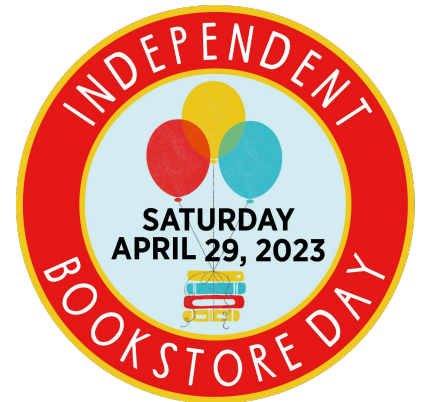# Independent Bookstore Day For IndieCommerce and IndieLite

March 22, 2023

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 and PDF of slides will be available after the presentation.

IBD 2023 on IC and IL

- Enabled for participating stores by IC staff

- Creates IBD Product Class + IBD-exclusives as products of that class
  - All available metadata, images, titles, prices, and descriptions

- Products not being sold can be unpublished

- Landing page with all exclusives in a booklist

- Pre-built Block w/ IBD logo that links to page w/ exclusives

- Add to Cart button hidden until April 29th
  - Stores can adjust date and time the Add to Cart button appears

INDIE
COMMERCE

INDEPENDENT
SATURDAY
APRIL 29, 2023
BOOKSTORE DAY

Getting Site Ready For IBD

1. Verify Products

2. Not Selling a Particular Item?

3. Customizing IBD Landing Page

4. Placing IBD Block

5. Displaying On-Hand Quantities (IndieCommerce Only)

6. Excluding From Media Mail Shipping (IndieCommerce Only)

7. Set On-Sale Date + Time

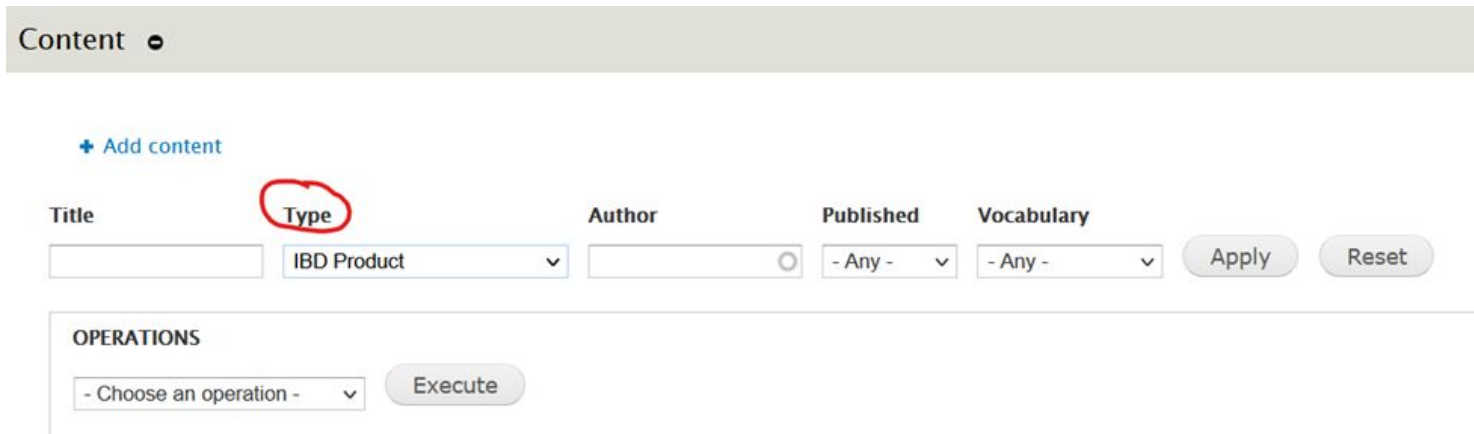Optional: Restrict Quantities Per Order (IndieCommerce Only)

Verify Products

- Once the feature is enabled, verify the products are available for the store by clicking on 'Content' in the admin toolbar.
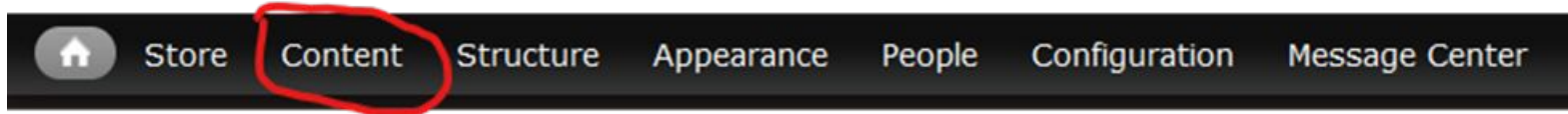
- All IBD-Exclusives are of the 'IBD Product' product class. To see the products more easily, filter 'Type' by 'IBD Product'

Not Selling a Particular Item?

- Stores can 'unpublish' products
- To unpublish a product:
  - Click 'Content' in the admin toolbar and locate the product you need to unpublish
  - '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 landing page's booklist

Product information
SKU: 2300816320193, Sell price: $11.95, Shippable

Shipping settings

Menu settings
Not in menu

Book outline
Not in book

Revision information
No revision

Custom Breadcrumbs

URL path settings
Automatic alias

Meta tags
Using defaults

Authoring information
By Anonymous on 2023-03-08 15:17:35 -0600

Publishing options
Not published

☐ Published
☐ Promoted to front page
☐ Sticky at top of lists

Save | Save and continue | Preview | Delete

Customizing the Landing Page

- The pre-made 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

Product ISBN, SKU, or Model

9781797225142

► No review

Product: Bibliophile: Banned Books 500-Piece Puzzle
Price: $18.95

- 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
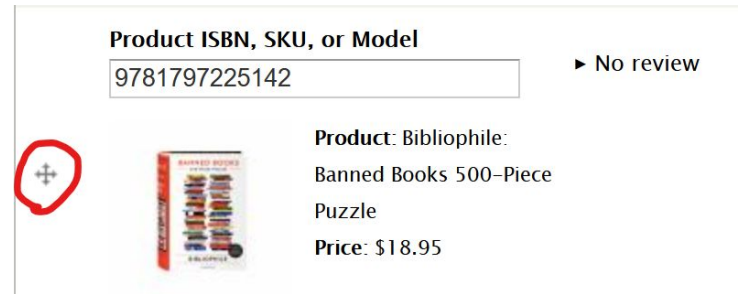
IBD Block

- Pre-made block, called 'Independent Bookstore Day Block' available to promote event
  - Block has IBD logo image that links to 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 place 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 products 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

Excluding From Media Mail (IndieCommerce Only)

- Some IBD-exclusives are products 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

Not Selling Until Specific Date & Time?

- Stores can set a date and a time for the Add to Cart button to appear for the IBD exclusives (no earlier than 4/29/2023, 12:00AM/00:00)
- 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

Home » Administration » Store » Configuration
Indie Bookstore Day Settings

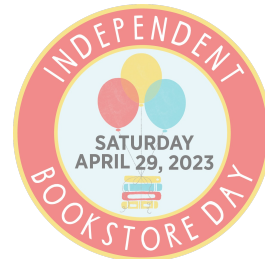**Indie Bookstore Day 2023 On Sale Date** *

Date	Time
2023-04-29	00:00
E.g., 2023-03-13	E.g., 15:49

Enter the date when IBD products will become available to purchase.

IBD Block: Click here to configure.

Save configuration

The IBD Block can also be accessed here!

INDIE COMMERCE

INDEPENDENT BOOKSTORE DAY
SATURDAY APRIL 29, 2023

Checking Changes as 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 seeing changes when logged in but not when logged out, try clearing the site cache:
  - Hover over the little house button in the Admin toolbar and then select 'Clear all cache'
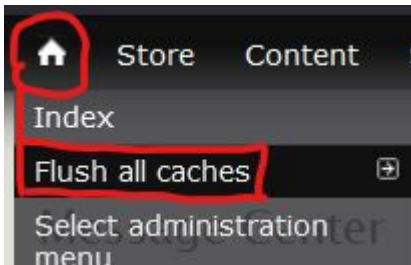
Optional: Restrict Quantities (IndieCommerce Only)

- 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.

VIEW	EDIT	DELETE	OUTLINE	CONVERT	DEVEL

Product   Attributes   Features   Stock

TYPE	DESCRIPTION
No features found for this product.	

Add a new feature   Restrict Qty   Add

SKU
9781797225142
This is the SKU of the product that will be restricted to this quantity.

Quantity limit
0
The number of times this product can be added to a cart. Set to 0 fo

☐ Is it a lifetime restriction?
If checked, user's ordering history will be taken into account too.

Save feature   Cancel

Appendix

- IBD Help Document for IC & IL
- [Independent Bookstore Day Main Page](#)