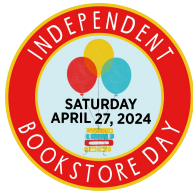# Independent Bookstore Day IndieCommerce and IndieLite

March 13th, 2024
Presented by: Courtney Grasso

Housekeeping

- All attendees are in listen-only mode.

- For any questions during the presentation, use the 'Questions' pane on your GoToWebinar panel.

- This webinar is being recorded. The recording and slides will be available after the presentation.

IBD 2024 for IC(1.0) and IL

- Enabled for participating stores by IndieCommerce

- IBD Product Class + IBD Exclusives as products of that class
  - Includes metadata, image, title, price, and description
  - Products not being sold can be unpublished

- IBD Landing Page with all exclusives as a Booklist

- IBD Block - IBD logo that links to IBD Landing Page

- IBD Exclusives website on-sale date
  - Stores can adjust date and time the Add to Cart button appears

Getting Ready for IBD 2024 - IC and IL

1. Verify IBD exclusives

2. Unpublish IBD exclusives

3. Customize IBD Landing Page

4. Place IBD Block

5. Set website on-sale date and time

6. Check Changes as Customer

INDIE COMMERCE

INDEPENDENT BOOKSTORE DAY
SATURDAY APRIL 27, 2024

Getting Ready for IBD 2024 - More options for IC

1. Display on-hand quantities (IndieCommerce only)

2. Exclude from media mail (IndieCommerce only)
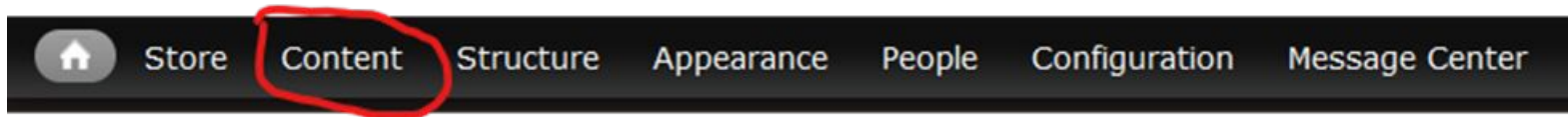
3. Check Changes as Customer

Optional for IndieCommerce stores:

1. Restrict quantities per order

2. Create IBD T-shirt product

Verify IBD Exclusives

- Verify the IBD Exclusives are available by clicking on 'Content' in the admin toolbar.

- All IBD Exclusives are of the 'IBD Product' product class. To see the products more easily, filter 'Type' by 'IBD Product'
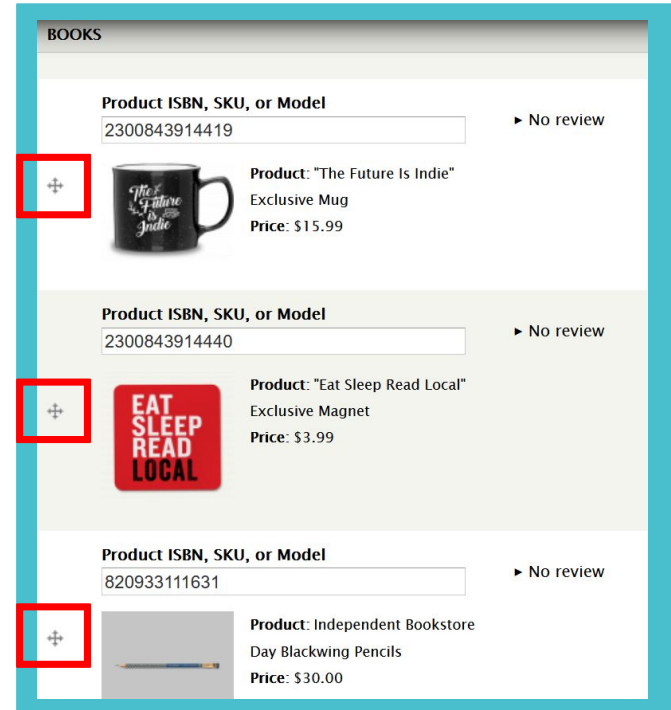
Unpublish Exclusives Not Selling

- Stores can 'unpublish' products
- To unpublish a product:
  - Click 'Content' in the admin toolbar and locate the product you need to unpublish
  - Select 'Edit'
  - Scroll down to the product settings and click 'Publishing Options'
  - Uncheck the box next to 'Published'
  - Save

- This will
  - Unpublish the product so customers cannot purchase it
  - Remove the product from the IBD Landing Page

Customizing IBD Landing Page

- The IBD Landing Page can be customized; i.e, adding text or a new image.

- To re-arrange titles on the book list
  - On the IBD landing page, click 'Edit'
  - Scroll down to the 'Books' section
  - Click on the square arrows and drag products into desired order
  - Save changes

- To remove unpublished products from the list
  - On the IBD landing page, click 'Edit'
  - Scroll down to the 'Books' section
  - For any unpublished product, click 'Remove'
  - Save changes

Place IBD Block

- 'Independent Bookstore Day Block' available to promote event
  - Block has IBD logo linking to the IBD Landing Page
  - **Cannot be customized***

*If you would like to use a different image, a new block is required. Please see documents on Blocks and Images in Appendix slide for more information.

To enable the IBD block:
1. Navigate to Structure > Blocks
2. Under the 'Disabled' section, look for 'Independent Bookstore Day Block'
3. Use the drop-down menu in the Region column, select the region you'd like to place the block.
4. Scroll down to save the configuration.

On-Hand Quantities (IndieCommerce Only)

- Two methods:
  - LSI for Non-Books
  - Stock feature

If you aren't sure which method your store is using or need assistance with setting this up for IBD, send an email to staff@bookweb.org!

1. LSI for Non-Books

   - Add SKU of IBD Exclusives to store's LSI file, along with quantities
   - Check LSI settings for IBD product class

2. Stock

   - Update product with on-hand quantities using the 'Stock' tab for each product

Website On-Sale Date

- Stores can set a date and a time for the Add to Cart button to appear for the IBD exclusives (no earlier than 4/27/2024)
- To change the on-sale date and/or time:
  - Navigate to Store > Configuration > Indie Bookstore Day Settings

The 'Time' setting is based on the time-zone the site is set to. Please check what time-zone your site uses at: Configuration > Regional and Language > Regional Settings

The IBD Block can also be accessed here!

Excluding From Media Mail (IndieCommerce Only)

- Some IBD Exclusives are not eligible for Media Mail

- To prevent customers from selecting Media Mail at checkout for IBD orders:
  - Navigate to Store > Configuration > Shipping Quotes
  - On the shipping method for Media Mail, click 'Conditions'
  - 'Add New Condition'
  - Select 'Check an order's product classes'
  - On the next page, under 'Value', select 'IBD Product'
  - Check box next to 'Negate'
  - Save

If you have an IndieLite site and need to exclude IBD products from media mail, please email us at @staff@bookweb.org

Verify as a customer

- Double-check all changes to the site as a customer
- Log out of admin account to verify edits, additions, and other changes to IBD content
- If changes are not visible as a customer, please wait 10 minutes and try again.

Optional: Selling Bonfire IBD T-Shirt (IndieCommerce Only)

- 'The Future is Indies' T-Shirt can be listed on the IndieCommerce site as a custom product.

- **Do not use the 'IBD Product' product class to create the t-shirt.**

- Use a pre-existing product class if similar merchandise is sold on the site (t-shirts, for example).

- If assistance is needed to place these on the website, contact staff@bookweb.org.

Optional: Restrict Quantities (IndieCommerce Only)

- Limit quantity of a custom product that can be added to an order
  - IBD Products are custom products, as they are outside of the book data system.

- To restrict quantity on an IBD product:
  - Click 'Content' and find the product you want to restrict quantities of
  - Go to 'Edit'
  - At the top of the page, select 'Features'
  - On the next page, select 'Restrict Qty' from the drop-down, and then 'Add'
  - Enter a quantity limit and save changes

- Customer cannot adjust quantity in cart
- If attempt to put more than allowable quantity in cart, error message on Cart page.

- IBD Help Document for IC & IL
- Independent Bookstore Day

Thank you!

IC staff: staff@bookweb.org

Related IC Help Documents:

Blocks

Images

Pages

Booklists

Menus

Links

LSI for Non-Book

Stock

Related IL Help Documents

Blocks

Booklists

Images

Pages

Menus

Links