



VENDOR  
QUICK START  
GUIDE.

This is a quick-start guide to help you add your products into PayKickstart and start having affiliates promote your products.

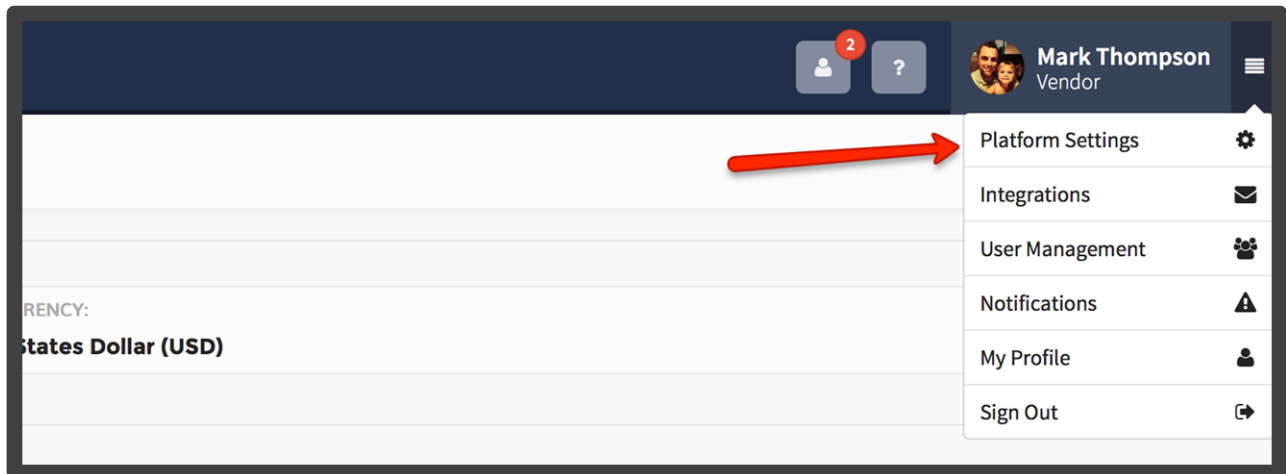
Make sure you check out our in-depth Knowledge base for more articles, videos and tutorials.

<http://support.paykickstart.com/knowledge-base/>

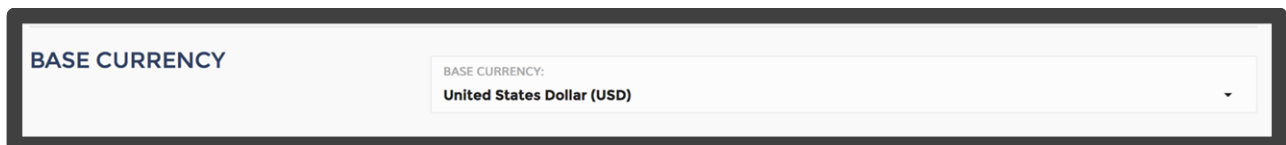


# STEP 1. PLATFORM SETTINGS

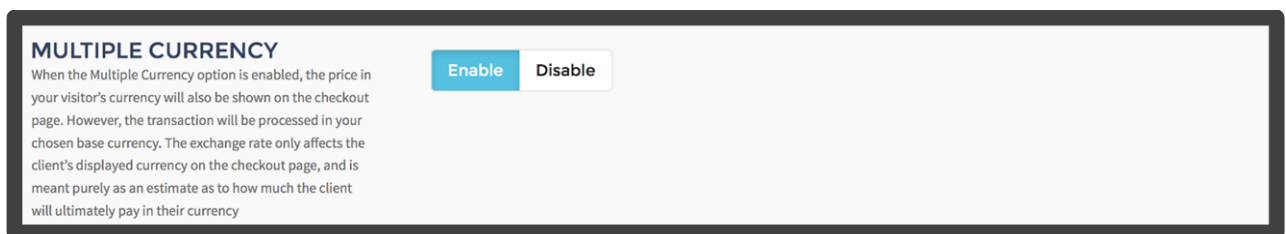
We recommend that you first go into your Platform Settings and setup a few things...




**Base Currency:** Choose your primary currency that will be used by default on your checkout pages.



**Note:** You can the Enable “Multiple Currency” which will allow the customer to choose their local currency and provide a real-time currency conversion on the checkout page.

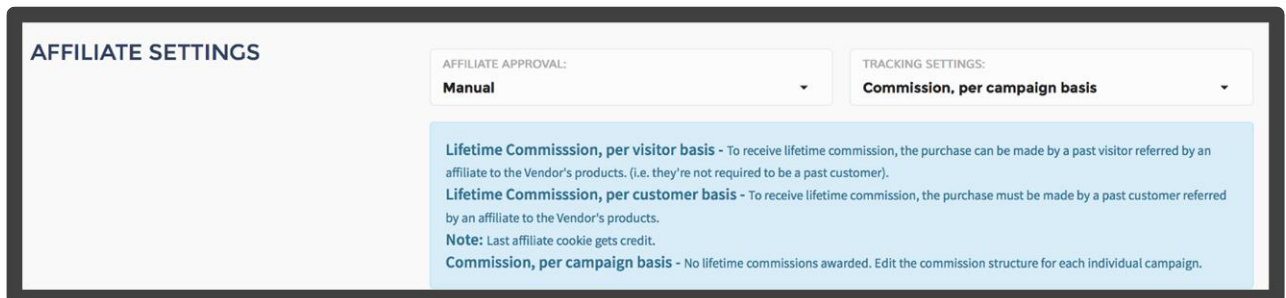


**Time Zone:** Specify your local time zone so that all sales Day/Time will display in your location.



The screenshot shows a form titled "TIME ZONE" with the instruction "Select your default time zone." Below this is a dropdown menu currently displaying "New\_York (UTC-5)".

**Affiliate Settings:** Specify if you want to manually approve affiliate partners or automatically approve them. You can also choose which type of affiliate program you would like to run (ie: lifetime commissions, each campaign is unique).



The screenshot shows the "AFFILIATE SETTINGS" section. It features two dropdown menus: "AFFILIATE APPROVAL:" set to "Manual" and "TRACKING SETTINGS:" set to "Commission, per campaign basis". Below these are three informational text blocks:

- Lifetime Commission, per visitor basis** - To receive lifetime commission, the purchase can be made by a past visitor referred by an affiliate to the Vendor's products. (i.e. they're not required to be a past customer).
- Lifetime Commission, per customer basis** - To receive lifetime commission, the purchase must be made by a past customer referred by an affiliate to the Vendor's products.
- Note:** Last affiliate cookie gets credit.
- Commission, per campaign basis** - No lifetime commissions awarded. Edit the commission structure for each individual campaign.



# STEP 2. INTEGRATION S

Now you want to go and connect your Payment, Email and Webinar integrations.

**Payment:** Connect your Paypal, and Credit Card processor so you can start accepting payments.

See: <http://support.paykickstart.com/categories/payment-integrations/>

**Email:** Connect your Email Auto-responder so you can automatically add customers to your email list for follow-up.

See: <http://support.paykickstart.com/categories/email-integrations/>

**Webinar:** Conenct your webinar service so you can automatically add a customer to an upcoming webinar.

See: <http://support.paykickstart.com/categories/webinar-integrations/>

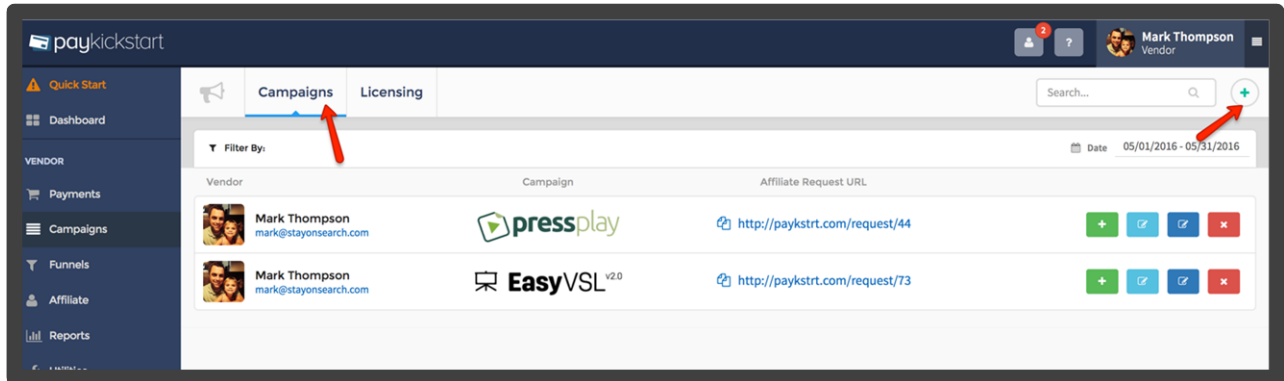




# STEP 3. CAMPAIGN SETUP



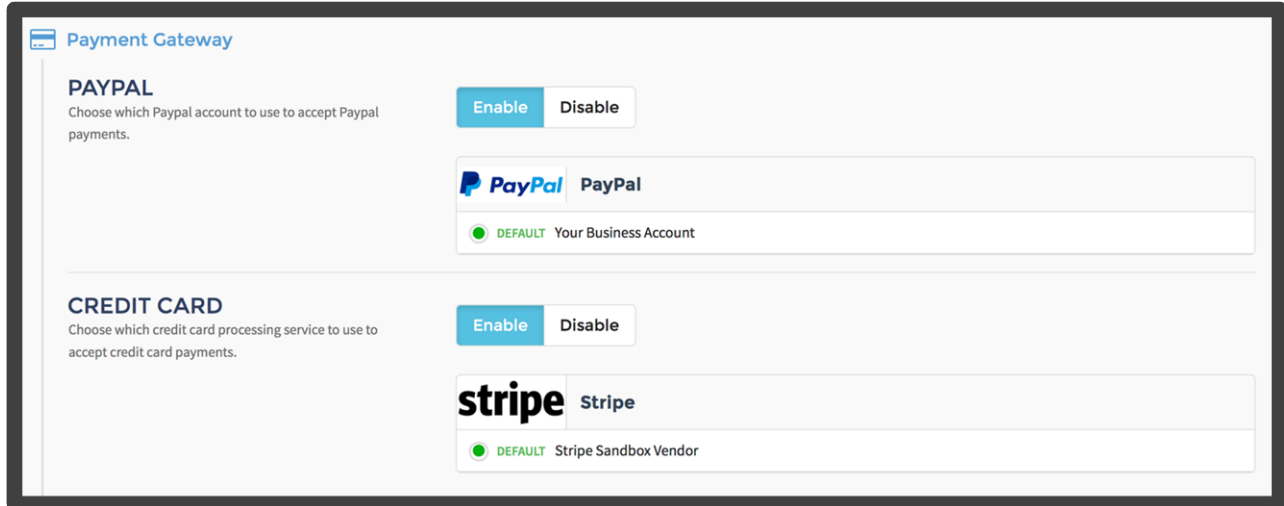
You first need to create a Campaign name.



Then upload a Campaign logo which will be used on your checkout page and various other areas inside of PayKickstart.




Then choose from the pre-connected payment integrations you setup already, so that you can offer Paypal and/or Credit Card processing.



**Payment Gateway**

**PAYPAL**  
Choose which Paypal account to use to accept Paypal payments.

Enable  Disable


 **PayPal**

**DEFAULT** Your Business Account

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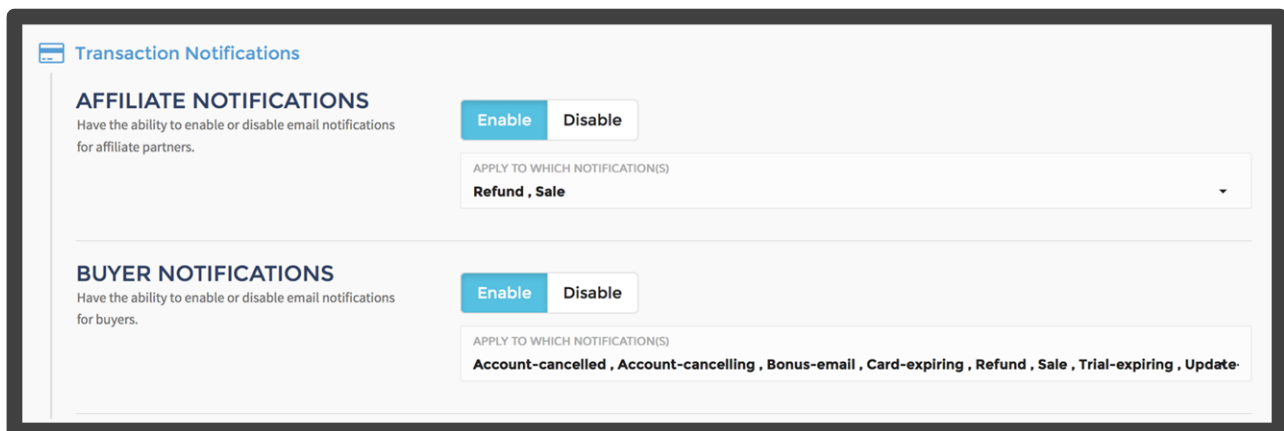
**CREDIT CARD**  
Choose which credit card processing service to use to accept credit card payments.

Enable  Disable

 **Stripe**

**DEFAULT** Stripe Sandbox Vendor

Choose which affiliate and buyer notifications will be sent based on specified actions.



**Transaction Notifications**

**AFFILIATE NOTIFICATIONS**  
Have the ability to enable or disable email notifications for affiliate partners.

Enable  Disable

APPLY TO WHICH NOTIFICATION(S)  
**Refund , Sale**

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**BUYER NOTIFICATIONS**  
Have the ability to enable or disable email notifications for buyers.

Enable  Disable

APPLY TO WHICH NOTIFICATION(S)  
**Account-cancelled , Account-cancelling , Bonus-email , Card-expiring , Refund , Sale , Trial-expiring , Update-**

See: <http://support.paykickstart.com/knowledge-base/managing-notifications/>

Add your support URL/email and your refund policy.

**Product Support**

**SUPPORT**  
Enter a Support URL and/or Email address which will be used on email notifications so customers can contact you.

URL:

EMAIL:

**REFUND PERIOD**  
Enter the number of days of which customers can request a refund. This also determines affiliate pending vs available payments for any delayed payments.

Enable/Disable if you would like APPROVED affiliate partners to be able to promote your product.

**Affiliate Program**

**AFFILIATE REQUEST PAGE URL:**  
Provide this URL to your affiliate partners to allow them to request to promote your product.

**COMMISSION SETTINGS**  
Set the commission percentage an affiliate can earn for each sale they refer. 2nd tier commissions can be given to affiliates who refer other affiliates to promote your product.

COMMISSION TIER 1:

COMMISSION TIER 2:

Integrate a 3<sup>rd</sup> party membership service, to automatically have that customer get added to a plan/membership level upon purchase.

**Membership Integration**

**MEMBERSHIP SERVICE**  
Select the membership integration(s) you will be using, to automatically add customers to a membership level/plan upon purchase.

MEMBERSHIP SERVICE:  
**Wishlist**

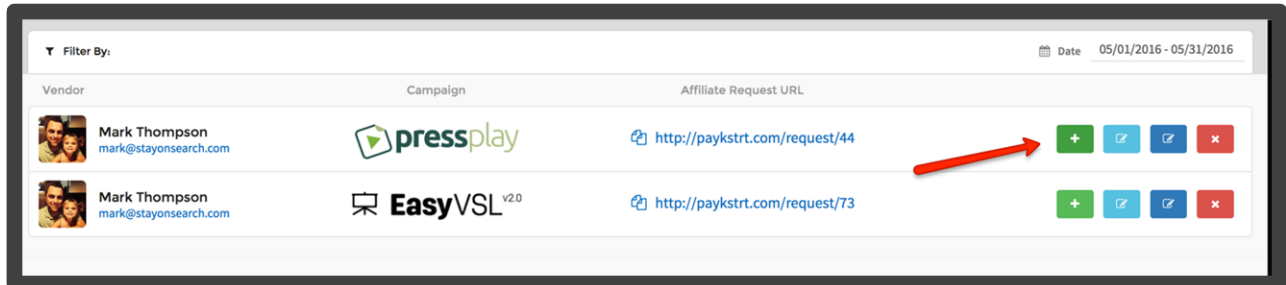
**Wishlist** Remove

URL <a href="http://easyvsl.com/index.php/register/HWkuw0">http://easyvsl.com/index.php/register/HWkuw0</a>	API KEY DOTUkv17JLNWhv9
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WARNING: Note: The membership plan/level will be selected at the product level.

# STEP 4. PRODUCT SETUP

Now you can start adding your products to that campaign.



**Step 1: Product Details** – This is where you will give your Product a name, description, landing/sales page, product access URL, and set the price point.



**Step 2: Checkout Page** – This is where you can edit/customized the checkout page design.

Click the “Open Editor” to have more custom options.

**Step 3: Integrations** – This is where you will select from the pre-connected Email, Webinar and Membership integrations so you can automatically add customers to various 3<sup>rd</sup> party services upon purchase.

2 Checkout Page



**USE TEMPLATE EDITOR**  
Click the Open Editor button to use the full checkout page editor for customizations.

 **OPEN EDITOR**  **PREVIEW**

**CLONE EXISTING PRODUCT**  
Have a checkout template you already like? Simply choose the product checkout template and clone it.

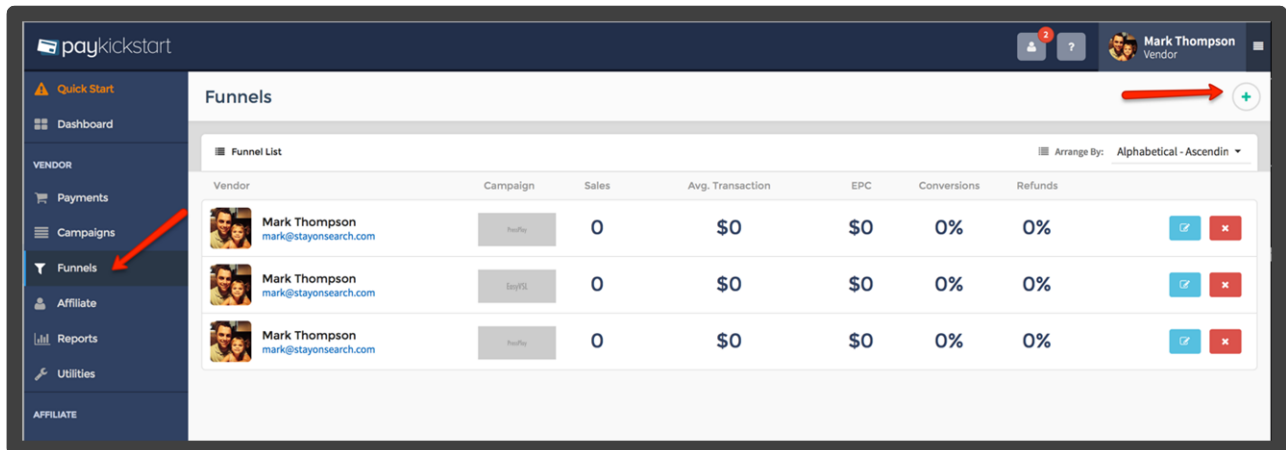
Select Product

**SELECT TYPE**  
Choose from a variety of pre-designed 1-step and multi-step checkout pages.

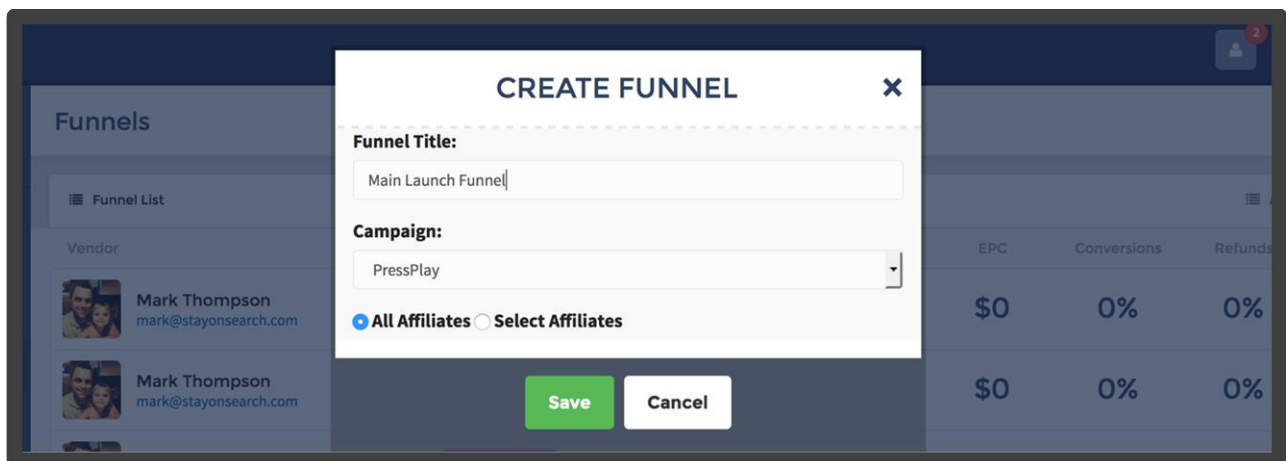
 **1 STEP**  **MULTI STEP**

# STEP 5. FUNNEL SETUP

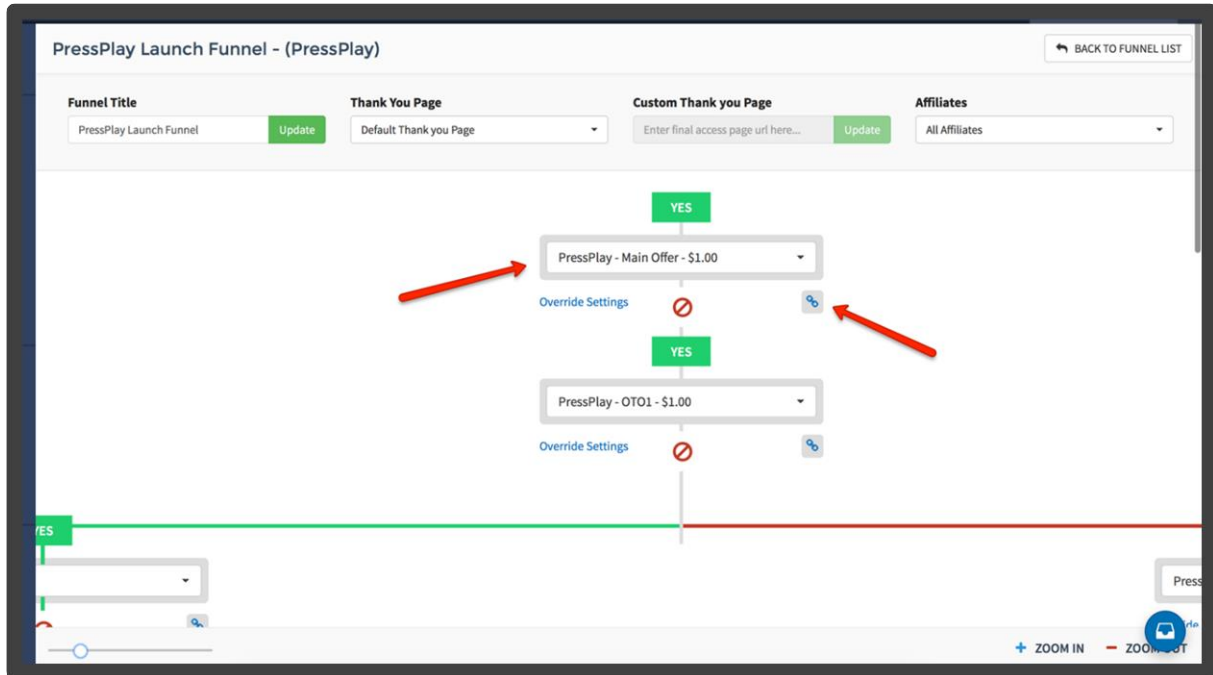
Now that we have our Campaign and Products added into the system, we need to setup our sales funnel.



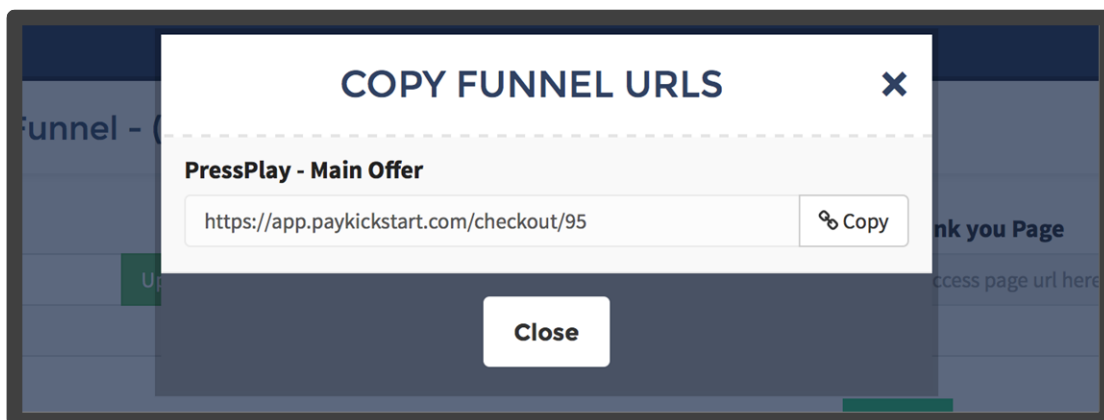
Give your funnel a name, choose which Campaign it should be associated with and what affiliates are able to promote the funnel.



After that, you will go into our visual funnel builder. This is where you will add your products from the dropdown and choose the funnel path a customer will go through based on what products they purchase in your funnel.



For each product that you add in your funnel, we will provide a checkout link that you will use to send people to purchase. A customer will automatically go to the next landing page in your funnel based off if they purchased or not. If they DO NOT buy a one time offer/upsell, you want to hyperlink the “No Thanks” link to the next page in your funnel.





See: <http://support.paykickstart.com/knowledge-base/setting-up-a-sales-funnel/>

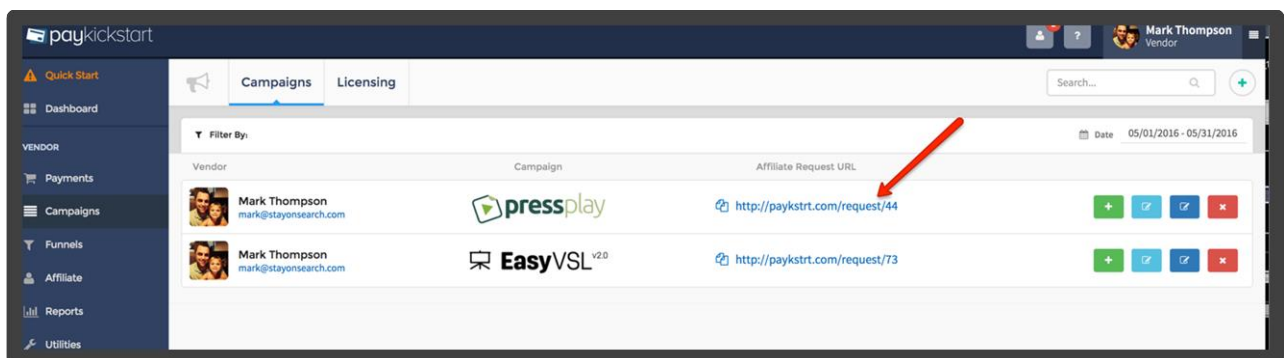


# STEP 6. AFFILIATE PROGRAM SETUP

Now that we have our funnel setup, we can start adding promotional materials into the Marketing section for affiliates. Your approved affiliates will now see their unique affiliate link, email swipes, banners and contests you've provided.



Under "Campaigns" you will find the affiliate request URL that you will provide them in order to get approved and receive their unique affiliate promotion link.



If you manually are approving affiliates, you will receive an email and also a notification in the app when you have new affiliates to approve/deny.

You can either approve them for JUST that product they want to promote, OR to promote all of your products. Same with denying an affiliate.

Filter By:					Date
Affiliate	Request to Promote	Sales to Date	Refund Date	Country	
Digital Kickstart administrators@digitalkickstart.com	<input type="button" value="Request"/>	0	0%	United States	<input type="button" value="+"/> <input type="button" value="x"/> <input type="button" value="o"/> <input type="button" value="p"/>
Ruggero SandriBoriani ruggero@topwebdesign.co.za	<input type="button" value="Request"/>	0	0%	South Africa	<input type="button" value="+"/> <input type="button" value="x"/> <input type="button" value="o"/> <input type="button" value="p"/>