Independent Bookstore Day
IndieCommerce and IndieLite

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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  - Products not being sold can be unpublished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

IndieCommerce stores can add the Bonfire tee shirt separately.
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
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- To remove unpublished products from the list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

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

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!
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.
Thank you!
IC staff: staff@bookweb.org