annual**Subscriptions**

Managing Your Storefront

This document guides you through all of the fantastic extra features that taking out an Annual Subscription with the**Classified** provides you with, to help you make the most out of your unique Storefront, and manage your online advertising with ease.

Keep Track of your Advertising Activity

When you take out an Annual Subscription with theClassified, you can manage all of your listings with ease, in one place. 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 Storefront's listings and features.

1) Your **myAccount** homepage summarises your activity – you can quickly pick up any unread messages, view how many classifieds you have posted since registration, the number of 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 viewing your Storefront expiration date and renewing your subscription if desired.

3) To view **Statistics** about your Storefront, click **My Site (Design)**. Under **Statistics**, you can see how many Total Visits and Unique Visits your Storefront has had in the last month, year, or three years. This is very useful to see how many people are visiting your Storefront.

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

Remember: Any adverts placed within your Annual Subscription package will not be subject to approval

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 the**Classified** 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.**

category to search:	Jobs ▾
search subcategories also?	● yes ○ no
terms to screen for: separate multiple search terms with a comma	Accounting

Save Filter

My Account

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 Storefront web address and listing number clearly displayed, people will be able to have a look at your advert when they get home!

My Account

Sign Creation Form

Follow these simple steps to create your Sign:

1. In your browser window, click "File", then "Page Setup".
2. In the "Page Setup" window erase any data from the "header" and "footer" fields. Then, change all margins to 0.25 and set the page orientation to "landscape" and click "OK".
3. Make any changes or updates to the form elements below.
4. Click the "Create Sign" button. If everything on your sign appears correct, click "File", "Print" and "OK" using your browser window. Or, to make changes, click your browser's "Back" button and make your changes.

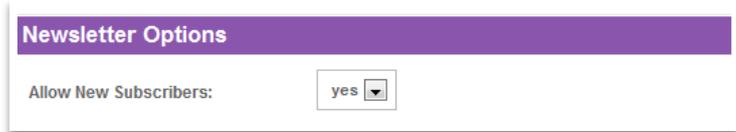| Image to use in sign:	[First Photo in My Listing] ▾
Title:	
Price:	
Contact:	
Phone:	
Town/City:	
County:	
Post Code:	

Send Newsletters

Newsletters are the perfect way to keep your customers updated with your news, events, special offers and much more!

Newsletter Options

Allow New Subscribers: yes ▾

1) Under **My Account** on the left-hand side of your account homepage, click **My Site (Design)**

Newsletter

Email Address

subscribe

2) Click **Newsletter**

3) Under Newsletter Options, select **Yes** to Allow New Subscribers. This places a Newsletter button on your Storefront - community members simply enter their email address in the box shown, and they will be automatically distributed your Newsletter direct to their email inbox

4) When you have some subscribers, return to this page and simply type in a subject and a newsletter body and click **Send**
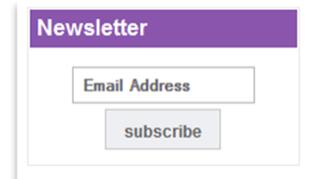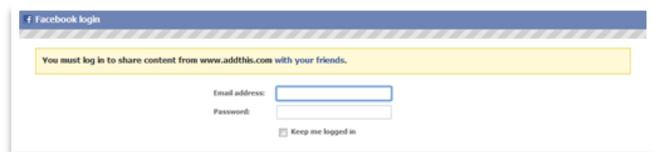
Get Social and Share!

the**Classified** 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 Storefront, and your products or services. You will notice the box below on many of your local Classified website's pages. You can share your Storefront, listings, and much more via Facebook and Twitter.

Sharing

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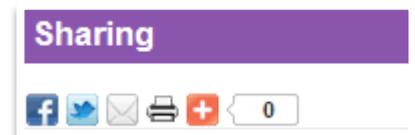
Post your pages to social media

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

Facebook login

You must log in to share content from www.addthis.com with your friends.

Email address:

Password:

Keep me logged in

- Via **Twitter**:
  - o Click the Twitter icon in the Sharing toolbar
  - o Sign in in the new window, and authorise the tweet

twitter

Username or email

Password

Forgot your password?

Sign in   Cancel
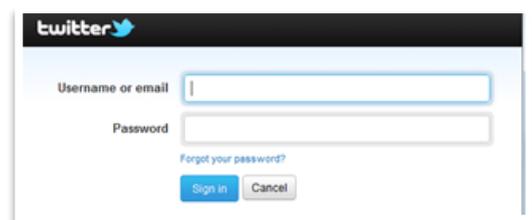
Don't have a Social Media account?

Social Media is a powerful up and coming channel, 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! It really can help drive customers to your Storefront, and help increase your sales.

Join Twitter: **www.twitter.com/signup**
Join Facebook: **www.facebook.com**