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EXTENSIONS & TEMPLATES

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USER MANUAL



Social Affiliate

Product Version: 1.1

Compatibility: Magento versions 1.5, 1.6, 1.7, 1.8

Social Affiliate is a Magento extension that allows any site visitor to invite his friends to that site by means of Facebook, Twitter and email shares. This Magento plugin can be an absolute way to promote the sales factor of any online store by increasing site visitors. It is both the stores and customers getting benefited with this kind of module. When a user refers a friend and friend purchased a product, he will be provided with some credits, which he can use for his further purchases. And that too, while making a purchase, he can make use of only a fixed percentage / credit amount among the total credits he received so far. This could save him up with some credits.

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Preface

About This Document

This document provides information how to download, install, configure and use Social Affiliates.

Updates, Comments and Suggestions

Please forward your valuable comments, suggestions or questions about the information contained in this document to assist@aptha.com.

Disclaimer

Aptha reserves the rights to add, remove, modify business models, processes related to packaging, selling, marketing, developing extensions and themes of Aptha.com, at any time and without prior notification. Aptha reserves the rights to add new features to its products based on research and market needs. Aptha reserves the rights to remove any feature of its products that does not fulfill expectations.

Social Affiliate

Social Affiliate is a Magento extension that allows any site visitor to invite his/her friends to the visited site via Facebook, Twitter and email shares. This Magento extension can be an absolute way to promote the sales factor of any online store by increasing the site visitors. Both the stores and customers will be benefited with this kind of module. When a user refers a friend to a site and that friend purchases a product then the former will be provided with some credits which can be used for his further purchases. Another bonus is if the user has earned credits which exceed the threshold amount then he/she will get a bonus amount too.

The user will also be credited when a friend referred by him makes a purchase on the store. At the front end, any logged in user can view the following details:

- Total amount earned: Displays the list of credits received so far.
- Balance amount: Displays the sum of available credits.
- Redeemed so far: Displays the already used credits, while making a purchase.

The admin will have control over the entire details of all registered users, the credits that are received so far by users, the transactions made by users so far and even the sources that let them to receive those credits. Admin also has options for tracking the referral purchase process of a customer that is the number of referral purchases made by a customer

General Features

- Users will receive credits after their referred friend purchased a product in the online store.
- Users can make use of those credits to purchase products in that store.
- Inviting friends can be done by means of Facebook share or Twitter share buttons that are displayed near the invitation link.
- Users can send the invitation referral link to a specific group of friends via Facebook, Twitter and email buttons.
- Users will be credited when a referred friend makes any purchase.
- Can view the entire credit details once logged in.

Following are the elements displayed

- Total amount earned: Displays the list of credits received so far.
- Balance amount: Displays the sum of available credits.
- Redeemed so far: Displays the already used credits, while making a purchase.
- Can view the transaction history details by clicking on the 'My Accounts->Affiliate Transaction' link
- When a user earned more affiliate credit amount than the threshold amount set by admin, he/she will be credited with a bonus amount.

Site Features

- Increases the sales factor.
- Increases the number of site visitors.

Admin Features

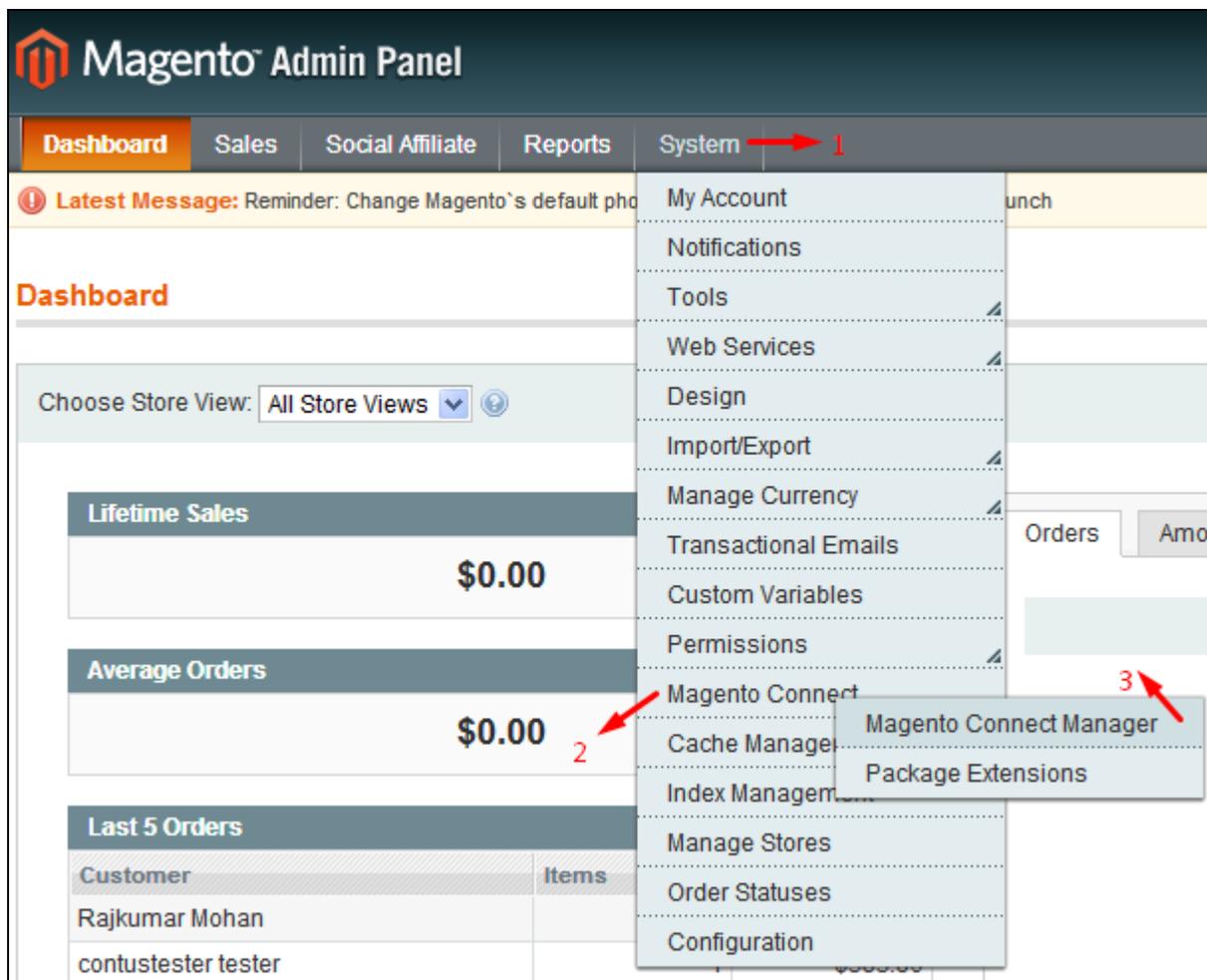
- This extension can be enabled / disabled.
- Credit amount can be set per referral purchase.
- Bonus points for customers who refer a group of friends can be set (i.e. more than a fixed number, which is again set by the admin at the back end)
- Set the percentage / fixed amount for the credits to be used by the user while making a purchase (for example, if the admin is setting this option to 2 %, only 2% of cart's subtotal can be used on all purchase)
- Can manage the entire details of all registered users, along with their credits and transaction history.

Installation Steps:

After purchasing the extension from www.apptha.com, kindly go to **My Account-> My Downloadable Product** for downloading the package. Once you download it, kindly log in to the admin panel of your Magento site. You can install the product by the following method:

Method 1:

For Magento 1.5 and above versions, go to **System-> Magento Connect-> Magento Connect Manager** and upload the package.



The screenshot displays the Magento Admin Panel interface. At the top, the navigation menu includes Dashboard, Sales, Social Affiliate, Reports, and System. A red arrow labeled '1' points to the 'System' menu item. A dropdown menu is open under 'System', listing various administrative options. A red arrow labeled '2' points to the 'Magento Connect' option in this menu. A second dropdown menu is open under 'Magento Connect', with a red arrow labeled '3' pointing to the 'Magento Connect Manager' option. The main content area shows a 'Latest Message' banner, a 'Dashboard' section with a 'Choose Store View' dropdown set to 'All Store Views', and several summary cards: 'Lifetime Sales' at \$0.00, 'Average Orders' at \$0.00, and 'Last 5 Orders' with a table listing customer names like 'Rajkumar Mohan' and 'contustester tester'.

Settings

Put store on the maintenance mode while installing/upgrading/backup creation

Create Backup

Install New Extensions

1 Search for modules via [Magento Connect](#).

2 Paste extension key to install:

Direct package file upload

1 Download or build package file.

2 Upload package file: → 4

Configuration Settings

After installing Social Affiliates, log in to your admin panel and go to **System-> Configuration-> Social Affiliate** (at the left) below. You will find a tab called **Apptha**. By clicking the tab, you can configure the **Social Affiliate** module.

If you couldn't find that **Social Affiliate** ' side menu tab and any "404 Error or Access Denied" Message (during first time installation) is displayed while clicking on that tab, please try the following steps.

- 1) Log out the admin session. Then log in and check it once again.
- 2) Go to **Admin->System->Cache Management** and click on **Flush Magento Cache** and check it.

Cache Storage Management

[Flush Magento Cache](#) [Flush Cache Storage](#)

Select All | Unselect All | Select Visible | Unselect Visible | 8 items selected Actions Refresh

Cache Type	Description	Associated Tags	Status
<input checked="" type="checkbox"/> Configuration	System and modules	CONFIG	ENABLED
<input checked="" type="checkbox"/> Layouts	Layout instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED
<input checked="" type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	ENABLED
<input checked="" type="checkbox"/> Translations	Translation files.	TRANSLATE	ENABLED
<input checked="" type="checkbox"/> Collections Data	Collection data files.	COLLECTION_DATA	ENABLED
<input checked="" type="checkbox"/> EAV types and attributes	Entity types cache.	EAV	ENABLED
<input checked="" type="checkbox"/> Web Services Configuration	Web Services files.	CONFIG_API	ENABLED
<input checked="" type="checkbox"/> Web Services Configuration	Web Services files.	CONFIG_API2	ENABLED

Additional Cache Management

[Flush Catalog Images Cache](#) Pregenerated product images files.

[Flush JavaScript/CSS Cache](#) Themes JavaScript and CSS files combined to one file.

Social Affiliate Configuration Tab

- **Enable Social Affiliate:**
Select **Yes** to enable Social Affiliate Module.
- **Apply License Key:**
Enter the License Key to activate the Social Affiliate module.
- **Credits amount for purchase:**
Enter the % of amount will be made as credit while invitee purchases
- **Bonus amount:**
Enter the bonus amount to be credited after customer achieving the threshold amount.
- **Enter the threshold amount:**
Customer will earn bonus amount when it exceeds the threshold amount.

Email Invite Settings Tab

- **Select Email Template:**
Select an invite email template from the drop down.

Social Network Invitation

Social Network Invitation		
Facebook Share Title	<input type="text" value="You have been invited to join Main Store"/> ▲ Please Enter Facebook Share Title	[STORE VIEW]
Facebook Share Description	<input type="text" value="Share and earn credits"/> ▲ Please Enter Facebook Share Description	[STORE VIEW]

- **Facebook Share Title:**
Provide your facebook share title.
- **Facebook Share Description:**
Provide your Facebook Share Description.

Magento Front End Operations

Click on the **Social Affiliate** button in the top link. If you are not logged, then the link will redirect to the login page otherwise it will redirect you to Social Affiliates page. In this page you have an option to view the balance amount in your account, total amount earned and redeemed so for amount. You can also see the sample referral links in this page. Through Facebook, Twitter or Email, a customer can invite their friends to your website and earn affiliate points.

WILLIAM **Balance amount: \$45.50**

Total amount earned: \$45.50 Redeemed so for: \$0.00

Referral Link 

Add ?ref=william@gmail.com at the end of any product / category url to refer any product

Example

<http://iseofirm.net/ptest/magento/mg1.8/env8/magento/index.php/sample/category/?ref=william@gmail.com>
<http://iseofirm.net/ptest/magento/mg1.8/env8/magento/index.php/sample/product/?ref=william@gmail.com>

How it works?

For every purchase you will earn **10%**

Bonus amount

For every **\$50** on your balance amount you will earn additional **\$25**

Invite friends

Powered by [Social Affiliate](#)

Invite via Facebook:



By clicking the **Facebook** button you can share a product to your friends. Provide a description about the website or product and also don't forget to share your referral link (Ex:<http://yourdomain.com/sample/category/?ref=sample@gmail.com>), because if your friends click this link and visit the website your referral count will be incremented and also if your friends purchased a product by clicking that link you will get referral amount.

Invite via Twitter:



By clicking the **Twitter** button you can share a product to your friends. Provide a description about the website or product and also don't forget to share your referral link (Ex:<http://yourdomain.com/sample/category/?ref=sample@gmail.com>), because if your friends click this link and visit the website your referral count will be incremented and also if your friends purchased a product by clicking that link you will get referral amount.

Invite via Email:



By clicking the **Email** button and provide your friends email id as comma separated and click **Send Invites** button. Now an email notification will be sent to the mentioned email ids. If your friend, click the **Accept Invitation** link and visit the website your referral count will be incremented and also if your friends purchased a product by clicking that link you will get referral amount.

Affiliate Transaction

Transaction History		Referral count (1)	Purchased count (1)	
1 Item(s)		Show	10 per page	
Date	Transaction Details	Credits (\$)	Debits (\$)	Balance (\$)
20/11/2013	Amount Credited for Purchase of william@gmail.com	45.50	-	45.50
1 Item(s)		Show	10 per page	
Back to affiliate				

Information regarding your friends purchase, through your referral link will be displayed in this tab. Fields like date of purchase, transaction details, credit amount, debit amount and balance amount will be displayed. In addition to this, total referral and purchased count will be displayed in top of the page.

Purchase product with your affiliate amount

Subtotal	\$50.00
Discount (Affiliates Amount)	-\$45.50
Grand Total	\$4.50

Use Affiliate Discount

[Proceed to Checkout](#)

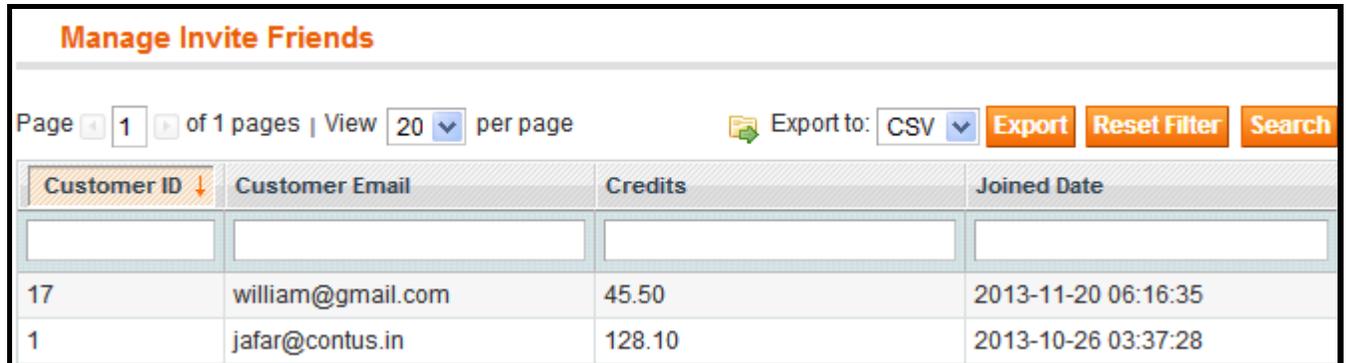
[Checkout with Multiple Addresses](#)

If a customer is supposed to purchase a product and already earned the affiliate amount, then during checkout, he/she can mark a checkbox "Use Affiliate Discount" and can deduct the earned amount from his/hers purchased amount.

Magento Back End Operations

In the back end, admin has an option to manage the Invite friends.

Manage Invite Friends



Customer ID	Customer Email	Credits	Joined Date
17	william@gmail.com	45.50	2013-11-20 06:16:35
1	jafar@contus.in	128.10	2013-10-26 03:37:28

Go to **Social Affiliates** and click **Manage Invite Friends**. In this grid, admin can view all the credit information regarding the referral purchase. Fields like Customer Id, Customer Email, Credits and Joined Date will be displayed.

Contact Us:

Our support team is happy to help with any questions about using product. You may contact our support team through support forum & support tickets.

Your question may already be answered!

Forum: www.apptha.com/forum

Before you send us an email or raising tickets, take a look at Apptha.com/forum for any technical issues, common questions and more. We may have already answered your question.

Raise tickets for your specific questions!

Tickets: assist@apptha.com or www.support.apptha.com

Send an email to our support team to get answers to your specific questions. Our team will work to respond to your query promptly.

The best place to discuss about additional features!

Email: bdm@apptha.com