Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

# Welcome to BuyMaster: The Merchant's Guide

Getting your offers posted doesn't have to be hard or time-consuming. Post your deals – just like posting stuff on your social media accounts. This guide will help you get started in using the BuyMaster Merchant app in no time!  A step-by-step instruction is provided in each section for you to follow, plus some extra tips and ideas about effectively using the platform to meet your store's needs.

This guide will help you:

- Add and manage your location(s)
- Post and edit your offers
- Integrate your social media accounts
- Access and understand dashboard tools
- Manage comments and chats
- Set-up extra manager accounts

Still have questions? If you need any further assistance about getting started using the BM Merchant App, you can also view our tutorials on the YouTube channel BuyMaster, read Merchants: frequently asked questions or contact us!

Let's get started!

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

# Contents

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

# Add Location

Adding your store's location is very important because without it, you won't be able to post your offers! Just ensure you have entered your store location details accurately so when you post your deal, an icon of deal and your store's location are viewable to your shoppers on BM's interactive map.

Whether a few feet away or a couple miles down the road, customers can access your deal with our proximity based and push notification systems. Shoppers then come by your store to reclaim their purchase. So ensure your Location details are accurate!

## Adding store location

1. Navigate to the **Location** screen.
2. Click the **plus sign (+) Add a location to your account** to open up the screen and add your store's location and contact details.
3. Click on the **Camera** and add photos of your store! Maximum 3 image upload.
4. If the store's location is different from company's location then click **edit address**.
5. Clicking the **Address & Map positioning** box will open the **Map** screen, where you will enter your address in the **Search bar** and will be positioned on the map automatically.
6. Enter **Location's name**, which could be the area or street, so if you have more than one location, customers can differentiate.
7. Type in a contact **phone number** and **add working hours**.
8. Click **Working Hours 1, 2, or 3** to get the pop up window to select days and times your store is opened and/or closed. Perhaps you're open certain times some days, or have different hours during the holiday season. You can tailor this to your schedule!
9. Select **Acceptable Payments** that your store accepts. Mark any of the listed options so customers know what's accepted before coming into your store.
10. Now when you're done, your **Location** will appear under the company's screen.
11. To edit any **Location** details, go to **Settings,** then click **Locations**.

- You can have more than one location with BM, as long as your company is registered, all locations can be added/edited in the **Location** screen and clicking **plus sign (+) Add a**

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

**location to your account**. You can assign your staff to enter the store's location(s) for efficiency.

### Working Hours 1,2,3

Here you can see in detail how to pick and choose your store's operational hours to be included in your location. There are 3 available store hour periods for you to schedule. For instance, you may be open (Working Hours 1) Monday – Friday 10 AM – 9 PM and (Working Hours 2) Saturday – Sunday 10 AM – 6 PM.

1. Click **Working Hours 1** to open the pop up screen with given days and times.
2. Marking **Monday**, will auto-mark all working days Monday-Friday.
3. Just click on each undesired day to unmark any of the auto-marked days.
4. Click second and the third week day boxes i.e. **Tuesday** and **Wednesday**, the working hour schedule will be customizable
5. The boxes "**From"** and **"To"** are automatically blank for you to select from the calendar days the correct business hours
6. Click **Save**.

- Working Hours 2 and 3 are completed in the same manner.

### Acceptable Payments

Let customers know what payment methods you accept in-store.

1. Click **Acceptable Payments** to open the pop up window.
2. Mark all the payment methods you accept in your store.

# Add an Offer

Immediately – just click publish! Once you have filled in the desired criteria, your post is ready! Clicking the post button will instantly up-date your deal to the platform. All deals are posted in real-time.

Here you'll be guided how to easily use the **Add offer** button and what details to include before publicizing it.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

## Your local offer

1. Once you've signed in, you should initially see the Dashboard screen. This is an overview of your deals: active, planned and finished.
2. Look at the top right-hand corner. There is a **plus sign (+) to add offer** – click that.
3. Once the **Add Offer** screen opens, you will need to provide some details, so customers can search for your great buy.
4. **Product info** refers to what your item or service is. An Adidas T-shirt, for example.
5. **Category** – how would you classify your item - is it fashion, health, accommodation?
6. Pick and choose your start and end dates. Specify the time when it should begin and end.
7. **Locations** lets you have this offer available in other stores too. Only have one store? Then your single store will be the default location.
8. Have more than one store? Just select from the other stores to share this offer and all assigned managers will be notified after you commit to your post.
9. Include the **before, after** price in the boxes – let customers see the difference.
10. The **discount** percent box will be calculated automatically or vice versa.
11. Click on the **Camera** to upload images or snap shots of your item. You can include up to 3 images and arrange them in any order.
12. Happy with all the product details? Click **Proceed to Payment**.
13. **Proceed to Payment** will lead you to the following screens of integrating your deal onto your Social Media.

Go here for posting to social media or here to integrate directly after payment, post payment.

- Minimum applied discount of 30%
- Have as many deals posted as you want! No minimums or maximums!

**Extra Tips -** BM is effective:

1. Post during non-peak hours to gain in-store traction.
2. Have some extra inventory on the shelves? Post a promotion– get shelf inventory into a shopping bag.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

3. Have some empty time-slots at your spa, salon, etc.? There is always a chance an on-the-go shopper is looking to get pampered at the last minute – let them know you!

Your turn! Surely you can think of a few deals to get the ball rolling.

## Product Info

1. Click on the **Product Info** box, to open the **Product Info** screen.
2. Click on the **camera** to snap a shot or add images, 3 images max.
3. Enter **Product Name**, as you refer to it in your store.
4. You can enter a few **Keywords** about the product (color, size, etc.).
5. Type in the **Brand**, if you would like to inform customers of the product's brand name
6. In the **Description**, create and cultivate your own promotional content as to attract your desired audience.
7. **Fine Print**, enter any further details you think necessary for customers to know about the item.

## Category

There are 3 levels of categories to choose from with indicated icons placed on the left of each category listed. We highly recommend merchants to ideally cover 2-3 different categories in order to target a wide-range of customers.

1. Clicking on **Category** will open a screen with a list of categories for you to classify your product.
2. Select one of the category names, i.e. Eat & Drink,
3. Next, click a second category, i.e. drinks.
4. You can choose a third category as well.
5. After choosing the final category, you will be automatically directed back to the **Product Info** screen.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

# Payment for your post

So you've input your offer's details, now you're ready to pay for your post. We offer you various options for a flexible payment method available in when you decide to commit our post. This is why Buy Master is so cutting edge. We help your business reduce marketing and acquisition costs. Once you begin using BM, you will only pay according to your posted deal's duration – even if it's for one day. After successful payment, you can refer to the Social Media section for integration.

## Ready to pay

1. Now at the **Payment** screen, look to top left - you can see your available credit balance.
2. If you have sufficient amount of credits, your payment will be deducted from your available balance. If not, then either the remaining payment or total payment will be charged to your preferred credit or debit card.
3. Click **Submi**t.

## Paying with credit or debit card

1. Open the **Payment Method** box to select your preferred card and confirm.
2. Haven't added one yet? Then in the **Payment Method** you will need to **Add account** and then save entered the card's details.
3. Click **Submit Now** and a successful transaction will be shown on the next screen.
4. Now you are able to begin taking your offer to the next level – Social Media!

# Social Media

Once you are ready to post, you can access the social networks through **Settings** and login into your accounts. Then when you are ready to post, swipe or click where you would like to socially integrate your deal. It's all customized by you! You pick and choose your post's social visibility on Facebook, Pinterest, and Twitter.  Tailor your deal's exposure depending where you want it socially publicized.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

### First-time posting an offer

Since it's your first time posting, you will need to activate your **Social Media** section.

1. Simply go to **Settings** and login into all your social media accounts in order to be integrated when posting on BM platform.
2. Now, back to your post. Swipe on and off which social platforms you would like to use to promote your deal.
3. As soon as you click **Post Now**, your deal is instantly on BuyMaster and selected social media accounts for customers to view, share, comment, and of course buy!
4. After submitting your post, you will be re-directed to the **Dashboard** where you can see this addition in either your active or planned offers, depending on your dates.

- You can always revert back at any time and change your settings.

# Referral Program

Learn how to use the referral code and its great perks when given to others who register on the BuyMaster platform. Available as a first-time user, you will have 30 credits already in your account! Why not earn more and use them to pay for your posts after the campaign?

- Earn 1 credit for each customer or 10 credits for each business referral that signs up! How great is that!

1. Go to **Main** menu on the side bar, you can see at the bottom right, the **Referral Code** number. This is the number you will provide to others.
2. Distribute the code to customers and businesses via social media, email or SMS.
3. Just click on the **Referral code** in the **Main** menu and choose your preferred delivery option.
4. As soon as the code is entered into the **Connect** screen when they start registering, you will then gain those extra credits to your balance. Simple as that!
5. Earned credits are shown at the top of the screen and added automatically to your balance.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

# Dashboard Analytics

Our dashboard provides insight performance accessible from anywhere via web or mobile device. Tap into our tools and see what works best for your business. Gain data insight and take action– analyze promotion(s) performance by sales tracking, shopper favorite deals, views in social media and much more.

- Monitor and manage your deal performance – track your shares, comments and views.
- Learn what works for your store best!
- See alerts for comments, feedback and chat.

Click directly on the insight you want! Want to see last week's or month's deal performance? You have anytime access.

Gain wisdom and insight on how popular your deal just by looking at the social media icons at the top of the **Dashboard** screen – views are indicated in the bubbles. The number reflects the amount of views received per social media network. Everything provided in a one-shot glance!

Learn how to effectively use this tool to monitor and manage your deals whether in one or multiple store locations.

1. Once you sign in, you will automatically view what's going on in your default store location(s) – this is your **Dashboard**.
2. It's an overview of all your store location's activity. Have other stores in the network? Just click on the **Locations** and view them as well.
3. Whether you manage other stores or not in the same network, you can still view their activity.
4. The **social media** icons in the dark grey area at the top, display total social media activity of all your offers whether **Active, Finished** or **Planned** in your store.
5. Now below, you can see all the deals ever offered in your store in the **Active, Planned or Finished** sections.
6. Each offer has a count which refers to the items sold as seen by the number "**23**" for example, next to the **Nike – disco ball** shoes.
7. To view any of your deal's specific details, just click on the item, and the details will be loaded to full screen. You can see stats, descriptions and social media activity here.
8. You can also **Edit, Cancel** or **Renew** any deals in any of the sections.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

- If your company has more than one location, but you are not assigned to another store, then you may only view others offers – no editing or changing details is allowed without full access granted.

# Edit, Renew & Cancel Offers

This will guide you how to edit, renew and remove any offers you have access to on your dashboard.

### Edit your offer

1. Choose your location on your **Dashboard** and open the product details and click **Edit**. Make any necessary changes you need for your deal and save.
2. Keep in mind, extending or shortening the duration period will affect your credit balance and you will be informed of the necessary transactions.

### Renew you offer

1. To renew an offer, go to **Finished** deals and **Renew offer.** No need to re-enter the same product details, they will be added as a **New Offer**. Feel free to change any already existing details by clicking **Edit**.
2. Ready to renew? Just **Proceed with Payment**, just like you initially posted your deals. You can refer to the tutorial for help in the description box below.

### Cancel your offer

1. Go to the **Planned** or **Active** sections, and choose the item you would like to remove.
2. Click **Remove Offer**. If you're sure you would like to remove this item, click **Yes**.
3. Cancelling will result in a 1 credit penalty, which will be deducted from your balance or charged to your preferred payment method.
4. The remaining balance of unused credits for the promotion period will be transferred back into your account within 24 hours.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

5. Now you can go back to your **Dashboard** and see the update immediately. No waiting!

If your store belongs to a company account, the other store's managers sharing this offer will be notified instantly about this change. Also, all customers who had saved this deal to their **Wish List** will be notified upon offer removal as well.

# Weekly Top

The **Weekly Top** lets you see the top 10 most popular deals in your category and your city and/or state. View what's most popular in your city limits or click/tap on the state to get a broad overview. This tool is very helpful to gain a competitive edge and understand popular deals amongst shoppers.

Notice the screen split? The top section shows the most ran-after deals in your category and the bottom section showcases the most favored deals on the BuyMaster city network.

Just swipe right and left to take a look at all the deals – who posted, what item, price, etc.

The **Weekly Top** implements algorithms, which calculates the customer views, how many added the offer to their **Wish List** and other number creations displayed in this screen. This tool is very helpful to gain a competitive edge and understand popular deals amongst shoppers.

- Gain costumer insight on what shoppers are seeking in your city.
- Recognize and enhance your smart offers strategy to attract more customers.
- Save yourself the guessing game of what customers want – view it all here!

Be sure to check out every week the Weekly Top! Why not get your deal on the Weekly Top

# Chats & Messages

BuyMaster offers a great tool for customer to merchant interaction via live chatting and messages. Just as easy as chatting on social media messengers! You will receive a message alert immediately upon customer inquiry about your deal. So, if a customer wants to find out about your special offer that you are promoting, then they can directly message and chat with you. You will be notified instantly on your account upon receiving messages, and can respond immediately.

1. View all and unread messages on the **Main** screen in the side bar. This number on the **Messages** shows you that you have unread messages.
2. Opening the **Messages** tab will allow User to view all the received and replied messages arranged by time and date.

- Chats are always initiated by the customer – no manager can contact anyone via chat or messaging.
- If the messages or chat become inactive after a 7 day period, then the chat is deleted.

# Comments

You can scroll through and see comments on the BM platform and Twitter, Facebook, etc. all on one page – no need to access each social media platform separately. You will receive comment notifications, as long as you have the push notification turned on!

1. Access your **Comments** in various ways by navigating to the **Active Offers** via the **Dashboard** or the **Comment** tab.
2. Let's start from the **Main** menu side-bar option, see the **Comments** tab?
3. If there is a bubble number popping out at you, this means there are unread comments.
4. Pressing on the **Comments** tab, will allow you to see all the comments posted on BuyMaster and social media accounts for a specific deal - organized by time and date.
5. Now, opening up a specific offer's comments will showcase a total overview of small activity displayed by each person who commented on the item.
6. Pressing on the name, picture, or social activity of the person who left the comment, will NOT allow any actions to be taken.
7. Click **Reply** to also engage with the customers by posting and replying by to the comments.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

- Also, for any renewed offers that have been re-posted, the previous comments will be included as well.
- Displayed first, will be latest comments with the person's name. The bubble number again shows that there are more unread comments.
- All registered managers in the company are able to view all the company's comments for listed offers even if it has not been offered in certain store locations.
- The bubble number will remain present until all the company's managers have viewed the comments.

# Timeline

The Timeline gives you quick activity overview related to your post(s). Access your timeline as soon as you open your app and scroll through your deal's activity organized by time and date.

Go to your **Timeline** by opening up the **Main** side bar menu.

View your activity summary such as:

- Deal offer start & end-date
- Social media activity – comments and responses
- Internal comments in BM's platform

.

# Settings

1. Access your **Settings** by going to the **Main** menu located in the side-bar.
2. Clicking on S**ettings** will let you see various options that you are able to set or change.
3. **User,** meaning your profile.
4. **Company Details,** which gives you information about the company.
5. **Managers,** provides you an overview and invitation code initiatives.
6. **Payment**, where you can set up your payments methods.
7. **Social Media**, which you can login and link your Company's accounts.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

8. **Push notification**, where you can establish various settings for notifications.
9. Just click on any of the options and adjust as you wish!

## Managers

The **Managers** screen showcases all managers registered in the specific company account. This provides a screenshot overview of each the manager's activities according to their assigned location(s) including their created and posted offers, replies to customer comments and message activity.

Learn all about Managers here.

## Payment

1. Navigate to the **Payment** option to view your credit balance and method preferred payment.
2. If there are no credit or debit card details entered and saved, then only **Credits Available** will be visible.
3. To add details to **Payment Methods**, click on the methods provided you would like to add.
4. Enter the details and click **Save** - Credit/Debit Card: Name, Card number, Expiration date, CCV number
5. Submitting payment method details saved to your account will be confirmed via email.
6. Access your email and confirm your payment method.
7. Now returning to the **Payment Method** setting, the account will be added to the top section of this screen.

## Push Notifications

Learn how to manage your *Push Notification* settings according to your preferences and stay in the loop of your store's activities like ending deals, product countdowns, messages, etc.

- Having full access will allow you to personalize your settings where as limited access will only allow you to change certain ones.
- By default, certain push notifications are already set and some actions cannot be changed, depending on your access rights.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

1. Go to the **Settings** menu and click on **Push Notifications**.
2. Let's go through real quick what each push notification means.
3. **Item Quantity:** Set your countdown and get notified when your offered product reaches a certain availability.
4. Pressing the **Item Quantity** will give you a pop up window to set the number.
5. **Day Offer Ends:** create a reminder when your deal is ending.
6. **Messages:** Be alerted when you receive new messages from customers or managers.
7. **Comments:** Be notified as soon as a comment is posted!

### Social Media

1. Simply click on **Social Media** and login into all your social media accounts. Done

# All about Managers

### Add Managers

Learn in a few simple steps, how to add new and existing managers to your company's network. Simply invite them to join you on BuyMaster! Hired a new store manager or looking to assign another store location to an existing manager? It's all in this section.

**What are permission rights?**

Managers: **Offers Only** - limited access

- Full permission for the offers (add, delete, enter sales numbers)
- No permission for changing details of the company, location, adding managers, etc.

Managers**: Full Access**

- Full permission for the offers (add, delete, enter sales numbers)
- Permission for changing details of the company, location, adding managers, etc.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

## New Manager to the Company

1. Go to **Settings**, then click **Managers**. You will see all managers registered in your company's account.
2. At the top-right hand corner, click on the **plus (+) sign Add Manager**.
3. A new window will open, asking you to enter the new manager's email address.
4. Enter their email address and choose the permission preference, otherwise the default option will remain as **Offers Only**, meaning limited access.
5. This means they will not be able to change details for the company, location, adding managers, etc. – they can only manage the assigned store offers.
6. Selecting **Full access** gives them the permissions to do it all.
7. Now **Send**! The new manager will receive an email with the invitation code to download the BM Merchant App.
8. When prompted with the **Connect** screen, they will enter the invitation code in order to join your network.
9. Once registered, you and other managers in the company will be get a pop-up window saying a **New Manager is added to your business**.
10. Clicking on this will direct you to the **Managers Page,** where you can view further details about the new associate.

## Existing Manager for another location

Need to invite an existing manager to have access in another location? Do the same. Just send them an invitation and a pop-up window will notify them that they can manage the new location now. View there added location in the **Manager Details** screen.

## Manager Details

Here you will learn your way around finding out details about other managers in your company's network. This is screenshot overview of each the manager's activities according to their assigned location, including their created and posted offers, replies to customer comments and message activity.

1. To access this page, go to your **Settings** and click **Managers**.
2. The **Managers** screen displays all the names and stores each manager is assigned.

Boston: (617) 274-6697
Austin: (512) 696-0754
Toronto: (647) 943-0549

3. Click the middle area of the manager or the **arrow**, will take you to the **Manager's Details** screen where you can see more details and their permissions.
4. View all the manager's details here like name, phone number, assigned stores, etc.
5. If you have full access rights, you can assign or removed managed store locations and permissions. Just swipe on or off the buttons next to the location names.

- Under each store location, a date is provided as to when the manager was assigned that location.
- **Offers** refers to the number of deals they have created.
- Comments just shows the number of replies they have made to comments on BuyMaster and social media platforms.
- **Messages** displays the number of customer chats.

**Note:** If you have full access, you can assign other managers more locations.

### Manager Internal Network Messaging

Follow these easy steps to message one of your managers either in the same store or in another location.

1. To access this page, go to your **Settings** and click **Managers**.
2. The **Managers** screen displays all the names and stores each manager is assigned.
3. Pressing on the **Message** icon next to the manager's name, will bring about a pop-up window so you can message instantly.

# Help & Support

Still have questions? If you need any further assistance about getting started using the BM Merchant App, you can also view our tutorials on the YouTube channel BuyMaster, read Merchants: frequently asked questions or contact us!