Module 13
Marketing

Module 13: Marketing

❏ Introduction

After launching your store on BigCommerce, you can continue using the built-in tools BigCommerce provides to attract shoppers and manage your day-to-day operations. In addition to implementing an SEO strategy, businesses need to run promotions, curate email lists, be visible on social media and otherwise market themselves.

In this module you will submit a sitemap to Google, integrate Mailchimp, create banners, coupons, and cart level discounts, and explore the Abandoned Cart Saver.

❏ Learning Objectives

After completing this module, you should be able to:

- Describe the effect of submitting your sitemap to Google
- Use the HTML tag method to verify a site with Google
- Locate the automatically generated XML sitemap for any BigCommerce store
- Describe how newsletter subscriptions are managed before and after setting up an email marketing integration
- Integrate MailChimp with BigCommerce
- Create a banner to display content on the top or bottom of the home page, a category page, a brand page or a search results page
- Describe the available restrictions that can be applied to coupons
- Create a coupon code
- Create a cart-level discount that applies only to specific categories or customer groups
- Display a message to shoppers that offers free shipping once a minimum order amount threshold is reached
- Describe the average cart abandonment rate on ecommerce stores and some of the drivers behind cart abandonment
- Describe the abandoned cart recovery rate for stores using the Abandoned Cart feature
- Identify the pricing plans where the Abandoned Cart Saver feature is available
- Configure the Abandoned Cart Saver notifications
- Allow shoppers to purchase gift certificates
- Use a gift certificate to pay for all or part of an order

❏ Lessons

This module includes the following lessons:

Lessons
Lesson 1: Sitemaps
Lesson 2: Email Marketing
Lesson 3: Banners
Lesson 4: Coupons and Cart-Level Discounts
Lesson 5: Abandoned Cart Saver
Lesson 6: Gift Certificates

Marketing Lesson 01:
Sitemaps

❏ Introduction

BigCommerce provides both human readable and XML sitemaps. The human readable sitemap is linked from the footer of most themes and is visible at /sitemap.php. The XML sitemap is not linked from the storefront and is visible at /xmlsitemap.php. This section describes submitting the XML sitemap to search engines like Google and Bing.

Submitting a sitemap helps make sure the search engines know about all the pages on your site. It's especially helpful if you have a large number of products that may not be discovered by normal crawling methods. This lesson will focus on submitting a sitemap to Google, but similar steps can be taken to submit a sitemap to Bing.

In this lesson you will verify the site with Google and submit a sitemap.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Describe the effect of submitting your sitemap to Google
- Use the HTML tag method to verify a site with Google
- Locate the automatically generated XML sitemap for any BigCommerce store

❏ Content

This lesson includes the following content:

Content
Article: Do Sitemaps Affect Crawlers?
Q&A Activity: Sitemaps
Lab Activity: Submit a Sitemap to Google

❏ Reference

This lesson may reference the following content

Reference
Google Search Console Help Article: Learn about sitemaps https://support.google.com/webmasters/answer/156184?hl=en
KB Article: Google Search Engine https://support.bigcommerce.com/articles/Public/Google-Search-Engine
KB Article: Bing Search Engine https://support.bigcommerce.com/articles/Public/Bing/

Article: Do Sitemaps Affect Crawlers?

By: **Casey Henry**

Like any other person out there, I fall into habits, good and bad. Recently while working on a client's website, I created a Sitemap and submitted it to the search engines, like I always do. I started to think if this really helps the site out and what's the effect when I submit a Sitemap on the site.

I approached one of my clients who has a semi popular blog and uses WordPress and the Google XML Sitemaps Generator plugin for WordPress. I asked for permission to install my tracking script on their site to track the whereabouts of the bots. For those of you who don't know what the Google XML Sitemaps Generator is, every time you edit or create a post on WordPress it creates a new sitemap and submits it to the major search engines.

My client is good at posting new content to their blog, usually around 2 or 3 posts a week. The script that I installed on their website was written in PHP and tracked every time a bot accessed the Sitemap, every time the Sitemap was submitted, and every page it crawled on the website. The script stored this information in a MySQL database along with a timestamp, IP address, and the user agent. I also modified the Sitemap generator to insert a timestamp every time the sitemap was submitted to the search engines.

Onto the data!

The experiment was to see if submitting a Sitemap to Google and Yahoo would decrease the time it took Google to crawl and index the page. The results for this blog were amazing! When a Sitemap was submitted the average time it took for the bot to visit the new post was 14 minutes for Google and 245 minutes for Yahoo. When no Sitemap was submitted and the bot had to crawl to the post, it took 1375 minutes for Google and 1773 for Yahoo.   The averages were calculated on 12 different posts, 6 with Sitemaps being submitted, and 6 with the Sitemaps not being submitted.

222
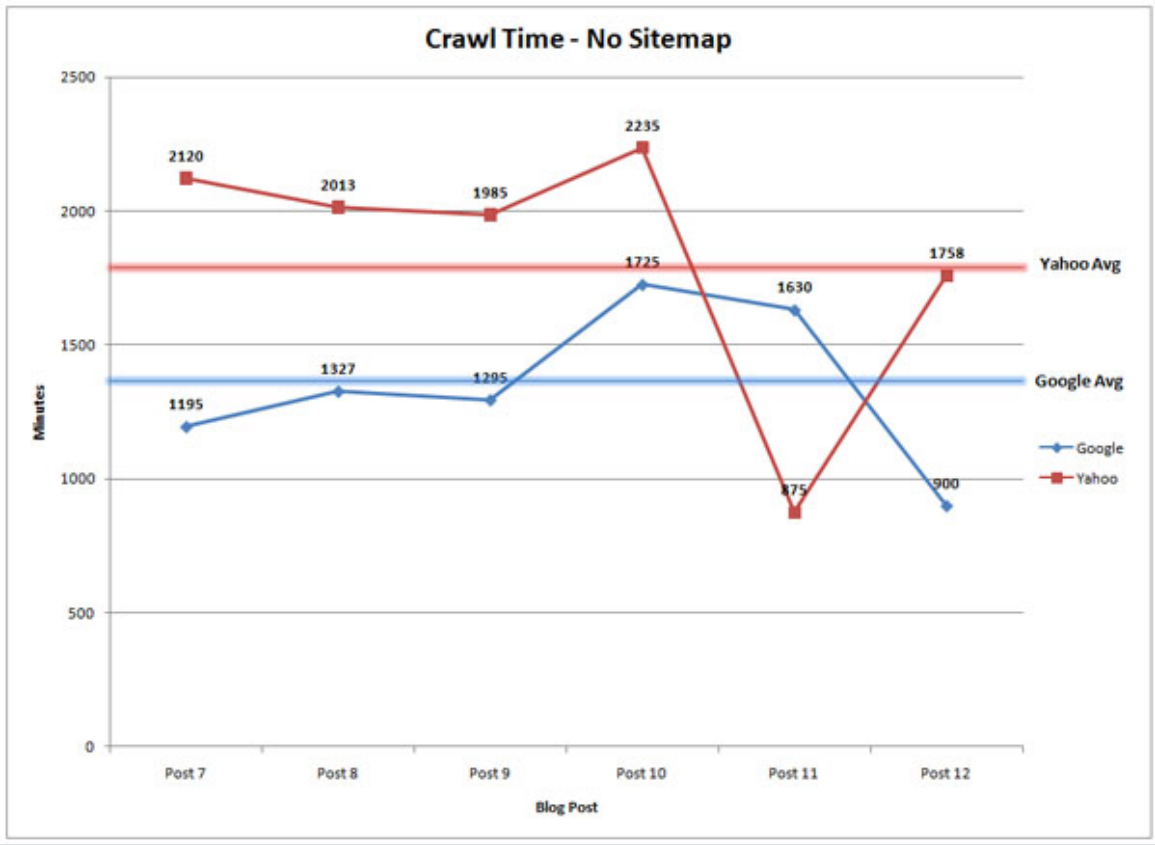
After calculating the data, I thought there had to be a mistake. I went to a few of my sites (GR Web Designs and Grand Haven Football) and quickly created new posts and submitted a Sitemap to Google and Yahoo. I checked my tracking script 30 minutes later and Google had already been there and the new posts were indexed. Yahoo followed shortly after Google did also.

After seeing how long it took the bot to crawl without a Sitemap, I figured there was a problem with the structure of the website and the bots couldn't crawl to the new pages. When I looked at the site and had others look into the crawlability, we found no problems. I also looked and found that the bot assessed the page where the new links pointed to the new posts but never went on to crawl the page until later.

I was doing research for this post and found Rand's post titled "[My Advice on Google Sitemaps - Verify, but Don't Submit](https://moz.com/blog/do-sitemaps-effect-crawlers)," and I found myself perplexed. Why would Rand tell me not to submit my Sitemap when I received such great results from it? After rereading the post, I found that he was more interested in getting the valuable crawl data. Granted that I'm using WordPress and know that all my pages are crawlable, why wouldn't I submit the Sitemap, especially if I'm going to get results like above?
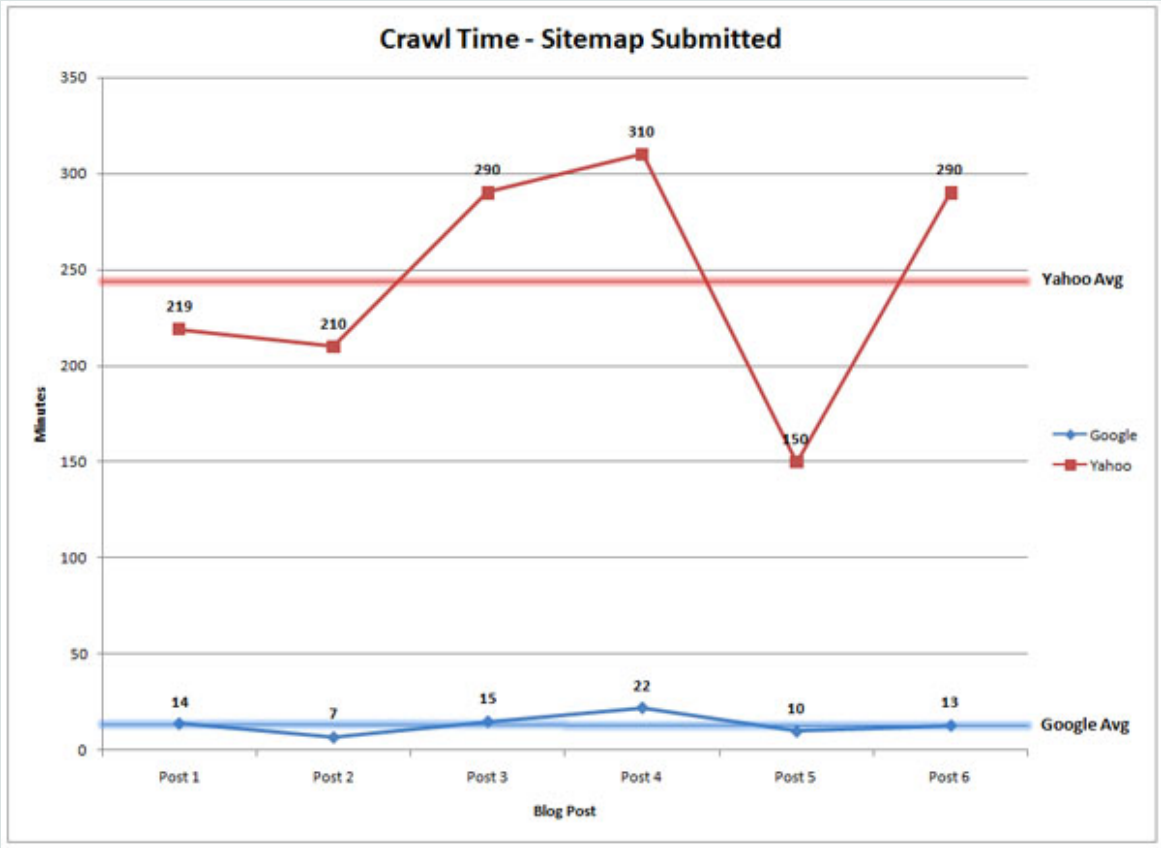
For sites like the one in the experiment, that know their site has no issues with the natural crawl, I would suggest that they submit a Sitemap because it will lead to a faster crawl and inclusion in the indexes. If you have a site where you are unsure if your link structure is correct, I would suggest that you do NOT submit a Sitemap. This will help you determine whether or not you have problems. For all those people out there who have websites that have great link structure, why not help get things going faster and submit a Sitemap to Google and Yahoo today.

Source: https://moz.com/blog/do-sitemaps-effect-crawlers

Q&A: Sitemaps

Duration: 7 minutes

Instructions
Use the "Learn about sitemaps" Google help article, "Verifying Your site with Google" KB article, and the "Submitting Your Sitemap to Google" KB article to answer the following questions:

https://support.google.com/webmasters/answer/156184
https://support.bigcommerce.com/articles/Public/Google-Search-Engine

1. What is the benefit of submitting a sitemap to Google for a new website?

2. At which URL can the auto-generated XML sitemap be found on any BigCommerce store?

3. According to the "Submitting Your Sitemap to Google" KB article, what step must be completed prior to submitting a sitemap to Google?

4. What type of Google account is used to submit a sitemap to Google?

5. When verifying a BigCommerce site with Google, where in the control panel should the HTML verification tag be added?

Build-A-Store: Submit a Sitemap to Google

Duration: 10 minutes

In this lab you will...
- Ensure the store is Down for Maintenance
- Attempt to verify the site with Google
- Verify the site with Google
- Submit a sitemap

Prerequisites
1. *Build-A-Store: Launch the Store*

Background

Submitting a sitemap helps make sure the search engines know about all the pages on your site. Before you submit a sitemap, you must first verify the site with the search engine. In this exercise, you will verify the site with Google and submit a sitemap to Google, but very similar steps should also be taken to verify the site and submit a sitemap to Bing.

Complete These Steps

1. **Ensure** the store is Down for Maintenance
    a. **Navigate** to *Store Setup > Store Settings*
    b. **Toggle** the *Down for Maintenance* switch to the Down for Maintenance position
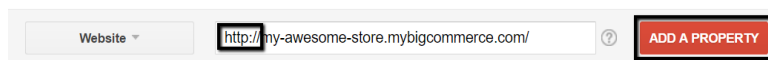   c. **Click** the Save button

2. **Attempt** to verify the site with Google

> ⓘ The following steps assume you do not already have a Google Webmasters account. If you do, you may add a new property for the store to your existing account

    a. **Add** the site as a property to Google Search Console
        i. **Navigate** to https://www.google.com/webmasters/
        ii. **Click** the *Sign In* button
            1. If you already have a Google account, sign into it now.
            2. If necessary, create a google account at https://accounts.google.com/SignUp
        iii. **Type** the store's mybigcommerce.com subdomain (not the canonical/permanent URL) into the Website text field using http:// as the prefix
   iv. **Click** the *Add A Property* button

A single website may be accessed from multiple URLs. For example, all of these URLs may end up accessing the same website:
- http://example.com
- http://www.example.com
- https://example.com
- https://www.example.com

See Google's "Add a website property" article for more information:

https://support.google.com/webmasters/answer/34592

    b.   **Add** the verification meta tag to the store
- i.   **Click** the *Alternate methods* tab
- ii.   **Select** *HTML tag*
- iii.   **Copy** the meta tag visible under HTML tag
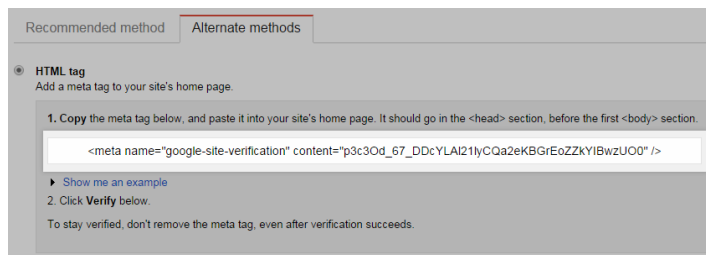
- iv.   In a new tab or window, **navigate** to *Advanced Settings › Web Analytics* in the BigCommerce control panel
  - 1.   If the page is blank on the first load, refresh the page
- v.   **Check** the *Google Analytics* checkbox
- vi.   **Click** the *Save* button
- vii.   **Click** the *Google Analytics* tab that appears after clicking the *Save* button
- viii.   **Paste** the meta tag into the *Tracking Field* text area
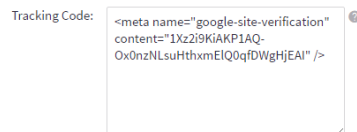
- ix.   **Click** the *Save* button

    c.   **Verify** the site
- i.   **Return** to the Search Console tab where you obtained the meta tag from Google
- ii.   **Click** the *Verify* button
  - 1.   You will receive an error indicating Google was not able to verify the site

---

Why did the site verification fail? (Hint: View source on the storefront visible to shoppers and look for the meta tag)

---

3. **Verify** the site with Google

    a.   **Navigate** to *Store Setup > Store Settings*
    b.   **Toggle** the *Down for Maintenance* switch to the Open position
    c.   **Return** to the Search Console tab where you obtained the meta tag from Google
    d.   **Click** the *Verify* button
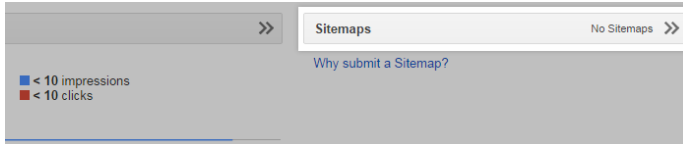
e. **Click** the *Continue* link

Search Console

✅ Congratulations, you have successfully verified your ownership
[Continue]

4. **Submit** a sitemap

   a. In Google Search Console, **Click** the *Sitemaps* button

		Sitemaps	No Sitemaps ≫
≫		Why submit a Sitemap?	

   ■ < 10 impressions
   ■ < 10 clicks

   b. **Click** the *Add/Test Sitemap* button.
   c. **Type** xmlsitemap.php into the blank box, then **click** the *Submit Sitemap* button.

   ADD/TEST SITEMAP

   Add/Test Sitemap

   http://yourstore.com/ | xmlsitemap.php

   Test Sitemap | Submit Sitemap | Cancel
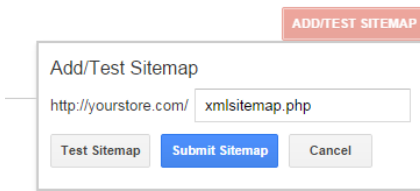
ⓘ While you are submitting a sitemap, Google should not be indexing this store because of the steps taken to modify the robots.txt file in the *Build-A-Store: Launch the Store* activity.

Under normal circumstances when the robots.txt file has not be modified Google will be unable to access certain pages that load dynamic content such as the My Account page because they are blocked by robots.txt. This is normal but may result in some crawl errors being visible in Search Console

Marketing Lesson 02:
Email Marketing

❏ Introduction

Email marketing can be one of the most low-effort, high-return marketing tactics available when done properly. Our email marketing tools let you build newsletter subscriptions, segment your customers and promote products based on purchase history.

In this lesson you will explore the store's built in newsletter subscription feature, then integrate your store with a free MailChimp account.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Describe how newsletter subscriptions are managed before and after setting up an email marketing integration
- Integrate with MailChimp and a BigCommerce store
- Enable Abandoned Cart Emails in Mailchimp

❏ Content

This lesson includes the following content:

Content
Lab Activity: Email Marketing

❏ Reference

This lesson may reference the following content

Reference
KB Article: Email Marketing Overview https://support.bigcommerce.com/articles/Public/Email-Marketing-Overview
KB Article: Newsletter and Email Marketing Settings https://support.bigcommerce.com/articles/Public/Collecting-Newsletter-Subscriptions/
KB Article: Constant Contact BigCommerce App https://www.bigcommerce.com/apps/constant-contact/

Build-A-Store: Email Marketing

Duration: 15 minutes

In this lab you will...
- Sign up for the store's newsletter
- Export the list of newsletter subscribers
- Create a MailChimp account
- Create a MailChimp list
- Integrate MailChimp with BigCommerce
- Sign up for a MailChimp list
- Enable Abandoned Cart Emails in Mailchimp

Prerequisites
1. *Build-A-Store: Add Products part 1*
2. *Build-A-Store: Shipping Methods*
3. *Build-A-Store: Offline and Test Payment Methods*

Background
      Email Marketing is a great way to keep in touch and build relationships with shoppers who frequent your online store. Newsletter emails are a common way to communicate sales and exclusive coupons for shoppers that sign-up. BigCommerce comes with a built-in newsletter sign-up box and easily integrates with email marketing apps such as MailChimp, Constant Contact, and iContact. For the purposes of this activity, you will use MailChimp but each of these solutions are valid.

Complete These Steps

1. **Sign up** for the store's newsletter
   a. On the storefront, **locate** the newsletter signup form
      i. The signup form is usually located in the footer of most pages

   > **Subscribe to our newsletter**
   > Get the latest updates on new products and upcoming sales
   >
   > [Your email address] **Subscribe**

   b. **Type** your email address into the *Your email address* field and **click** the *Subscribe* button
      i. Depending on your theme, you may also have a *Name* field to complete

2. **Export** the list of newsletter subscribers
   a. In the store's control panel, **navigate** to *Marketing > Email Marketing*
   b. **Click** the *Export Only* tab
   c. **Click** the *Download to CSV file* link

3. **Create** a MailChimp account
   a. **Navigate** to https://mailchimp.com
   b. **Sign up** for an account

> ℹ️ If you already have a MailChimp account you would like to use, you may sign into it and skip step 3.

        i.   **Click** the *Sign Up Free* button
       ii.   **Type** the email address you would like to use, then **create** a username and password
     iii.   **Click** the *Get Started* button

c.   **Activate** the account
        i.   **Check** your inbox for an *Activate Your MailChimp Account* message
       ii.   **Click** the *Activate Account* button
     iii.   **Complete** the CAPTCHA
     iv.   **Complete** the name, business information, and address steps
      v.   **Select** *Yes* for the *Does your business sell anything online?* Step
     vi.   **Complete** the final steps of signup

4. **Create** a MailChimp list

a.   **Click** the *Lists* link in the MailChimp navigation menu
b.   **Create** a Newsletter Subscribers list
        i.   **Click** the *Create List* button
       ii.   **Type** Newsletter Subscribers into the *List name* field
     iii.   **Complete** the remaining fields
     iv.   **Click** the *Save* button

5. **Integrate** MailChimp with BigCommerce

> Remember, only the Store Owner user account can install, uninstall, or review apps.

a.   **Install** the MailChimp app
        i.   **Navigate** to bigcommerce.com/apps
       ii.   **Locate** the MailChimp app

> You can locate apps in the marketplace either by using the search field, or by browsing the categories. For example, MailChimp can be found in the Email Marketing category.
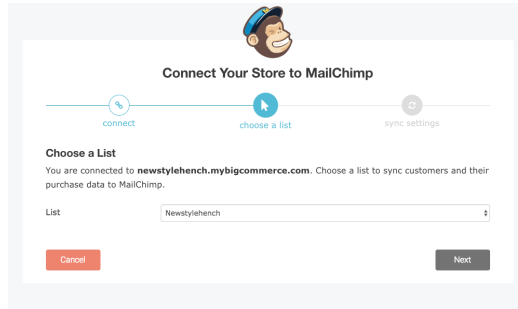
     iii.   **Click** the MailChimp thumbnail

     iv.   **Click** the
      v.   **Log into** your existing store
     vi.   **Click** the *Install* button
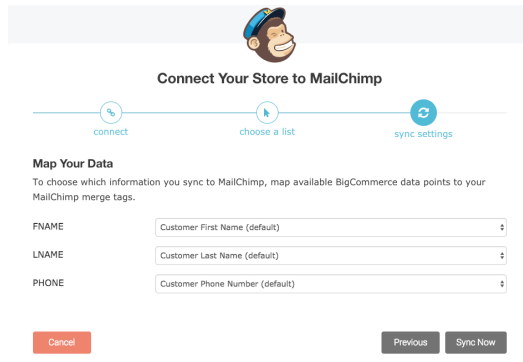

     vii.   **Click** the *Confirm* button
b.   **Configure** the MailChimp app
        i.   **Click** the *Sign In With Your MailChimp Credentials* button
       ii.   **Enter** your MailChimp credentials and **click** the *Log In* button
     iii.   If it is not already selected, **select** the Newsletter Subscribers list created in step 4
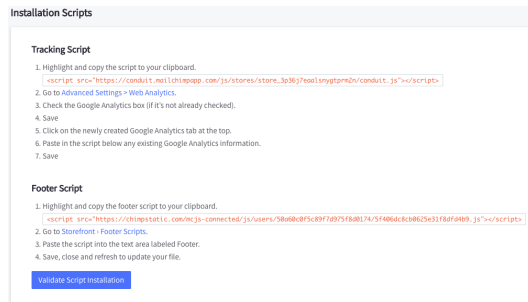
iv. **Click** *Next* to continue with the setup

v. **Configure** data to sync to MailChimp
   i. Using the drop down fields, **choose** the details you would like to be synced with MailChimp

vi. **Install** Necessary Scripts

   i. **Open** a new browser tab
   ii. In the new tab, **navigate** to the store's control panel
   iii. **Navigate** back to your MailChimp *Installation Scripts* screen
   iv. Using the second Control Panel tab we just opened, **complete** the *Installation Script* instructions, installing both the Tracking and Footer scripts in the appropriate portions of the Control Panel
   v. **Click** the *Validate Script Installation* button

> ⓘ At this point, the MailChimp app will begin adding customers with orders from your store to the list you selected in your MailChimp account. This process may take several minutes, but you should soon be able to see subscribers added to the list selected by logging into MailChimp.com and viewing the list.

6. **Sign up** for a MailChimp list
   a. **Navigate** to the storefront
   b. **Add** a product to the cart
   c. **Checkout as a guest** using an email address that has not previously been used to purchase a product on the store

Checkout Settings

Checkout Type: ○ One-page checkout (Recommended) ⓘ
● Optimized one-page checkout Learn more ⓘ
○ Custom one-page checkout (for developers) ⓘ
○ Klarna Checkout (US merchants only) Learn more ⓘ

i. If in *Advanced Settings > Checkout*, the radio button for *Optimized One Page Checkout* is selected:
i. **Checkout** as a guest
ii. After completing the payment step, **enter** a password and **check** the *Yes, I'd like to receive updated* checkbox

Create an account for a faster checkout in the future

Password 7-character minimum, case sensitive

Confirm Password

☑ Yes, I'd like to receive updates.

CREATE ACCOUNT

iii. **Click** the *Create Account* button
ii. If in *Advanced Settings > Checkout*, the radio button for *Optimized One Page Checkout* is not selected:
i. In the *Order Confirmation* step immediately before the payment step, ensure the *I'd like to receive your newsletter* checkbox is checked

Hear From Us Via Email?

ii. ☑ I'd like to receive your newsletter

7. **Enable** Abandoned Cart Emails in Mailchimp

a. **Navigate** to the MailChimp App
b. For the *Abandoned Cart* option, **click** the *Create in MailChimp* button

MailChimp for BigCommerce   Login to MailChimp

List Settings

4 Hench
Connected since Thu, Jun 7, 2018 disconnect your store.

Features

Order Notifications   Create in MailChimp
Send receipts and invoices, and update your customers on shipping, refunds, and order cancellations.

Abandoned Cart   Create in MailChimp
Automatically send a reminder to customers who add an item to their cart, but don't check out.

Product Retargeting Email   Create in MailChimp
Automatically retarget people who view an item in your store without making a purchase.

Pop-up Form   Create in MailChimp
Add a custom pop-up form to your website to grow your list and sell more stuff.

c. In the new window, ensure the correct store has been selected and **click** *Begin*

You're almost finished!
Draft

Finish later Start Sending

✓ **Sends to**
newstylehench customers 6 hours after they abandon items in their cart.

Edit Recipients

✓ **From**
Roel (roel.cuellar+test1@bigcommerce.com)

Edit From Name

✓ **Subject**
We saved your cart for you

Edit Subject

○ **Content**

Design Email

d. **Fill** in the necessary fields
    i.   In the Content field, **click** *Design Email*
    ii.   **Click** *Save and Continue* when done
    iii.   **Click** *Start Sending*
    iv.   In the notification, **click** *Start*

> ⓘ At this point, MailChimp has been configured to handle Abandoned Cart Notifications. A cart is not considered an Abandoned Cart, until 6 hours after it has been abandoned. If a merchant is interested in using this system, be sure the BigCommerce Abandoned Cart Notification system has been disabled in Store Setup > Store Settings > Miscellaneous Tab > Disable Abandoned Cart Notifications

Marketing Lesson 03: Banners

❏ **Introduction**

Banners provide the flexibility needed to add content to the top or bottom of categories or web pages without the need for code. Banners are a great way to advertise sales, display coupon codes and to add design elements. A banner can only be applied to one page at a time.

In this lesson you will create a banner.

❏ **Learning Objectives**

After completing this lesson, you should be able to:

- Create a banner to display content on the top or bottom of the home page, a category page, a brand page or a search results page

❏ **Content**

This lesson includes the following content:

Content
Video: Banners
Lab Activity: Banners

❏ **Reference**

This lesson may reference the following content

Reference
KB Article: Creating & Editing Banners https://support.bigcommerce.com/articles/Public/Creating-Editing-Banners/
KB Article: Using the WYSIWYG Editor https://support.bigcommerce.com/articles/Public/Using-the-WYSIWYG-Editor/

Video: Banners

❏ Video

Watch the *Creating Banners* video on YouTube: https://youtu.be/ZoES03OZfiY

❏ Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Banners

Duration: 10 minutes

In this lab you will...
- Create a banner
- Add an image
- Link the image to a category page
- View the banner on the storefront

Prerequisites
1. *Lab Activity: Web Content Pages*
2. *Build-A-Store: Product Categories*

Complete These Steps

1. **Create** a banner

   a. **Navigate** to *Marketing > Banners*
   b. **Click** the *Create a Banner* button
   c. **Type** a name in the *Banner Name* field
   d. **Add** some text to the *Banner Content* section promoting one of your product categories
   e. **Select** *Home Page* for *Show on Page*
   f. **Select** *Top of Page* from the *Location* dropdown
   g. **Click** the *Save* button

2. **Add** an image

   a. **Click** the *Insert/Edit Image* button on the toolbar of the WYSIWYG editor
   b. **Upload** an image from your computer
   c. **Click** the *Appearance* tab
   d. **Type** a short description of the image in the *Image Description* field
   e. **Click** the *Insert* button
   f. **Click** the *Save* button

3. **Link** the image to a category page

   a. **Navigate** to *Products > Product Categories*
   b. **Click** the name of the category you are promoting with the banner to edit the category
   c. **Copy** the URL
   d. **Navigate** to *Marketing > Banners*
   e. **Click** the name of the banner created in step 1 to edit the banner
   f. **Click** the image in the WYSIWYG editor to select it
   g. **Click** the *Insert/Edit Link* button on the toolbar of the WYSIWYG editor
   h. **Paste** the URL copied in step 3.c into the *Link URL* field
   i. **Click** the *Update* button
   j. **Click** the *Save* button

4. **View** the banner on the storefront

     a. **Navigate** to the storefront home page

     b. **Ensure** the image appears

     c. **Click** the image to ensure it links to the appropriate category page

Marketing Lesson 04: Coupons and Discounts

❏ Introduction

Your BigCommerce store comes equipped with an assortment of advanced discounting and promotion tools designed to increase sales, grow cart sizes and generate repeat orders. You can easily create discounts, coupons and special offers, then promote them using your built-in homepage carousel and marketing banners.

In this lesson you will create coupon codes and discounts.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Describe the available restrictions that can be applied to coupons
- Create a coupon code
- Create a cart-level discount that applies only to specific categories or customer groups
- Display a message to shoppers that offers free shipping once a minimum order amount threshold is reached

❏ Content

This lesson includes the following content:

Content
Lab Activity: Coupons and Discounts

❏ Reference

This lesson may reference the following content

Reference
KB Article: What discounts can I offer? https://support.bigcommerce.com/articles/Public/Possible-Discounts-Offer/
KB Article: Using Coupon Codes https://support.bigcommerce.com/articles/Public/Using-Coupon-Codes/
KB Article: Creating Cart-Level Discounts https://support.bigcommerce.com/articles/Public/Using-Discount-Rules/
KB Article: Creating Product Level Discounts https://support.bigcommerce.com/articles/Public/Creating-Product-Level-Discounts/

Build-A-Store: Coupons and Discounts

Duration: 15 minutes

In this lab you will...
- Create a $20 off order of $200+ coupon code
- Create a $10 off shipping in a specific country
- Create a BOGSEF discount
- Create a discount that offers free shipping in a specific country on orders of $200 or more
- Create a tiered discount for wholesale customers

Prerequisites
1. *Build-A-Store: Customer Groups*
2. *Build-A-Store: Shipping Zones*

Complete These Steps

1. **Create** a $20 off order of $200+ coupon code

    a. **Navigate** to *Marketing > Coupon Codes*
    b. **Click** the *Create a Coupon Code* button
    c. **Type** the *Coupon Code* you would like to use
    d. **Type** a name for the coupon in the *Coupon Name* field
    e. **Select** *Dollar amount off the order total*
    f. **Type** 20.00 in the *Discount Amount* field
    g. **Type** 200.00 in the *Minimum Purchase* field
    h. **Click** the *Save* button

2. **Create** a $10 off shipping in a specific country coupon code

    a. **Click** the *Create a Coupon Code* button
    b. **Type** the *Coupon Code* you would like to use
    c. **Type** a name for the coupon in the *Coupon Name* field
    d. **Select** *Dollar Amount off the Shipping Total*
    e. Type 10 in the *Discount Amount* field
    f. **Click** the *Advanced* tab
    g. **Check** the *Limit By Location* checkbox
    h. **Select** *Limit use to one or more countries*

i. **Check** a country where you would like to offer $10 off shipping

j. **Click** the *Save* button

3. **Create** a BOGSEF discount

> ⓘ BOGSEF stands for *Buy One Get Something Else Free*

a. **Navigate** to *Marketing > Cart-Level Discounts*
b. **Click** the *Create Cart-Level Discount* button
c. **Type** a name for the discount rule in the *Rule Name* field
d. **Select** *Product Discount* from the *Choose a Rule Type* dropdown
e. **Select** *Buy one get something else free*
f. **Click** the first *this product (none selected)* link and **select** the product a shopper must purchase to receive the discount
g. **Click** the second *this product (none selected)* link and **select** the product the shopper should receive for free

h. **Click** the *Save* button

4. **Create** a discount that offers free shipping in a specific country on orders of $200 or more

a. **Define** the criteria for receiving free shipping
    i. **Click** the *Create Cart-Level Discount* button
    ii. **Type** a name for the discount rule in the *Rule Name* field
    iii. **Select** *Free shipping discount* from the *Choose a Rule Type* dropdown
    iv. **Select** *Order at least $X, get free shipping to specific shipping zones*
    v. **Type** 200 in the *Spend at least $* text box
    vi. **Select** a country-based shipping zone created in the *Build-A-Store: Shipping Zones* activity

b. **Create** congratulations and upsell banner messages

    i. **Scroll** down to the *Discount Rules Options* section

    ii. In the *Congratulations Banner Message* WYSIWYG editor, **type** a message indicating the shopper can get free shipping to the shipping zone you selected

        1. Example: "Congratulations, you can ship to the United States for free!"

    iii. Under the *Eligible Banner Message* WYSIWYG editor, **uncheck** the *Show this message on the cart page* checkbox

    iv. In the Upsell *Banner Message* WYSIWYG editor, **type** a message indicating the shopper is able to receive free shipping after spending $200

        1. **Use** the %%condition.required%% placeholder to stand in for $200.

        2. Example: "Spend %%condition.required%% and receive free shipping in the United States!"

Discount Rule Options

Congratulations Banner Message

> Congratulations, you've received free shipping in the United States!

Path:

Which placeholders can I use in this message?

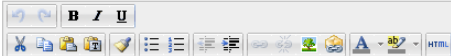☑ Show this message on cart page

Eligible Banner Message

Path:

Which placeholders can I use in this message?

☐ Show this message on cart page

Upsell Banner Message

> Spend %%condition.required%% and receive free US shipping!

Path:

Which placeholders can I use in this message?

☐ Show this message on home page

☐ Show this message on product page

☑ Show this message on cart page

☐ Show this message on checkout page

    v. **Click** the *Save* button

5. **Create** a tiered discount for wholesale customers

    a.   **Click** the *Create Cart-Level Discount* button

    b.   **Type** a name for the discount rule in the *Rule Name* field

    c.   **Select** *Bulk / Tiered* from the *Choose a Rule Type* dropdown

    d.   **Select** *Apply a tiered discount to applicable products based on the quantity of items ordered within one or more categories*

    e.   **Select** *All Categories*

    f.   **Select** *Percentage (%) off* from the *Discount type* dropdown

    g.   **Create** a few discount tiers

    h.   **Select** *Only customers within the following customer groups:*

    i.   **Check** *Wholesale Customers*

    j.   *Click* the **Save** button

Marketing Lesson 05:
Abandoned Cart Saver

❏ Introduction

The Abandoned Cart Saver can helps convert 15% of abandoned carts into sales on average by continuing the shopping experience through automated emails, enabling shoppers to come back and purchase from you. The emails are customizable, and can be combined with coupon codes to entice your customer to continue shopping. You can send up to three different emails to a single customer.

In this lesson you will explore cart abandonment rate statistics and configure Abandoned Cart Saver in your store.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Describe the average cart abandonment rate on ecommerce stores and some of the drivers behind cart abandonment
- Describe the abandoned cart recovery rate for stores using the Abandoned Cart feature
- Identify the pricing plans where the Abandoned Cart Saver feature is available
- Configure the Abandoned Cart Saver notifications

❏ Content

This lesson includes the following content:

Content
Video: Abandoned Cart Saver
Lab Activity: Abandoned Cart Saver

❏ Reference

This lesson may reference the following content

Reference
BigCommerce Feature Highlight: Save abandoned shopping carts https://www.bigcommerce.com/cart-abandonment-software/
Article: 34 Cart Abandonment Rate Statistics http://baymard.com/lists/cart-abandonment-rate
KB Article: Using the Abandoned Cart Saver https://support.bigcommerce.com/articles/Public/Using-the-Abandoned-Cart-Saver/
BigCommerce Pricing Page https://www.bigcommerce.com/pricing

Video: Abandoned Cart Saver

❏ Video

Watch the *Abandoned Cart Saver* video on YouTube:
https://youtu.be/jNyI9LI67DA

❏ Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Abandoned Cart Saver

Duration: 7 minutes

In this lab you will...
- Customize the copy in the second ACS email
- Add a coupon code to the email

Prerequisites
1. *Build-A-Store: Coupons & Discounts*

Background

The Abandoned Cart Saver emails any customers who have added an item to their cart but left before completing checkout an invitation to complete their order. The emails are customizable, and can be combined with coupon codes to entice your customer to continue shopping. You can send up to three different emails to a single customer.

> ℹ️ Abandoned Cart Saver is available on trial stores and select BigCommerce plans. If you are using a store on a paid plan that does not have access to the feature, you will need to create a new trial or upgrade the store's plan to use the feature. See https://www.bigcommerce.com/pricing for more information

Complete These Steps

1. **Customize** the copy in the second ACS email

   a. **Navigate** to *Marketing > Abandoned Cart Notifications*

   b. **Click** the *action button > Edit* to the right of the second email

   c. **Edit** the text in the WYSIWYG editor to customize the tone to fit your business

> ℹ️ Be sure to leave the variables surrounded by percent signs, like %%CARTCONTENTS%%, in place. In some cases, the output of those variables can be modified by editing the email templates.
>
> For example, the output of %%COUPONCODEBOX%% can be styled by editing the ACCouponBox.html template file. This file can be accessed by navigating to *Storefront > Email Templates > Snippets > Edit*

2. **Add** a coupon code to the email

   a. On the *Edit an Email* page, **select** a coupon code from the *Coupon Code* dropdown

   b. **Click** the *Save* button

An Abandoned Cart Notification can only be sent if the store has collected the shopper's email address. Knowing this, reference the "Using the Abandoned Cart Saver" KB article to answer this question:

Under which two circumstances will an abandoned cart saver email be triggered?

_____

_____

_____

_____

Marketing Lesson 06:
Gift Certificates

❏ Introduction

In addition to advanced discounting tools and Abandoned Cart Saver, BigCommerce enables merchants to sell gift certificates to shoppers. Any order containing a gift certificate must be marked as "Complete" before the gift certificate will send.

In this lesson you will configure gift certificate settings, then purchase and use a gift certificate.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Allow shoppers to purchase gift certificates
- Use a gift certificate to pay for all or part of an order

❏ Content

This lesson includes the following content:

Content
Lab Activity: Gift Certificates

❏ Reference

This lesson may reference the following content

Reference
KB Article: Gift Certificates https://support.bigcommerce.com/articles/Public/Gift-Certificates/
KB Article: Gift Certificates > General Customization https://support.bigcommerce.com/articles/Public/Gift-Certificates/#general

Build-A-Store: Gift Certificates

Duration: 10 minutes

In this lab you will...
- Enable gift certificates
- Purchase a gift certificate
- Redeem a gift certificate during checkout

Prerequisites
1. *Build-A-Store: Add Products part 1*
2. *Build-A-Store: Shipping Methods*
3. *Build-A-Store: Offline and Test Payment Methods*

Complete These Steps

1. **Enable** gift certificates

    a. **Navigate** to *Marketing > Gift Certificates*
    b. **Ensure** *Enable Gift Certificates?* is checked
    c. **Select** the *Specify a list of allowed gift certificate amounts* radio button
    d. **Enter** a list of gift certificate values with each values on its own line

    e. **Click** the *Save* button

2. **Purchase** a gift certificate

    a. **Navigate** to the storefront
    b. **Click** the *Gift Certificates* link generally located in the top menu on the storefront.
    c. **Complete** all required fields
        i. **Ensure** *Recipient's Email* is an email address you can access
    d. **Check** the *I agree that Gift Certificates are nonrefundabl*e checkbox
    e. **Click** the *Add Gift Certificate to Cart* button
    f. **Complete** checkout using the Test Payment Gateway
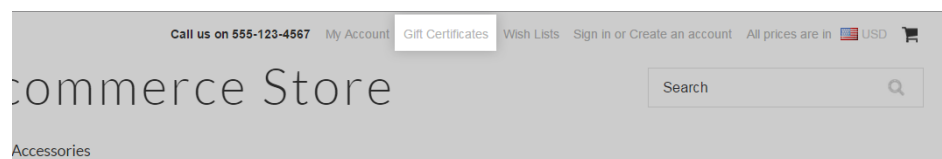
> (i) A gift certificate (or downloadable product) email is sent when the order status is set to *Completed*. When gift certificates are the only product in an order, the order status is automatically set *Completed*. However, if an order contains both gift certificates and at least one physical product, you must change the order status to Completed before the gift certificate is sent to the recipient.

3. **Redeem** a gift certificate during checkout

> (i) The gift certificate code can be retrieved from the email sent to the gift certificate recipient. But, for this exercise you will retrieve the code from the control panel.

a. **Navigate** to *Orders > Gift Certificates*
b. **Copy** the gift certificate code
c. **Navigate** to the storefront
d. **Add** a product to the cart
e. During checkout, **paste** the code into the *Gift Certificate or Coupon Code* checkbox and **click** the *Apply* button

f. **Complete** checkout
    i. If the gift certificate value is not large enough to pay for the entire order, use the Test Payment Gateway to complete payment

Cart Items	Qty	Item Price	Item Total
Cotton Hoodie	1	$119.95	$119.95

Gift Certificate or Coupon Code: YGI-E2X-V66-G8X   **APPLY**

Subtotal	$119.95
Shipping (Free Shipping)	$0.00
Grand Total	$119.95