



theClassified

Managing Your Listings



This guide takes you through all of the fantastic extra features that theClassified provides you with, to help you manage your online advertising with ease and make the most out of your experience.

Keep Track of your Advertising Activity

Clicking **myAccount** along the top toolbar will take you to your account homepage. This is the hub of your account, where you come to manage all of your adverts.

- 1) Your account homepage summarises your advertising activity – you can quickly pick up any unread messages, view how many listings you have placed since registration, how many sales you have achieved, and this number as a percentage. This helps you to keep on top of your online advertising, making budgeting easier
- 2) You can also view **Recently Sold** items, as well as having the option to upgrade to a Storefront
 - 🔔 **Remember:** If you are looking to place numerous adverts, you could save money and have your own personalised Storefront on theClassified with our Annual Subscriptions.
- 3) To view Statistics about your adverts, click **My Active Listings**. Next to each item listed in the **Statistics** column you can see how many times your advert has been forwarded, replied to, or viewed

View Your Active Listings

This tool allows you to manage all of your current listings.

- 1) Under **My Account** on the left-hand side of your account homepage, click **My Active Listings**

- 2) Listings are shown in date order, however you can easily find any particular listing by searching for it in the **Find** box



- 3) When you have found your desired listing, you can manage it in a variety of ways:

- **Manage This Listing** – click this to renew (if it is expiring), edit, upgrade (for example by featuring it) or delete your advert
- **Sold?** – click the button corresponding with your ad to mark it as sold, if applicable

🔔 **Tip:** You may wish to do this temporarily, to highlight your sales. However, in order to keep your customers engaged and interested in your products, it is best to delete adverts for sold items fairly soon after their sale

- **Statistics** – see how many times your advert has been forwarded, replied to, or viewed

- 4) **Listings Awaiting Administration Approval** shows any listings that haven't yet been approved by our team

View Your Expired Listings

This page lists any adverts that you have placed that have expired. You can then choose to renew them if you wish.

- 1) Under **My Account** on the left-hand side of your account homepage, click **My Expired Listings**.

Message Your Customers Direct

Direct messaging is an excellent way to connect with community members and customers, and remove any barriers to your sales. On your Contact page in your Storefront, potential customers can message you directly with any questions, queries and requests.

- 1) Under **My Account** on the left-hand side of your account homepage, click **My Messages**. From here you can also click **Message Settings** to control the privacy of your email address to the public
- 2) We'll send your messages direct to your email inbox, meaning you can be quickly notified and respond to any queries and secure a sale

Add Your Favourites

Favourites are listings that you have chosen to keep track of. You can watch any listing on theClassified to remind yourself to return to it at a later date. Under **My Account** on the left-hand side of your account homepage, click **My Favourites**

- 1) This will display a list of the ads that you have selected as your favourites.
- 2) You can delete favourites as you please; listings that have been removed from the site will automatically be removed from your favourites

Create Listing Filters

The Listing Filter is the perfect tool for keeping your eye out for an advert posted by another community member. Whether you want to watch out for something you are looking for, or to compare listings similar to yours, you can use a listing filter to find it.

- 1) Under **My Account** on the left-hand side of your account homepage, click **My Listing Filters**.

- 2) Click **New Filter** and enter which categories and/or subcategories to search, and which terms to search for. Separate multiple search terms with a comma.
- 3) Click **Save Filter**.

Print Promotional Materials

Signs and Flyers are excellent, easy and free ways to promote your listings.

- 1) Under **My Account** on the left-hand side of your account homepage, click **Print Signs and Flyers**
- 2) Choose which listing you would like to build a sign or flyer for, and click **Build Sign** or **Build Flyer**
- 3) Follow the steps shown on the page – both the sign and flyer generating tools automatically import the details of the listing in to the boxes; however you are free to edit them.


Tip: Why not put a copy of your sign in your shop, office or house window? You'd be surprised how much attention it can grab, and with your unique URL and listing number clearly displayed, people will be able to have a look at your advert when they get home!

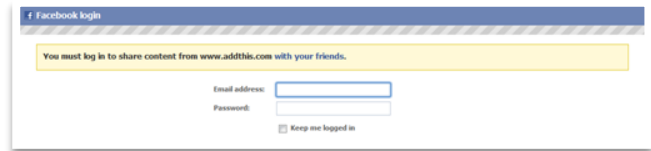
Get Social and Share

theClassified is all about bringing *Your Local* Marketplace Online. That's why we provide you with the Social Media Integration tools that you need to spread the word about your products or services. You will notice this box on many of your local Classified website's pages. You can share your listings and much more via Facebook and Twitter.


Post your listings to social media:

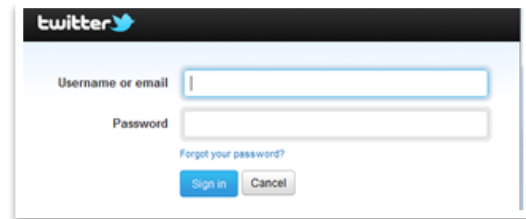
Via Facebook:

- Click the Facebook icon  in the Sharing toolbar
- A new window will open, where you can log in and authorise the posting of the content to your wall



Via Twitter:

- Click the Twitter icon  in the Sharing toolbar
- Sign in in the new window, and authorise the tweet



Don't have a Social Media account?

Social Media is a powerful marketing tool, fast becoming essential to any business. Its fun, free, and very easy to become part of Facebook and 'the Twittersphere', take a look at these links and sign up now! Social Media helps drive customers to your Storefront.

Join Twitter: <http://www.twitter.com/signup>

Join Facebook: <http://www.facebook.com/>