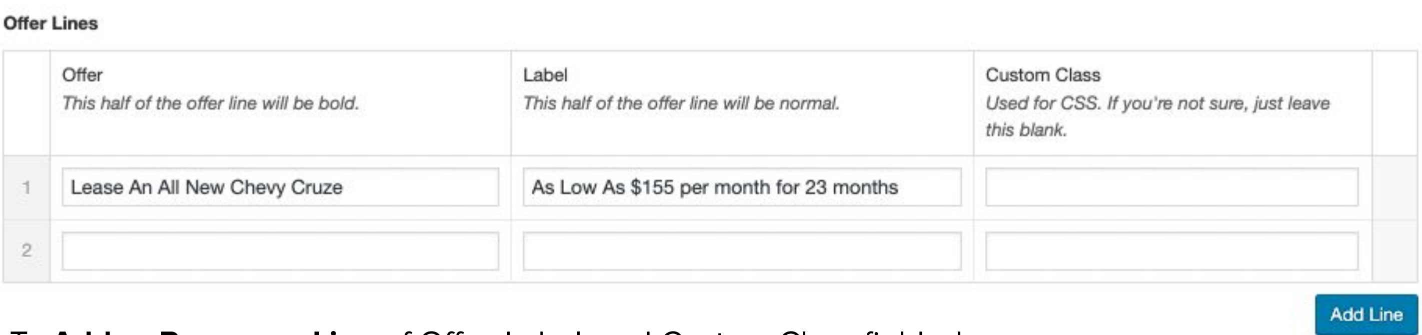
D. **New Window** - To the right of this section, check the box for the option to open the link in a new window

Special Offers

Below the Primary and Secondary Button section, you will see a space to add in information about your Offer, specifically:

9. **Offer** - This is where you will add your offer details, which will be **bolded**
    a. Click the blue **Add Line** button to populate a new row
    b. OR fill in an existing field (if rows are already there), (Example: You might type "1.9%" or "$349")

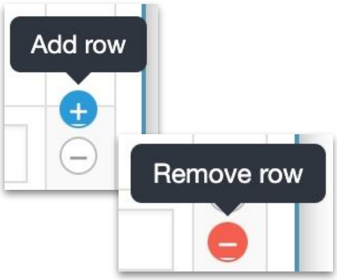
10. **Label** - Place your offer label here, which will display in normal text (Example: You might type, "per month for 36 months")



Offer Lines

	Offer *This half of the offer line will be bold.*	Label *This half of the offer line will be normal.*	Custom Class *Used for CSS. If you're not sure, just leave this blank.*
1	Lease An All New Chevy Cruze	As Low As $155 per month for 23 months	
2			

To **Add or Remove a Line** of Offer, Label, and Custom Class fields, hover your mouse over a row and you will see a plus and minus appear on the right hand side.



You have a few additional options that you may fill out or leave blank:

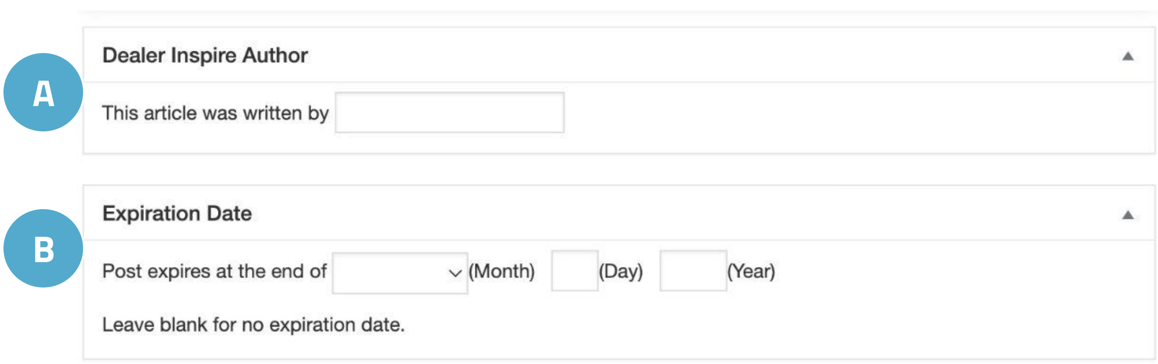
- **Custom Class** - This field is used for CSS, if you are not familiar with CSS, leave this blank (shown above)
- **Offer Description -** Include more details and further describe your offer for the customer in the text editor (shown below)

Special Offers

Below your Offer Description, you have the option to add in an **Offer Disclaimer** for the customer, as needed.

At the very bottom of the page, you will see two sections, **Dealer Inspire Author** and **Expiration Date**.

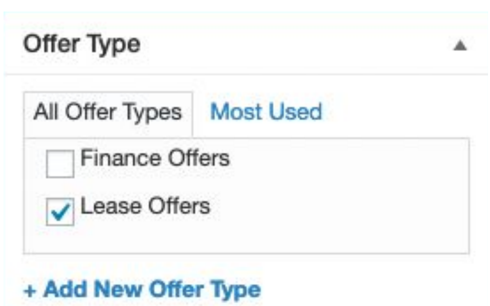
A. **Dealer Inspire Author -** Fill out your First and Last Name here
B. **Expiration Date** - The Special Offer will go into draft mode on the date you input



Now that you've reached the end of the page, scroll back to the top and locate the Offer Type box on the right hand side (below Publish).

11. **Check the box** to assign the offer to its corresponding page

Note: A Special Offer can have one or multiple Offer Types selected.



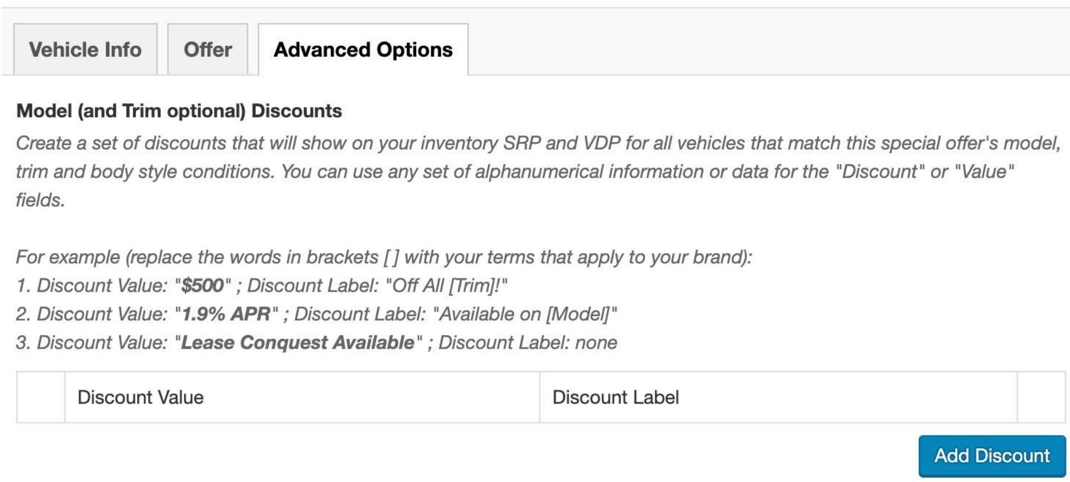
In this example, the Special Offer card will appear on the **Lease Offers** page.

Special Offers

Before you are ready to publish your Offer, let's touch on the Advanced Tab, which shows up for the Inventory and Stock options.

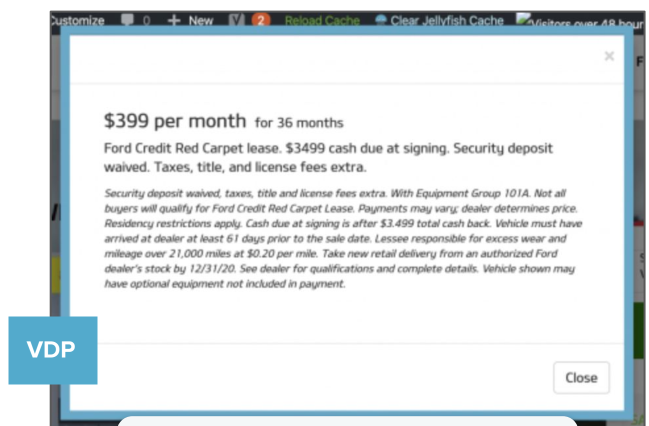
Inventory Advanced Options

The information you populate in these fields will appear underneath the pricing stack on the VRP and VDP for the vehicle. The first section that appears in the Advanced Options tab for Inventory is the Model (and Trim optional) Discounts.



Discount Value - This field will display the value in bolded text. This should be the savings or incentive.

Discount Label - This field will display in regular text and give additional details about the offer. You can also choose to leave this field blank. Add specific verbiage if it is a general offer by adding brackets [ ]. For example: "Available on [Model]" or "Off all [Trim]!"

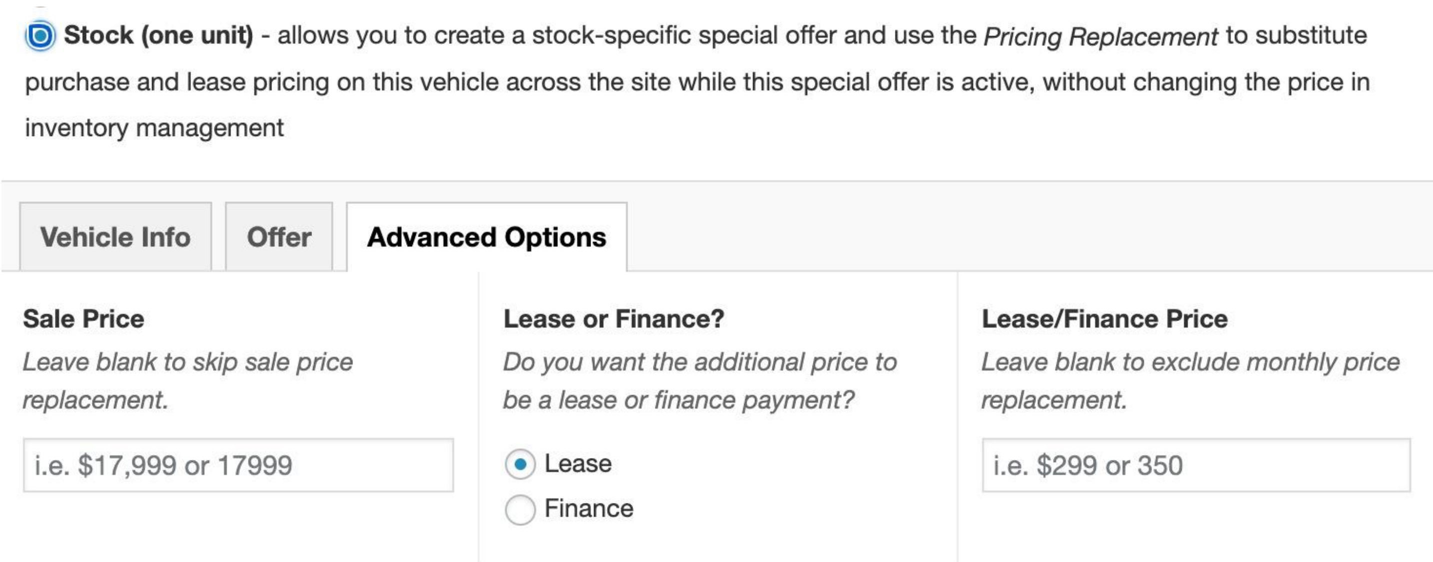


The description and the disclaimer will also populate on the VDP.

You can also add URL queries that send shoppers straight to pages with offers based on model, year, and trim of the vehicle with a discount link.

Special Offers

Stock Advanced Options



In the Advanced Options tab for Stock Offers, you have the option to include the Sale Price, to provide Lease or Finance payment options, and set the Lease or Finance price.

Best Practice

These advanced settings only apply to Inventory and Stock because these specials reference specifically what vehicles you can sell. The advanced options allows you to cater to your inventory and stock accordingly.

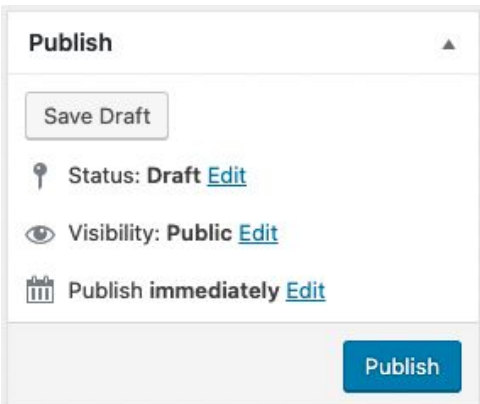
Special Offers

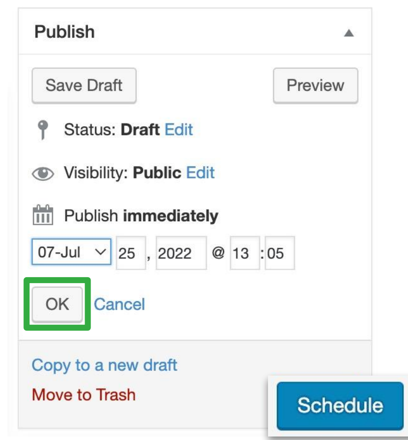
Now that you have all of the necessary information, it's time to publish your Offer!

12. Click **Publish** to publish the Offer on your live site

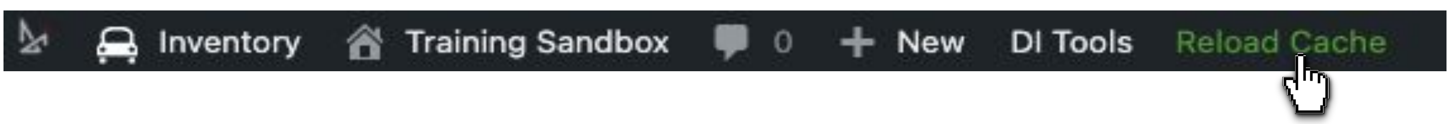
Remember that you can click **Save Draft** to save your work to return and finish it later.

Or you can click **Edit** next to Publish Immediately, input a Date, click **OK**, and then click **Schedule** to publish the Offer on your selected future date.





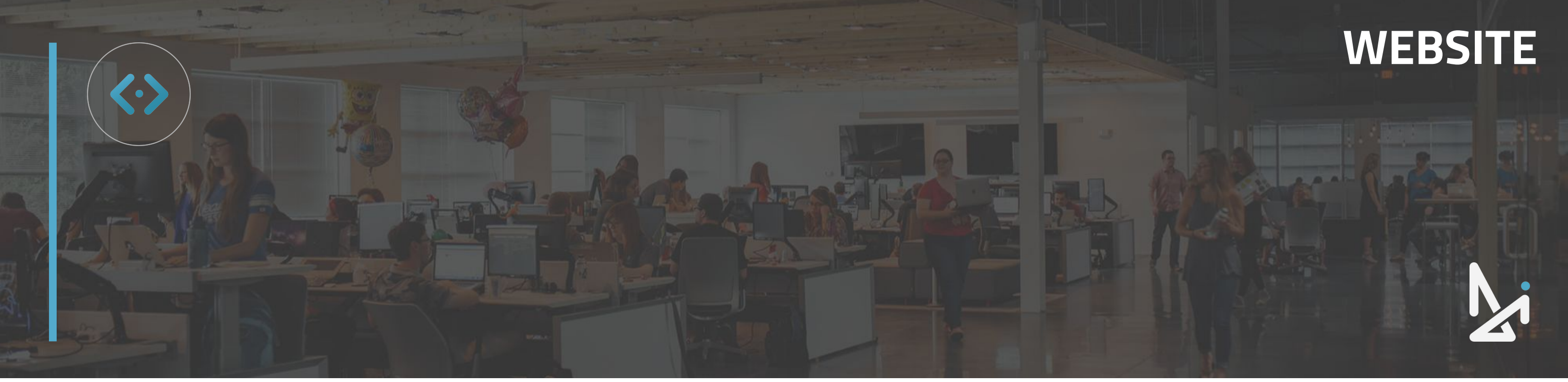
If the Offer doesn't appear on the front end right away, click **Reload Cache** in your top menu, then refresh the page.



How to Create a Special Offer

1. Click Add Offer in the Special Offers Plugin
2. Select the General, Inventory, or Stock
3. Populate the Vehicle Info tab
4. Fill out the Offer tab
5. Set Offer Type
6. Fill out Advanced Options (for Inventory and Stock only)
7. Publish

Remember that there are many fields within each tab. Some are optional, others are required!



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. The 3 types of special offers are…
   a. Finance, Lease, Trade-in
   b. Parts, Service, Retail
   c. Special, General, Super
   d. General, Inventory, Stock

2. Advanced Options appears for…
   a. General only
   b. General and Stock only
   c. Inventory and Stock only
   d. All three offer types

3. Checking the Offer Type box…
   a. Organizes the offer on the page
   b. Chooses the page the offer lives
   c. Categorizes your offers in the all offers list
   d. Is not required

4. A General Offer…
   a. Can show up on any page
   b. Applies to a specific make / model
   c. Both A and B
   d. None of the above

REVIEW

What we covered in this section:

Special Offers

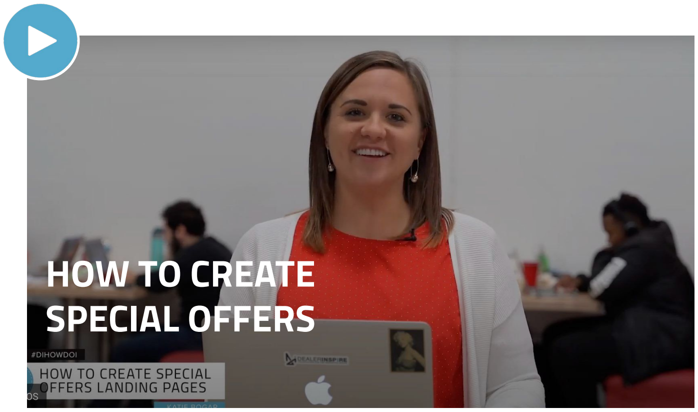
- **General Offers**
- **Inventory Offers**
- **Stock Offers**

Check your answers at the bottom of the page… how'd you do?

"I got them all right!"
🟢 Move on to the next section

"I missed a few."
🟡 It might be good to review what you missed

"I missed most, if not all of them."
🔴 Review the content linked above



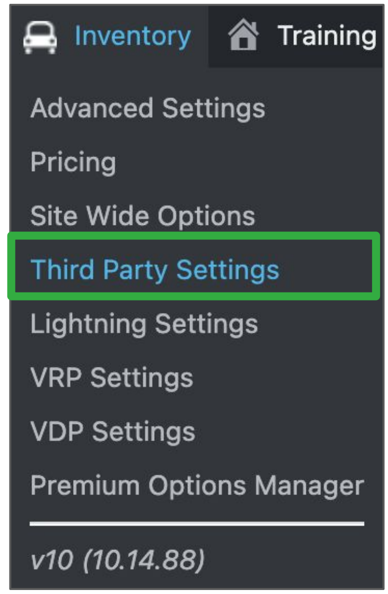
Answers: 1-D, 2-C, 3-B, 4-C

Adding YouTube Videos to your VDP

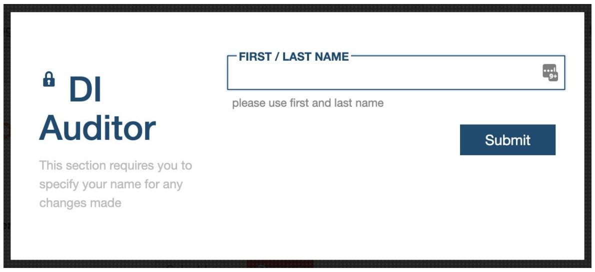
How to Add YouTube Videos to your VDP

To add a video to your New or Used VDP:

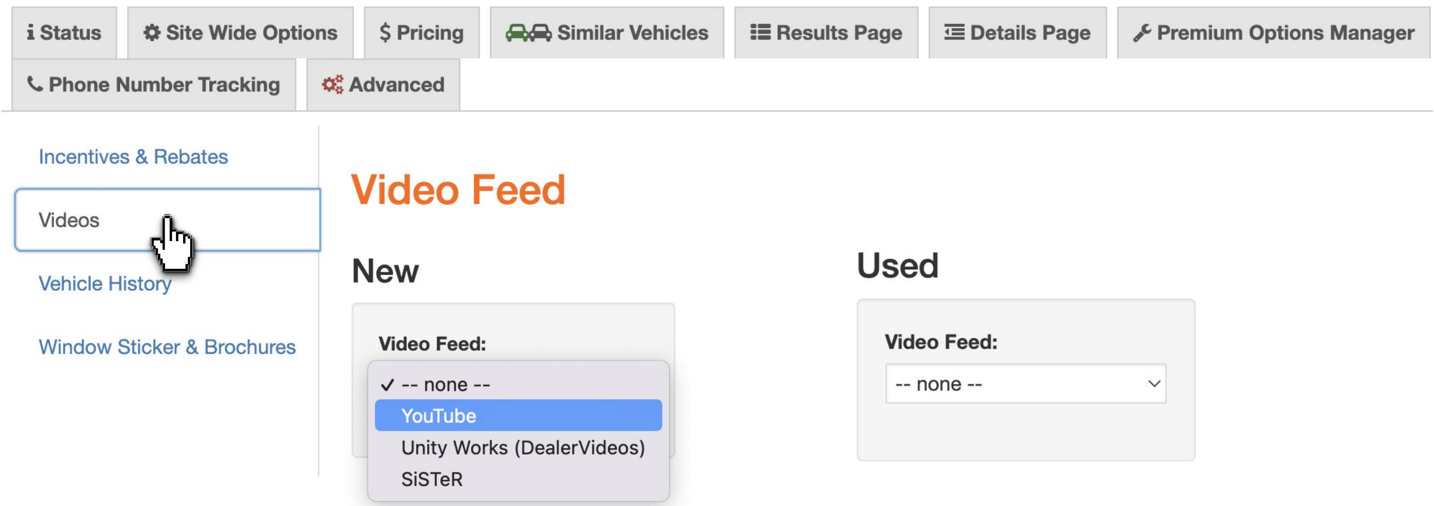
1. Hover over **Inventory**, located in the top menu, then click **Third Party Settings**



When entering any inventory settings, you will be asked to **enter your name** for tracking purposes. Whenever you save any changes, you will be asked to write a brief description of the changes you made.



2. Click **Videos**
3. Under New **Video Feed**, click the dropdown and select **YouTube** (shown above)

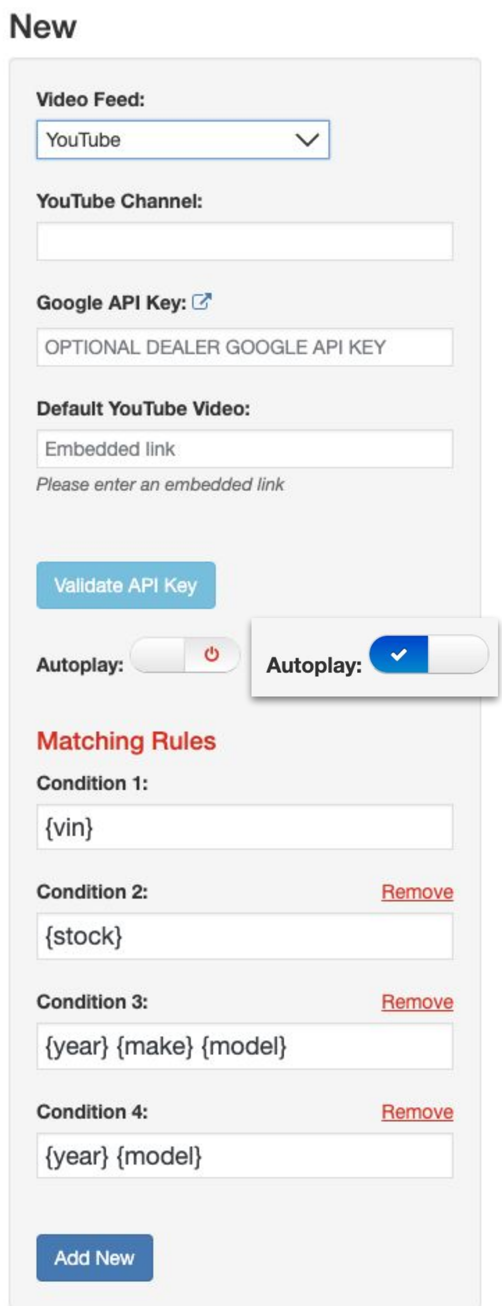


Adding YouTube Videos to your VDP

This will generate several fields below.

4. In the **YouTube Channel** field, enter your YouTube channel URL

You also have the option to Enable Autoplay, although this is not something we recommend.



Matching Rules

For your vehicle videos, the system will look in a hierarchy fashion. The Matching Rules will automatically look for the conditions in the title of your videos.

The conditions range from very specific (VIN number) to broad (year, model).

You may need to alter the **title of your YouTube videos** in order for this feature to populate correctly on your vehicle detail pages.

The video must be set to Public in order for these settings to work.

Best Practices

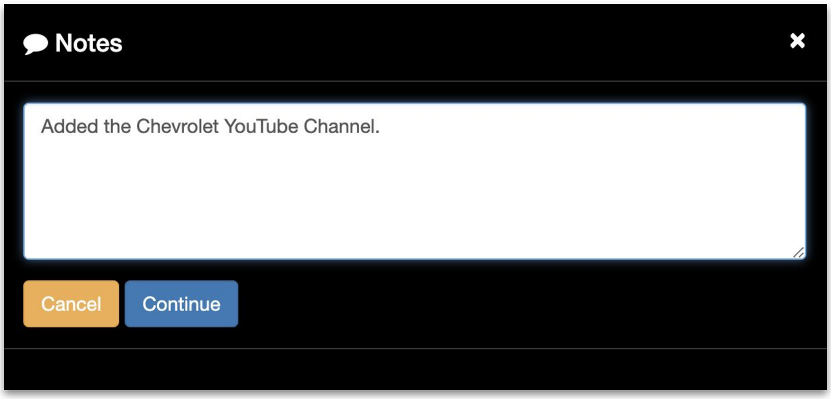
For general model videos, it is best to title them as Year, Make, Model.

For specific vehicle videos, like used walk around videos, it is best to title them using the VIN or Stock Number.

Adding YouTube Videos to your VDP

5. Scroll to the bottom of the page and click **Save** to apply your changes

6. **Enter notes** summarizing what you've completed, and then press **Continue**



You have now successfully added a YouTube Video to your VDP!

How to To Add YouTube Videos to Your VDP

1. Hover over Inventory, Click Third Party Settings
2. Click Videos
3. Select YouTube for your Video Feed
4. Input URL and Add Conditions
5. Save Changes
6. Input Summary Notes

Vehicle Pricing Edits

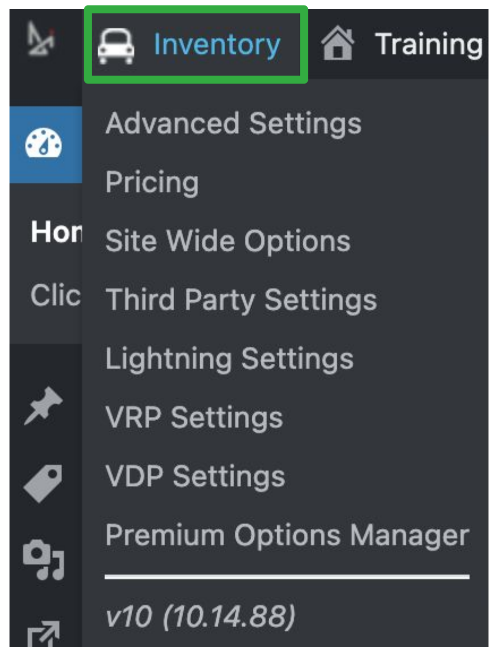
How to Make Vehicle Pricing Edits

Before making updates to your Vehicle Pricing, please know, you should always change all prices within your dealership's Inventory Management System for long term changes!

Your IMS may push your feed to multiple places, like Cars.com, Facebook Marketplace, and/or a sister store within your dealership group.

If pricing is changed in the backend of your DI website only, pricing discrepancies may exist.

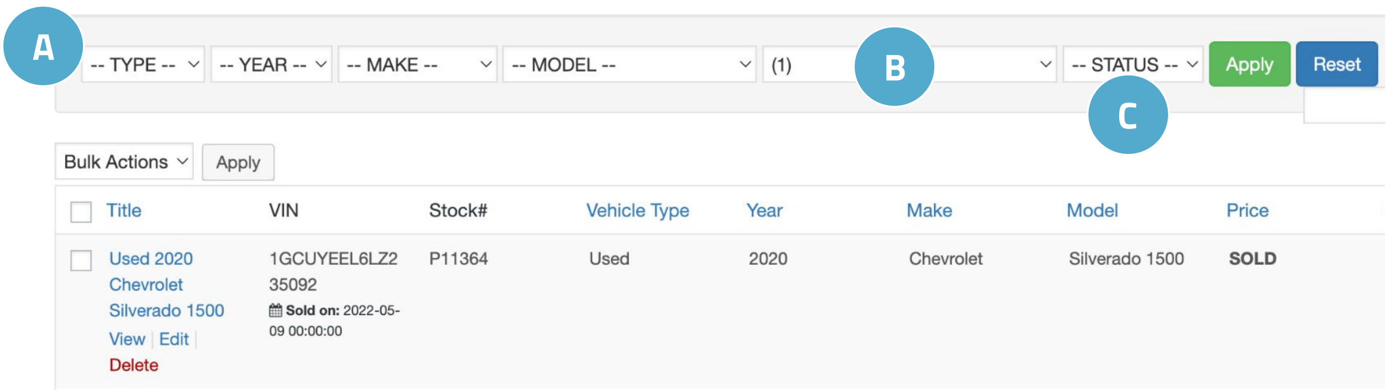
1. Click on the word **Inventory** to see a list of all your available vehicles



When entering any inventory settings, you will be asked to **enter your name** for tracking purposes. Whenever you save any changes, you will be asked to write a brief description of the changes you made.

Vehicle Pricing Edits

A. To filter inventory results, click the **Type, Year, Make, Model** drop down menus and fill them out according to the inventory you'd like to update



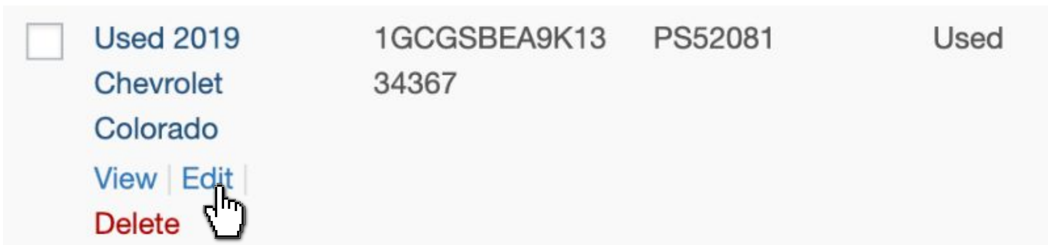
B. If you're publishing multiple feeds on your website, you can view each individual feed by selecting the **feed number** from the drop down menu

Note: Some websites pull in 1 feed for New Vehicles, and 1 feed for Used Vehicles. To clarify which feed number is which, contact your IMS provider.

C. Click the **Status** drop down menu to pull up your **published** or **sold** vehicles

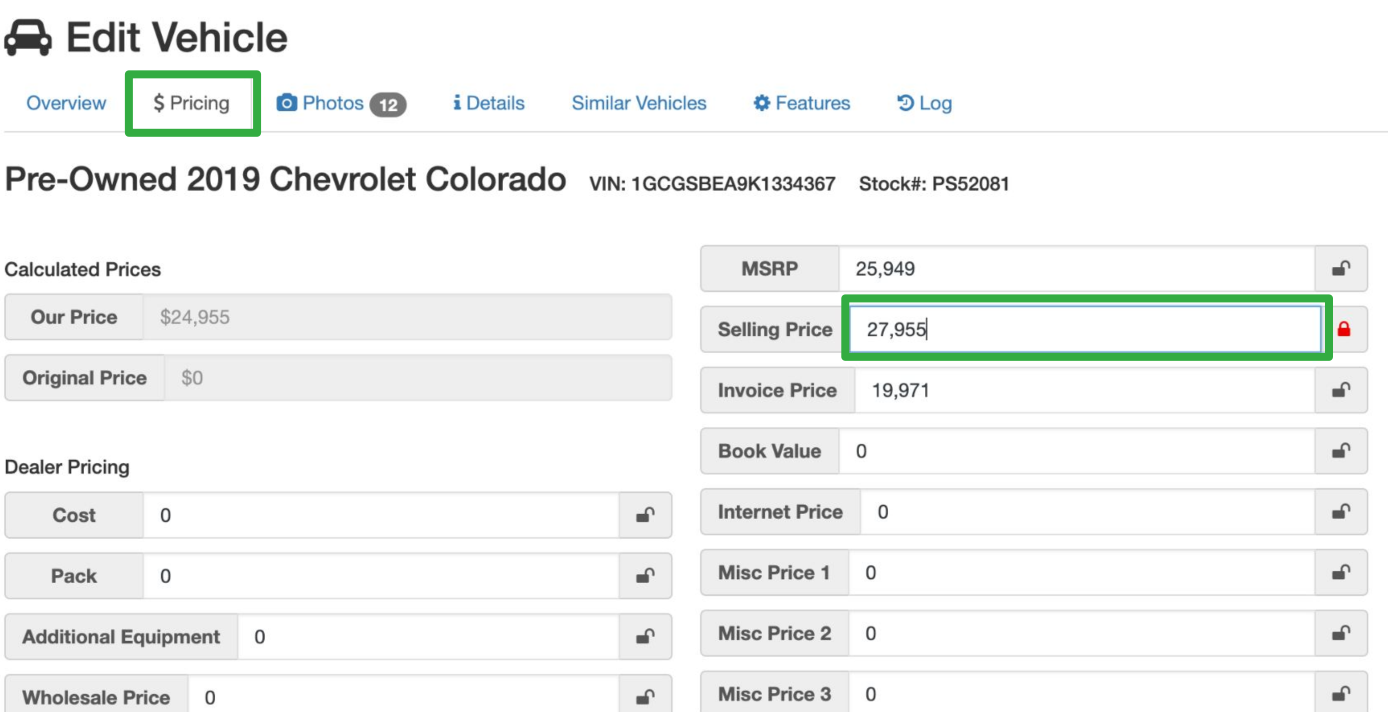
Vehicle Pricing Edits

2. When you have located the vehicle which price(s) you're going to change, hover over the title and click **Edit**



3. Click the **Pricing** tab to access the vehicle pricing (shown below)

4. Click into the desired price field to **edit** the price (in our example, we adjusted the Selling Price)

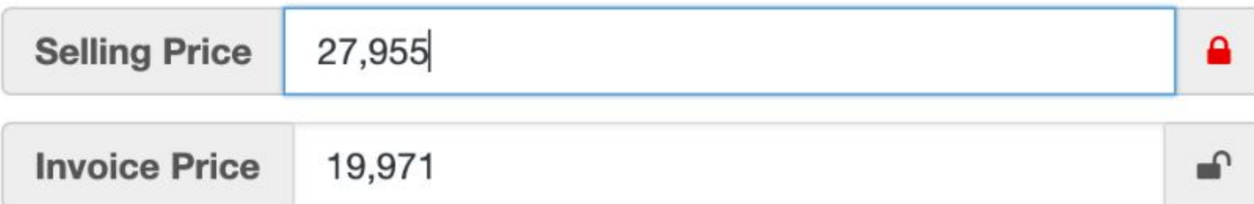


Vehicle Pricing Edits

You will notice that when you update a price, the lock icon will automatically lock and turn red

What does each lock mean?

Locked Price Field - Your IMS feed will not override the change you've made in the field the next time the feed syncs

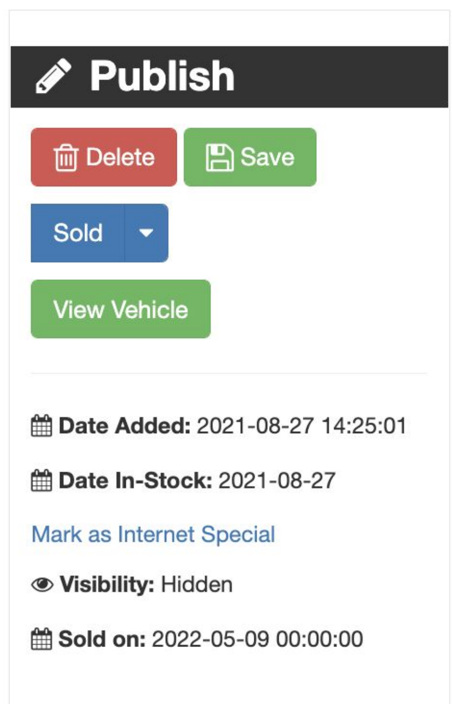


Unlocked Price Field - Click on the lock icon, and you will see it turn grey

Note: If you UNLOCK this field, your pricing will revert to the value in your Inventory feed the next time it syncs.

Once you are finished adjusting prices, you need to apply your changes.

4. On the right-hand side of the screen, click the **Save** button



How to Edit Vehicle Pricing

1. Click Inventory (Top Menu)
2. Select a Vehicle, Click Edit
3. Click Pricing
4. Update Prices
5. Save Changes

Automatic Specials

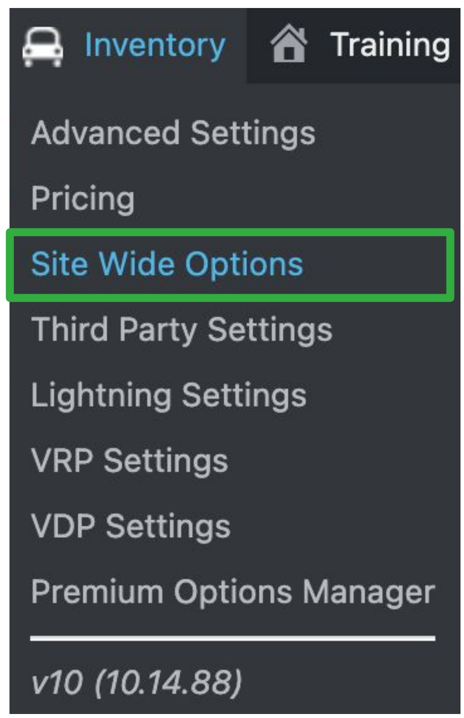
Adjusting Automatic Specials

Automatic Specials give you the ability to set two types of specials, Random and Timed, that auto-generate special options on your site whenever and wherever you want them to show.

Random Specials allow you to refine fields that will randomly select vehicles to tag as a special.

Timed Specials give you the option to show specials for predetermined vehicles that would vary and refresh every time the inventory feed updates.

1. Hover over **Inventory** and click **Site Wide Options**

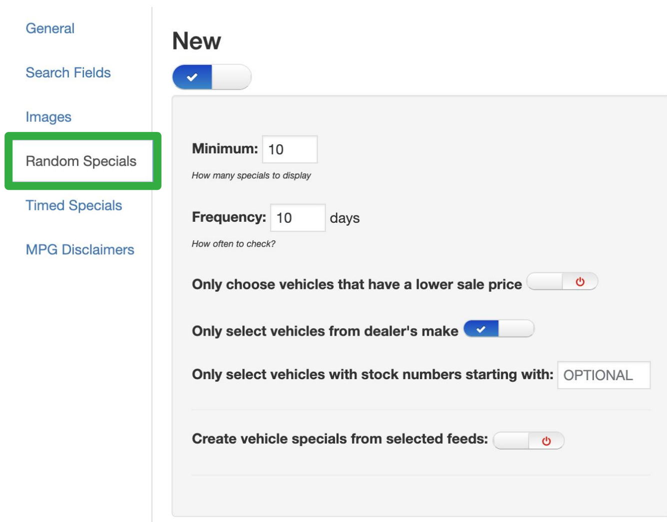


When entering any inventory settings, you will be asked to **enter your name** for tracking purposes. Whenever you save any changes, you will be asked to write a brief description of the changes you made.

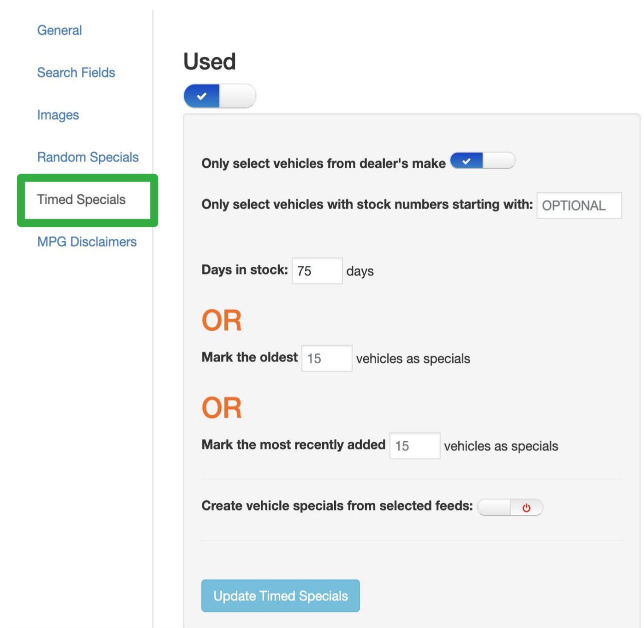
Automatic Specials

2. Click on the type of Automated Special you want to create: **Random Specials** or **Timed Specials**

Random Specials - You have the option to specify how many vehicles you would like randomly chosen to be marked as specials.



Timed Specials - You have the option to choose vehicles that have been in stock for more than a specified amount of time.



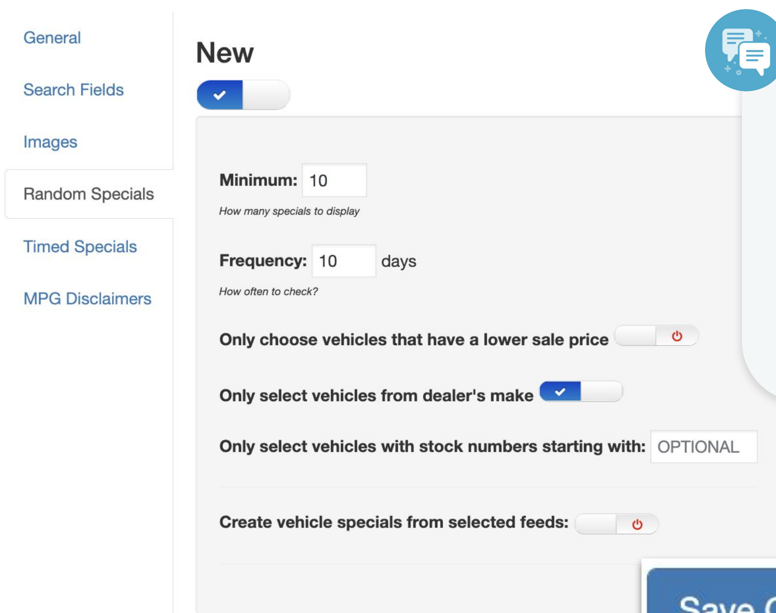
Automatic Specials

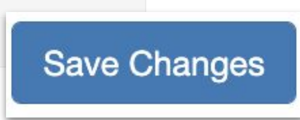
Once you've selected which special you will work on, **Random Specials** or **Timed Specials**, then:

3. Toggle on **New** and/or **Used**

For Random Specials:

4. **Specify how many vehicles** you would like randomly chosen to be marked as specials and select how often you'd like those specials refreshed

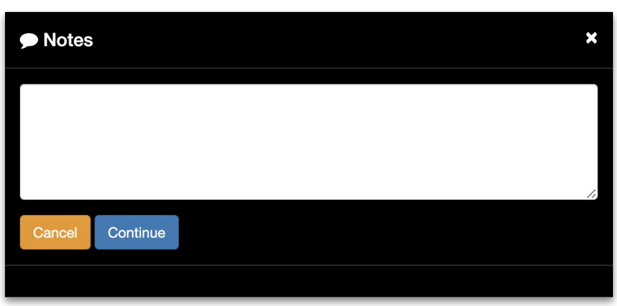




Best Practices

In the example above, the random special is set to choose 10 random vehicles every 10 days. You can also fill out the other fields below to create specific rules for your random special.

5. Click **Save Changes,** and then you will be prompted to add a note, summarizing what changes (click **Continue** when filled out)



Automatic Specials

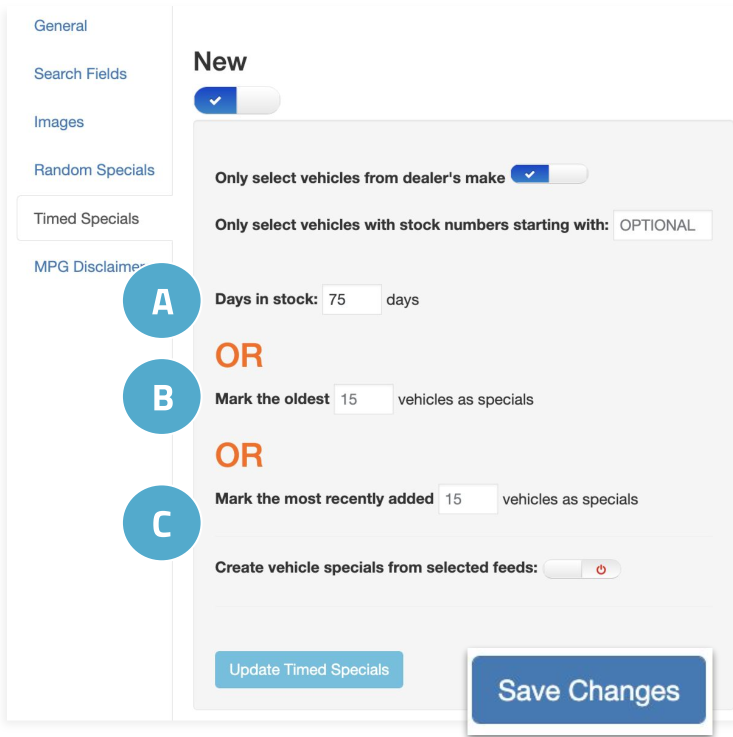
For Timed Specials:

4. **Select 1 of the following 3** options:

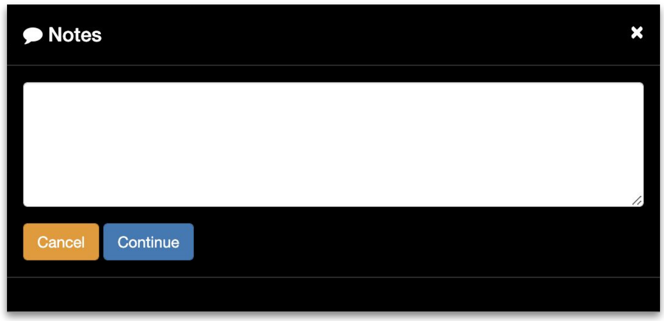
   A. Vehicles that have been in stock for more than a specified amount of time

   B. Specify the number of oldest vehicles in your inventory

   C. Specify the number of the most recently added vehicles to your inventory

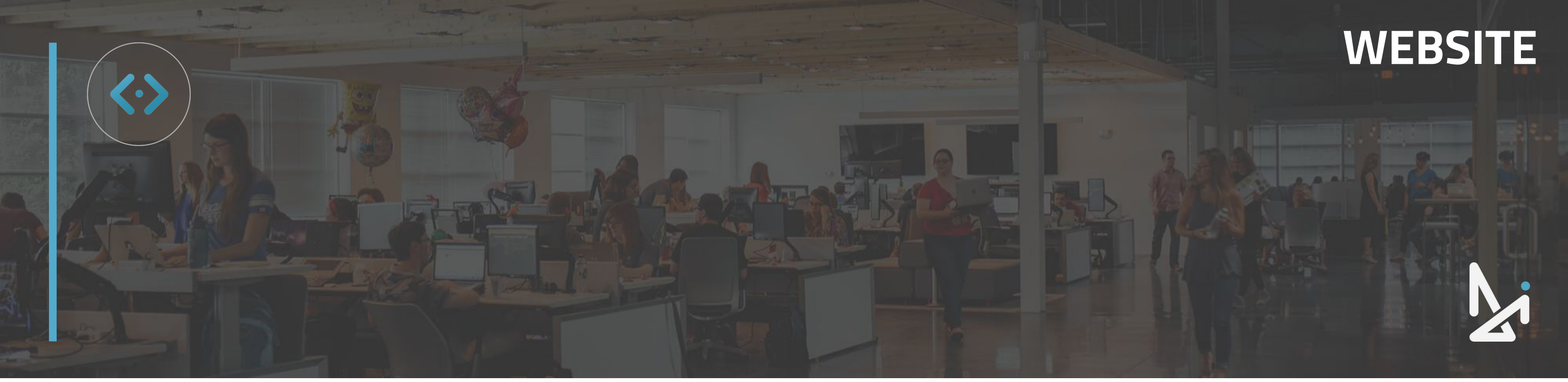


5. Click **Save Changes,** and then you will be prompted to add a note, summarizing what changes (click Continue when filled out)



How to Automate Specials

1. Hover over Inventory Tab
2. Select Site Wide Option
3. Enter your name
4. Pick Random or Timed Specials
5. Toggle New or Used
6. Toggle New or Used
7. Fill out the necessary fields
8. Save your changes
9. Fill out summarizing notes
10. Click Continue



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. To add a video to your VDP...
   a. Go to Inventory → Third Party Settings
   b. Click Upload Video
   c. Go to Inventory → Site Wide Options
   d. Go to Media Library
2. Matching Rules pull from...
   a. A hierarchy method
   b. By the title of the video
   c. All of the above
   d. None of the above
3. We advise long term pricing changes are made in a dealer's IMS because...
   a. Discrepancies may exist if done in one DI site
   b. The IMS might push pricing to other platforms
   c. All of the above
   d. None of the above
4. Unlocking the price field may...
   a. Revert back to the original price when synced with the IMS
   b. Tells the dealer the price is subject to change
   c. All of the above
   d. None of the above
5. Within Automatic Specials, you can set:
   a. Random and Timed Specials
   b. Temporary and Permanent
   c. New and Pre-Owned
   d. Automated or Set

REVIEW

What we covered in this section:

Vehicle Details Page
- **Adding Videos to VDP**
- **Vehicle Pricing Edits**
- **Automatic Specials**

Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
Move on to the next section

"I missed a few."
It might be good to review what you missed

"I missed most, if not all of them."
Review the content linked above

Answers: 1-A, 2-C, 3-C, 4-A, 5-A

Staff Page

How to Manage your Staff Page

Your website will be published with a completed staff page.

As you experience turnover or hire new dealership employees, it's important to know how add a new staff card to your page and how to edit existing staff cards.

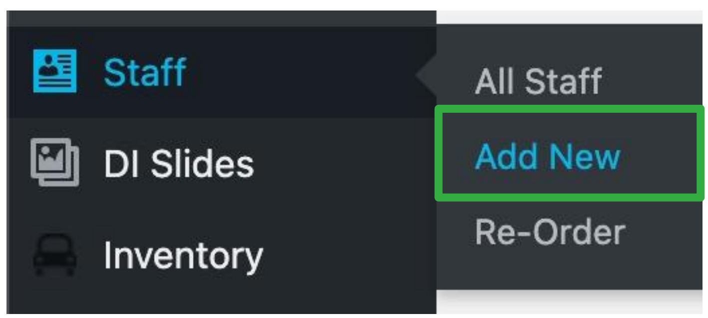
Staff Cards only have two requirements: **First & Last Name**.

Best Practices

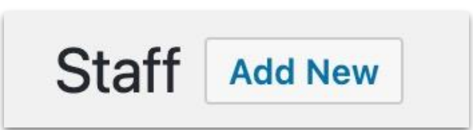
It's important that you **review what you're displaying on your staff page** so that when you add a new staff member, their card is consistent with the others. Staff cards are responsive, so including more information will cause the box to grow and be larger than the others on the page.

How to Add a Staff Card

1. Hover over **Staff** in the left-hand menu of the backend and click **Add New**

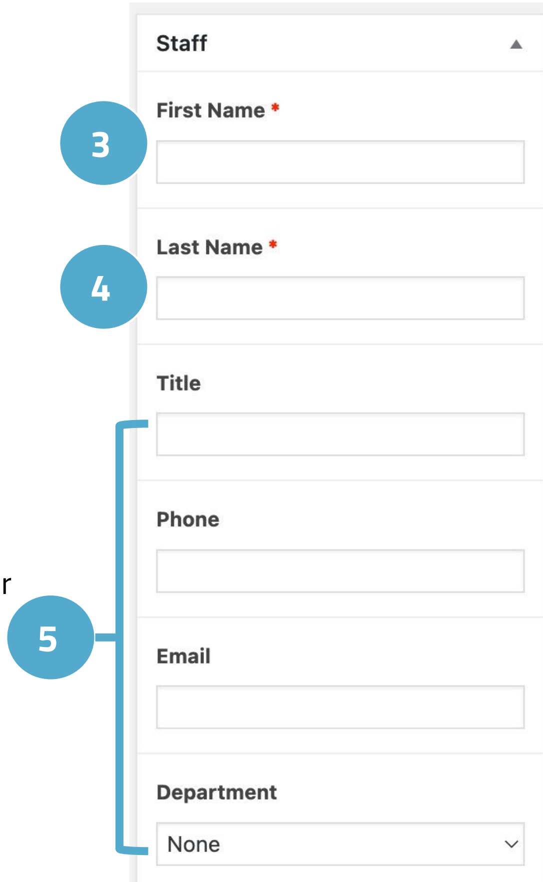


Note: You can also click **Staff** and you will see a button on the top of the screen that says **Add New**. Either way is fine! (button shown below)



Staff Page

Once you've clicked Add New, you will be taken to the page to fill out the Staff Card. Enter in the information you'd like displayed for the staff member in the corresponding fields. Remember that only First and Last name are required, but it's important to stay consistent with what information you populate for all of your employees.



Required Fields for publishing your Staff Card

3. **First Name**: Enter first name here
4. **Last Name**: Enter last name here

Optional Fields

Populate any additional fields that you would like. Review your existing Staff Cards to stay consistent.

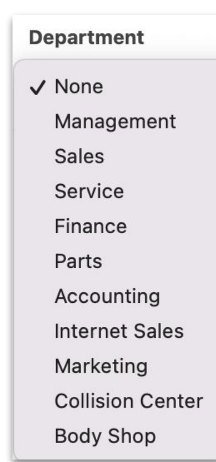
5. You can choose to enter in the following:

   Title - Enter position here. Ex: Service Manager

   Phone - If this person does not have a direct line, but you're displaying phone numbers for other people on your staff page, include the dealership's main phone number

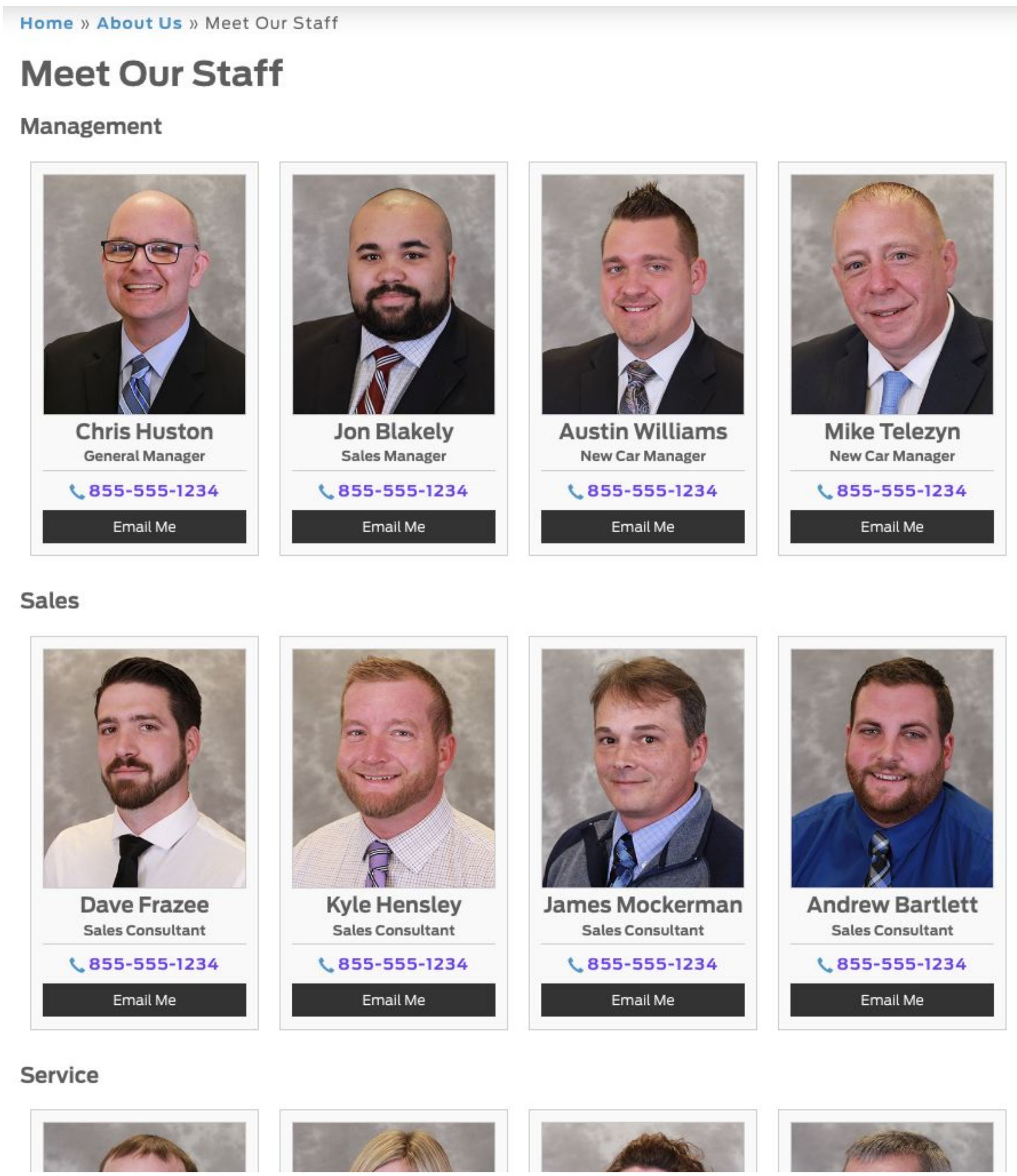
   Email - If this person does not have an email address, consider creating a general inbox for your dealership and including that here

   Department - To group your staff by department, you can select the dropdown arrow to select the team that staff member belongs to



Staff Page

Here is an example of a Staff Page organized by department. If you would like to add additional departments to this list, contact the Dealer Inspire Support Team at support@dealerinspire.com.



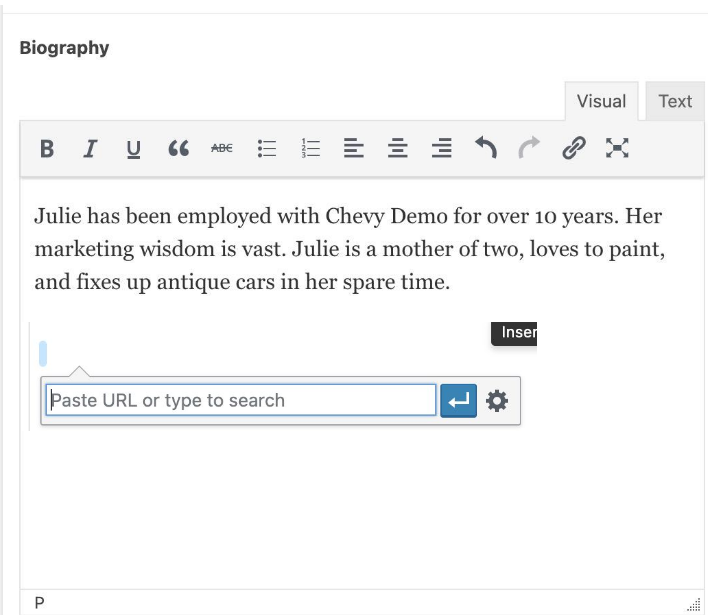
Staff Page

5. Continuing from the previous optional fields, you can choose to add in:

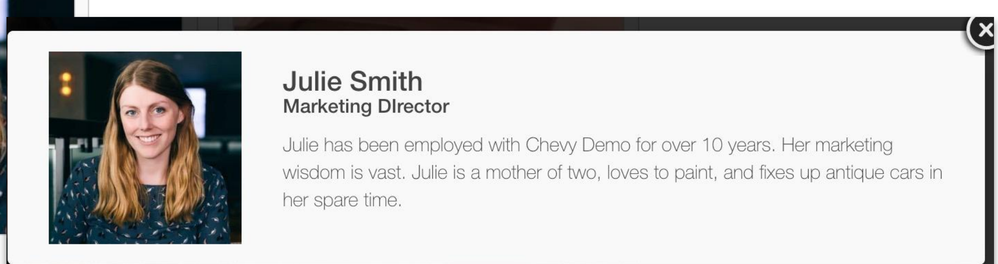
Biography - Provide a summary of the staff member's background and this will populate a "More Info" button to appear on your staff page for that staff member

If you that staff member has a public YouTube channel, you can play a video in the "More Info" lightbox.

To add a video in the More Info Section, click the **Link Icon,** and paste the YouTube ID or video URL in the open field.



Staff Card with More Info Button

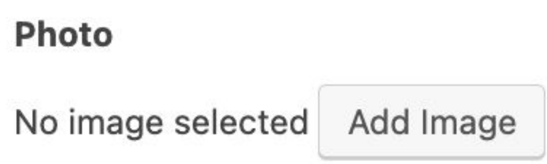


More Info Lightbox

Staff Page

5. Continuing from the previous optional fields, you can choose to add in:

Photo - Add a photo of the staff member by clicking **Add Image**



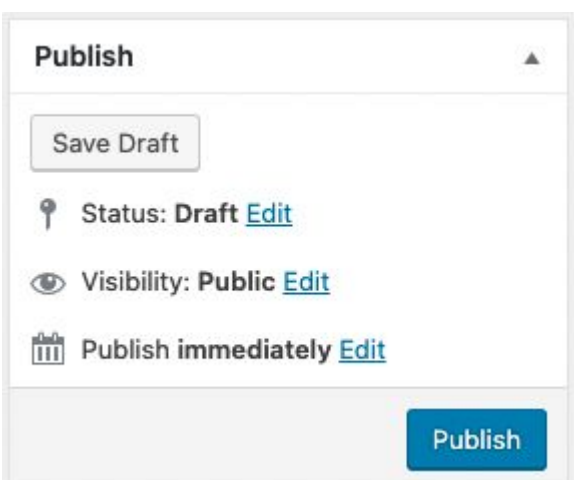
Best Practices

Staff photos should be **no smaller than 356 x 356 pixels** for a clear photo.

Be sure to add Alt Text to your photo this aids in ADA Compliance (Adults with Disabilities Act) and allows screen readers to identify the nature of the photo, as well as assisting in SEO efforts.

Now that you have the basic information filled out, it's time to publish!

6. Scroll up and click **Publish** to publish the staff card on your staff page on your live site



Remember that you can click **Save Draft** to save your work to return and finish it later.

Or you can click **Edit** next to Publish Immediately, input a Date, click **OK**, and then click **Schedule** to publish the Staff Card on your selected future date.

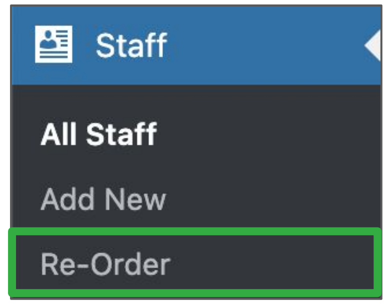
Staff Page

How to Reorder your Staff Page

Now that you have a Staff Card created, we'll walk you through how to Reorder the Staff Cards as they appear on the front end of your website.

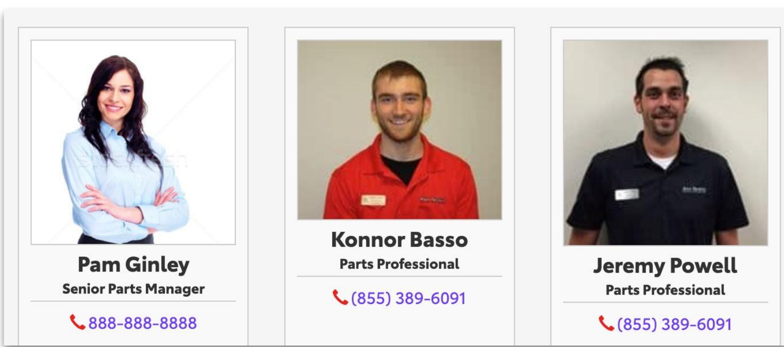
1. Click **Re-Order** within the Staff menu

   Remember: You can click into Staff to locate the Re-Order tab, or you can hover over Staff where Re-Order will appear in a dropdown.

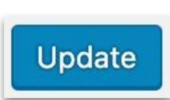


The name at the top of the list will be the Staff Card displayed in the top left position.

2. To rearrange the staff cards, **click**, **drag**, and **drop** the name where you'd like to nest it

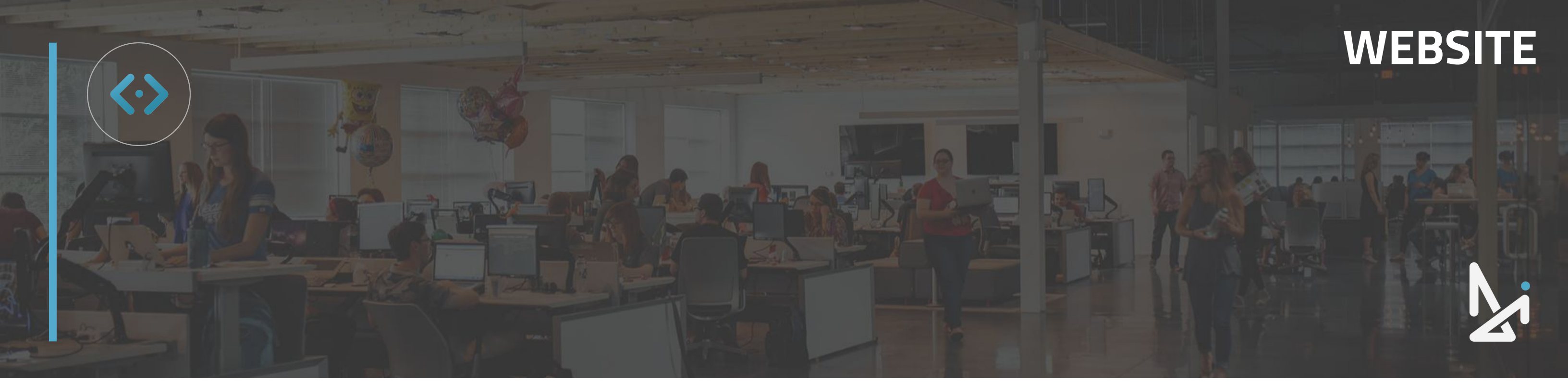


3. Click **Update** to save your changes



How to Reorder Staff

1. Select Re-Order in Staff
2. Drag and drop staff cards in desired order
3. Click Update



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. To save a staff member entry, you must include at least...
   a. Full name and department
   b. Full name and contact information
   c. First and last name
   d. Full name and title
2. Adding a summary will populate in a lightbox when _____ is clicked.
   a. Learn More
   b. More Info
   c. Get to Know [Name]
   d. None of the above
3. The ideal image size for a staff image is...
   a. 250 x 250 px
   b. 400 x 200 px
   c. 1600 x 1600 px
   d. 356 x 356 px
4. If you don't see your department as an option, you can add one by...
   a. Contacting Support
   b. Adding shortcode code in an additional field yourself
   c. This cannot be changed
   d. Clicking "Add Department" and typing in a new department
5. To re-order staff cards...
   a. Hit "Shuffle" to re-order staff cards at random
   b. Hit "ABC" to order alphabetically by either department or last name
   c. Click, drag and drop
   d. None of the above

REVIEW

What we covered in this section:

Managing Staff Pages

Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
🟢 Move on to the next section

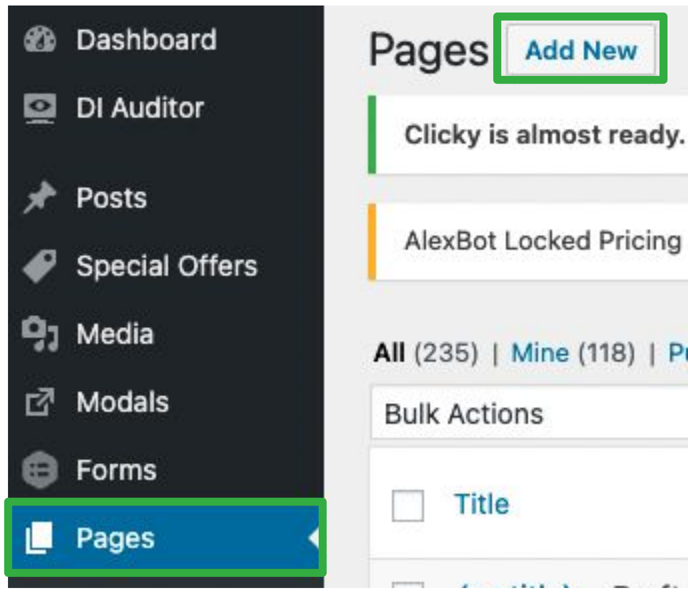
"I missed a few."
🟡 It might be good to review what you missed

"I missed most, if not all of them."
🔴 Review the content linked above

Answers: 1-A, 2-C, 3-C, 4-A, 5-C

Basic Page Creation

How to Create a Basic Page



We'll walk you through how to create a basic page in the backend of your Dealer Inspire website.

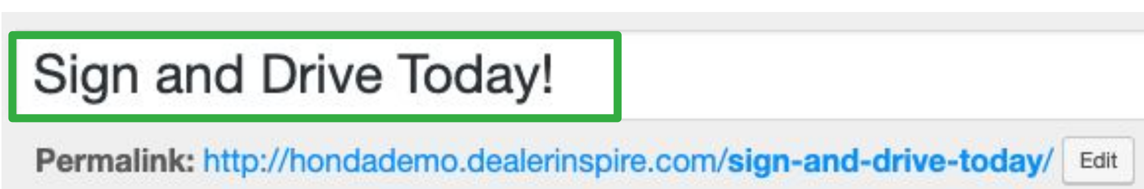
To start:

1. Click **Pages**
2. Click **Add New**

Remember you can also hover over Pages to see Add New without the extra click.

3. Add your page title in the **Title Bar**

   When you click out of the Title Bar, the permalink will be generated based on what you put in for your title.



If you need to edit the permalink, click the **Edit** button that appears to the right of the permalink. Note that you can only use lowercase letters and hyphens within a permalink.

Best Practice

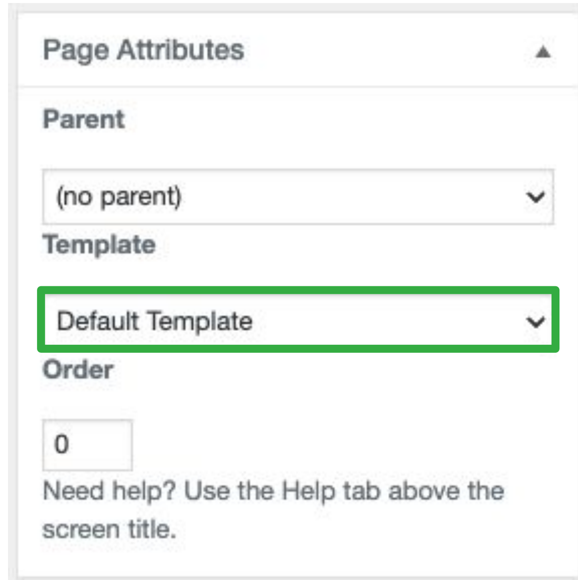
If you update the name of your page, make sure that you update the permalink as well.

Basic Page Creation

Now that your page has a title, it's time to choose a template! You have multiple page templates to choose from.

4. Select your desired page **Template** from the Page Attributes box on the right hand side of the screen

Note that all new pages will default to the Default Template, as ours did in our example.



What is the Default Template?

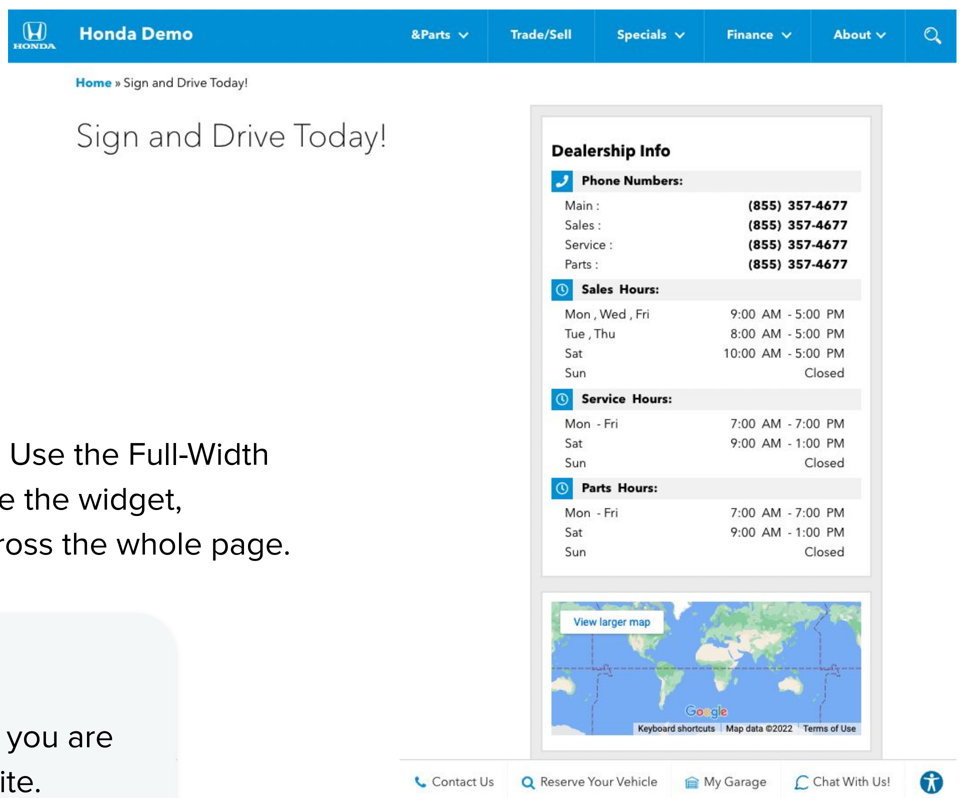
The default template will include a Dealership Information Widget on the right hand side of the page.

The Dealership Info Widget will display your dealership's:

A. Phone Numbers

B. Hours of Operation

C. Location on the Map



Don't like the look of the widget? Use the Full-Width template instead. This will remove the widget, allowing your content to span across the whole page.

Best Practice

Use the Default Template if you are publishing a form on your site.

Basic Page Creation

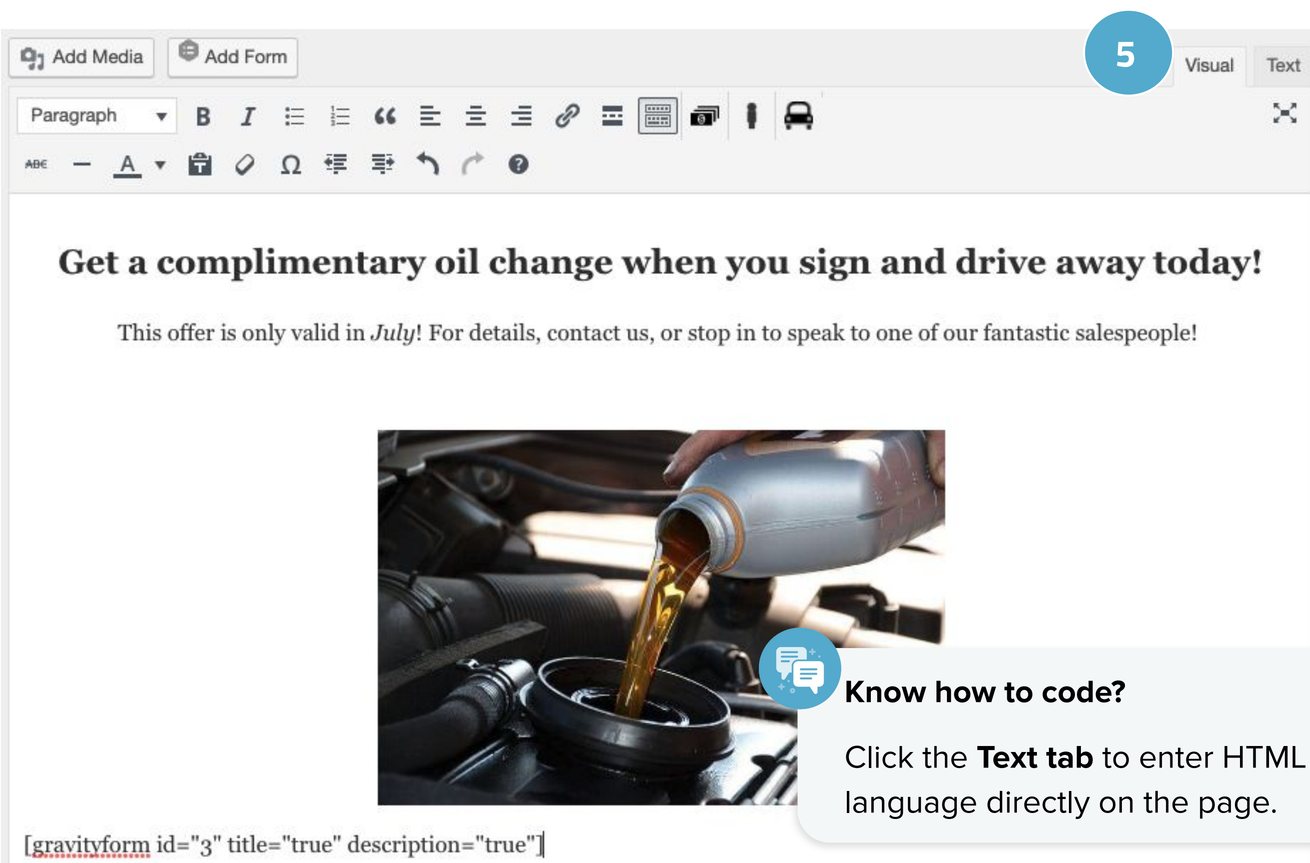
We will continue to work within the Default Template for this walkthrough. If you would like the content to extend across the entire screen (removing the Dealership Info Widget), choose the **Full Width Template** instead. Now, let's add some content!

The **Content box** is where you can add text, images, and any forms you want to show on the page.

5. Click the **Visual Tab** to access formatting tools like Bold, Italicize, Alignment, Bullets and more to add in your content

   Besides text, you can click **Add Media** add an image to your page (don't forget to add Alt Text to your image) or click **Add Form** to insert the form shortcode in the content box

   You will have a list of forms to choose from and the form will be visible in Preview mode or when published. For now, it appears as [gravityform id="3"title="true description="true]

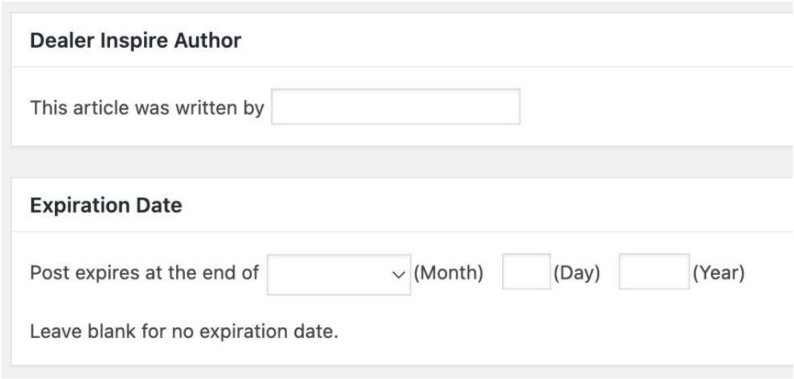


Know how to code?

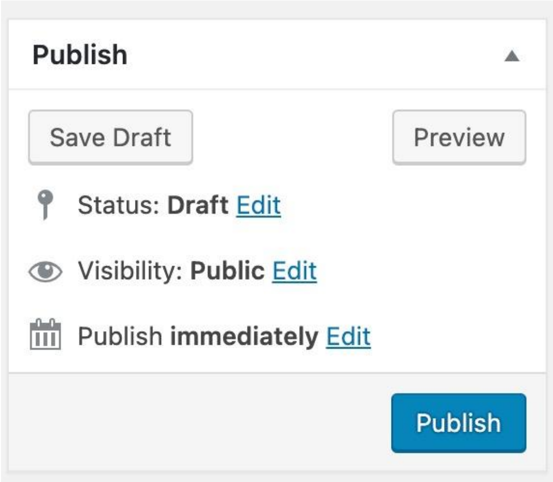
Click the **Text tab** to enter HTML language directly on the page.

Basic Page Creation

Once you have your content completely filled out, don't forget to add in your name as the **Author** below. You also have the option to set an **expiration date** (for the page to default back to draft mode).



Click **Preview** to view your page as you're building it. Your preview will open in a new tab.



When you have your page set up the way you want:

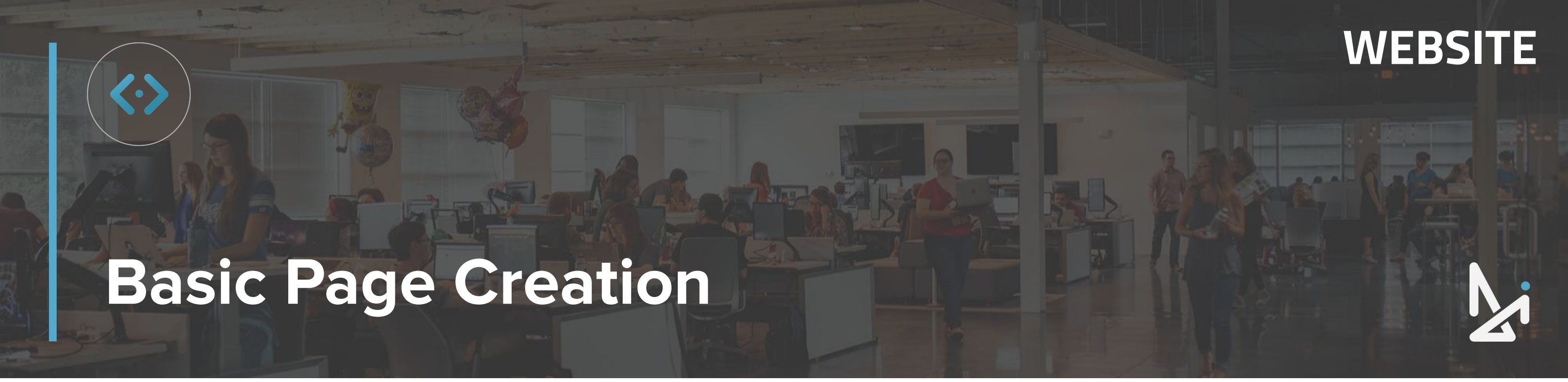
6. Click **Publish** on the right hand side of the screen

   Remember that you can click **Save Draft** to save your work to return and finish it later.

   Or you can click **Edit** next to Publish Immediately, input a Date, click **OK**, and then click **Schedule** to publish the page on a selected future date.

How to Create a Page

1. Click Pages
2. Select Add New
3. Add a Title
4. Select a Template
5. Click into the Visual or Text Tab of the Content Box to add content
6. Publish

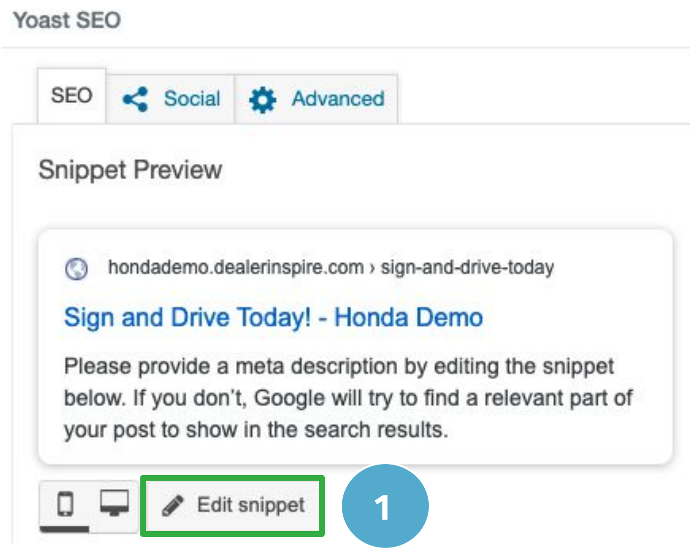


Basic Page Creation

Managing SEO on Pages

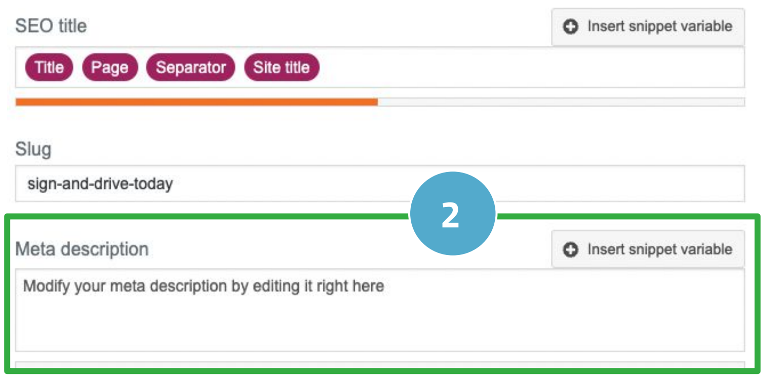
The pages published by Dealer Inspire will come with pre-populated SEO. If you're building a new page, you are responsible for adding the SEO for that page.

1. Scroll down to the **Yoast SEO** box and click **Edit Snippet**



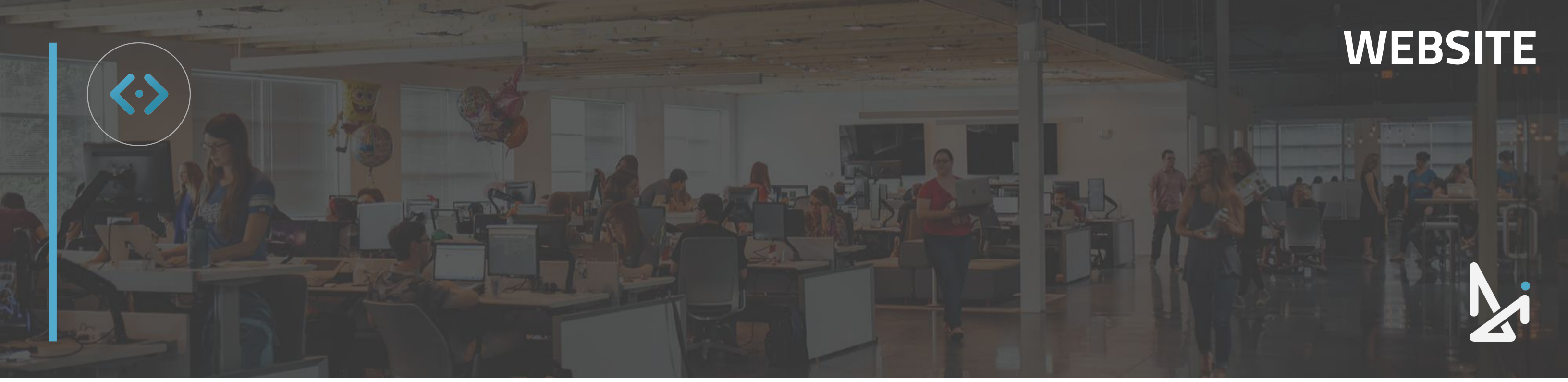
2. Add in a **Meta Description** for the page (highlighted in green in the bottom right hand corner)

   The **Snippet Preview** will show you what your title and meta description will look like in a search result.



Best Practice

Summarize the purpose of the page and Include keywords that shoppers are likely to use when searching.



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. When creating a page begin by adding ______ first.
   a. A compelling title
   b. A text box to add context
   c. An image
   d. SEO in a keywords field
2. All new pages will default to...
   a. Basic Page Creation
   b. Default Template
   c. Template 1
   d. None of the above
3. Can you choose from multiple templates?
   a. Yes
   b. No
   c. Only if you have a DI upgrade
   d. You can request more via Support
4. When creating a new page, you are responsible for adding your own...
   a. Permalink
   b. HTML
   c. SEO
   d. Plug-ins

REVIEW

What we covered in this section:

Basic Page Creation

Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
🟢 Move on to the next section

"I missed a few."
🟡 It might be good to review what you missed

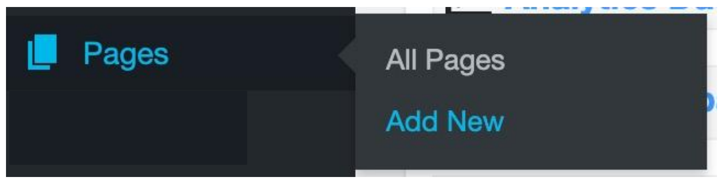
"I missed most, if not all of them."
🔴 Review the content linked above

Answers: 1-A, 2-C, 3-C, 4-A, 5-C

DI Page Composer: Building a Page

How to Build a Page using DI Page Composer

DI Page Composer (DIPC) is an advanced template that requires HTML or CSS coding experience. Let's jump in to how to build a page using DIPC.

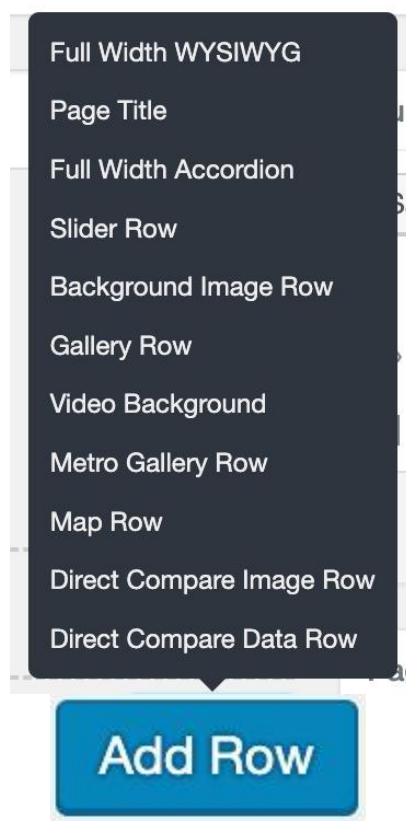


To create a DI Page Composer Page:

1. Click **Pages**
2. Click **Add New**
3. On the right hand side of the screen, under Page Attributes, change the Template to **DI Page Composer**
4. Click **Add Row** and select the row type you'd like to utilize

The types of rows that you can use include:

- Full Width WYSIWYG
- Page Title
- Full Width Accordion
- Slider Row
- Background Image Row
- Gallery Row
- Video Background
- Metro Gallery Row
- Map Row
- Direct Compare Image Row
- Direct Compare Data Row



Best Practice

We know that there are a lot of rows available. Don't be overwhelmed! We recommend **Page Title** or **Full Width** as a good place to start.

DI Page Composer: Full Width WYSIWYG

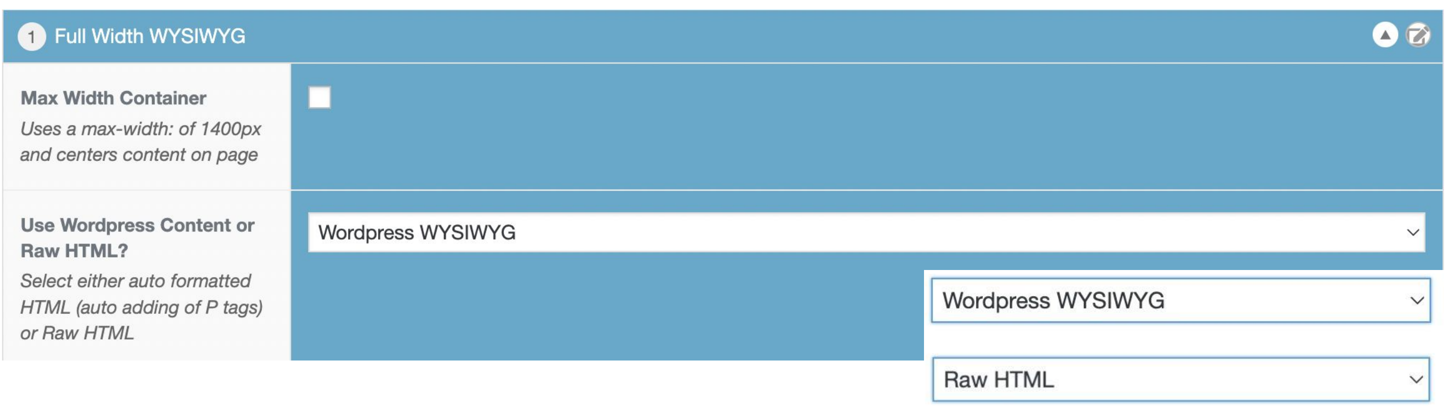
What is WYSIWYG?

WYSIWYG stands for “**W**hat **y**ou **s**ee **i**s **w**hat **y**ou **g**et”.

When to use Full Width WYSIWYG

Use the WYSIWYG Row when you want the option to add text or images in an editor much like a Word document or an email. Selecting the Full Width WYSIWYG gives you a blank slate to create your content and also allows you to put in custom code.

1. Click **Add Row** and select **Full Width WYSIWYG**
2. Once added, you can choose to fill out or adjust any of the following:



A. **Max Width Container** - Will center the content, give a white space frame around your page and set margins

B. **Use Wordpress Content or Raw HTML**-

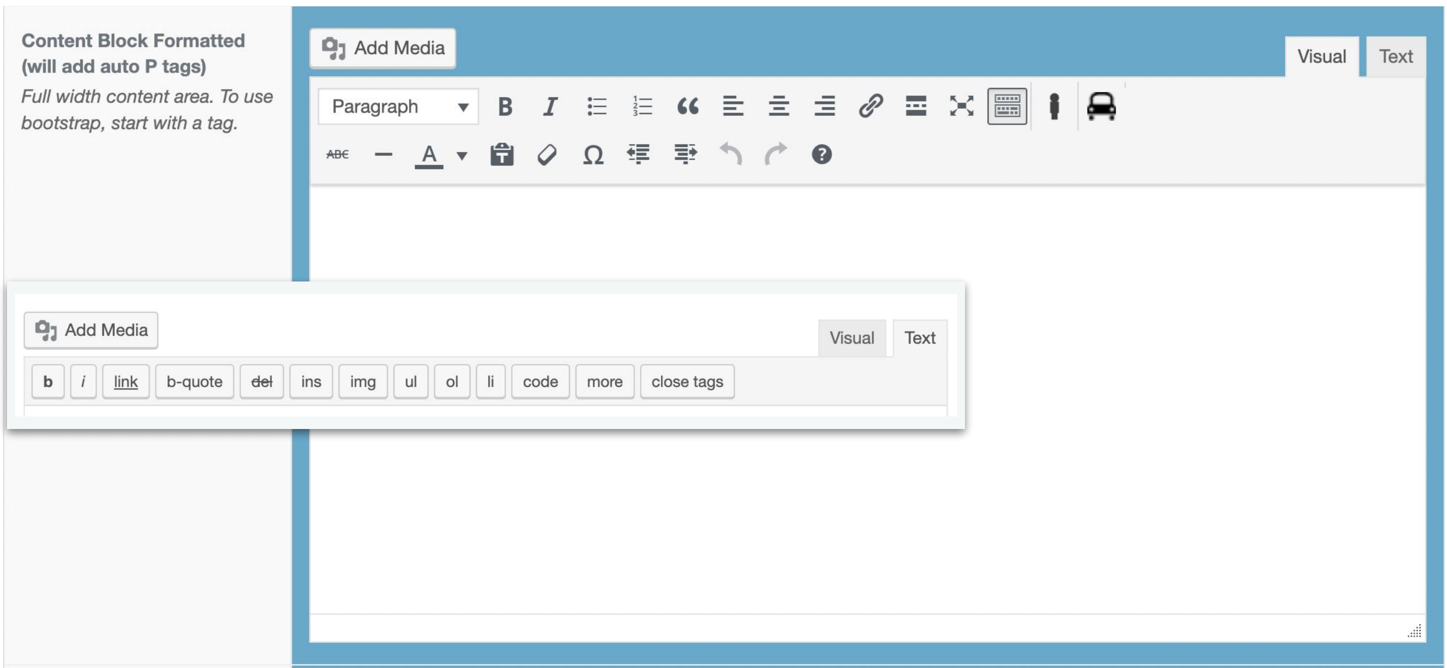
If you select Wordpress WYSIWYG, you can see Wordpress editor as text or visual

If you select Raw HTML, it will add context highlighting and color your tags which makes it easier to format your HTML

DI Page Composer: Full Width WYSIWYG

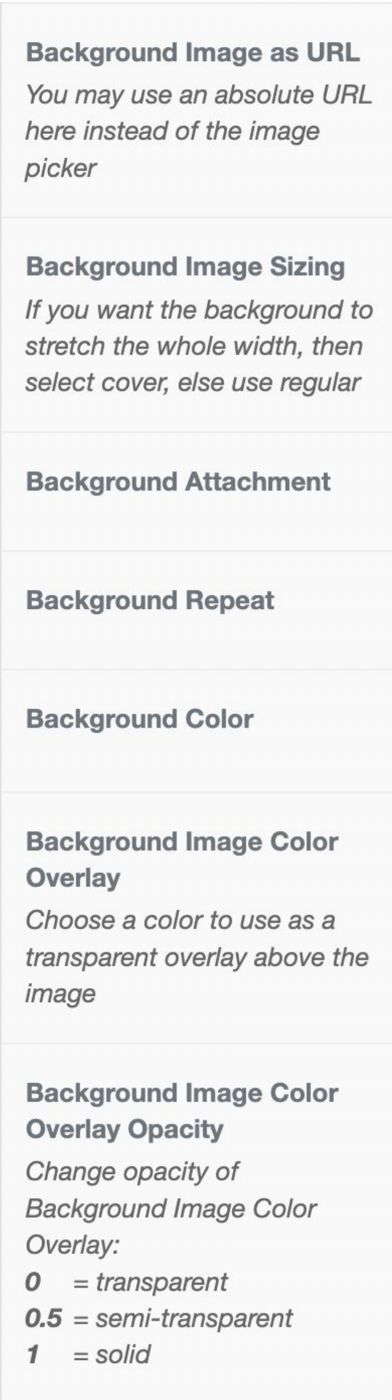
By selecting Wordpress content, you will be able to edit within the **Content Block Formatted** section, or if you select Raw HTML, you will be able to edit in the **Content Block Raw** section.

C. **Content Block Formatted** - You can choose between the Visual Tab to write and style your content. You can also add text, images, forms here. In the Text Tab, you can also add in content, but we recommend using the Visual Tab unless you're code-savvy.



Content Block Raw - Add raw HTML that will not be formatted by Wordpress, meaning you can format your HTML easier. If you have HTML experience, utilizing this might be for you!

DI Page Composer: Full Width WYSIWYG



C. **Background Image** - Background image will span the width of that row

D. **Background Image as URL** - If you don't have an image locally, you can reference a URL for where it's stored.

E. **Background Image Sizing** -
Cover = will stretch to fit full width
Contain = lets it be it's actual size

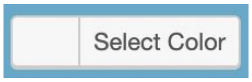
F. **Background Attachment** -
Fixed = image will stay stationary as you scroll
Scroll = the image will move with the screen

**Add picture, select Fixed/Scroll, Preview page to demonstrate*

G. **Background Repeat** - Yes, the image will fill the entire screen (duplicate itself). X Axis only- blank space underneath and a bunch of images across (4 wide), Y Axis- blank/white on sides and images run up and down (4-5 images)

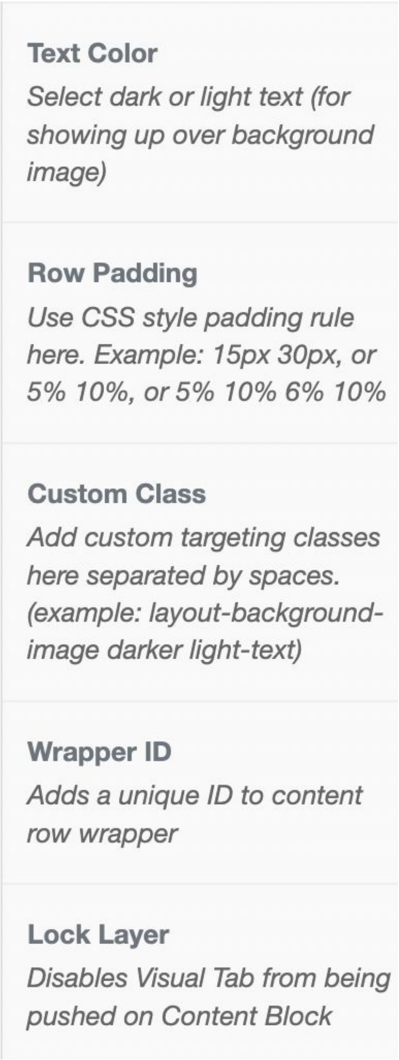
H. **Background Color** - Background color of the row, takes any CSS color values, ex: Hex Code

I. **Background Image Color Overlay** - Overlay is transparent shade to cover your image. Black overlay allows you to see white text.



L. **Background Image Color Overlay Opacity** - How transparent the shade is.
0 = Bright
0.5 = Medium brightness (dulls by 50%)
1 = Dark/Black

DI Page Composer: Full Width WYSIWYG



M. **Text Color** - Dark or Light = Black or White text

N. **Row Padding** - Indicating manually how much space it at the top, bottom, right, and left side of the page. Set as percentages or pixel values. It works as NESW, Clockwise

Ex: 5 (Top), 10 (Right side), 5 (bottom), 10 (Left)
Ex: 5%10%5%10%

No spaces, no commas. Specify PX or %.

O. **Custom Class** - Add custom classes- bootstrap (column row spacing). If you need assistance creating columns, use Shoelace.

P. **Wrapper ID** - A way to add a HTML ID attribute which allows you to target that specific container (Page Title or Full Width WYSIWYG).

Q. **Lock Layer** - Enabling the lock layer will disable the visual tab from being present on your content block.

☐ ☑

DI Page Composer: Full Width WYSIWYG

When editing your Full Width WYSIWYG page with DI Page Composer, you will be able to edit or add code with HTML, CSS, and Javascript.

HTML, CSS, Javascript work in these fields:

1. **CSS Overrides -** This is where you can enter your custom CSS

2. **DIPC Div, H1 -** Specify exact things you want your text or div to do

   (Ex: Make the font size 5Rem. .BG header is a class)

3. **Custom Javascript:** Enter any custom Javascript you're adding here

At the bottom of your WYSIWYG page, you will see dark gray boxes, as shown above. This is where you'll be able to edit or add HTML, CSS, and Javascript as needed.

DI Page Composer: Page Title

Now that we've gone through all the details of Full Page WYSIWYG with DIPC, you're ready to move forward with your created page. Let's give your page a title.

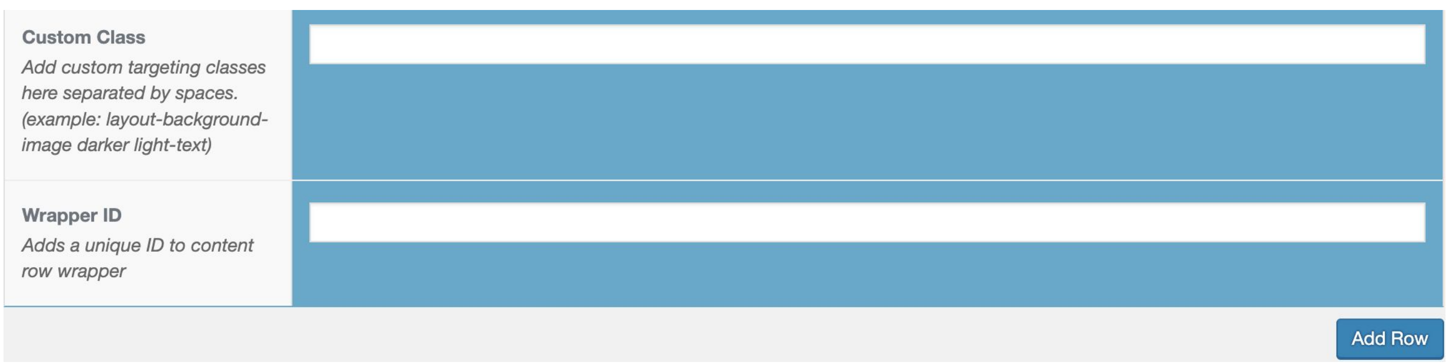
1. Click **Add Row** and select **Page Title**
2. Enter the title of your page in the **H1 Page Title** Field

If this field is left blank, it will default to display the Title you entered in the top bar of the page.

Note: You can also add in a title by using the Full Width WYSIWYG Row. Just adjust your text to Heading 1 (or use an H1 tag).

After adding your Page Title, you have the option to add Custom Class or Wrapper ID to customize the styling details, like text color and more.

- **Custom Class -** Add custom styling classes, like the color of your background image and/or text color, in this field. Class names set how things look.
- **Wrapper ID** - Add HTML ID attributes, which will allow you to target a specific container.



DI Page Composer: Additional Rows

We talked in depth about Full Width WYSIWYG and Page Title, but we did mention that there are a lot of rows you can use. We'll briefly summarize here what you can use each row type for.

The types of rows that you can use include:

Full Width Accordion
Add an image on a page that, when clicked, expands with text information about the image.

Slider Row
Create multiple frames that can be filled with images, and can be clicked through like a slideshow.

Background Image Row
If you want a visually strong page, consider using this row. Background Image Row is an image that fills the full row on your page.

Gallery Row
Add multiple images next to one another, creating a gallery view. Each image, when clicked, will expand in its own lightbox.

Metro Gallery Row
Adjust image sizes and padding to create a mosaic of images that are different posi.

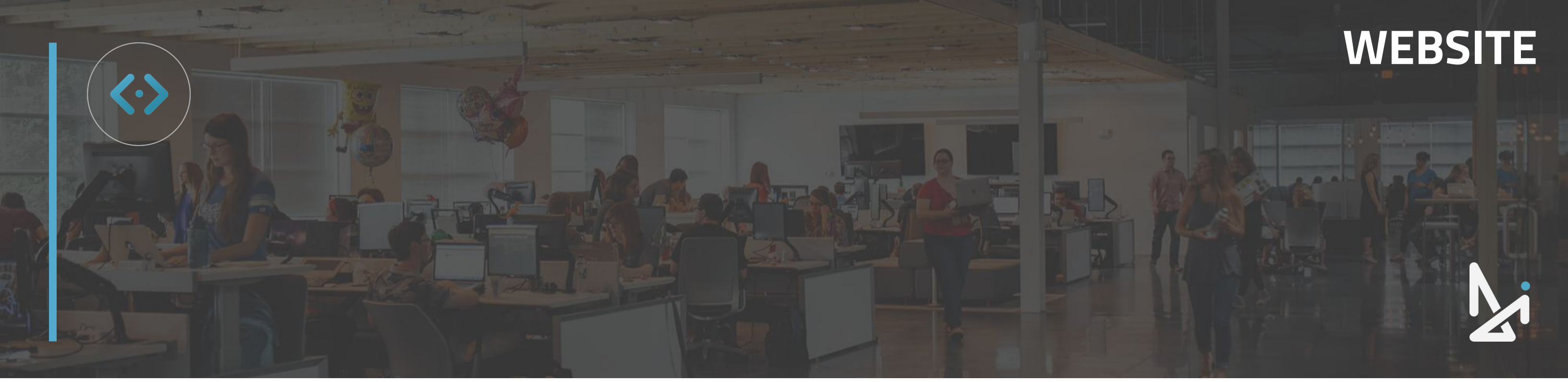
Map Row
Add a map of your dealership locations to your page. Customize how the map appears by adjusting map height, style, and more.

Direct Compare Image and Data Row
Compare two vehicles with text and/or images. These two rows are often used together.

Video Background Row
Like Background Image Row, fill this row with a video to create a visually strong page.

For more information on rows available with DIPC, **watch our how-to videos** on Training Camp.

Watch Here



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. There are many templates available to dealers. We recommend using…
   a. Gallery Row and Full Width Accordion
   b. Default Template only
   c. Page Title and Full Width WYSIWYG
   d. Macro View
2. WYSIWYG stands for…
   a. Nothing, it's website development language
   b. With Your Site Is Where You Go
   c. What You See Is What You Get
   d. None of the above
3. DI Page Composer (DIPC) is…
   a. A stock template pre-built for you
   b. An advanced template that requires CSS and HTML
   c. An editing field when creating a basic page
   d. A way to copy an existing page
4. Adding a Map Row allows you to…
   a. Customize a map showing your dealership's location on a page
   b. Create a map using HTML
   c. Update your Dealership location on Google
   d. Capture leads of shoppers in your area

REVIEW

What we covered in this section:

DI Page Composer
- **Full Width WYSIWYG**
- **Page Title**
- **Additional Rows**

Check your answers at the bottom of the page… how'd you do?

"I got them all right!"
🟢 Move on to the next section

"I missed a few."
🟡 It might be good to review what you missed

"I missed most, if not all of them."
🔴 Review the content linked above

Answers: 1-C, 2-C, 3-B, 4-A

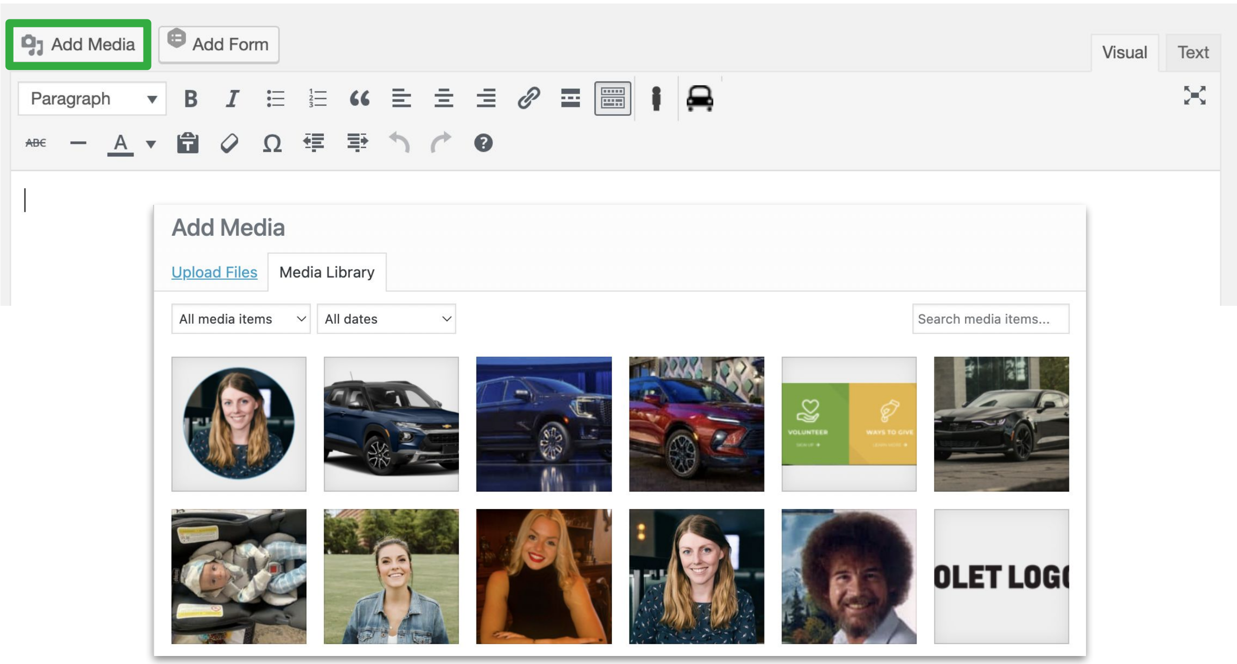
Adding Images to Pages

How to Add an Image

There are two places in the backend of the website where you can manage and add images.

1 Add an image within a specific piece of content, like a page or a post.

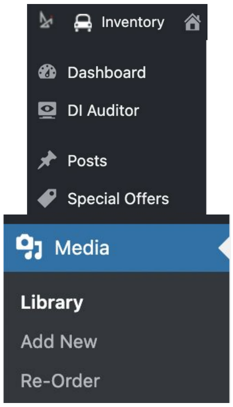
First, select **Add Media** within the editing view of your page.



A media library will appear. This is where you can select an image from your **Media Library** or upload a new images from your computer by clicking **Upload Files**.

2 Add images by clicking on **Media** in the left side menu

Even if you're not working in a specific page, this option allows you to still access images, make adjustments, and upload images to your media library.



Adding Images to Pages

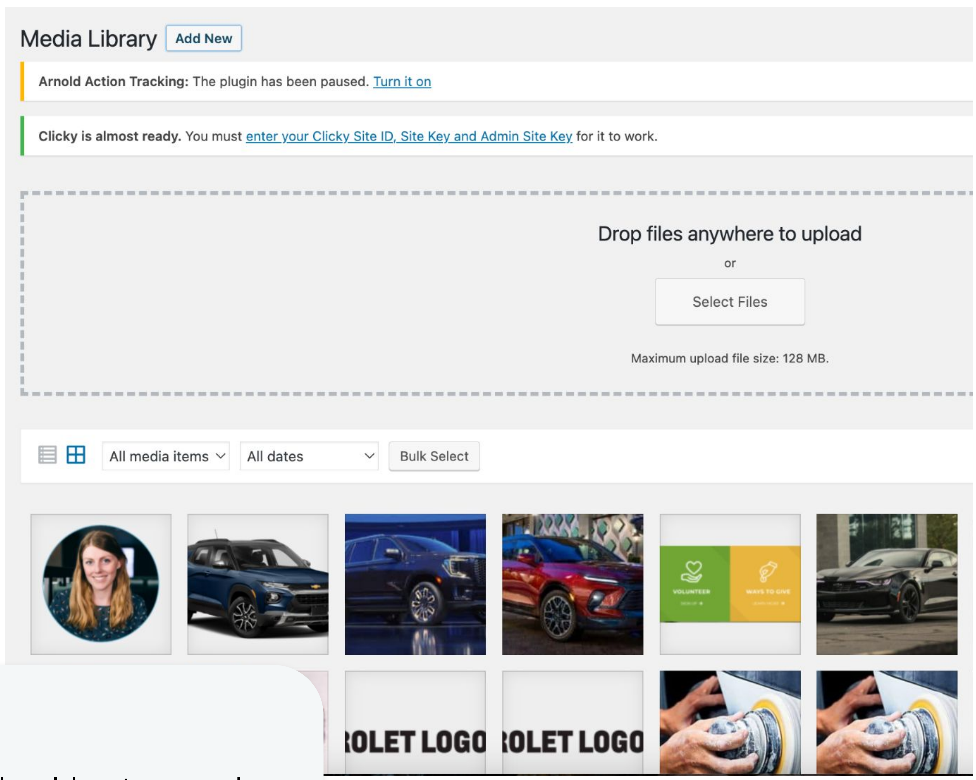
You can select and edit an image in the Media Library that will populate on your screen, or click **Add New** to add a new image to your media library.

In the upload window that will appear, you will have the option to either drag and drop a file into the window, or upload a file by clicking **Select File**.

Add New

Select Files

Media Library



Best Practice

Image file sizes should not exceed 100KB and images should be no larger than 1920px wide. If images are too large, page speed may be affected.

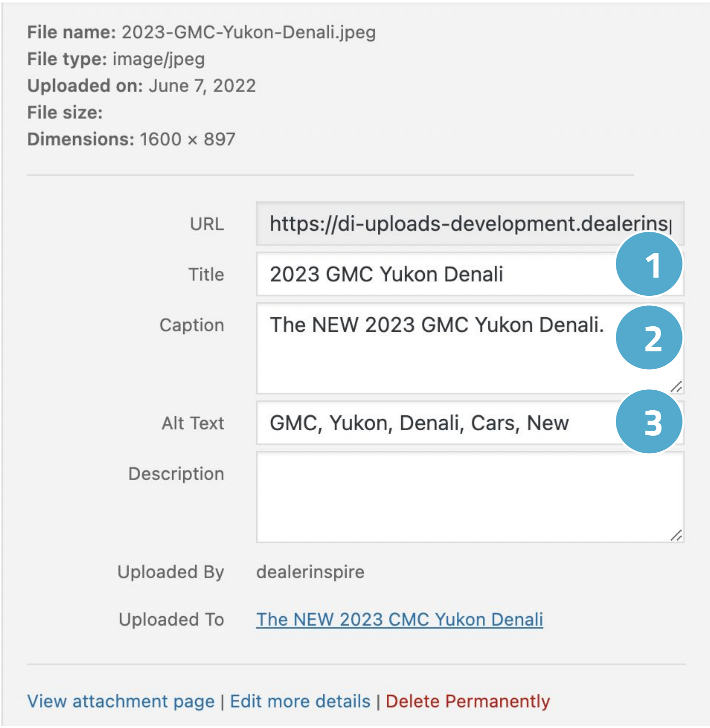
Image Best Practices

When uploading images to your media library and using images in your pages and posts, there are a few details and best practices to keep in mind.

You'll see a window appear next to your uploaded image with details about your image, include Title, Caption, and Alt Text.

Title

The title will auto fill with the name of the file. You have the ability to change the title to be a clear description of what your image is.



Caption

Caption text will appear below the image on your page. Captions are optional, but can be helpful for viewers on your site.

Alt Text

Alt Text refers to "alternative text," which is a word or phrase that describes the image. Alt Text is important for a few reasons: 1. It can benefit your SEO engagement and 2. It can be helpful for those who are visually impaired.

Best Practice

Image files should be no larger than 100KB and should not exceed 1920px wide.

You can upload multiple images at once to the Media Library, but remember to make necessary edits and add Alt Text to each one.

Check how your image appears on both desktop and mobile. Images with text and small details can look great on desktop, but may not translate as well to mobile.

Image Best Practices

Let’s dive even deeper into image best practices to get the most out of your website platform and create a pro-level experience for your shoppers.

Reference this image sizing guide for an in-depth look at what image sizes work best in various areas of your website.

Website Page	Ideal Image Size
Homepage: Background Image	*1800 x 1040 px*
Main images on pages	*1800 x 800 px, or 1800 x 850 px*
DI Slides: Desktop	*1920 x 600 px*
DI Slides: Mobile	*600 x 400 px*
Fixed Ops	*500 x 315 px*
Staff Page	*356 x 356 px*

Let’s continue with image best practices by discussing effective ways to edit your images within Wordpress.

Editing Images in Wordpress

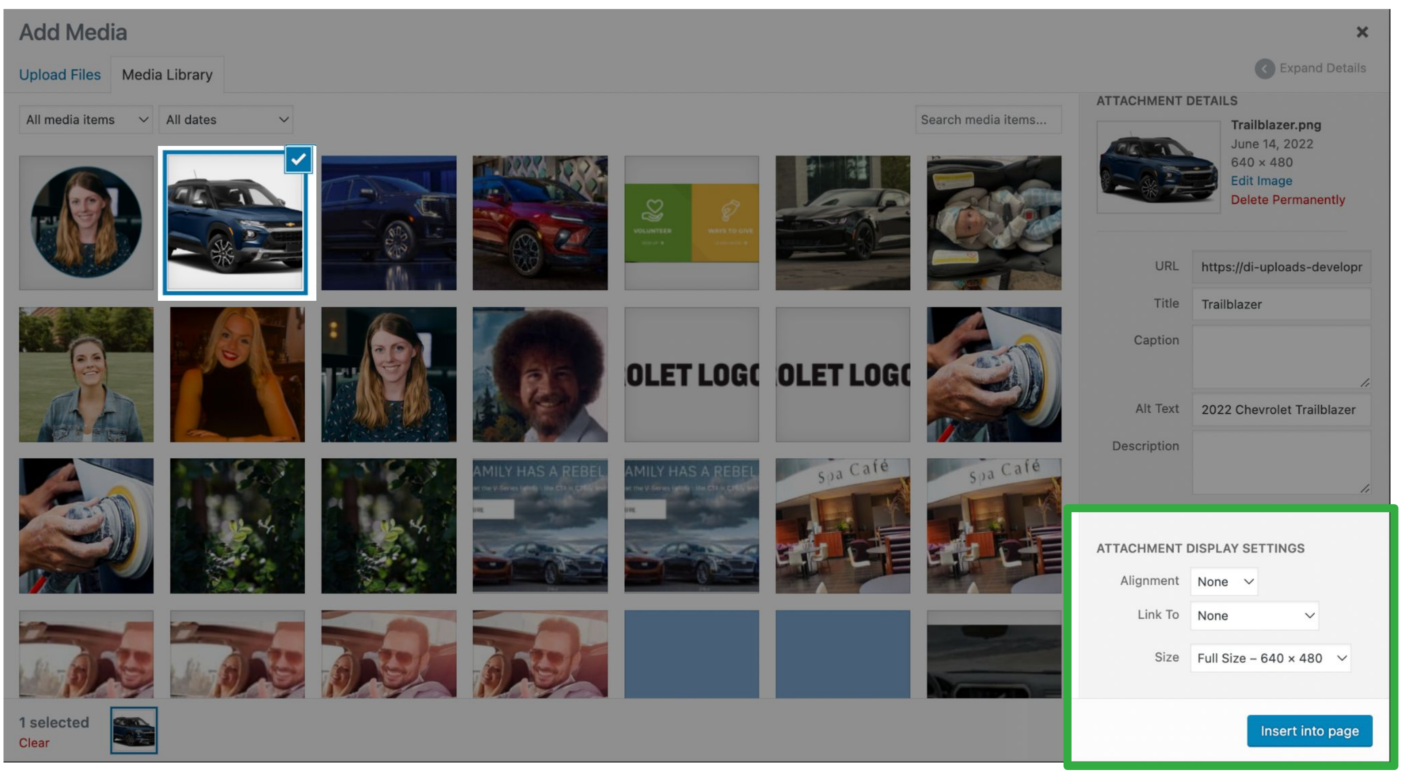
Editing Images

Within Wordpress, you have the ability to adjust and alter images after uploading them.

When selecting an image, you will see **Attachment Display Settings** in the right panel. With this setting you can:

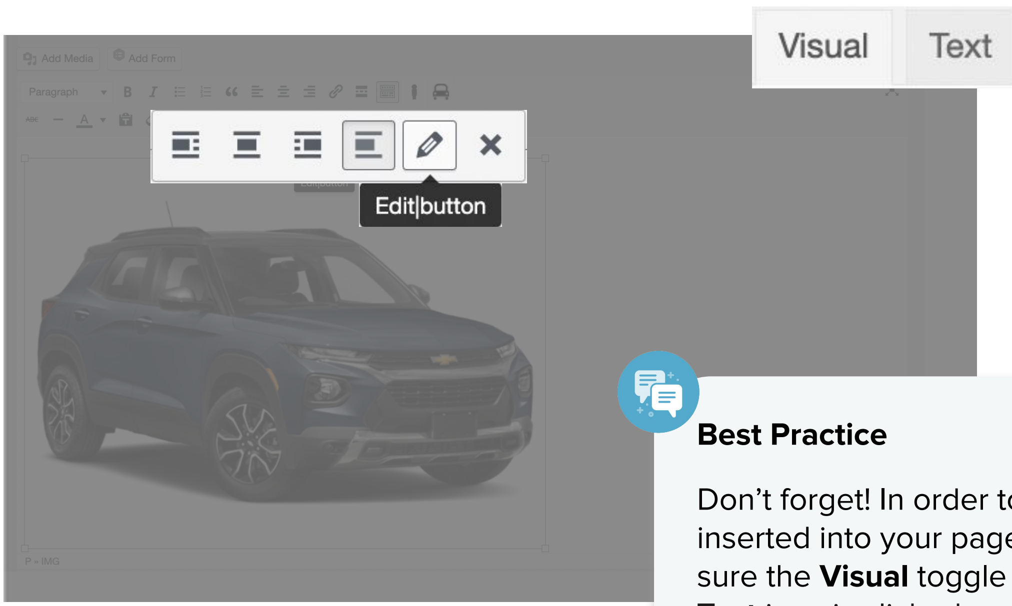
- Select the alignment of the image within the page
- Add a URL embedded into the image to link out to another page
- Change the size using the settings in the drop down

After inserting an image onto a page, click the image to view the editing option again.



Editing Images in Wordpress

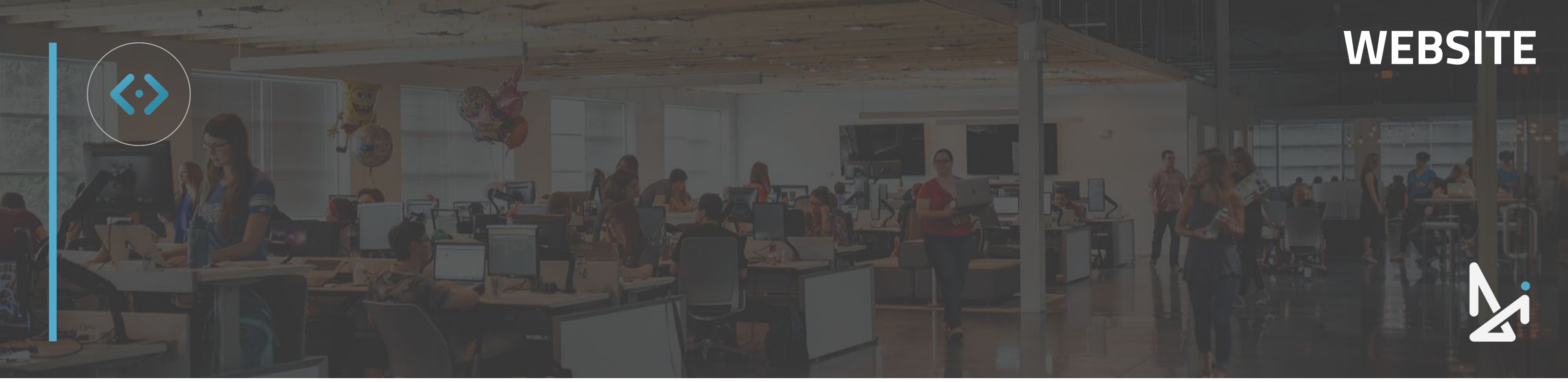
Once you've inserted the image onto your page, **click on the image** to view the editing options toolbar. After inserting an image onto a page, click the image to view the editing option again:



Best Practice

Don't forget! In order to see the image inserted into your page visually, make sure the **Visual** toggle is clicked. If the **Text** icon is clicked you will see html code containing your image tag instead.

Clicking the **edit button** on the toolbar will open a window similar to the Advanced Display Settings.



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. You can add images by...
   a. Uploading or adding directly into a post
   b. Uploading to your media library to use in a post later
   c. All of the above
   d. None of the above

2. We recommend including which of the following when uploading an image...
   a. Keywords
   b. Title, Caption, Alt Text
   c. Hashtags
   d. Image sizes

3. With the Attachment Display Settings, you can...
   a. Select the alignment of the image within the page
   b. Add a URL embedded into the image to link out to another page
   c. Change the size using the settings in the drop down
   d. All of the above

4. If you don't see your image inserted into your post, make sure...
   a. The Visual toggle is clicked
   b. You uncheck "Hide"
   c. You refresh your page
   d. You followed the instructions correctly

REVIEW

What we covered in this section:

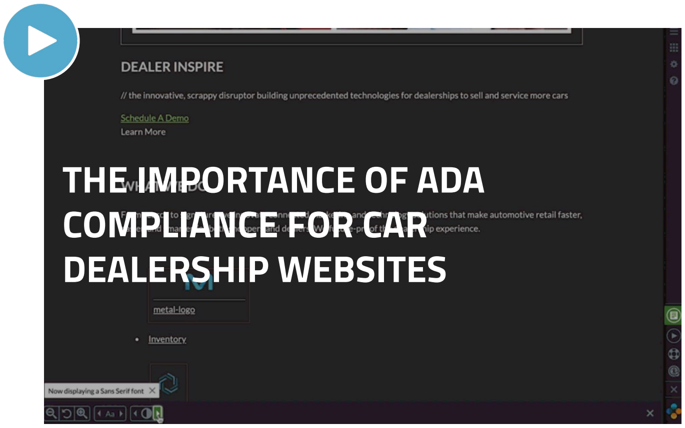
Adding Images to Pages
Image Best Practices
Editing Images in Wordpress

Check your answers at the bottom of the page... how'd you do?

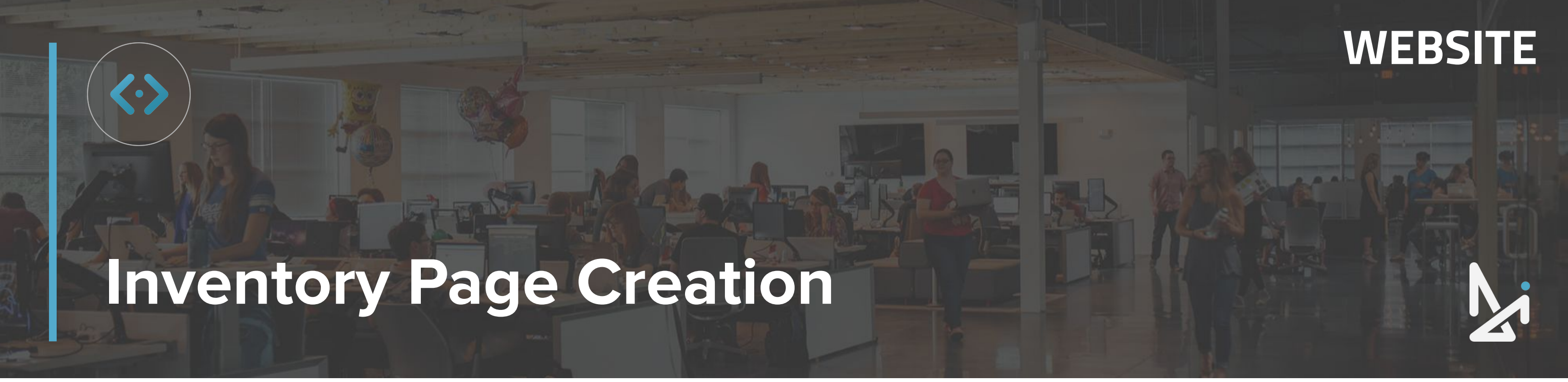
"I got them all right!"
Move on to the next section

"I missed a few."
It might be good to review what you missed

"I missed most, if not all of them."
Review the content linked above



Answers: 1-C, 2-B, 3-D, 4-A

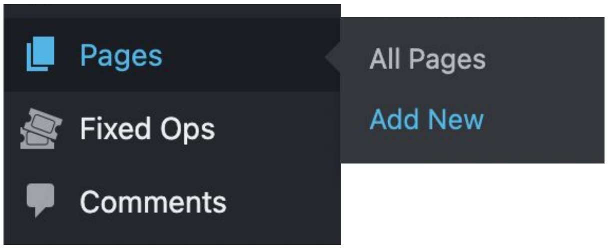


Inventory Page Creation

How to Create an Inventory Page

Creating a page where you can have your inventory display will follow similar steps to basic page creation, with a few additional steps. We'll show you how you can create a page and display your inventory there.

1. Hover over **Pages** within the left hand menu
2. Click **Add New**

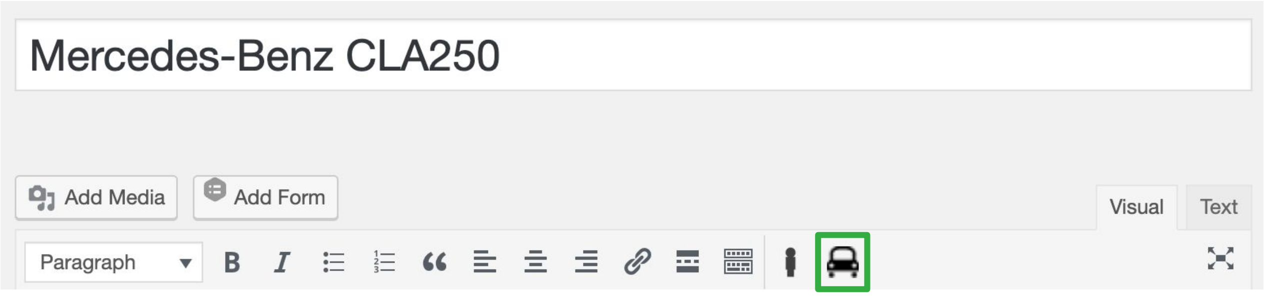


This will create a blank page for you to start to work in.

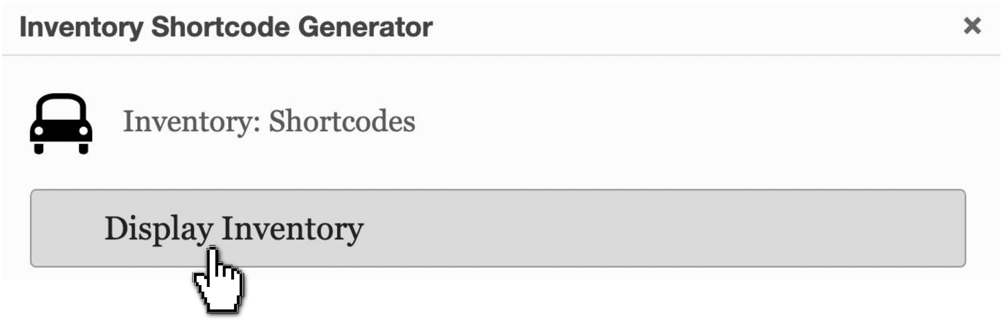
3. **Title your page** within the top field

Locate your content box below, and make sure you're clicked into the Visual tab

4. In the Content box, click the **car icon** (shown in green below)



5. Click **Display Inventory**



Inventory Page Creation

Now that you've told the page to pull in inventory, it's time to select the parameters for the inventory you want to display on the page.

6. **Select Parameters**, by choosing any of the following fields:

    Vehicle Type* - *whether New, Used, CPO, or Sold*

    Start Year

    End Year

    Make(s)*

    Model(s)*

    Model Series

    Trim level(s)*

    Passenger Capacity - *you can add multiple values separated by commas*

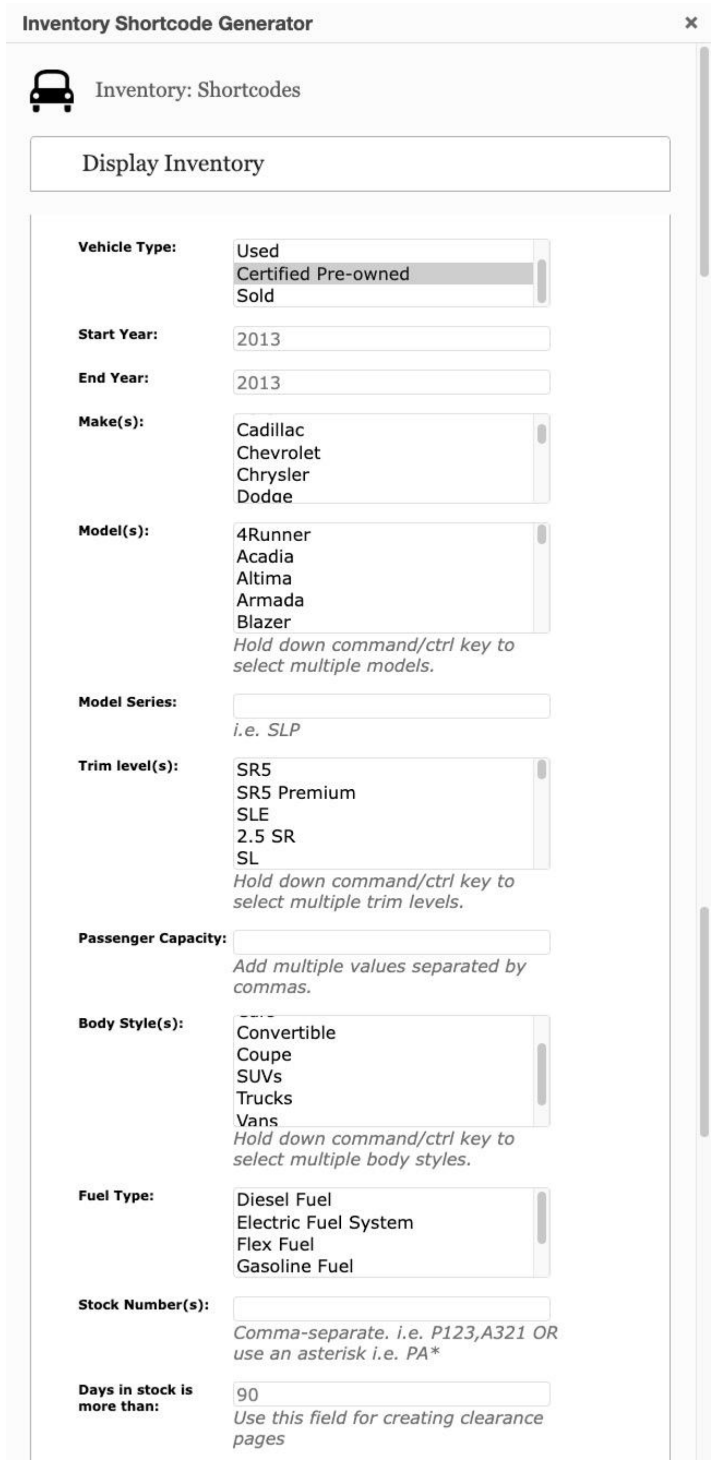
    Body Style(s)*

    Fuel Type*

    Stock Number(s) - *use a comma to separate multiple stock numbers, or you can use an asterisk (Example: PA*)*

    Days in stock is more than - This can be used for creating clearance pages

** To select multiple, hold down command (Mac) or control (Windows) on your keyboard when selecting more than one option.*



Inventory Page Creation

Continue choosing any of the following fields:

Dealer ID

Location

Specials from Feed - *To pull specials from the feed, check the box*

Special Feed 2

Keyword

Description

Options - *use a comma to separate options (Example: nav, satellite radio)*

Price - *input a range (Example: 10000-40000)*

City MPG

Highway MPG

Hide sidebar and filters - *Check the box to hide a sidebar and filters*

You can also set a limit (Example: 5)

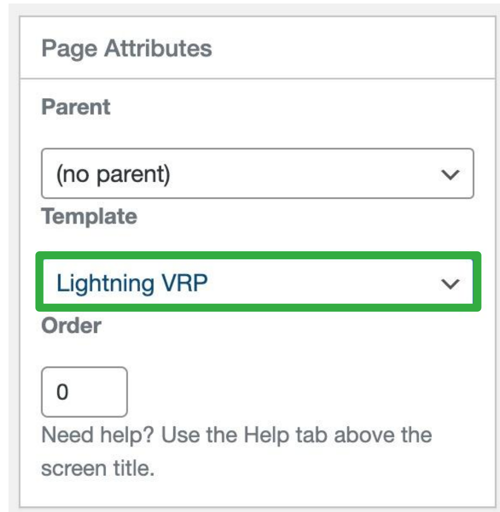
7. Once you have selected any and all parameters, click **Insert** and shortcode will be placed in content box

Inventory Page Creation

We recommend that all inventory pages be displayed on a Lightning VRP page, so make sure that your template is set appropriately!

To check this, scroll to the top. Located on the right hand side of the screen, locate the Template field, and select Lightning VRP, if not already selected.

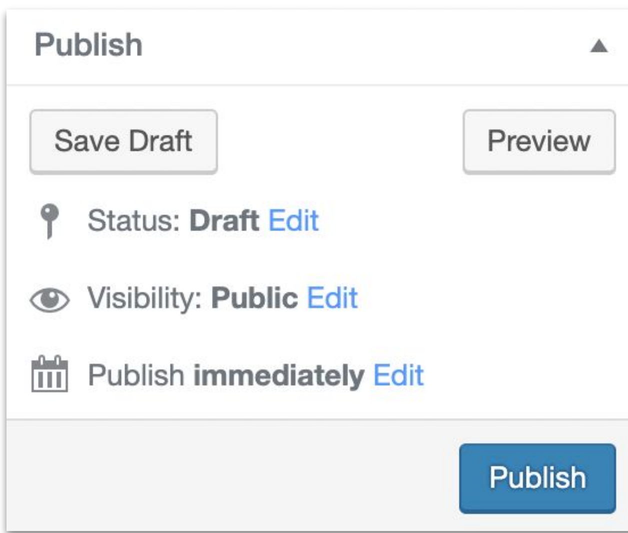
Note: If you are not yet using Lightning VRP, you would use Full Width.



8. Click **Publish**

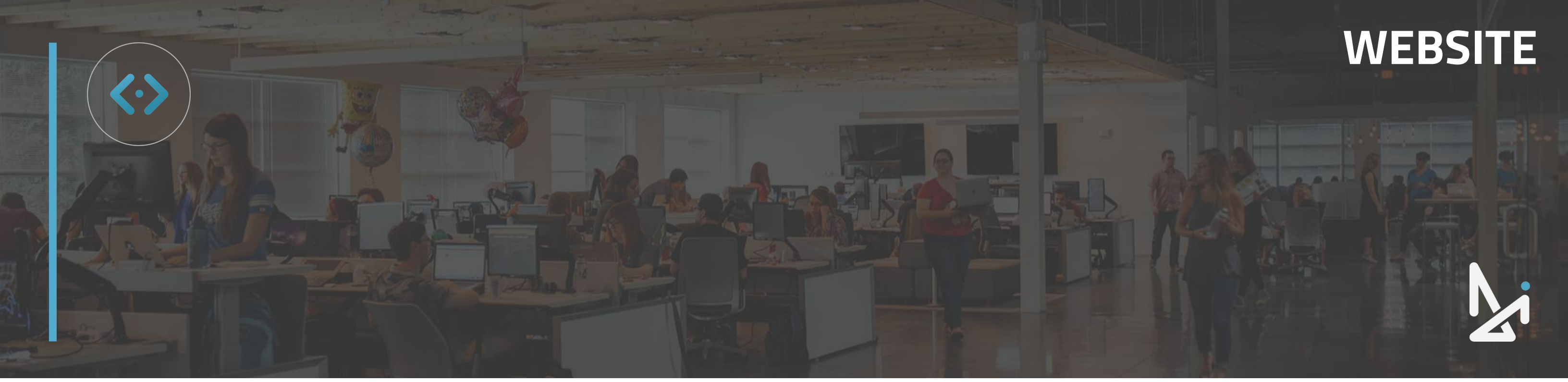
*You can also click **Save Draft** to save your work and return to it later, or **Preview** to see your page before you publish it*

*You also have the option to Schedule your page to publish at a later date/time, by clicking the **Edit** next to **Publish immediately.***



How-To Create an Inventory Page

1. Add a New, Full Width Page
2. Title Your Page
3. Click the Car Icon
4. Click Display Inventory
5. Select Parameters
6. Click Insert
7. Publish



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. Within the content box, click _____ to turn your basic page into an inventory page.
    a. Click "Add Inventory"
    b. Dollar sign icon
    c. Car icon
    d. None of the above
2. Display Inventory…
    a. Appears under Inventory Shortcode Generator
    b. Pulls the inventory needed to display properly with shortcode
    c. All of the above
    d. None of the above
3. Selecting parameters allows you to…
    a. Customize how the inventory is displayed on your page
    b. Create rules for what customers are allowed to test drive
    c. Toggle inventory availability
    d. All of the above
4. After selecting any and all parameters, click…
    a. Done
    b. Insert
    c. Add Shortcode
    d. Next

REVIEW

What we covered in this section:

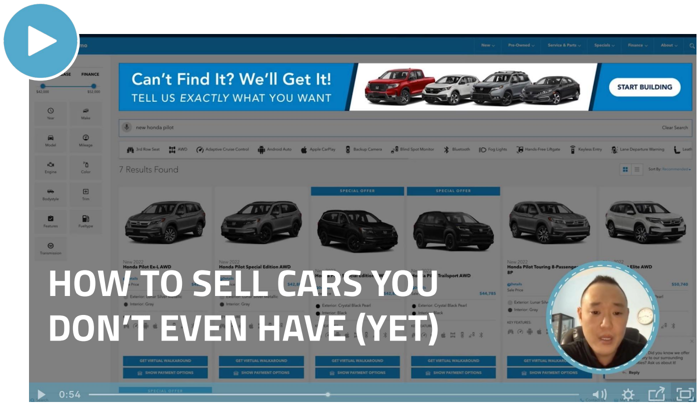
Inventory Page Creation

Check your answers at the bottom of the page… how'd you do?

"I got them all right!"
- Move on to the next section

"I missed a few."
- It might be good to review what you missed

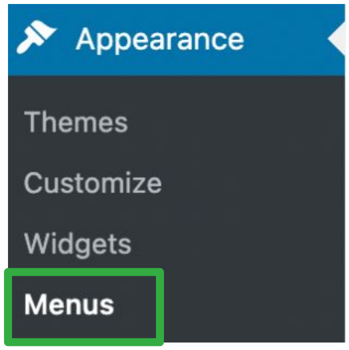
"I missed most, if not all of them."
- Review the content linked above



Answers: 1-C, 2-C, 3-A, 4-B

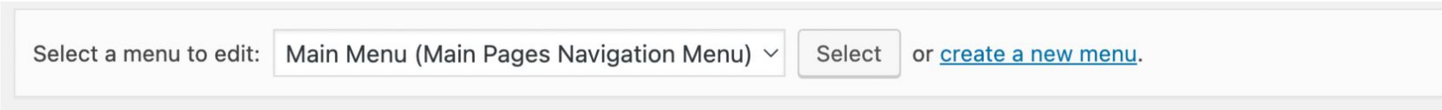
Menu

Once you create a page, it is important to add it to the menu so that visitors on your site can find that page. This is an important step in creating pages.

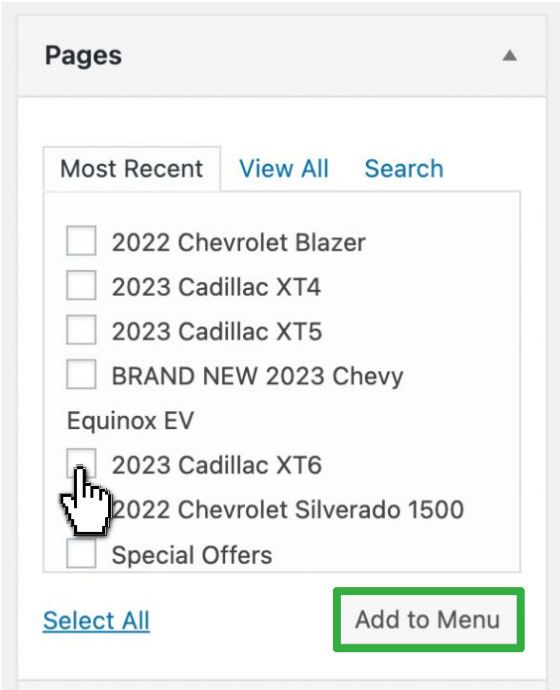


To add a Page to your Menu:

1. Click **Appearance**, and then **Menus**
2. At the top of the page, make sure **Main Menu** is selected next to the Select a Menu to Edit section (shown below)
3. Click **Select**



4. Within the Pages box, on the left hand side, locate the page you want to add to the menu and **select it by clicking in the box**
5. Click **Add to Menu**

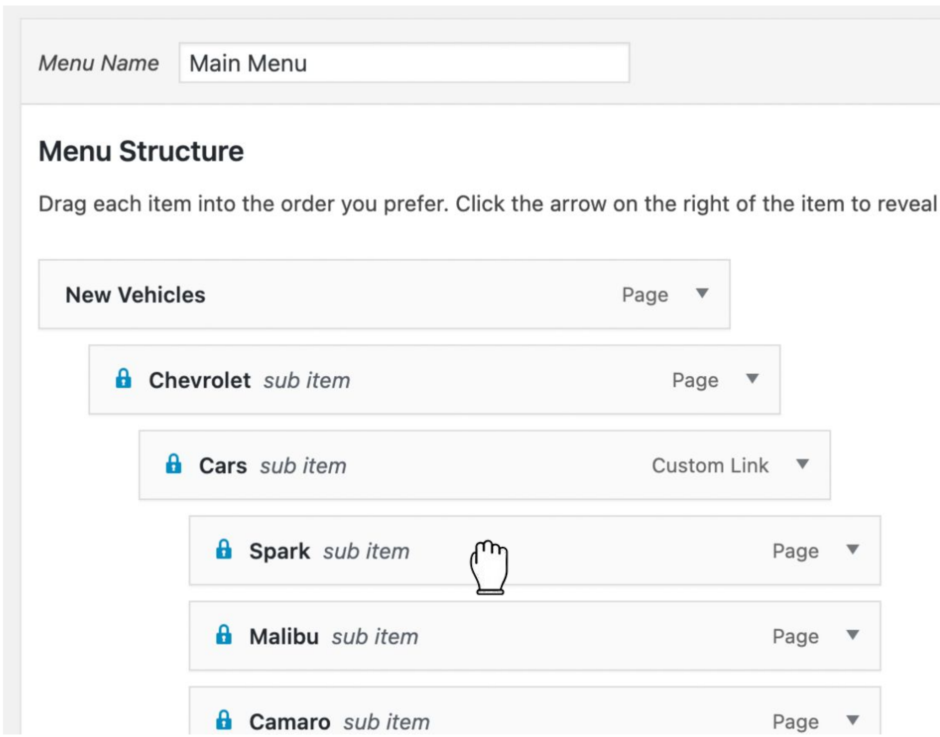


Now you will need to adjust where it appears within your menu before saving your menu.

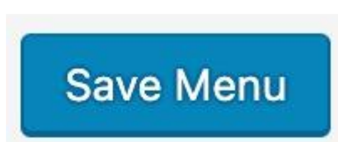
Menu

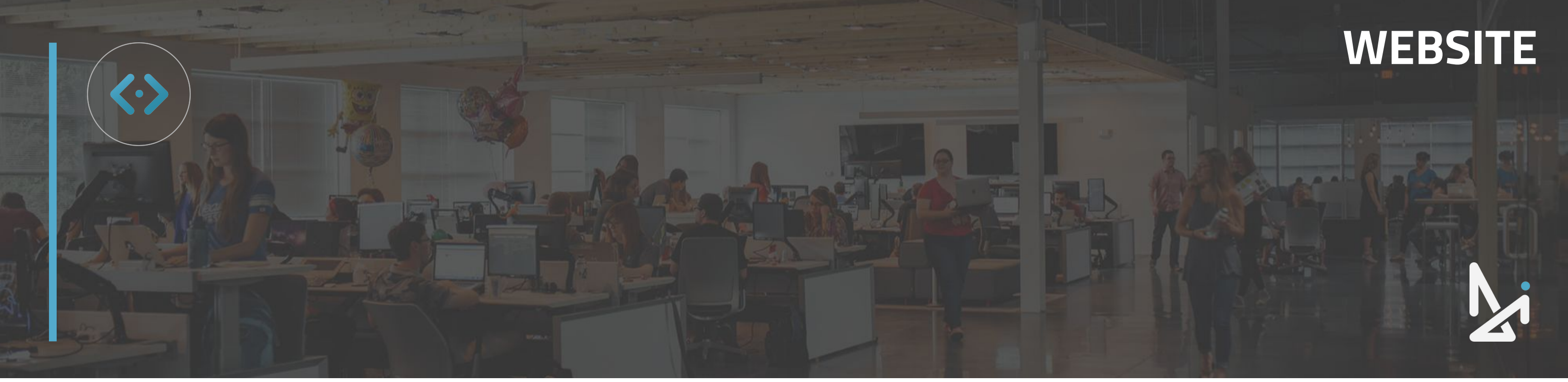
Just to the right, you will see Menu Structure. Adding the new page to the Menu has moved your page within the Menu Structure, at the bottom. Scroll to the bottom of the structure to locate your newly added page.

4. **Click, drag, and drop** the page you just added to the menu where you want to nest it



5. Once your menu is organized how you want it, click **Save Menu**





CHECK YOUR KNOWLEDGE

It’s time to check your knowledge to see how you’re doing!

1. To access the Menu editing section of Wordpress click Menu under the…
   a. Navigation Tab
   b. Appearance Tab
   c. Pages Tab
   d. None of the above
2. When adding a page to the menu, it will automatically be placed…
   a. At the top of the page
   b. In the appropriate section
   c. At the bottom of the list
   d. In alphabetical order
3. To reorder the list that appears in the Menu Structure…
   a. Click, Drag, and Drop
   b. Number each option on a scale
   c. You cannot reorder the Menu Structure
   d. None of the above

REVIEW

What we covered in this section:

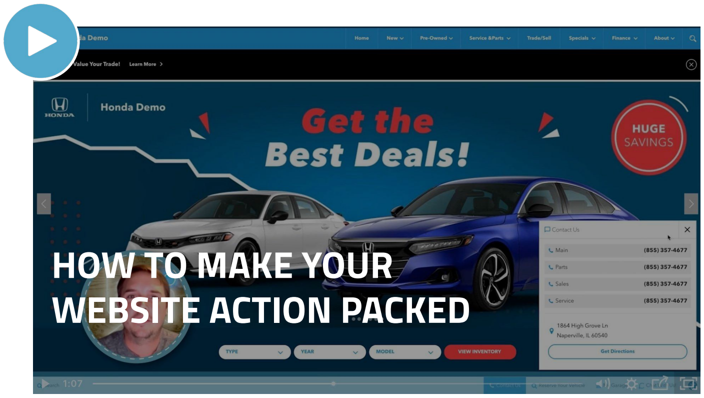
Menu

Check your answers at the bottom of the page… how’d you do?

“I got them all right!”
🟢 Move on to the next section

“I missed a few.”
🟡 It might be good to review what you missed

“I missed most, if not all of them.”
🔴 Review the content linked above



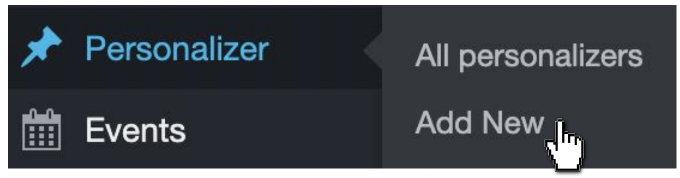
Answers: 1-B, 2-C, 3-A

Personalizer

How to Create a Homepage Personalizer

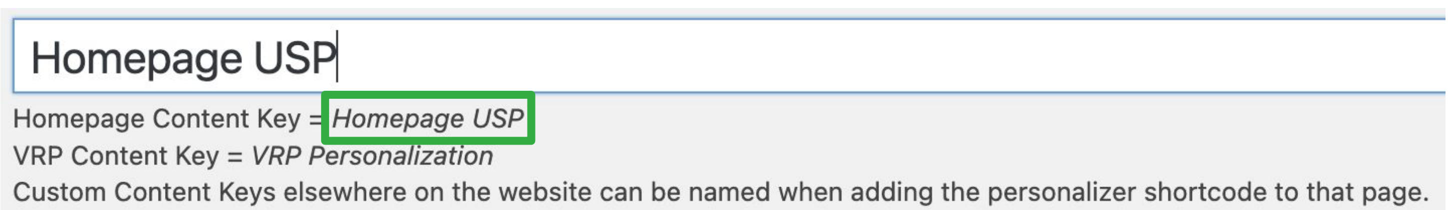
Personalizer is a short, personalized message on your website that targets specific customers based on their shopping activity, current location, page views, and more.

To create a Personalizer:



1. Click **Personalizer**
2. Click **Add New**
3. Copy and paste **Homepage USP** into the top field

This is not your title. Any variation from this will cause the Personalizer to not fire. You will need to literally copy and paste Homepage USP into the field exactly as you see it listed in italics below.



WIthin the Context Box, make sure you've selected the Visual Tab

4. Create a **personalized message** and insert it in the content box

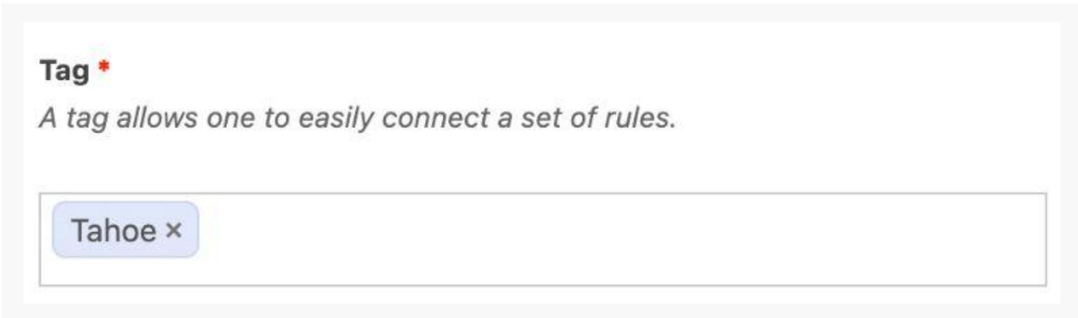
Best Practices

Are you code-savvy? Use the Text tab to create your content with shortcode.

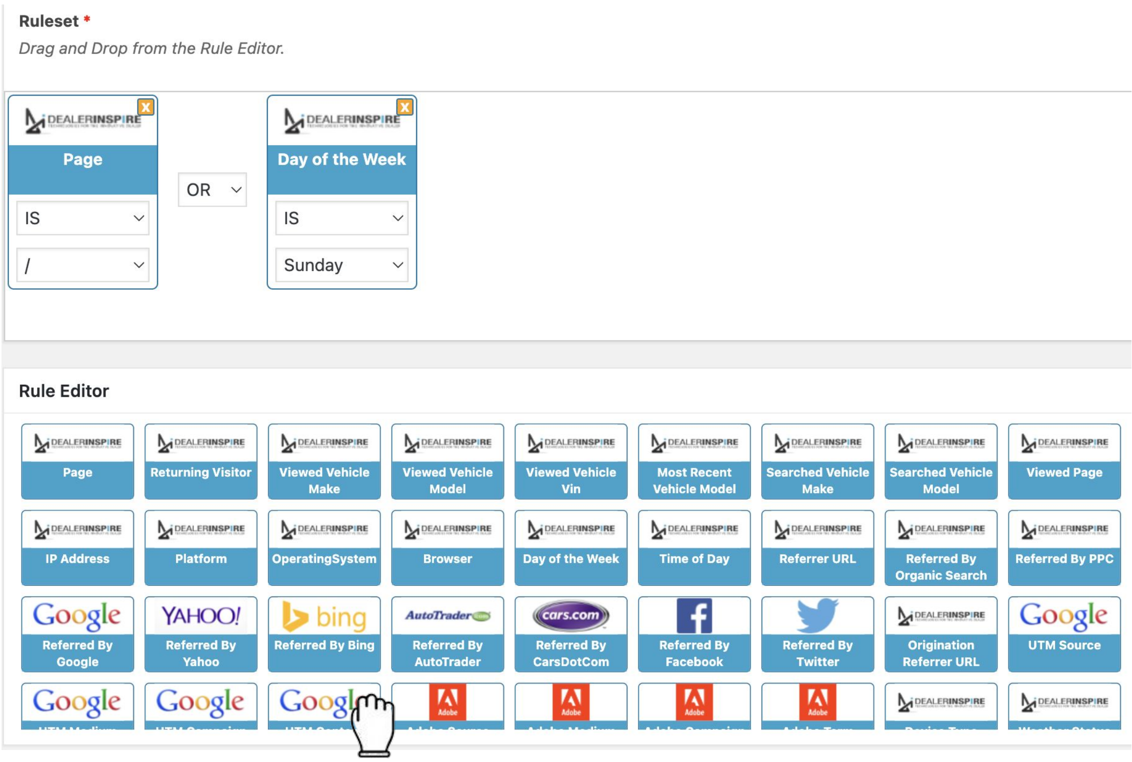
Personalizers should be 1-2 sentences max, but should draw shoppers in!

Personalizer

5. Create a **tag** that also serves as the title of this personalizer



6. Choose the rule from the Rule Editor that you want to apply to this personalizer, then **click and drag and drop** it into the ruleset box



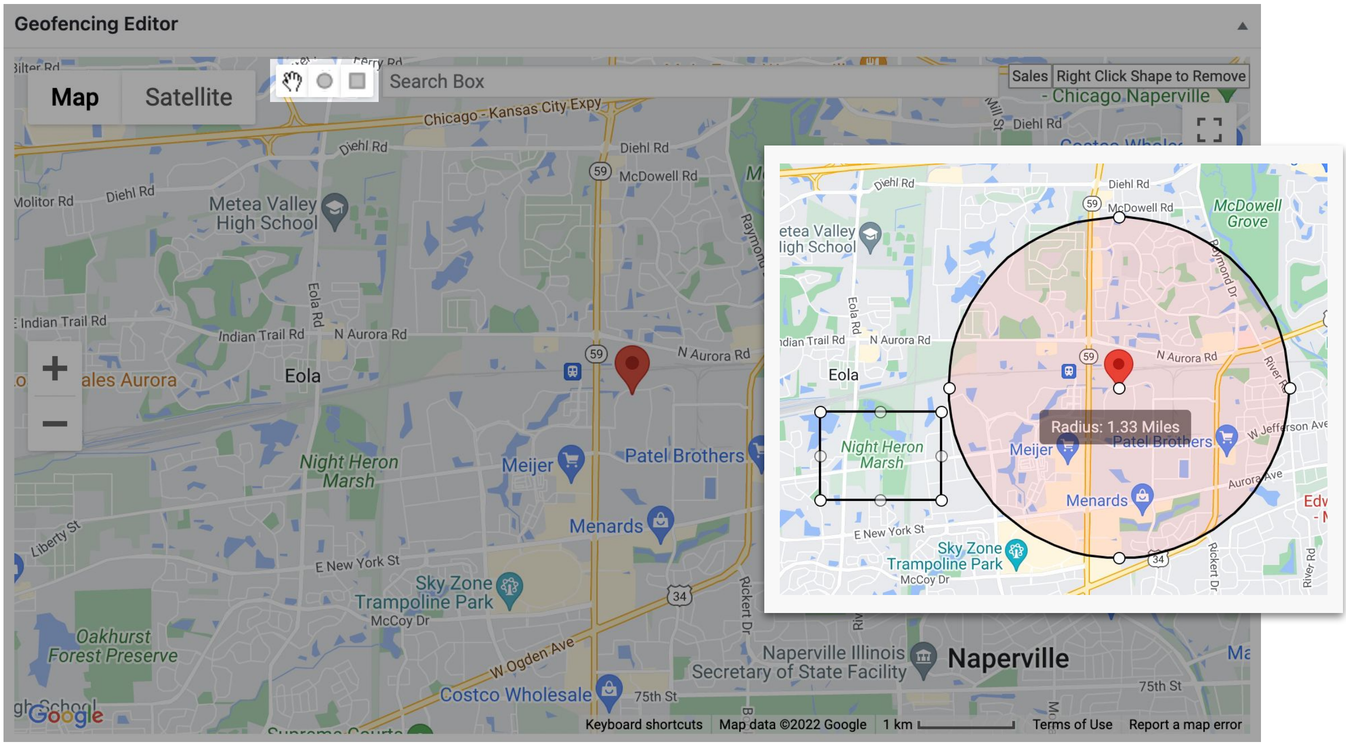
Personalizer and Geofencing

How Create a Personalizer with Geofencing

If you want to create a rule for your ruleset to target a specific location in order for your personalizer to fire, you will need to draw a geofence within our Geofencing Editor. Scroll down to find the Geofencing Editor section.

7. Click the **square** or **circle icon** to begin drawing your geofence

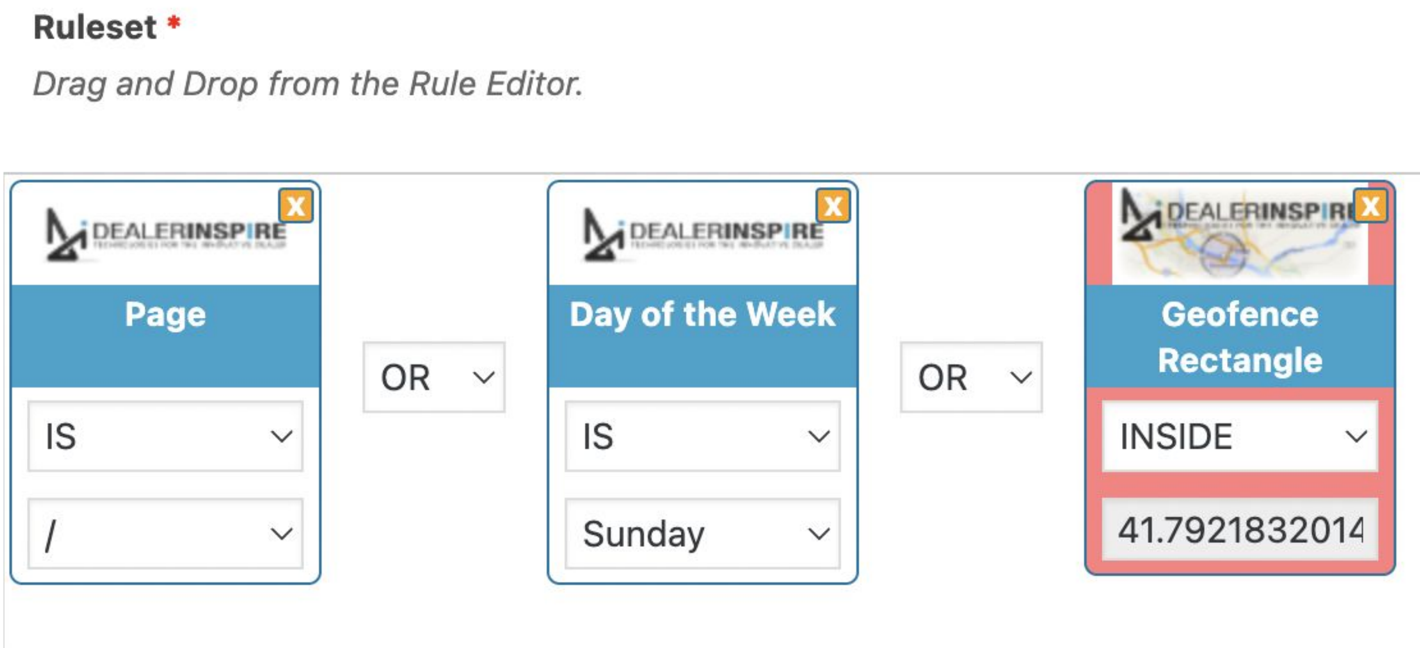
8. **Drag and drop the icon** to create the geofence



The hand icon can be used to adjust your placed geofence by grabbing the white circles that make up your shape.

You can also click the white circle in the middle of the circle geofence to move the location of geofence.

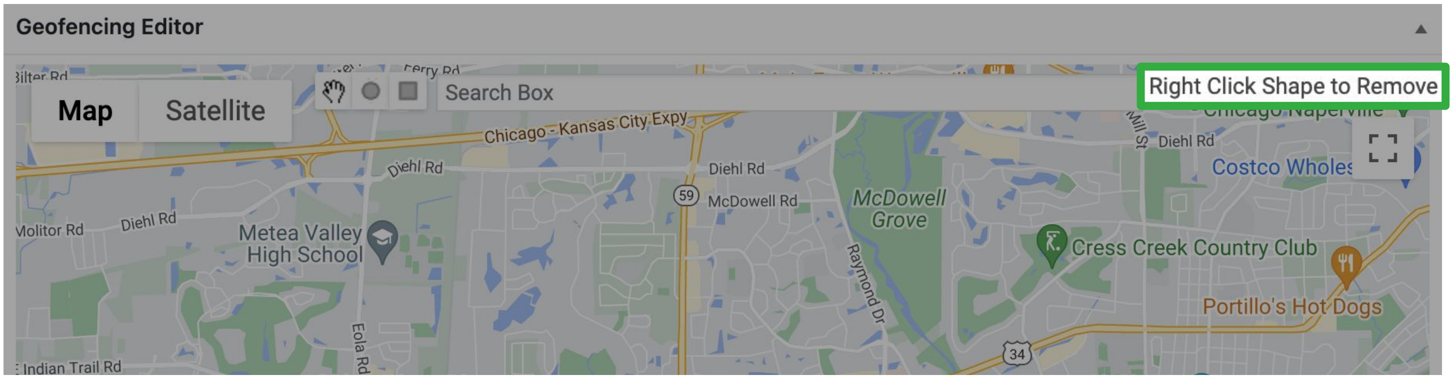
Each geofence will be added as a rule to the ruleset, with the corresponding color of the shape you created.



How to Delete a Geofence Parameter

You can delete a geofence by **right-clicking on the circle or rectangle**.

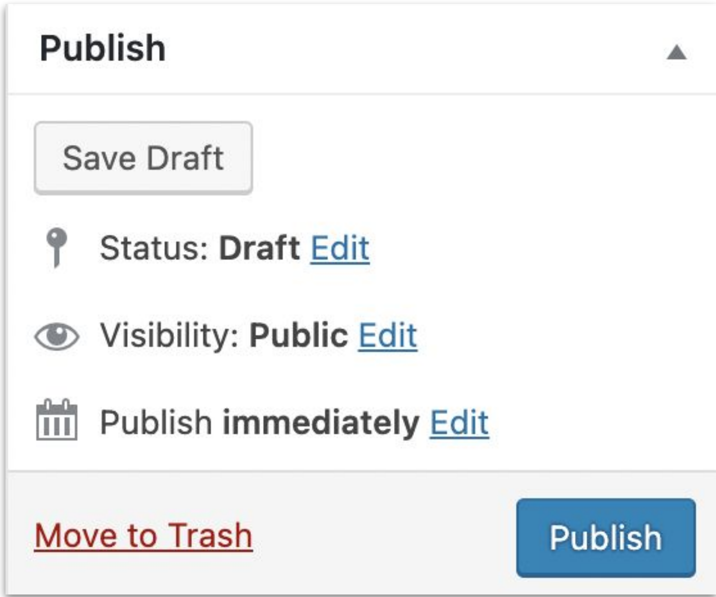
Or you can delete the parameter from the Ruleset by clicking the **orange X** of the corresponding geofence.



Personalizer

9. Once all fields have been completed, click **Publish**

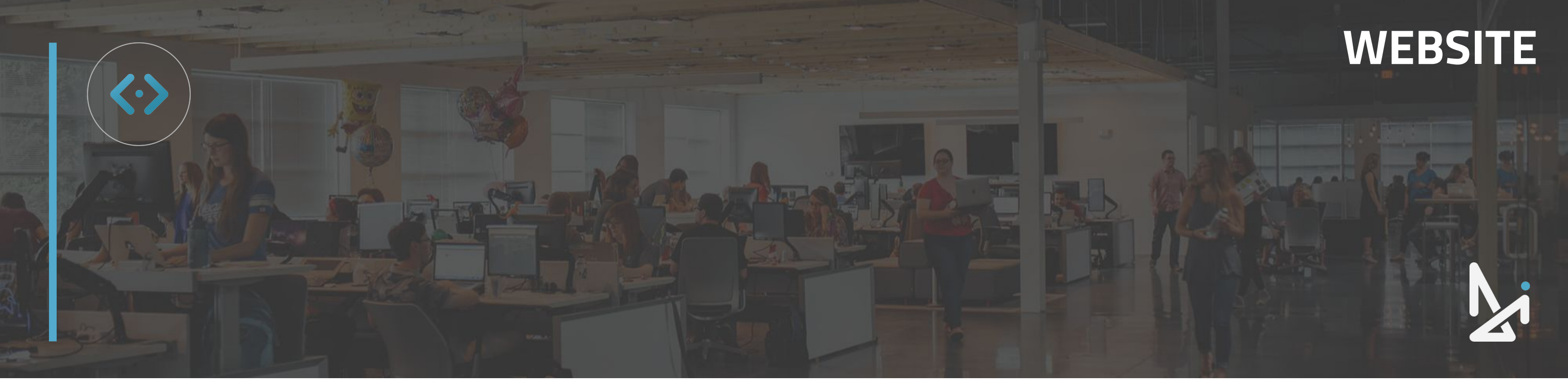
11. Click **Reload Cache** at the very top of the screen to instantly push the personalizer to the live site



How to Test Your Personalizer

In order to test your personalizer, you will need to follow all of the rules you've set. We'll walk through three different scenarios to show what we mean by "follow all the rules":

- Let's say you created a personalizer to fire when a lead is in a certain location. In order to test this personalizer, you will need to be in that same location.
- If you created a personalizer to fire for a returning visitor, you would need to go to your site, leave your site, and return again.
- Say you've created a personalizer that only shows for visitors who are in a specific location and are returning to the site. You would need to apply both rules at the same time to test.



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. The content key must be...
   a. Shortcode that Support provides
   b. The page it will show on
   c. Your title of the Personalizer
   d. Homepage USP
2. A personalized message should be...
   a. At least 3 sentences
   b. 1 - 2 short sentences maximum
   c. 150 characters
   d. There is no limit
3. To ensure your Personalizer fires, you'll need to...
   a. Follow all the rules that have been set
   b. Click "Test" to preview the Personalizer in action
   c. Have Support run a test
   d. None of the above

REVIEW

What we covered in this section:

Personalizer

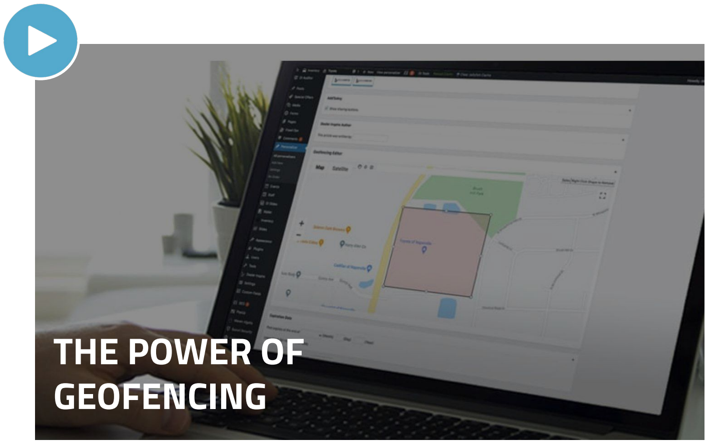
Personalizer and Geofencing

Check your answers at the bottom of the page... how'd you do?

"I got them all right!"
Move on to the next section

"I missed a few."
It might be good to review what you missed

"I missed most, if not all of them."
Review the content linked above

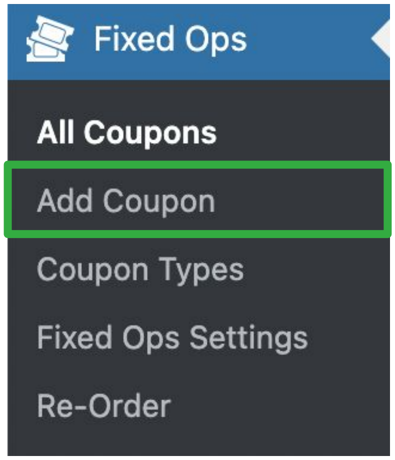


Answers: 1-D, 2-B, 3-A

Service and Parts Coupons

How to Create a Service or Parts Coupon

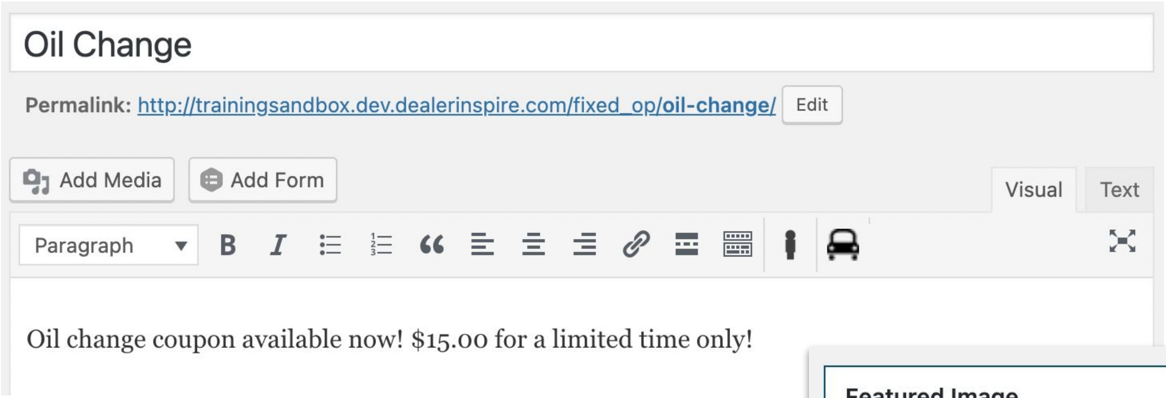
The Fixed Ops plugin allows customizable coupons to be added to your site. We'll walk you through the steps on how to create a Service or Parts Coupon using the Fixed Ops Plugin.



1. Click **Fixed Ops**
2. Click **Add Coupon**
3. In the top field, add a **title**

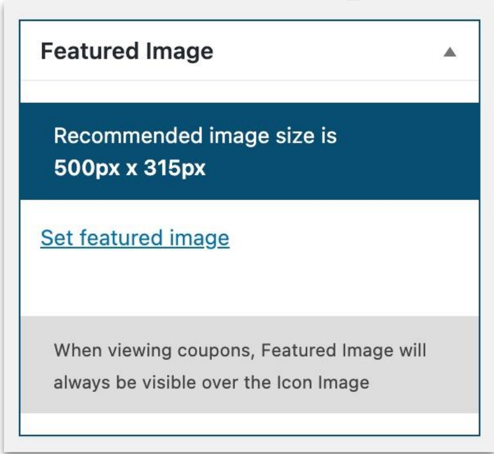
   This will display on the coupon so make sure it's frontend friendly!

4. In the Content Box, add the **details of your coupon**



5. To add an image to your coupon, scroll down and click **Set featured image**, located on the right-hand side of the screen

   Then, select an image from your media library or upload a new file from your computer



Best Practice

The recommended image size for Coupon Featured Images is 500px x 315px.

Service and Parts Coupons

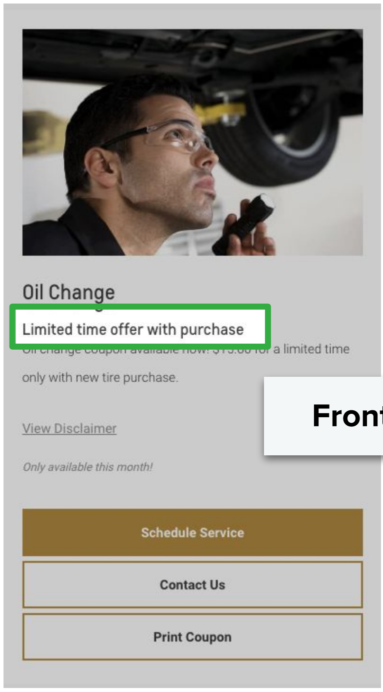
Your coupon will have a subheading title. You'll want to fill this in with either a price or a standout detail or deal. See the example below.

6. **Add a price or standout detail** in the Subheading field

Subheading

Limited time offer with purchase

Backend



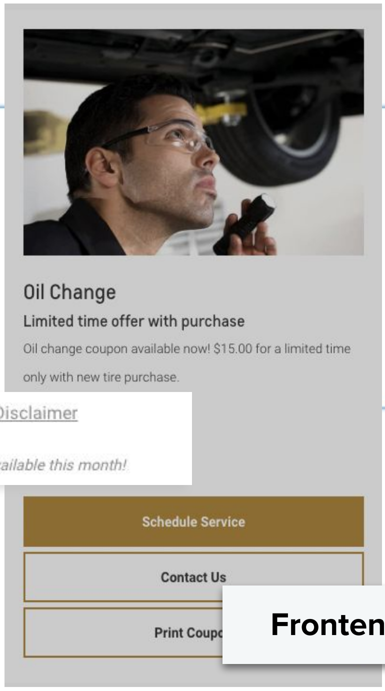
Frontend

7. **Add your disclaimer** in the disclaimer box, and remember that this disclaimer will appear on the coupon

Disclaimer

Only available this month!

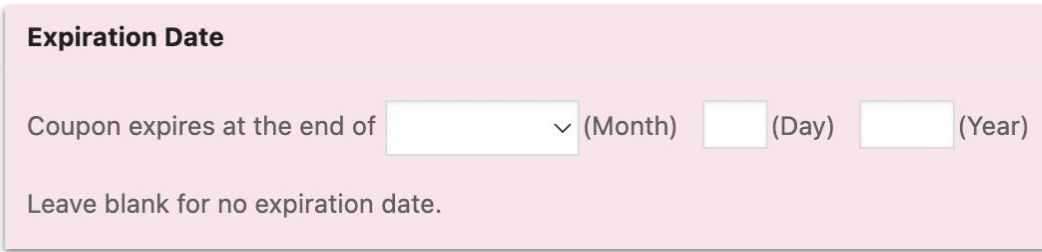
Backend



Frontend

Service and Parts Coupons

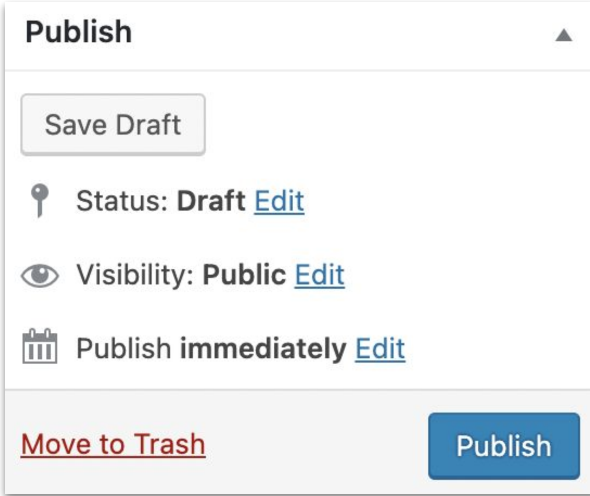
You will have the option to **add an expiration date** to push your coupon into draft mode, removing it from your site, at the date/time that you specify. If you don't want to designate an expiration date, leave this section blank.

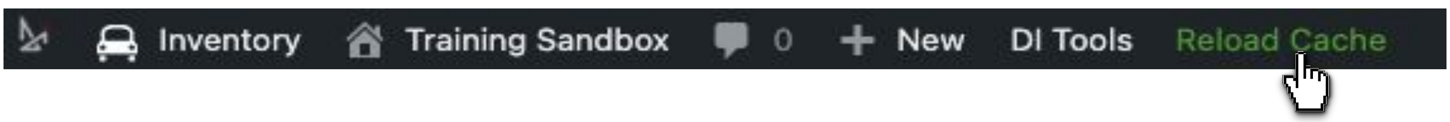


Once you have all of your information filled out, you can scroll back to the top to find the Publish section.

8. Click **Publish** to post the coupon on your Service & Parts pages

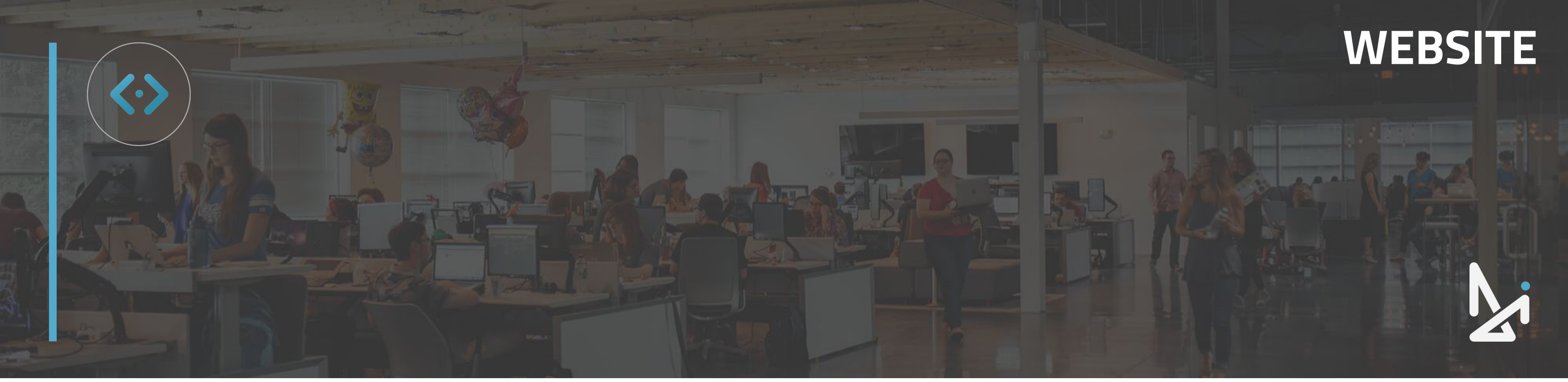
9. Click **Reload Cache** to instantly publish the Coupon to the live site





How to Create a Coupon

1. Click Fixed Ops
2. Select Add Coupon
3. Add a Title
4. Add a description of your coupon in the content box
5. Set Featured Image
6. Add a subheader & disclaimer
7. Click Publish
8. Reload Cache



CHECK YOUR KNOWLEDGE

It’s time to check your knowledge to see how you’re doing!

1. Where do you start to create a Service and Parts Coupon?

   a. Coupons
   b. Wallet
   c. Fixed Ops
   d. None of the above

2. In the subheading field…

   a. Add a price or a standout detail
   b. Add the Department your coupon is for
   c. Put your name
   d. Add shortcode for an image

3. Setting an expiration date will…

   a. Delete the coupon entirely
   b. Revert the coupon back to draft mode
   c. Removes the coupon from your page on the frontend at the designated time and date
   d. Both B and C

REVIEW

What we covered in this section:

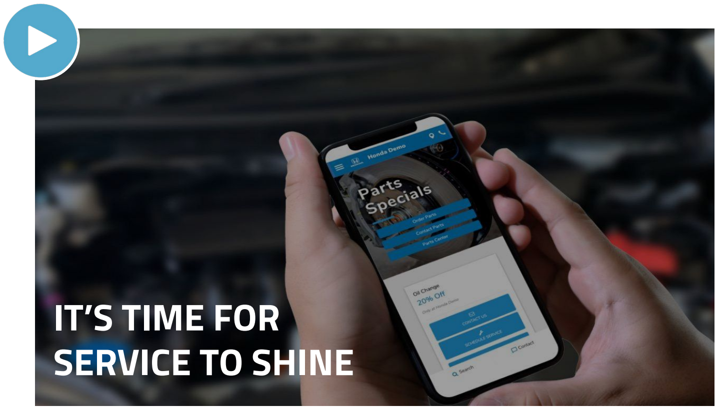
Service and Parts Coupons

Check your answers at the bottom of the page… how’d you do?

“I got them all right!”
🟢 Move on to the next section

“I missed a few.”
🟡 It might be good to review what you missed

“I missed most, if not all of them.”
🔴 Review the content linked above



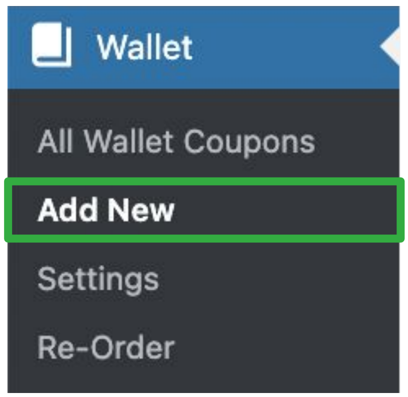
Answers: 1-C, 2-A, 3-D

How to Create Wallet Coupons

How to Create Wallet Coupons

You can create Wallet coupons for your shoppers to add to their mobile devices.

1. Click **Wallet** in the left-hand menu
2. Then, under All Wallet Coupons select **Add New**



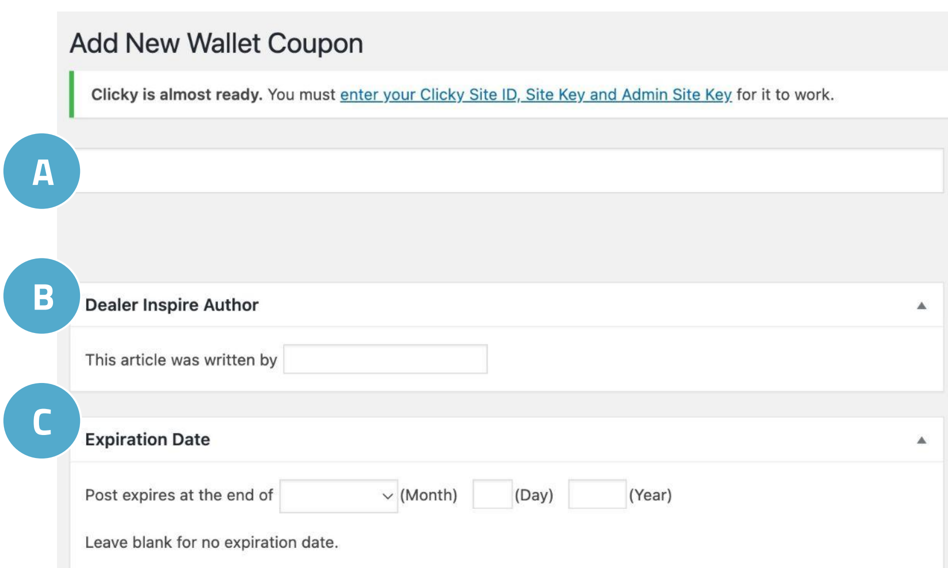
3. Fill out the fields below:

   A. **Title** - Add a title

   Note: this will not appear on the wallet pass

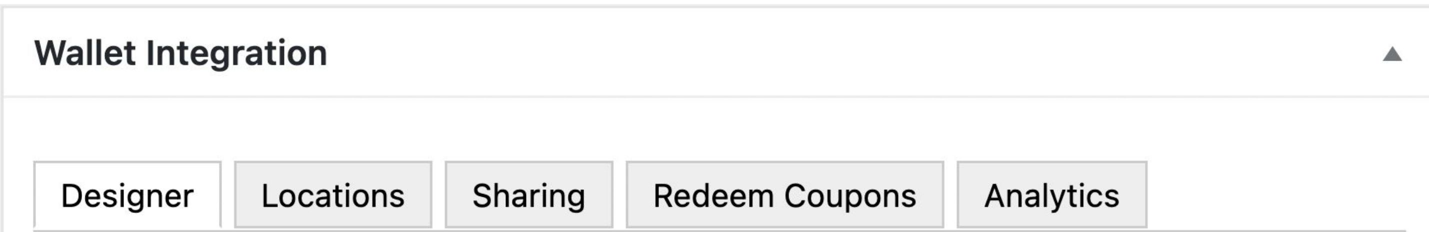
   B. **Dealer Inspire Author** - Type your name in this field to track changes

   C. **Expiration Date** - If you'd like the wallet pass to expire or be removed from your website at a certain date, fill out this field



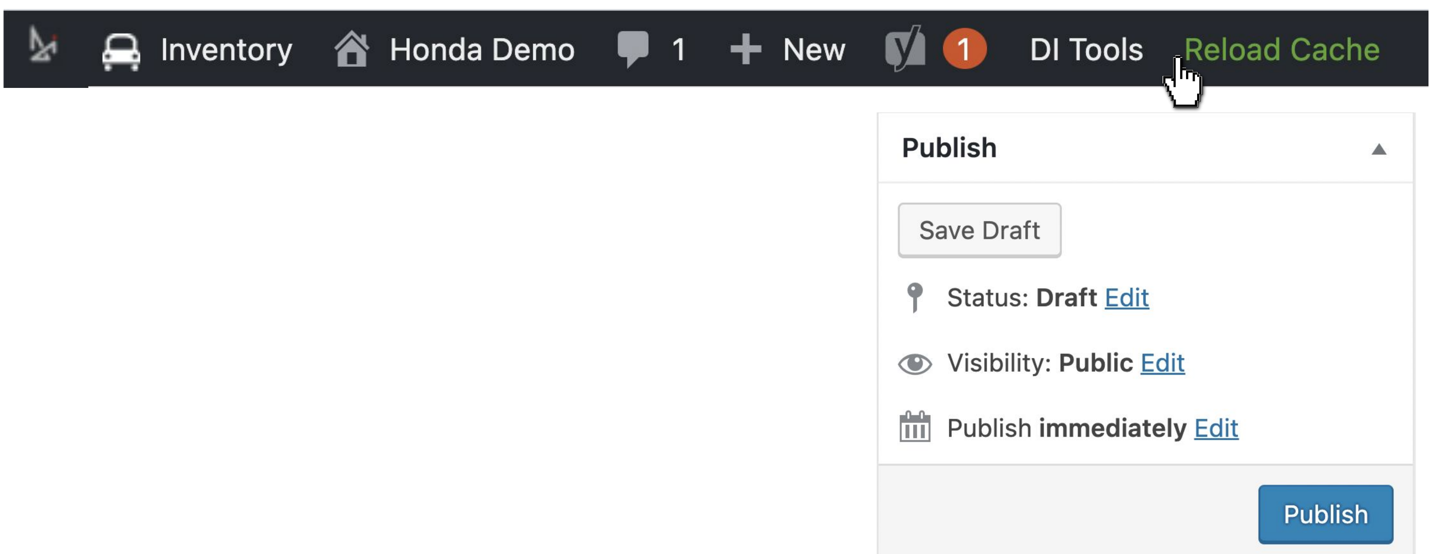
How to Create Wallet Coupons

After filling out these fields, you'll notice a wallet integration section. We'll go through each tab in detail so you can fully customize your wallet pass.



Once you're ready to publish your pass, click **Publish**. This will post your coupon on the Service and Parts page of your website.

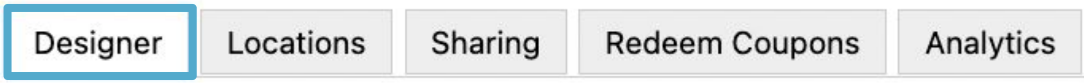
Select **Reload Cache** to ensure your post is published instantly.

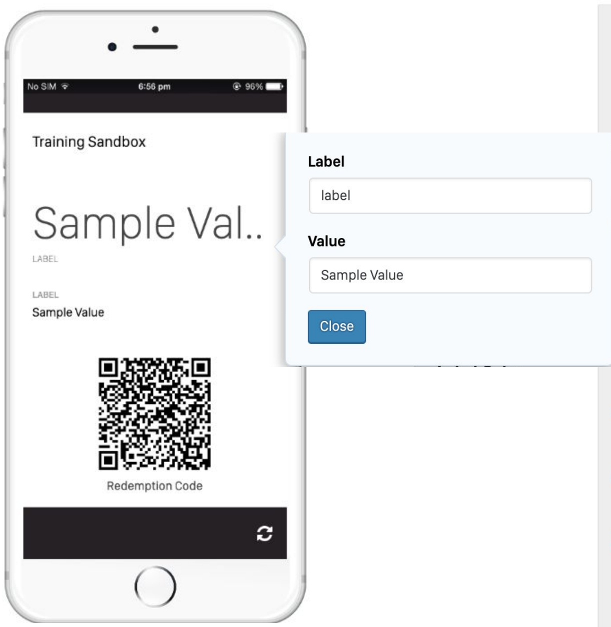


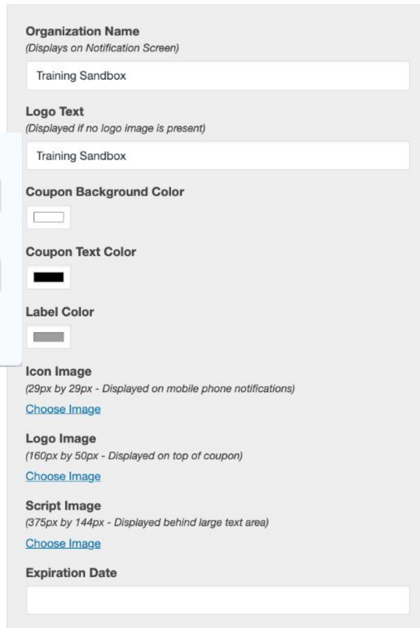
But let's not skip ahead too soon! We'll go back and take a deeper look at how to design and customize your wallet with the tabs available to you.

Wallet Coupons: Designer Tab

On your Wallet Integration page, there are various tabs you can edit. Let's go over each of these options, starting with the Designer tab.







Clicking on **Label** on the mobile phone image will populate a blue box to fill in the following fields.

Label -

Fill this in with a short description or subtitle of your coupon.

Value -

Fill in this with a Numerical or Cost Value

Within the Designer tab, you will have the option to fill in the following fields. Reference below for how to effectively fill out each field.

Organization Name - The name of your dealership will auto-populate

Logo Text - The text in the top left corner of the wallet pass, this can be customized to what you'd like to display

Coupon Background Color - Change the color of the background here

Coupon Text Color - Change the text color here

Label Color - Change the text color of the word "label"

Icon Image - Displayed on Mobile Phone notifications

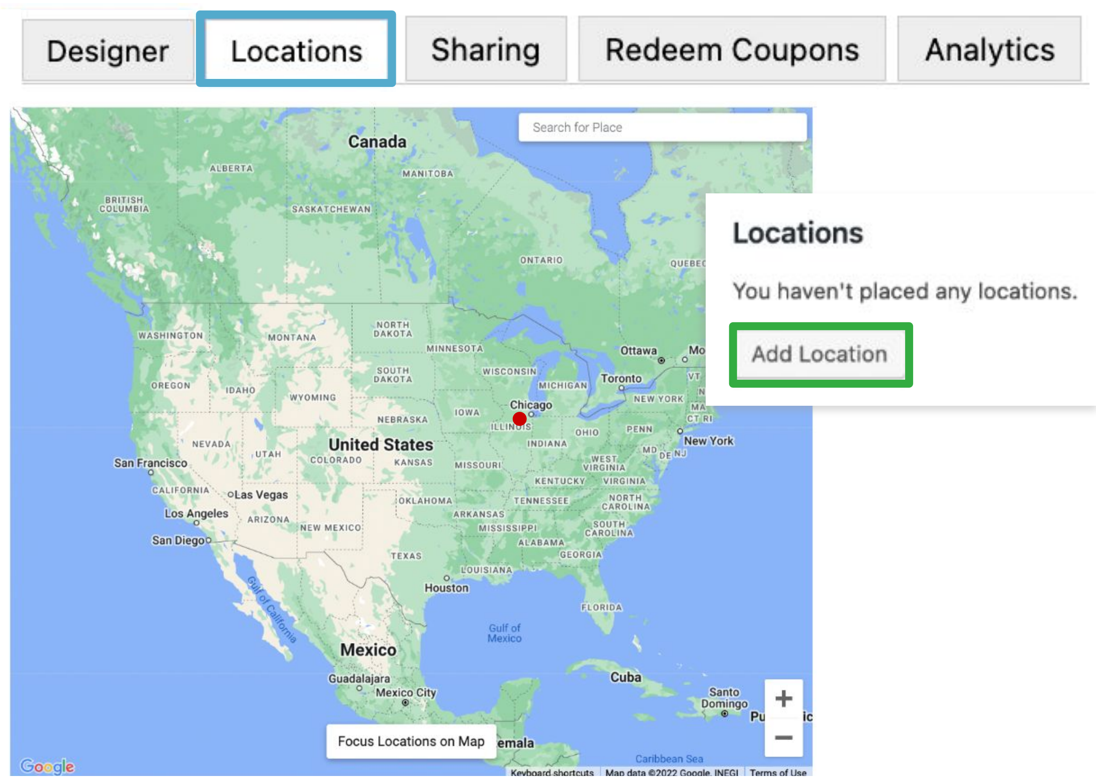
Logo Image - The logo image stretches across the top of the coupon

Script Image - Displayed behind large text area.

Expiration Date - Enter an expiration date here

Wallet Coupons: Locations Tab

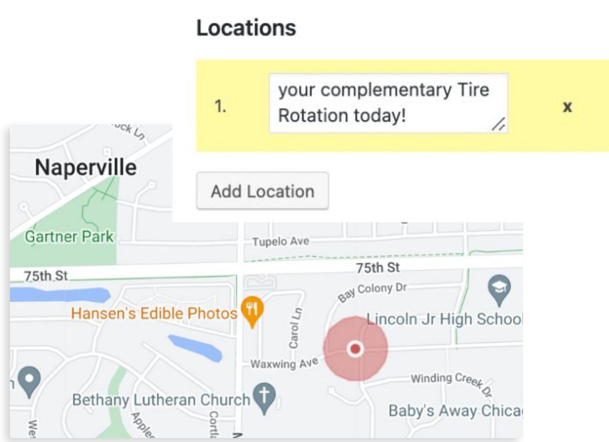
Next, let's cover the Locations tab. Before we get started, please note that there is a limit of 10 locations per wallet pass, with a radius of 100 meters.



With the Locations tab, you can create pop-up notifications that will appear on the mobile device of shoppers when they have downloaded your wallet pass and are nearby the geofenced area.

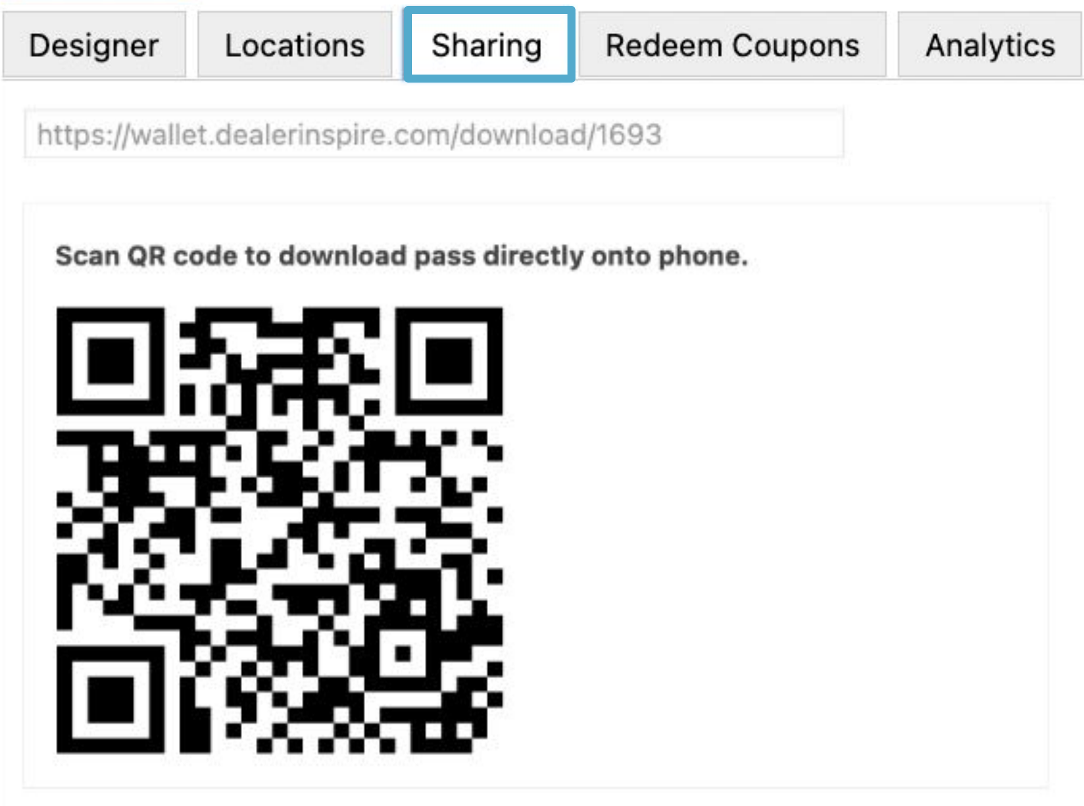
Click **Add Location**, then type your desired message in the text box.

A red pin ● will appear on the map to show where the notification the shopper will need to be located for it to fire on the cell phone

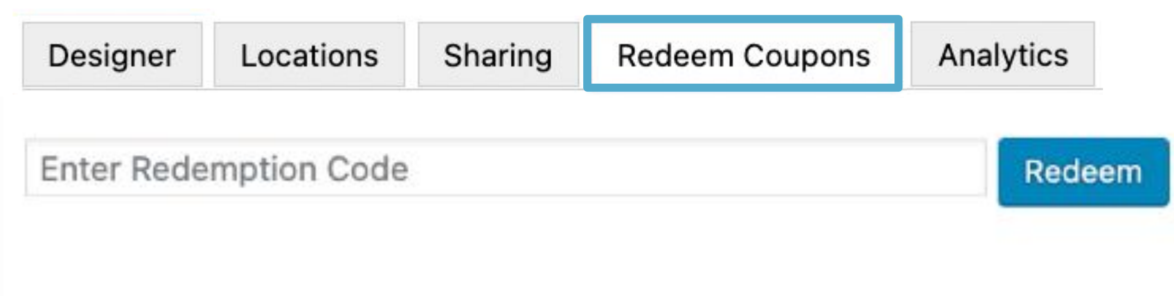


Wallet Coupon: Sharing and Redeem Coupons Tabs

With the Sharing tab, you can create a QR code that, once a shopper scans, it will download the wallet pass directly to their mobile device, which will be embedded into the layout of the coupon.

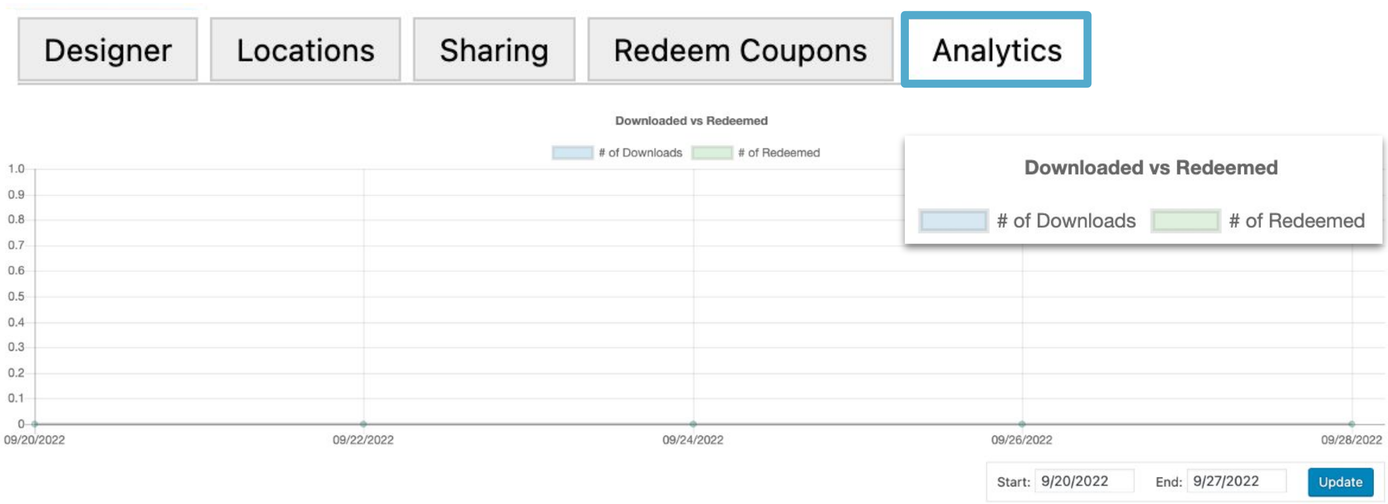


In the Redeem Coupons tab, you can track how many wallet coupons have been redeemed by customers. To do so, enter the Redemption Code in the open field and click **Redeem**. You can find the Redemption Code on the published Coupon.



Wallet Coupons: Analytics Tab

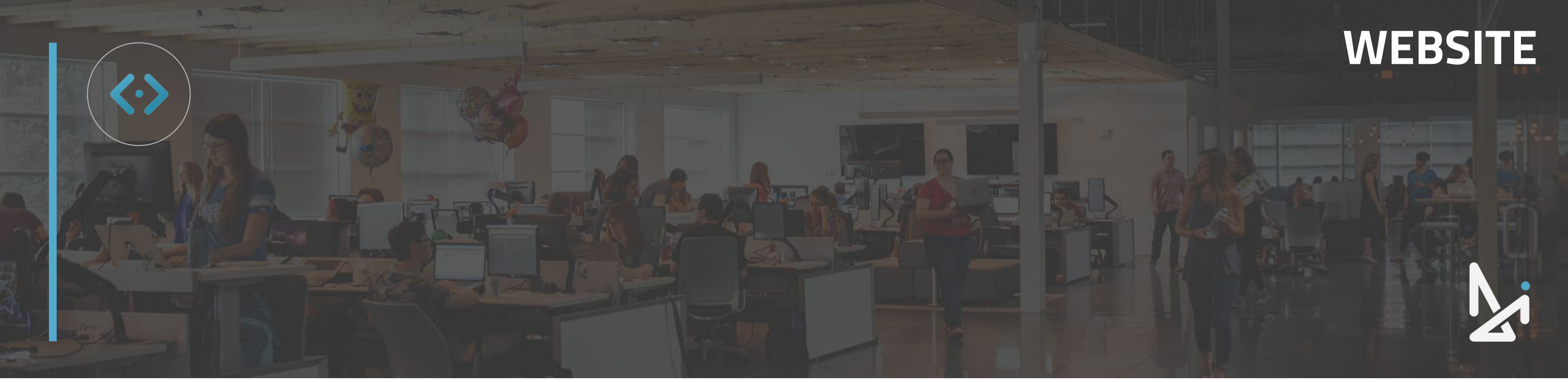
View a graph of the redemption activity for your dealership in the Analytics tab. In this tab, you can see details like the number of downloads and the number of redeemed coupons.



You can even adjust the **Start** and **End dates** to view the number of downloads and redemptions over a specific period of time. Just press **Update** when you have your dates set!

How to Create a Wallet Coupon

1. Click Wallet
2. Select Add New
3. Fill out the initial fields: author, title, expiration date
4. Customize your wallet using each tab option
5. Publish
6. Reload Cache



CHECK YOUR KNOWLEDGE

It's time to check your knowledge to see how you're doing!

1. A wallet coupon is…
   a. A type of coupon that can be added to a shopper's mobile device
   b. A printable coupon
   c. A stock coupon made for you
   d. None of the above
2. The Designer Tab allows you to…
   a. Apply dealership branded colors to the coupon via the magic wand button
   b. Choose which page it appears on
   c. Fill out fields to design and customize your wallet coupon
   d. Share your coupon with shoppers
3. What are the limitations in the Locations Tab?
   a. 1 location per pass, no radius restrictions
   b. 10 locations per pass, 100m radius
   c. 5 locations max within a 50m radius
   d. There are no restrictions
4. The Sharing Tab allows shoppers to…
   a. Scan a QR Code to download the coupon directly to their device
   b. Share automatically to Socials
   c. Allows shoppers to share with friends
   d. All of the above
5. An example of what you'd find in the Analytics Tab is…
   a. Number of coupons downloaded
   b. Number of coupons redeemed
   c. All of the above
   d. None of the above

REVIEW

What we covered in this section:

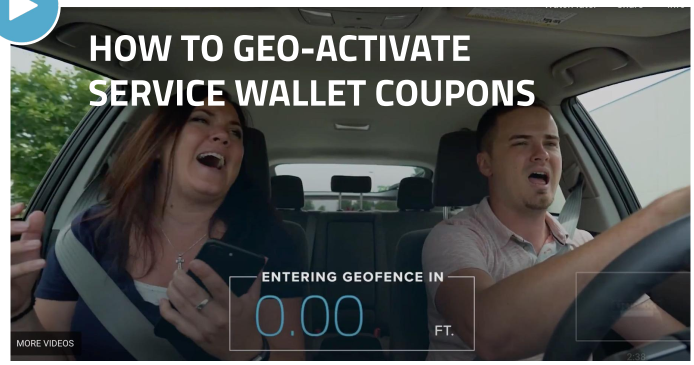
Wallet Coupons
- **Designer Tab**
- **Locations Tab**
- **Sharing and Redeem Coupons Tabs**
- **Analytics Tab**

Check your answers at the bottom of the page… how'd you do?

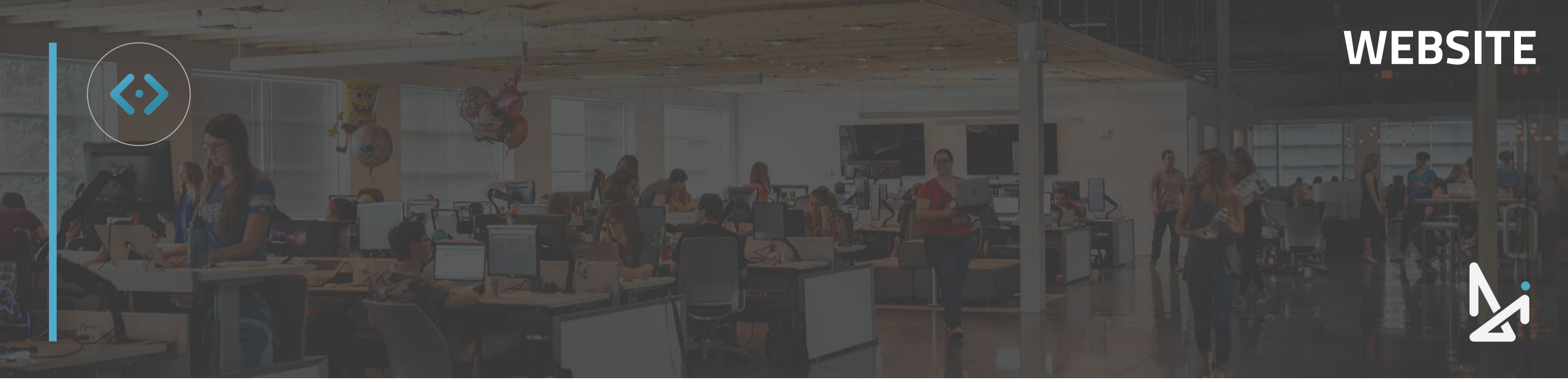
"I got them all right!"
Move on to the next section

"I missed a few."
It might be good to review what you missed

"I missed most, if not all of them."
Review the content linked above



Answers: 1-A, 2-D, 3-D, 4-C, 5-A



CONGRATULATIONS!

You are now a Website Platform pro! We've covered everything from creating a basic page to managing your staff pages to more advanced topics like creating Special Offers, firing Personalizers, and using DI Page Composer.

You can now customize and create the best DI Website for your shoppers with the many widgets, tools, and plug-ins covered in the Website Platform Product Guide. Still have questions? Check out the Learn More section below or contact your Performance Manager or Project Manager with questions.

LEARN MORE!

Join our Workshops

Our workshops are live, interactive, and give you the opportunity to get all of your questions answered!

Join one of our expert Trainers for a session on the Website Platform, Online Shopper, and/or Conversations!

Learn About Site Builder

Does your website have Site Builder and you're Interested in learning more?

Check out our videos on Site Builder to learn the ins-and-outs of building with our newest page-creator template!

Reach a Coach

Have a question or looking for additional resources or training?

Reach out to a Coach!

Email us at trainers@dealerinspire.com and someone will reach out!