PARTNER CONNECT

Tenant Journey Program

User Guide for

Digital & Social Media Request

Version 1.0

04 July 2018

Table of Content

1 Introduction 3
1.1. Purpose 3
1.2. Objectives 3
2 Digital Media Request 4
2.1 General Information 4
2.2 Digital Media Request Types (Content Types) 4
2.3 Digital Media Request Module Access 8
2.4 Store Profile 9
2.4.1 Store Information 10
2.4.2 Image / Video Gallery 11
2.4.3 Catalogue 12
2.4.4 Top Picks 13
2.5 Request update Summary 14
2.6 Marketing Banners (Spotlights) 16
2.7 Trends / Blog 18
2.8 Events and Offers 21
2.8.1.1 Creating a request 21
2.8.1.2 Listing 25
2.8.1.3 Save as Draft 26
2.8.1.4 Delete a request 26
2.8.1.5 Withdraw a request 26
2.8.1.6 Amending and Resubmitting a request 27

1 Introduction

1.1. Purpose

The purpose of this User Guide is to provide instructions on how to use the user function developed under Partner Connect Tenant Portal. The document is organised based on functionalities and describes the steps to achieve the desired objectives.

1.2. Objectives

The user guide is developed to meet the following objectives.

- To enable all users to operate and use the module effectively;
- To enable all users to understand the system process flow; and
- To enable a smooth transfer of knowledge to users

Confidential

2 Digital Media Request

2.1 General Information

This module will allow tenant users to submit content for their stores. These content will be updated on the digital assets of the respective malls, such as:

- Mall Branded Website
- Mall Mobile Application
- Mall Facebook page
- Mall You tube channel
- Mall Instagram
- Mall Twitter account

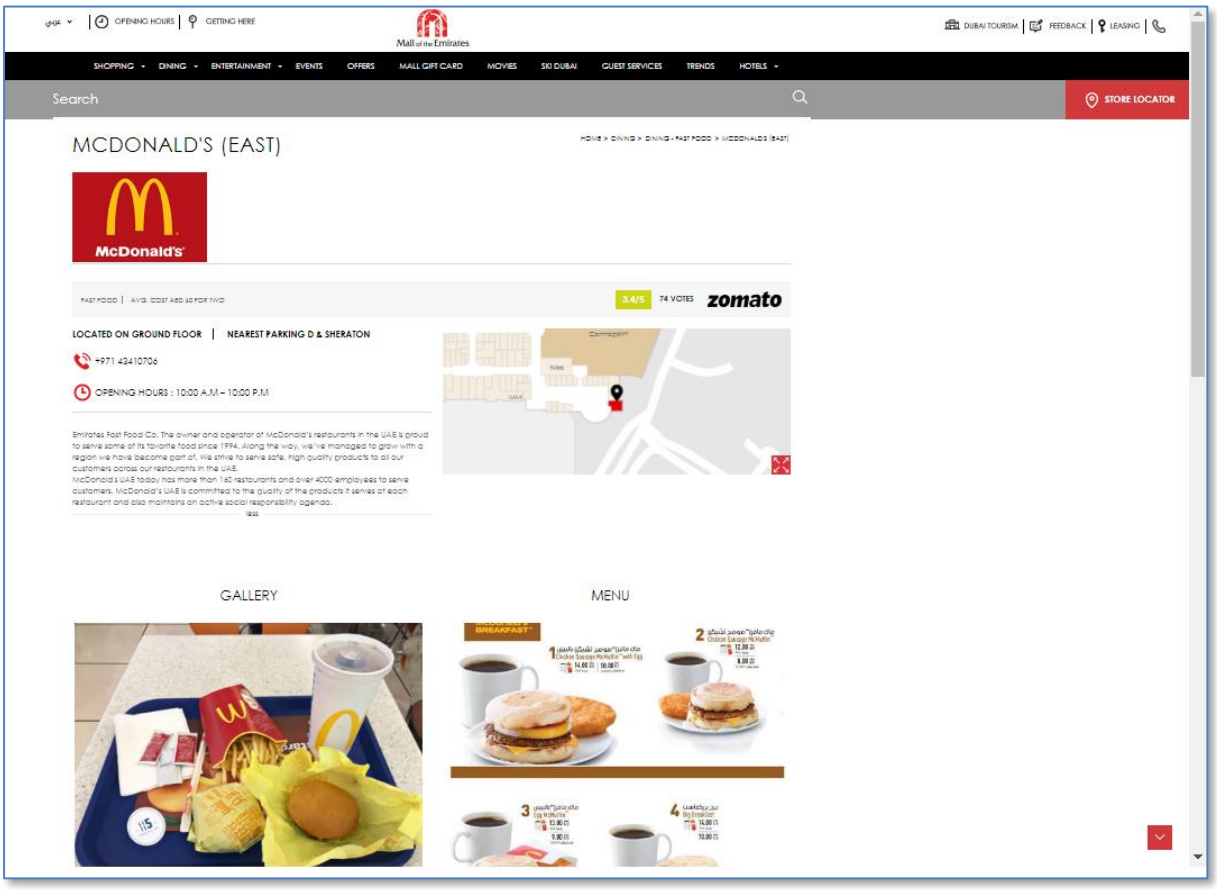
- The module allows tenants to submit the content as a digital media request, and communicate with mall marketing team via the Partner Connect tenant portal.

2.2 Digital Media Request Types (Content Types)

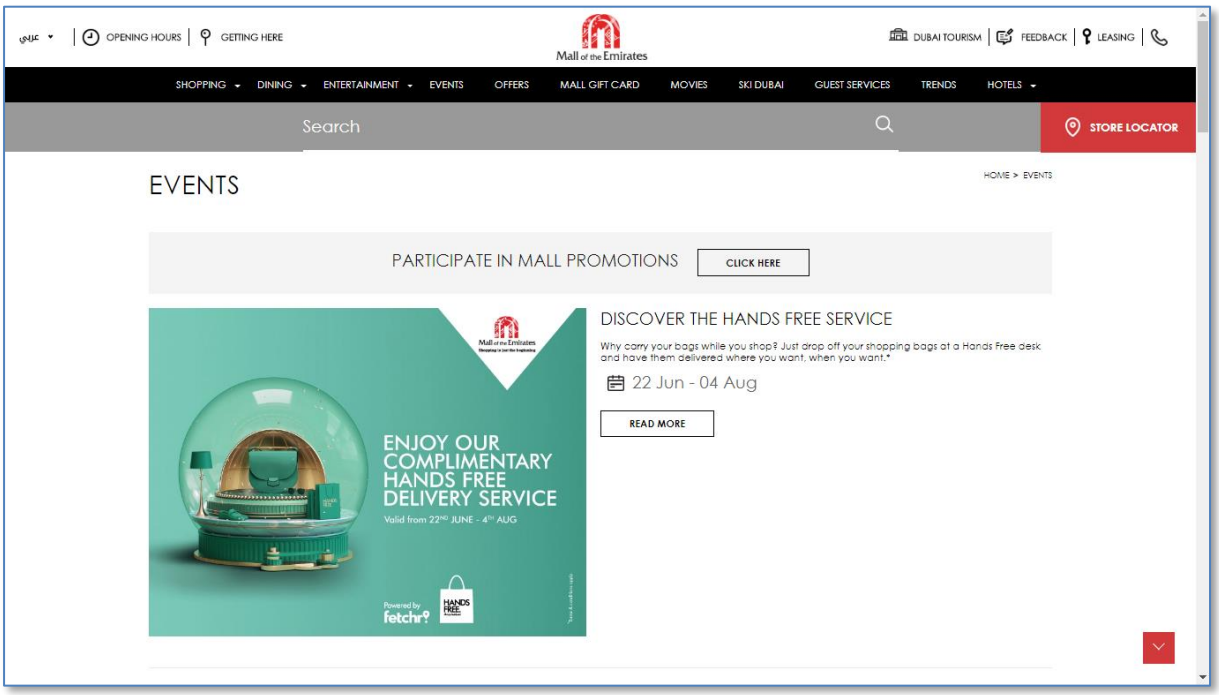
Tenants can keep information about their stores updated from the PartnerConnect portal. Such information includes:

1. Store Information
2. Store Image/Video Gallery
3. Product Catalogues in PDF format
4. Store product Top Picks
5. Store Events
6. Store Offers
7. Store Announcements
8. Content such as Blogs (Trends)
9. Marketing Banners (SpotLights)

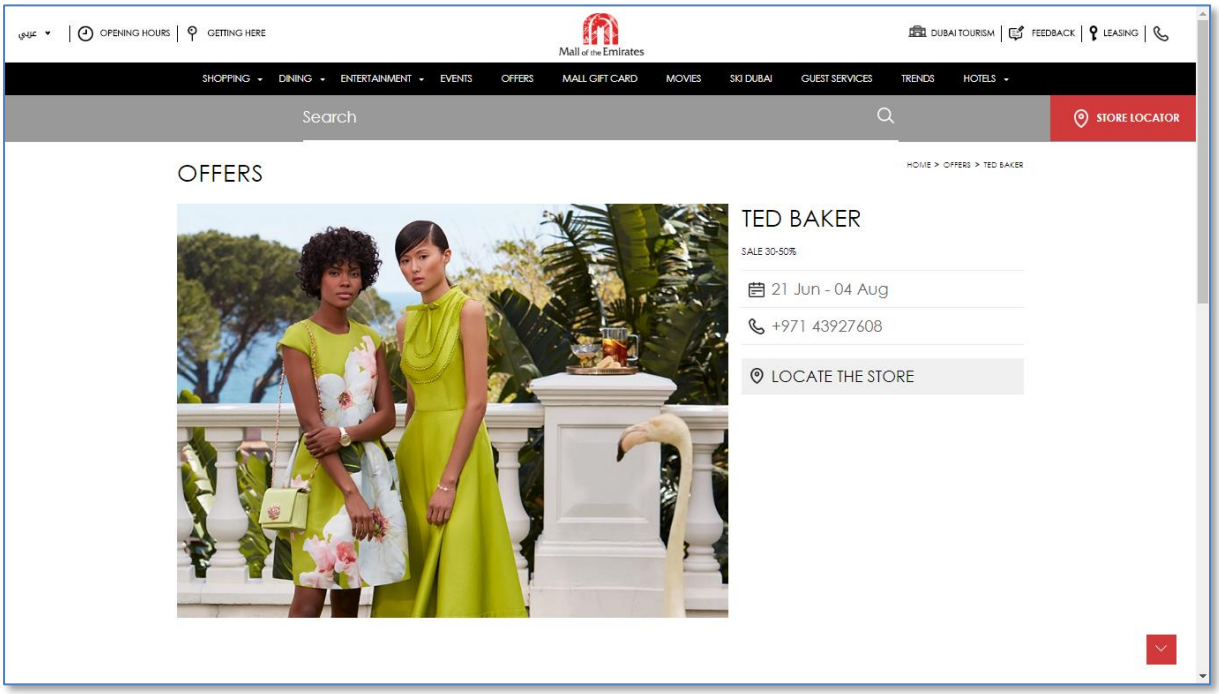
The following sections shows samples of the content submitted being published on the Mall Web Sites.



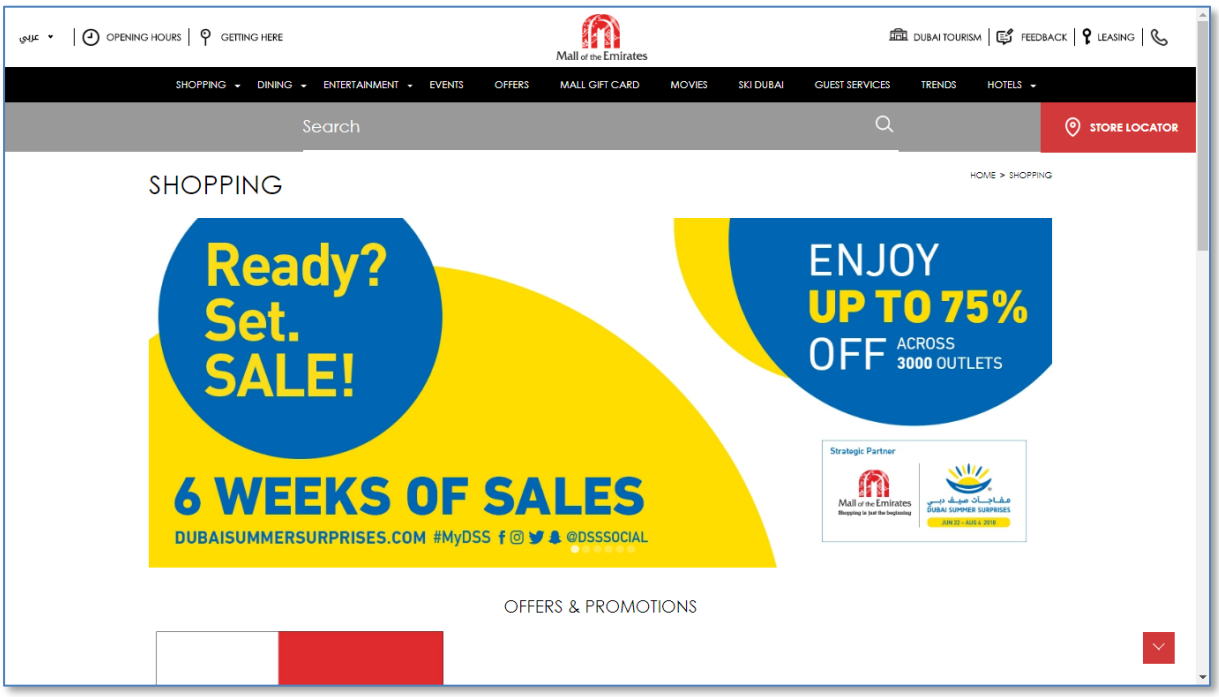
Store Profile Information
Image and Video Gallery
Product catalogues



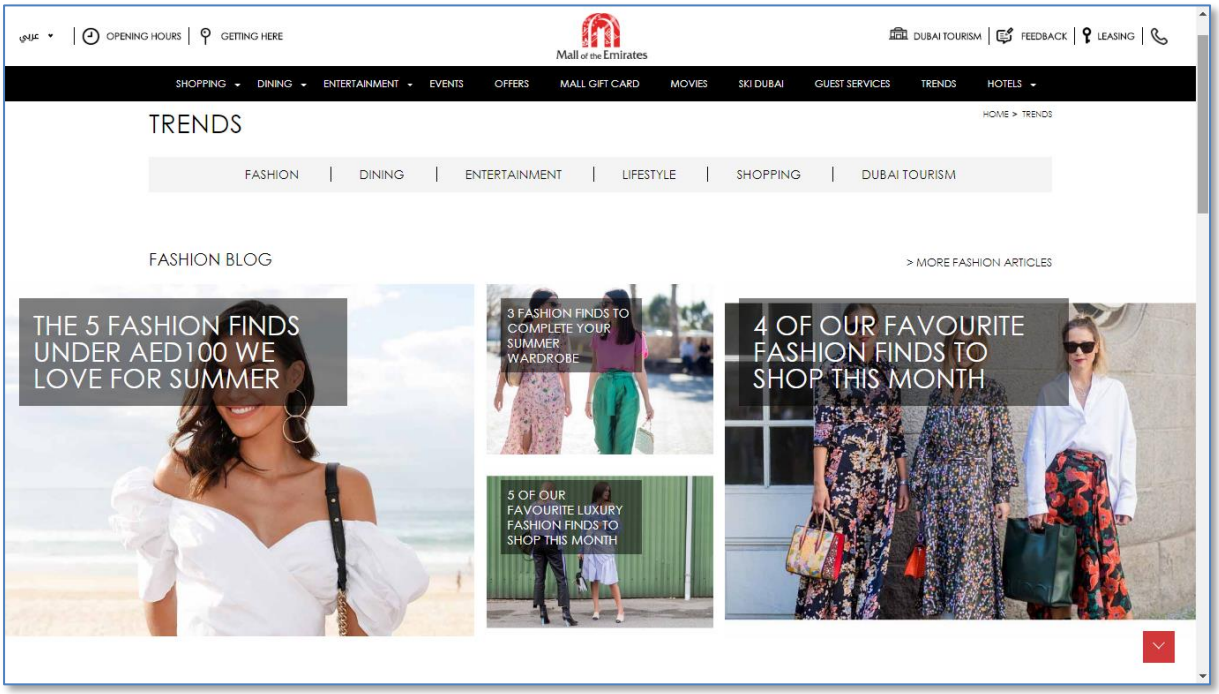
Store Events



Store Offers



Store Marketing Banners – Spotlights

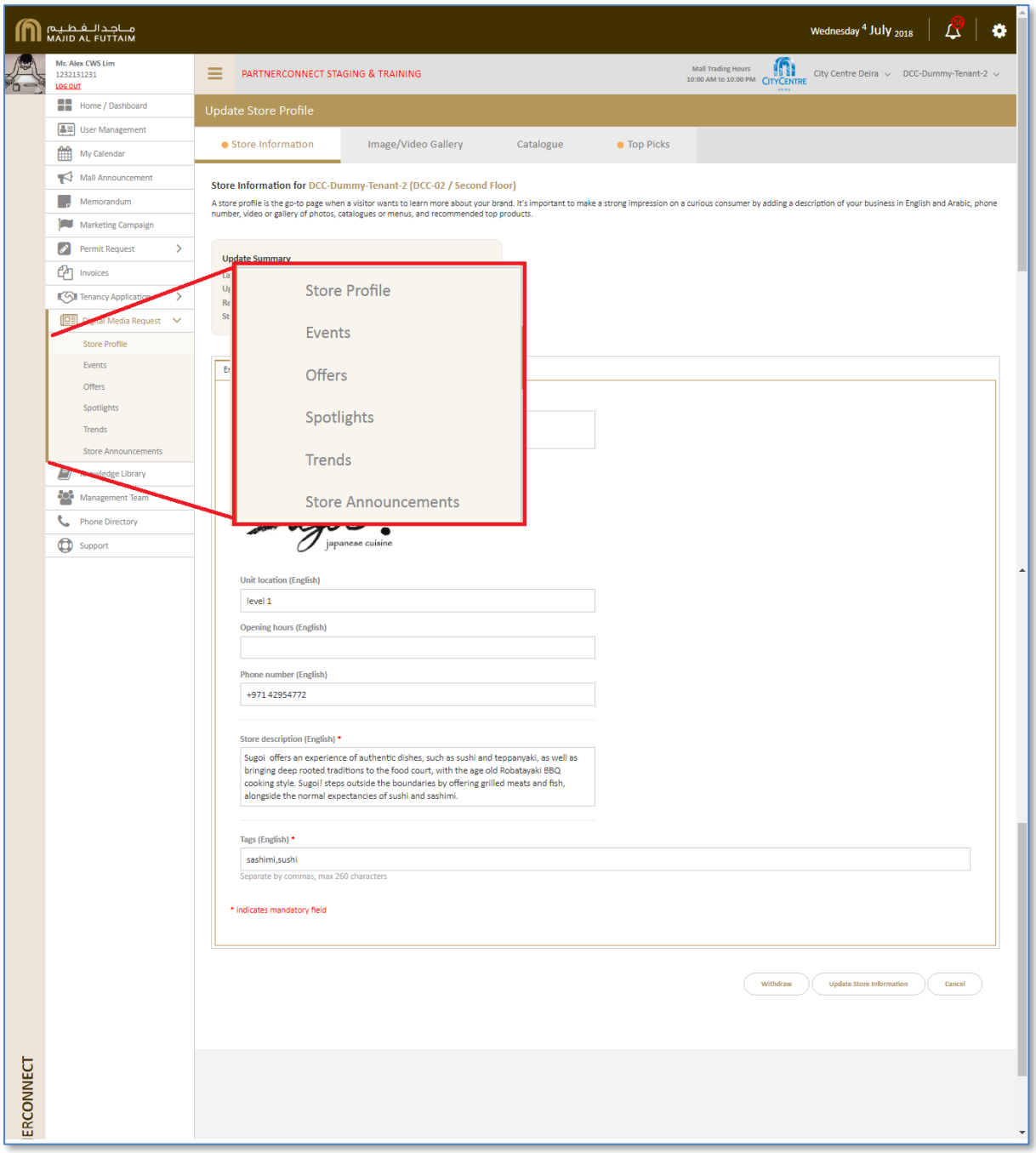


Trends and Blogs

2.3 Digital Media Request Module Access

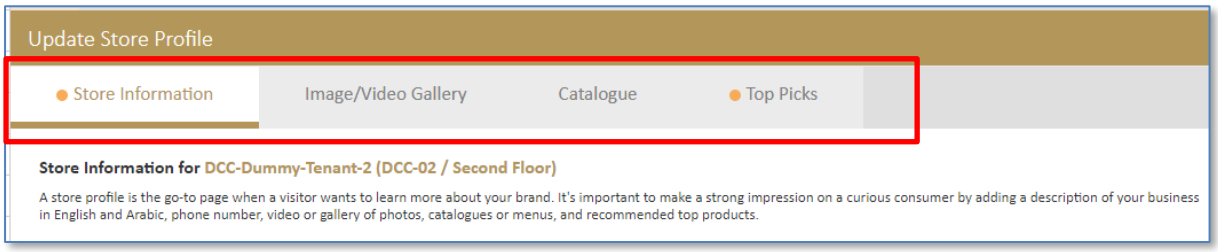
To access the digital media request, login to the PartnerConnect tenant portal via www.partnerconnect.ae. Upon login, click on the menu link “Digital Media Request” on the left menu. If the menu link is not available, the user will need to contact there tenant super user, who will grant the module access.

Upon clicking on the digital media request, the menu will be expanded to show the sub menu options.



2.4 Store Profile

There are 4 sections to the store profile section. These can be seen from the tabs when store profile is clicked. The sections in a store profile are shown below:

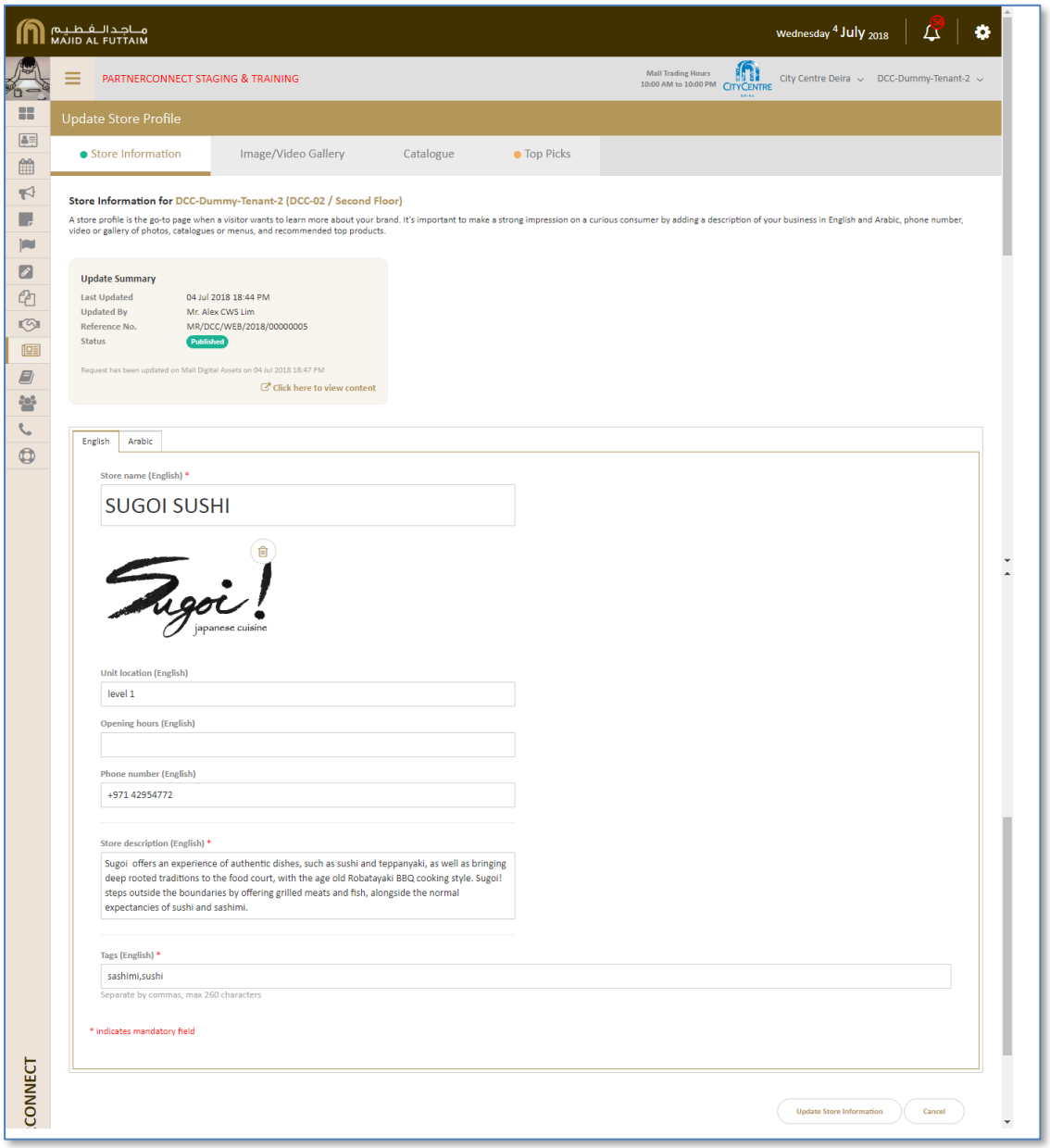


Click on each tab to view and update the information to complete your store profile.

2.4.1 Store Information

A store profile is the go-to page when a visitor wants to learn more about your brand. It's important to make a strong impression on a curious consumer by adding a description of your business in English and Arabic, phone number, video or gallery of photos, catalogues or menus, and recommended top products.

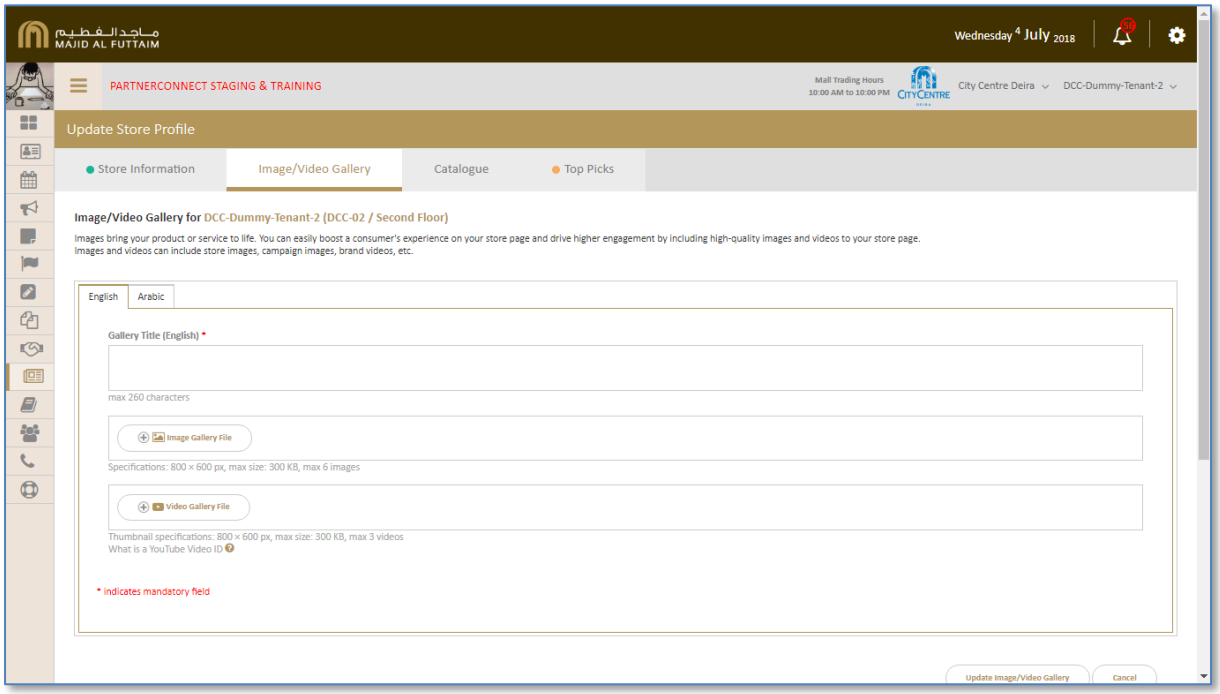
Complete the store information in both English and Arabic sections and click on update store information. These store information will be sent to mall marketing team for review. Once it is approved, it will be published on the mall websites and mall mobile applications.



2.4.2 Image / Video Gallery

Images bring your product or service to life. You can easily boost a consumer's experience on your store page and drive higher engagement by including high-quality images and videos to your store page. Images and videos can include store images, campaign images, brand videos, etc.

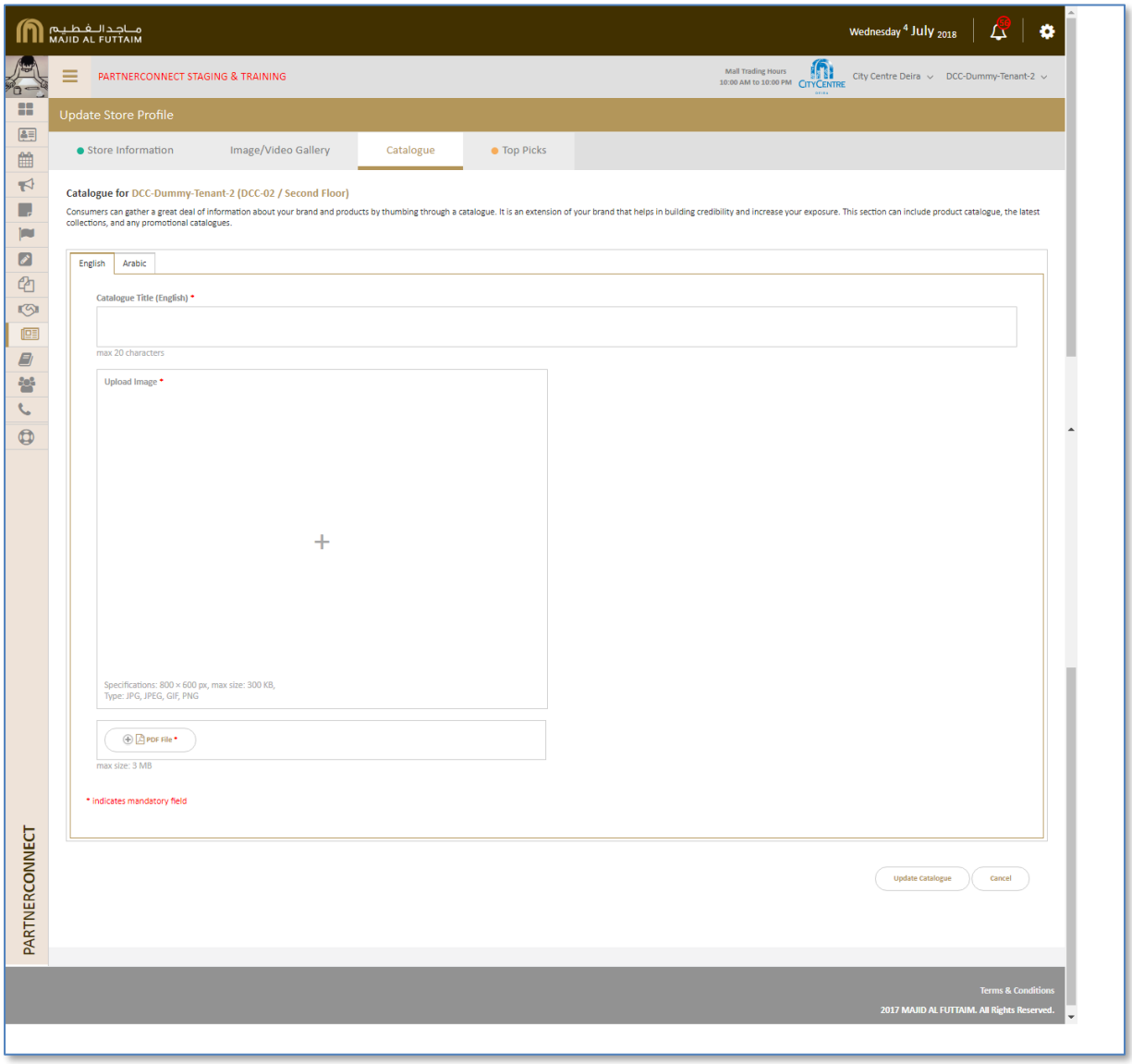
Complete the sections and click on the update button. The image and video uploaded will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications.



2.4.3 Catalogue

Consumers can gather a great deal of information about your brand and products by thumbing through a catalogue. It is an extension of your brand that helps in building credibility and increase your exposure. This section can include product catalogue, the latest collections, and any promotional catalogues.

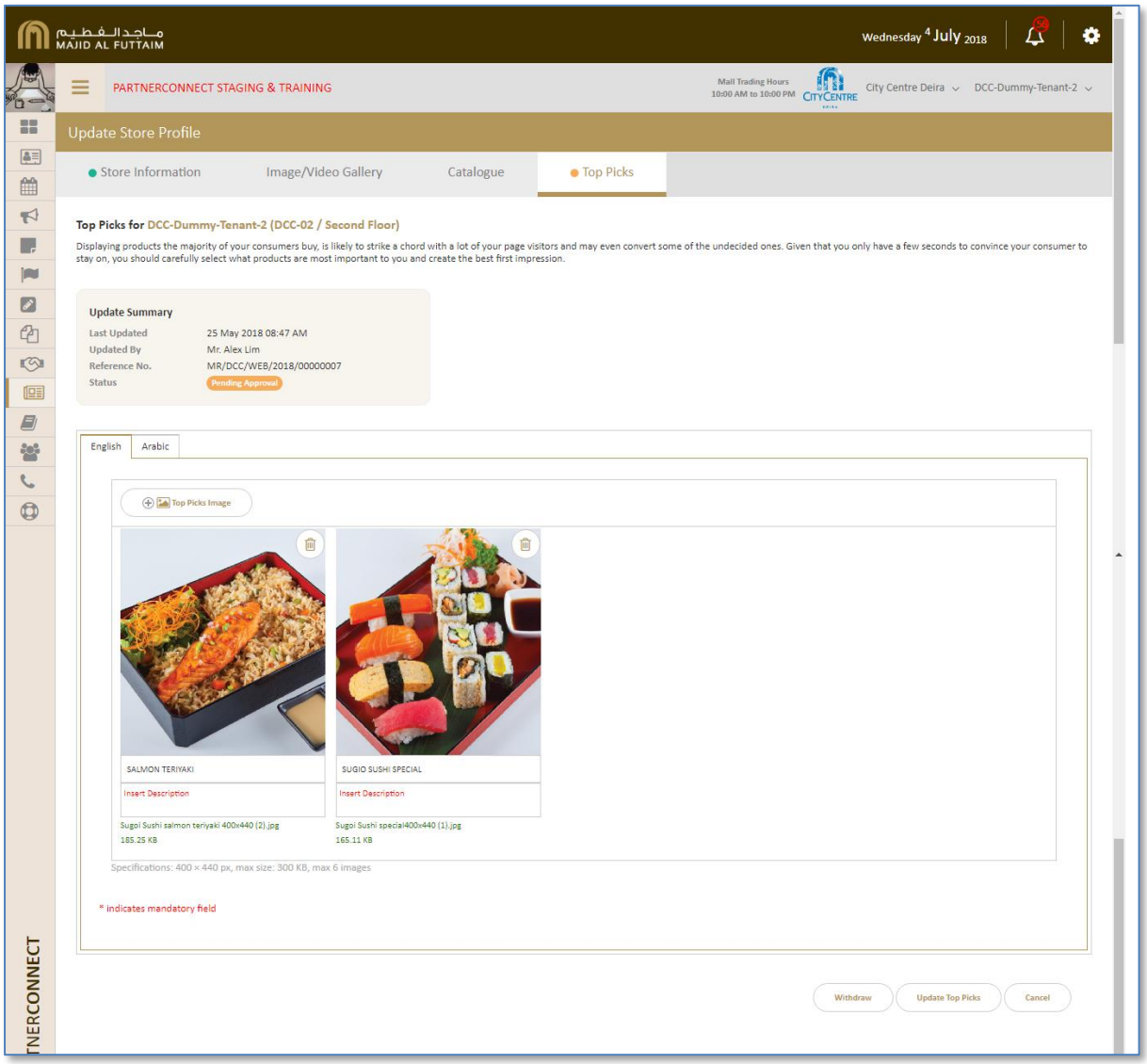
The uploaded product catalogue will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications.



2.4.4 Top Picks

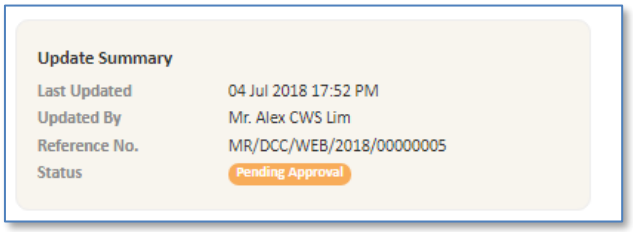
Displaying products the majority of your consumers buy, is likely to strike a chord with a lot of your page visitors and may even convert some of the undecided ones. Given that you only have a few seconds to convince your consumer to stay on, you should carefully select what products are most important to you and create the best first impression.

The uploaded product images will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications.

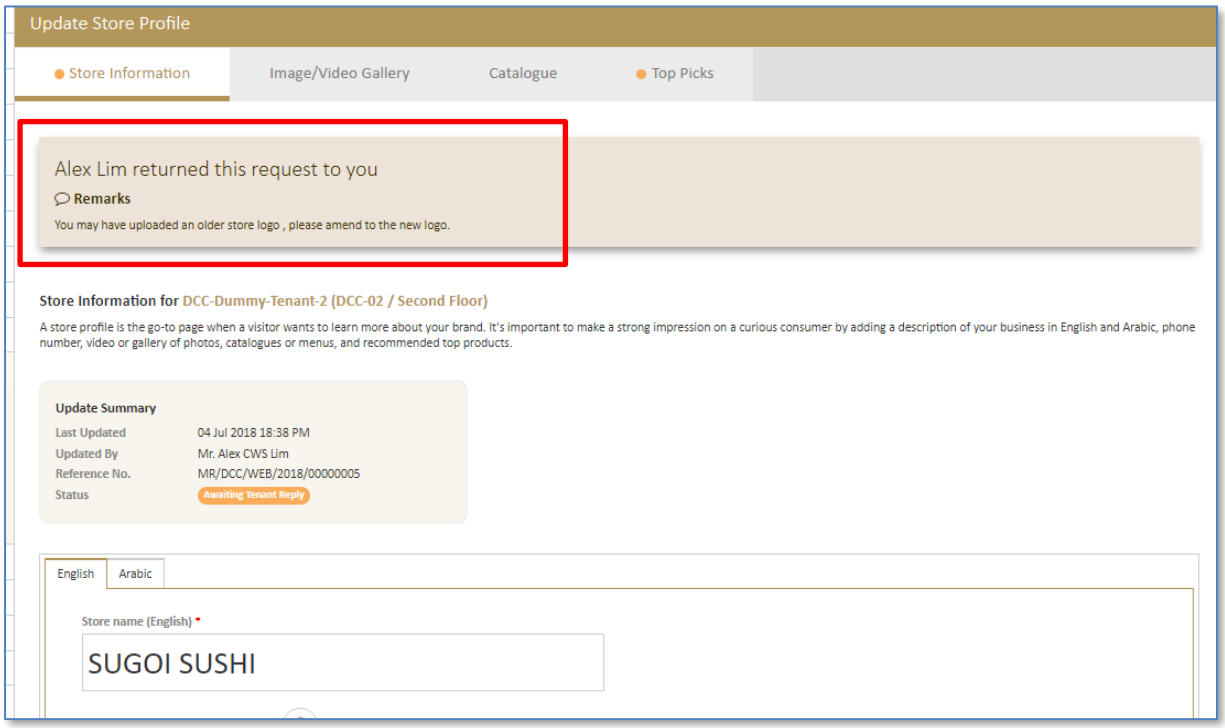


2.5 Request update Summary

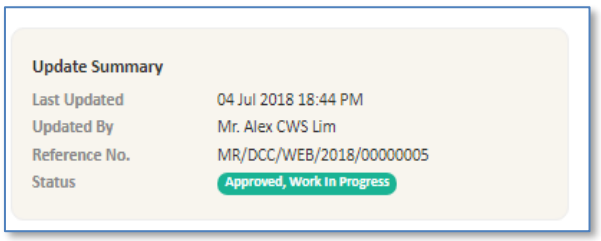
Once the content is completed and submitted, a reference number will be assigned to this digital media request. The status of the request will also be shown accordingly. In the screen below, it is showing that the request is Pending Approval.



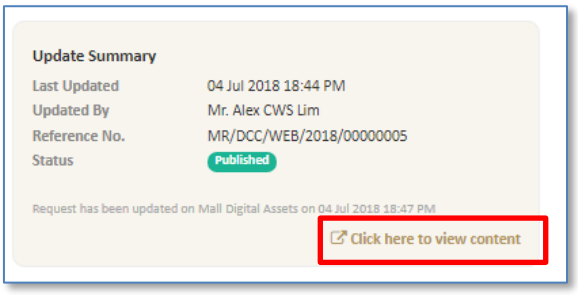
The mall marketing team send you some comments pertaining the content that is submitted. It will be shown in the section highlighted below. You can resubmit the store information after making the necessary changes.



Upon approval, your submitted content will be updated to the mall website and mall mobile application. The status of the request will be reflected as Approved, work in progress.



When the content has been published on to the mall website and mall mobile application, the status will reflect as “Published”. You can also click on the link highlighted in the update summary section to review the content that is published on the mall website.

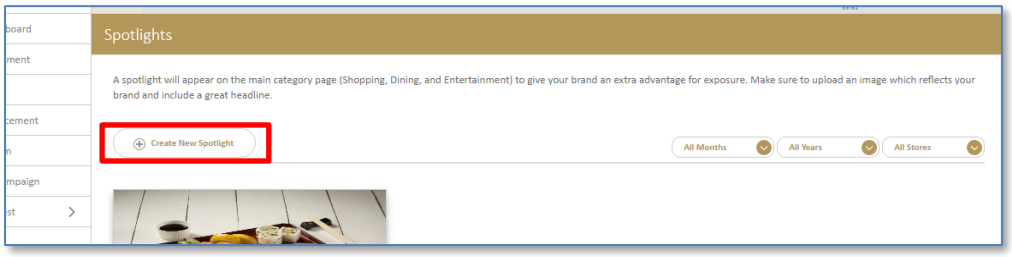


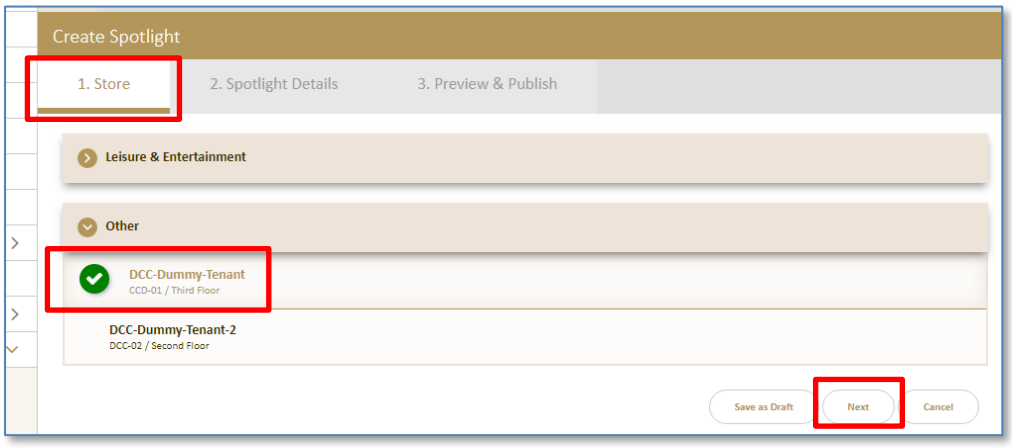
2.6 Marketing Banner (Spotlight)

A spotlight will appear on the main category page (Shopping, Dining, and Entertainment) of the mall website to give your brand an extra advantage for exposure. Make sure to upload an image which reflects your brand and include a great headline.

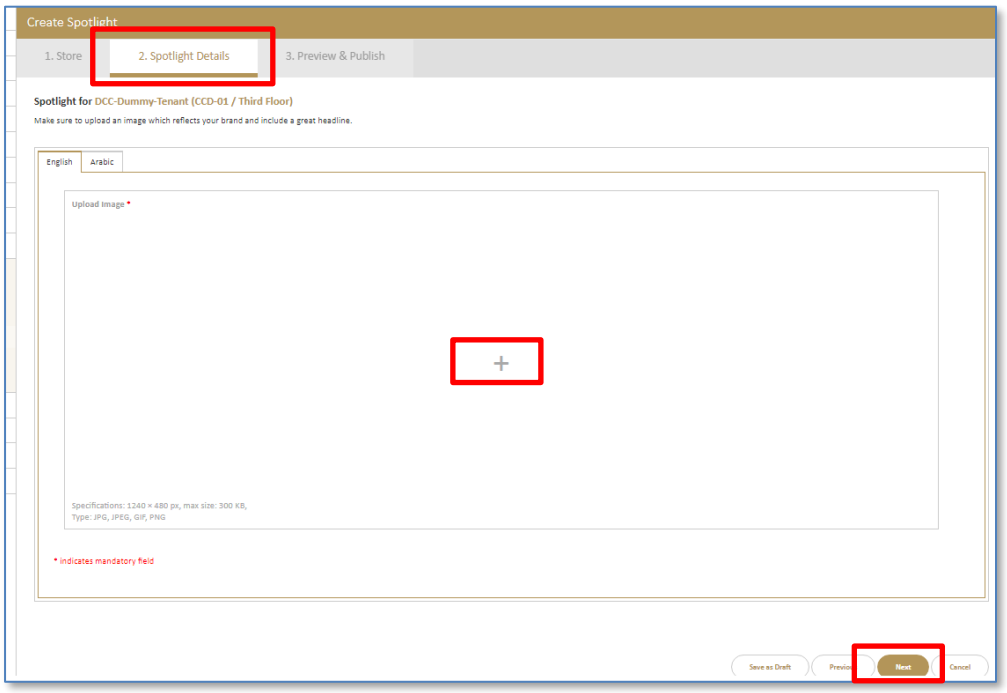
The uploaded product images will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications.

Click on the “create new spotlight” button to upload a new spotlight image.

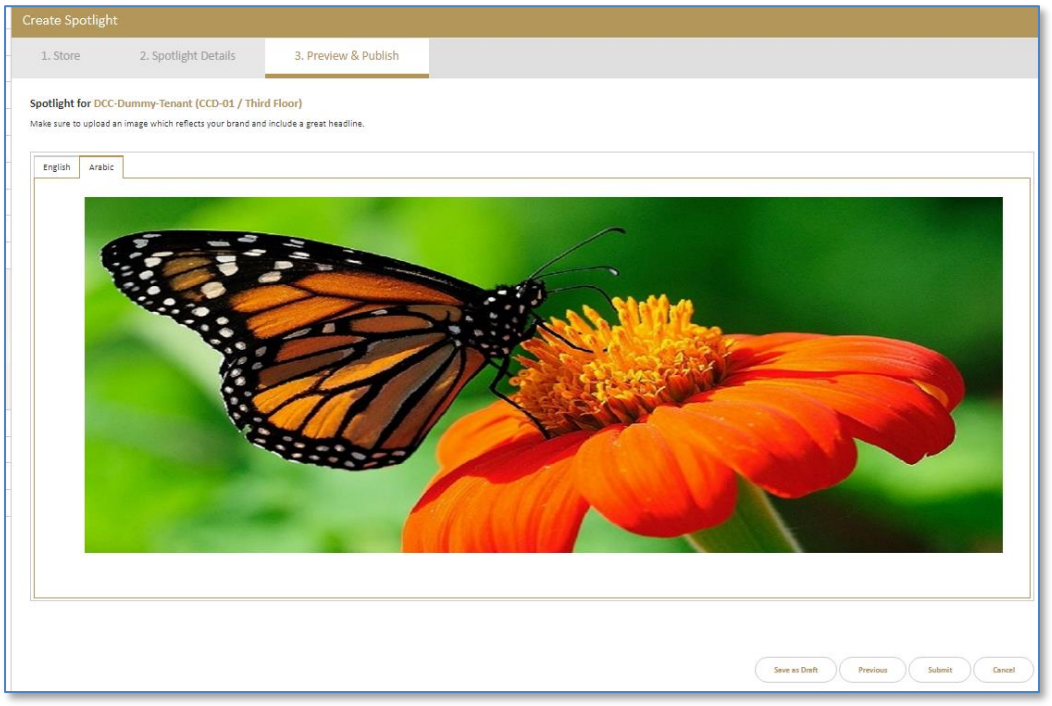




Select the store and click on “Next” button to upload the image.



Click on the “+” sign to select and upload the spotlight image and click next to review the content.



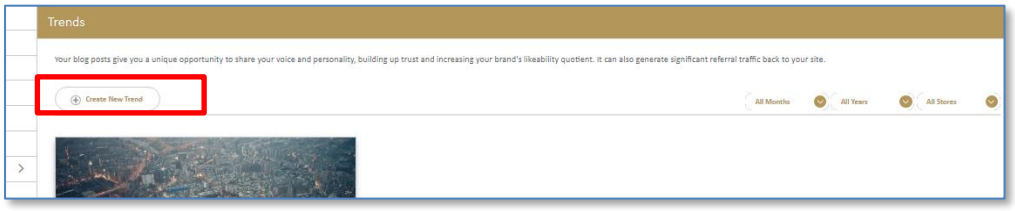
Click on the “Submit” button to submit the request for approval. Do take note that both English and Arabic image content will be required to complete the submission.

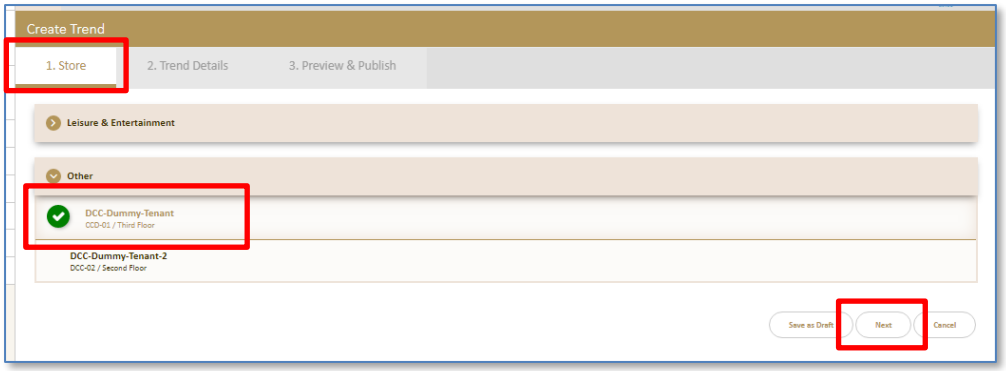
2.7 Trends / Blog

Your blog posts give you a unique opportunity to share your voice and personality, building up trust and increasing your brand's likeability quotient. It can also generate significant referral traffic back to your site.

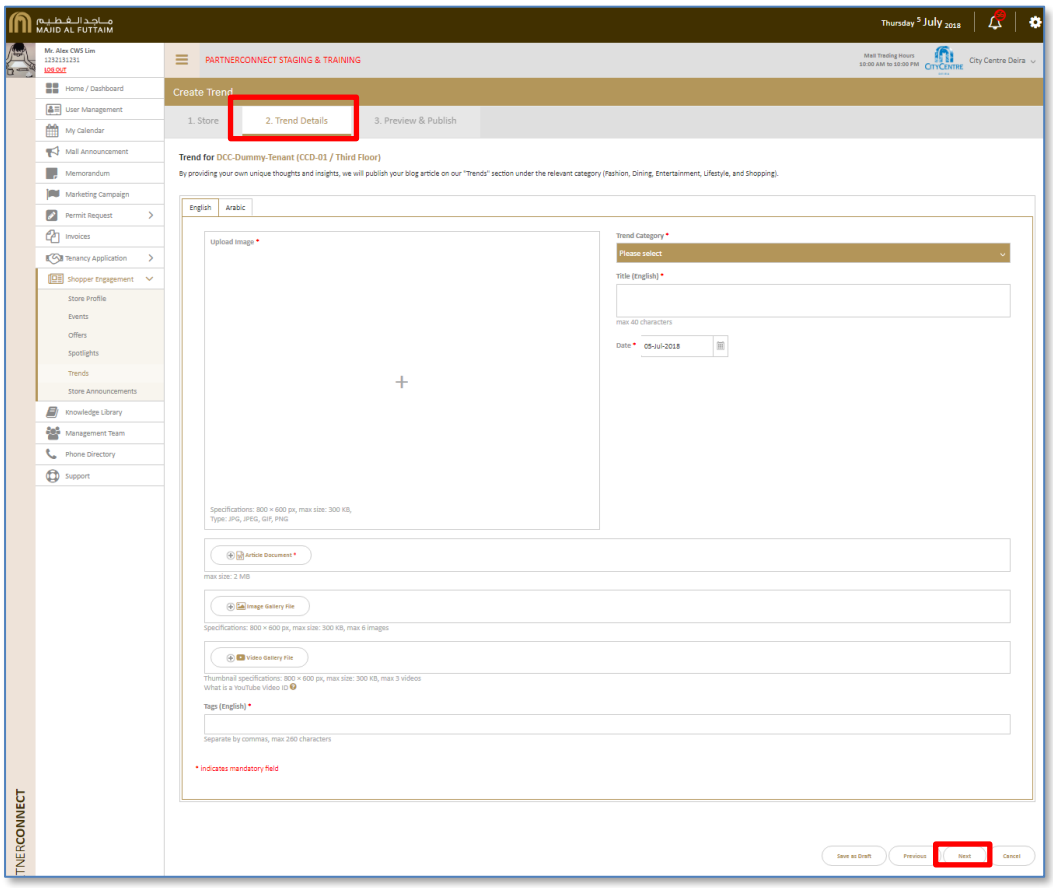
The uploaded content will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications, under Trends.

Click on the “create new Trend” button to upload the content.

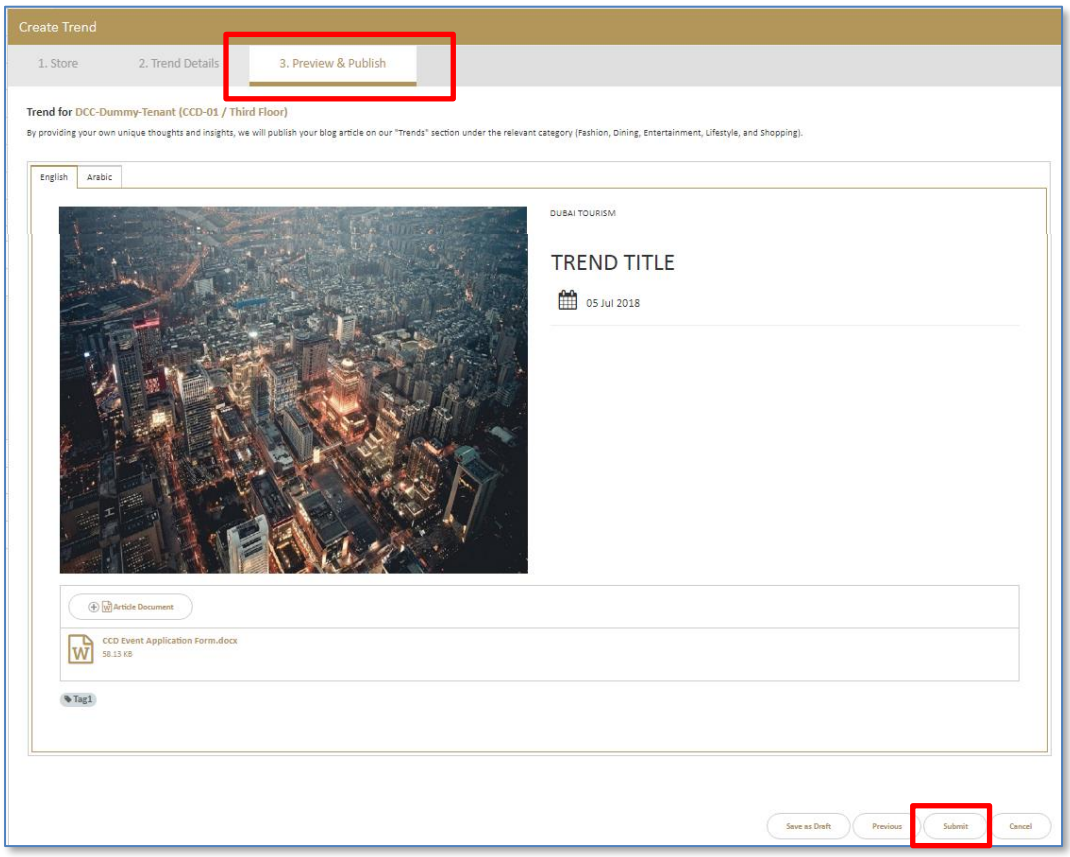




Select the store and click on “Next” button to proceed to the next section.



Complete the details and click on “Next” button to review the content.



Click on the “Submit” button to submit the request for approval. Do take note that both English and Arabic image content will be required to complete the submission.

2.8 Events and Offers

The events and offer request are created in a similar manner.

Events

When preparing an event, one of the most important and delicate tasks is sharing all the details with the attendees. Just by sharing the details on the Mall website and customized page for events, consumers will be able to identify all the information about your event in one click.

Offers

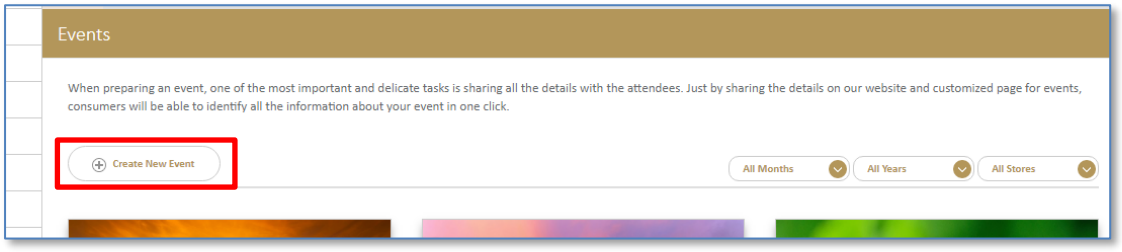
Displaying products on offer, with a discount or found at a special price is another popular product recommendation idea. Putting your best-priced items in the spotlight of our dedicated "Offers" page is a winning tactic for attracting your visitor's attention.

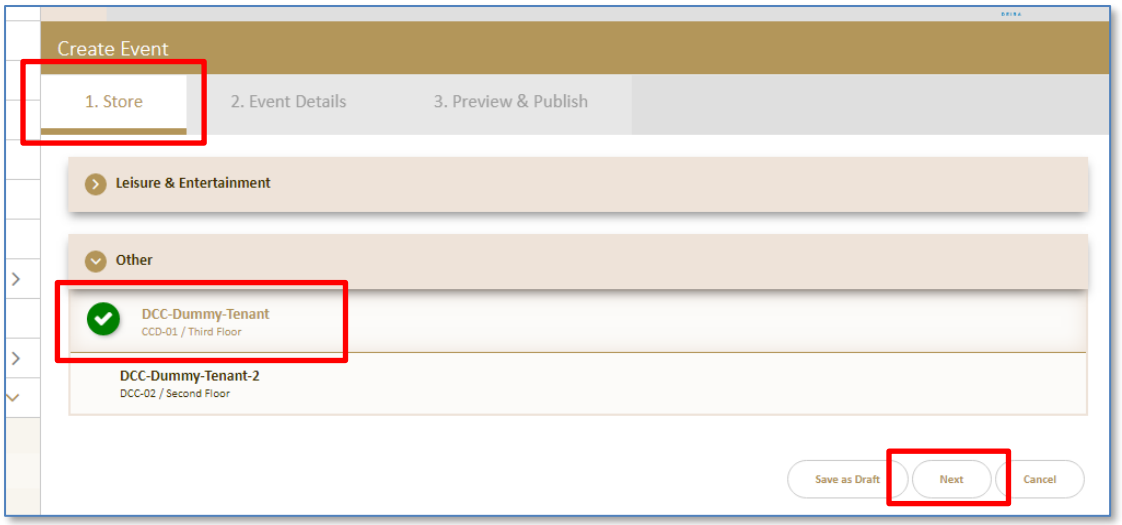
The uploaded content will be sent to mall marketing team for review. Upon approval, it will be published on the mall websites and mall mobile applications, under offers. The content may also be published to the malls social media channels should you choose the option to do so.

2.8.1.1 Creating a request

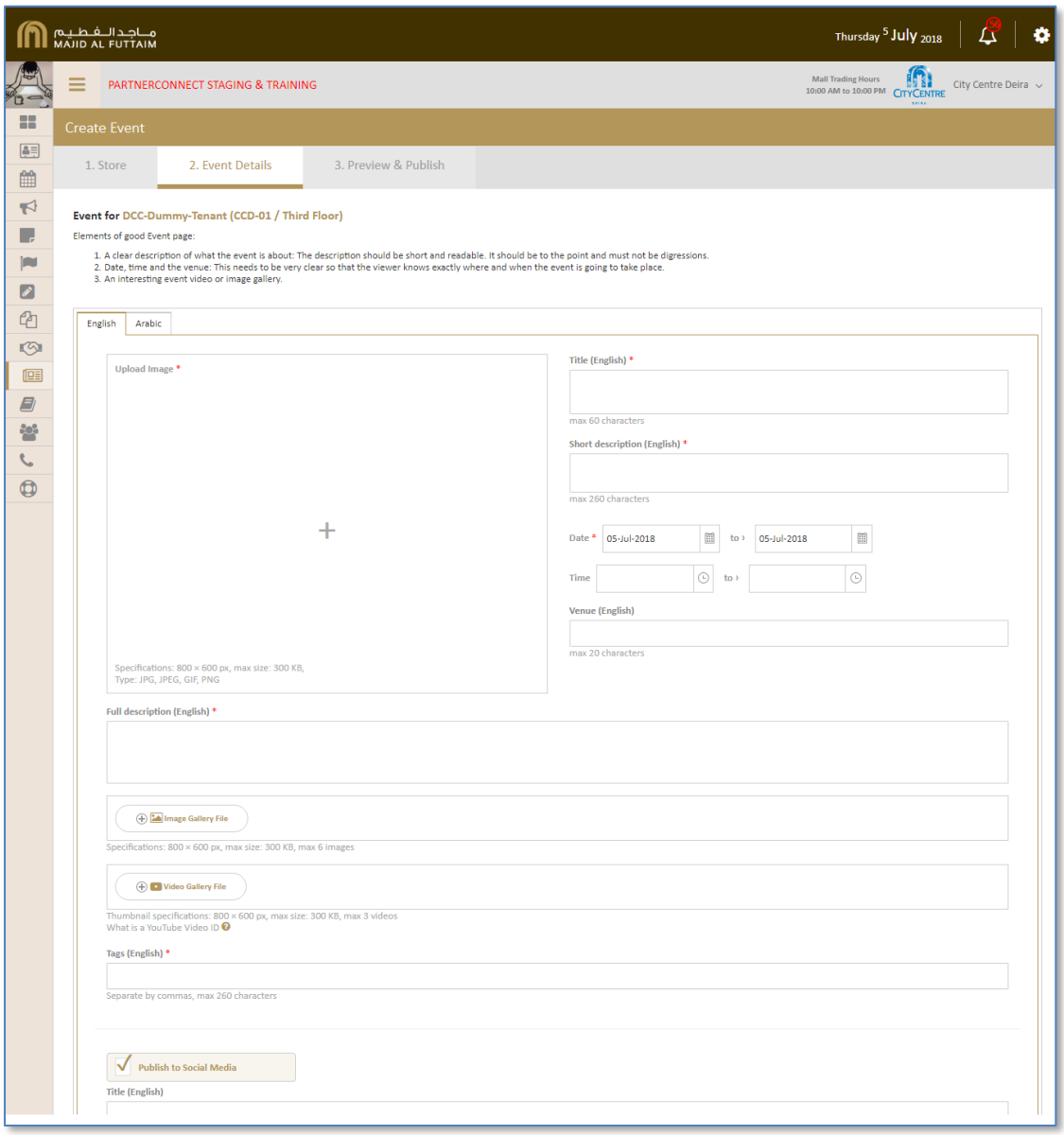
The section below will illustrate how the events and offers request is created and managed. For the section below, we are using the events request as an example.

Click on the “create new events” button to upload the content.

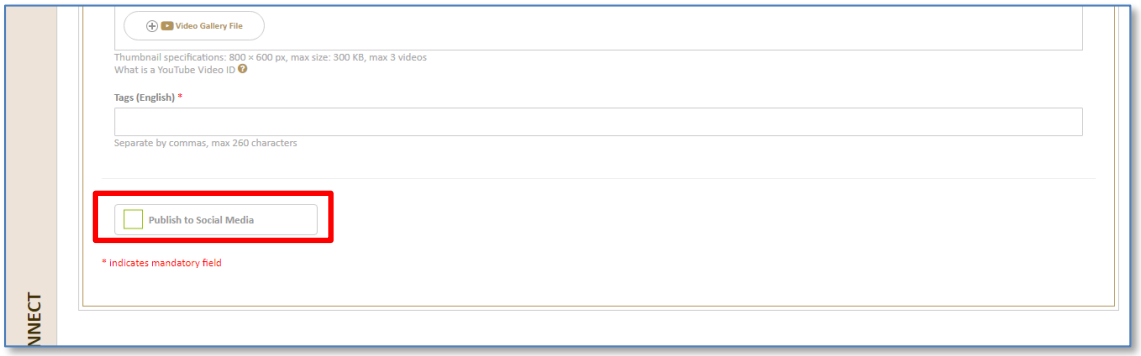


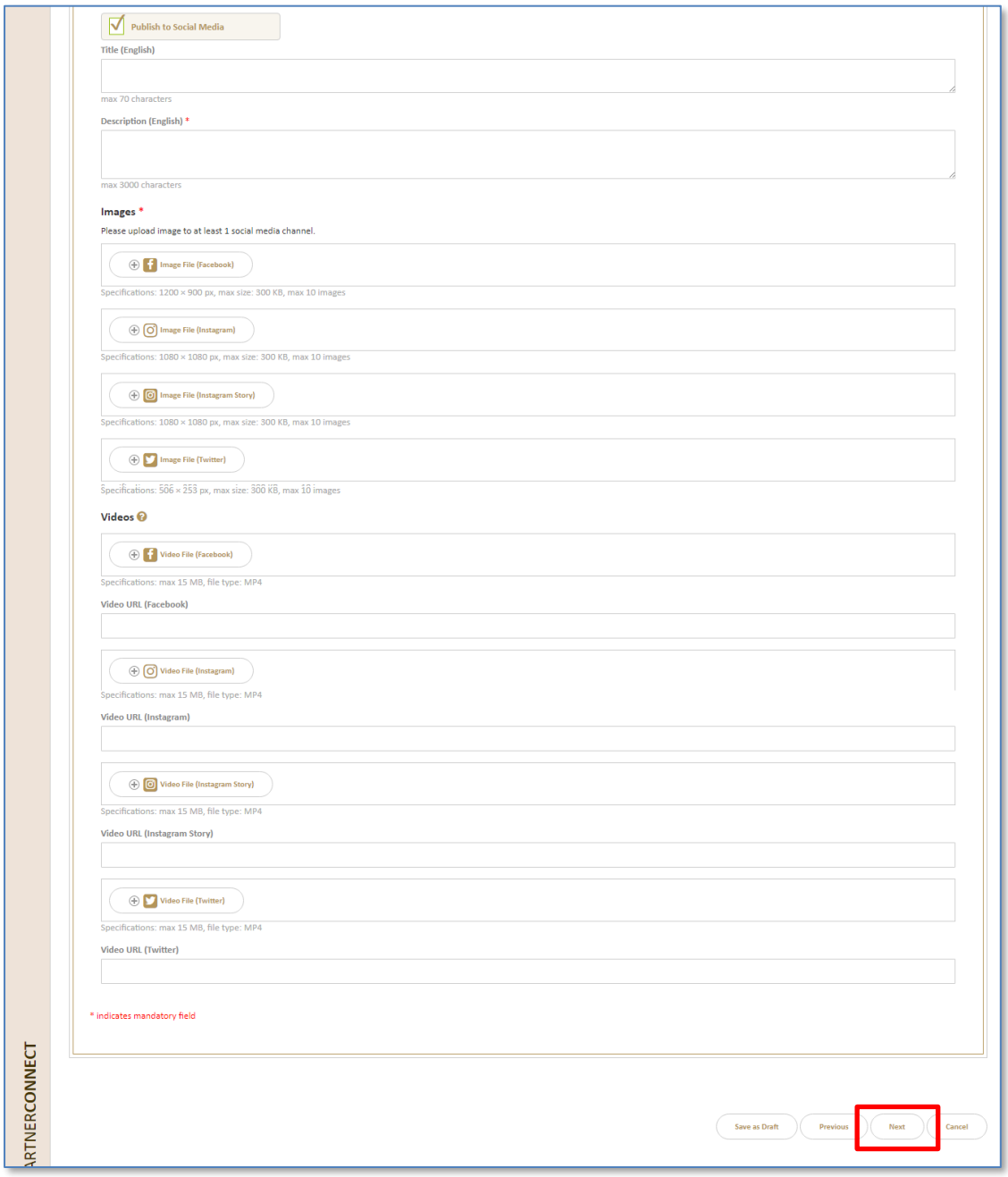


Select the store and click on “Next” button to proceed to the next section.

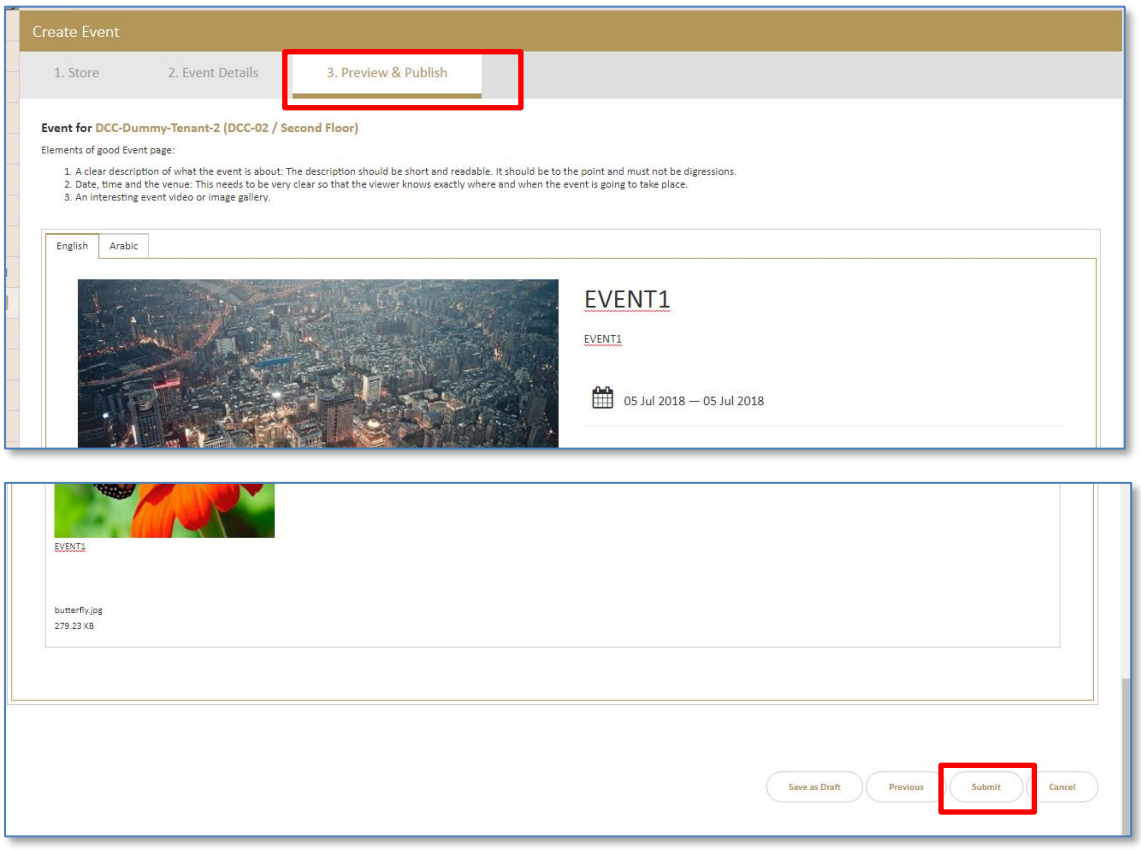


Fill in the request details. Should you also choose to publish the content to the malls social channels, check on the “Publish to Social Media” checkbox and complete the section that is displayed to publish to social media.





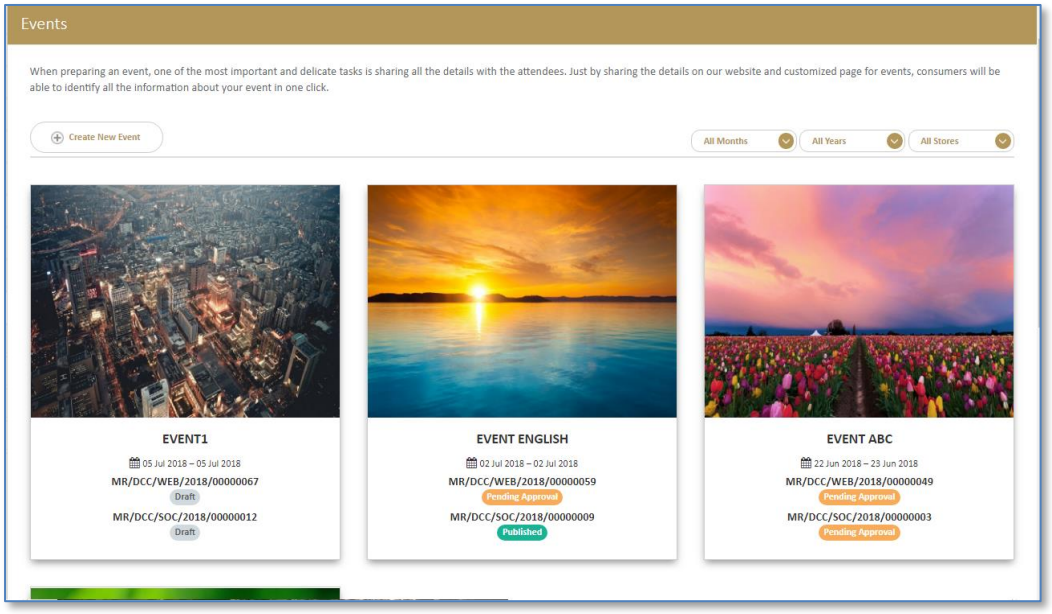
Complete the details and click on “Next” button to review the content.

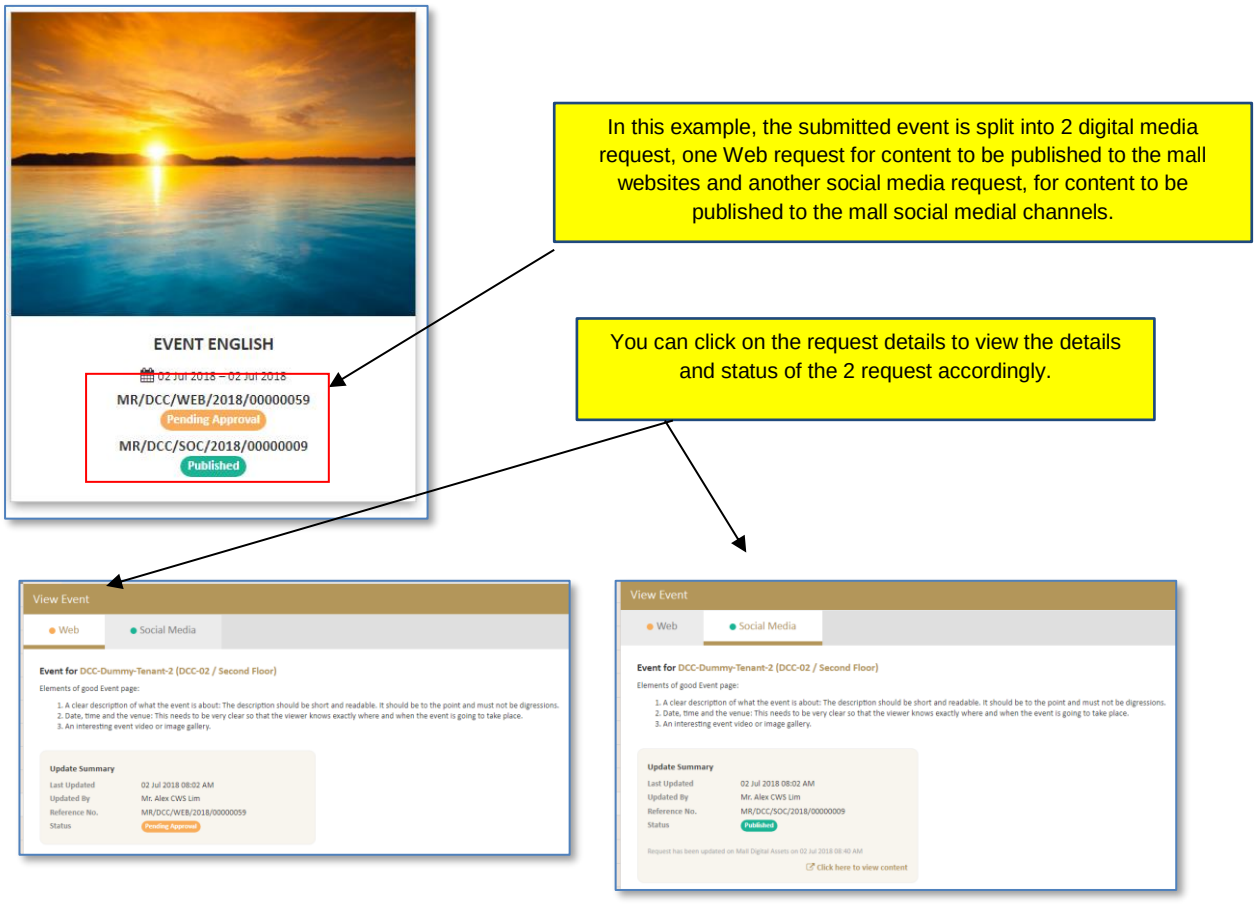


Click on the “Submit” button to submit the request for approval. Do take note that both English and Arabic image content will be required to complete the submission.

2.8.1.2 Listing

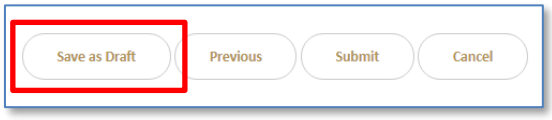
To see all the events request and the status, you can click on events link from the menu, all the events request will be listed accordingly. You can click on the event image to view and amend previously submitted request or to continue working on a draft request.





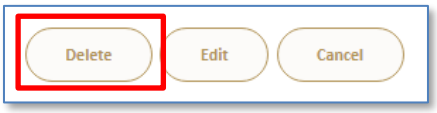
2.8.1.3 Save as Draft

You can also choose to Save a request as Draft and submit at a later date by choosing to “Save as Draft” button.



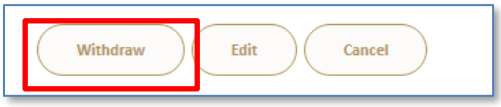
2.8.1.4 Delete a request

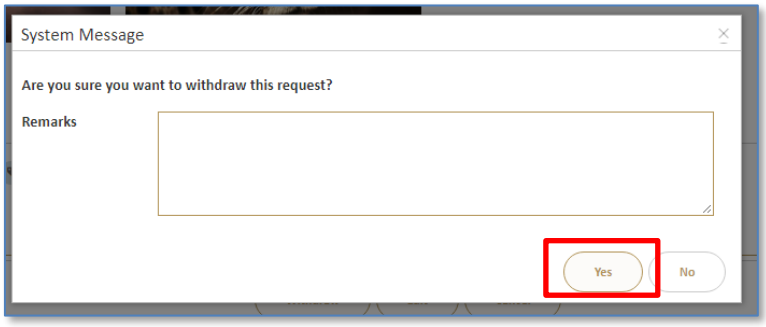
You can delete a request when the request is in a draft state. If he delete button triggered, the request will be deleted permanently. After a request is completed, it will remain in the system and will not be able to be deleted.



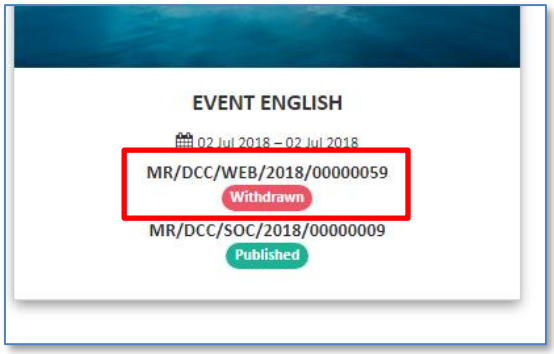
2.8.1.5 Withdraw a request

You can choose to withdraw a request before the request is completed. In the request detail page, click on the withdraw button to withdraw the request.





Enter the remarks if any and click on ‘Yes” button to proceed to withdraw the request from the approval process. The status of the request will be indicated as withdrawn.



2.8.1.6 Amending and Resubmitting a request

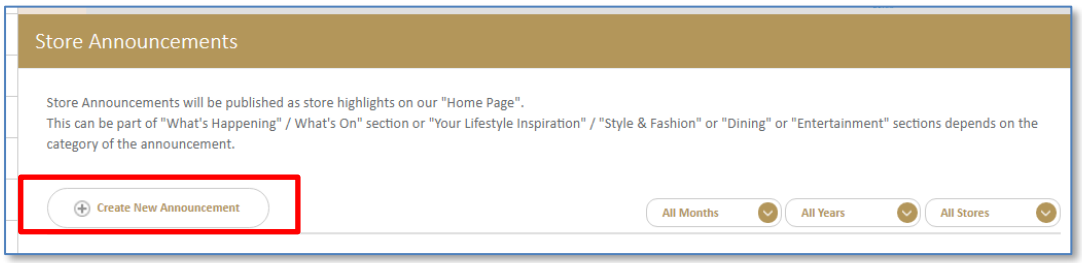
You can make amendments to a request and resubmit the request before the request status set to “Approved, Work in Progress” or “Completed”

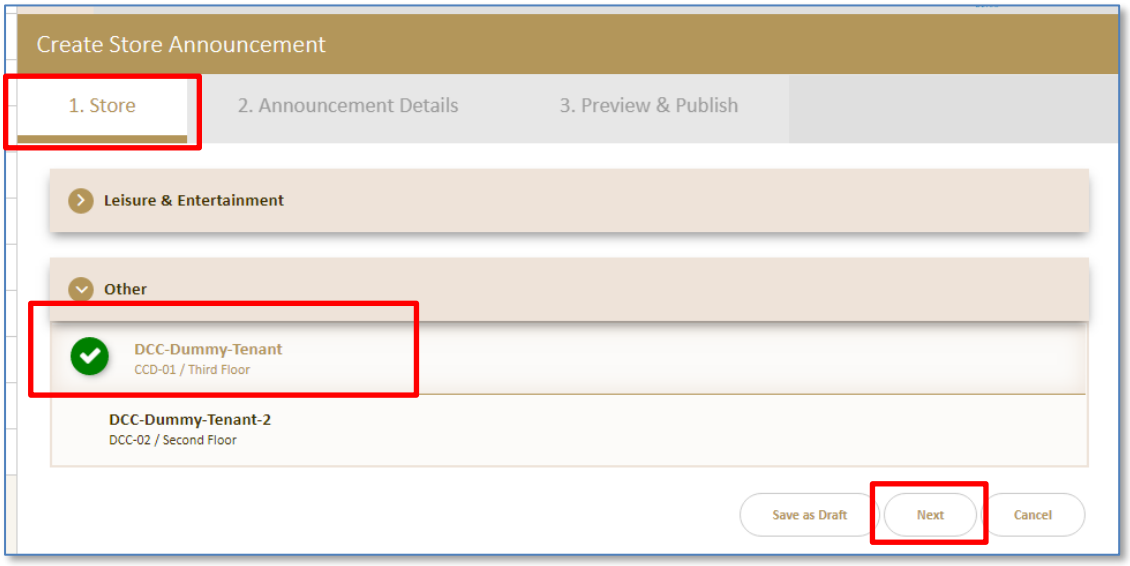
2.9 Store Announcement

Store Announcements will be published as store highlights on the mall website "Home Page". This can be part of "What's Happening" / What's On" section or "Your Lifestyle Inspiration" / "Style & Fashion" or "Dining" or "Entertainment" sections depends on the category of the announcement.

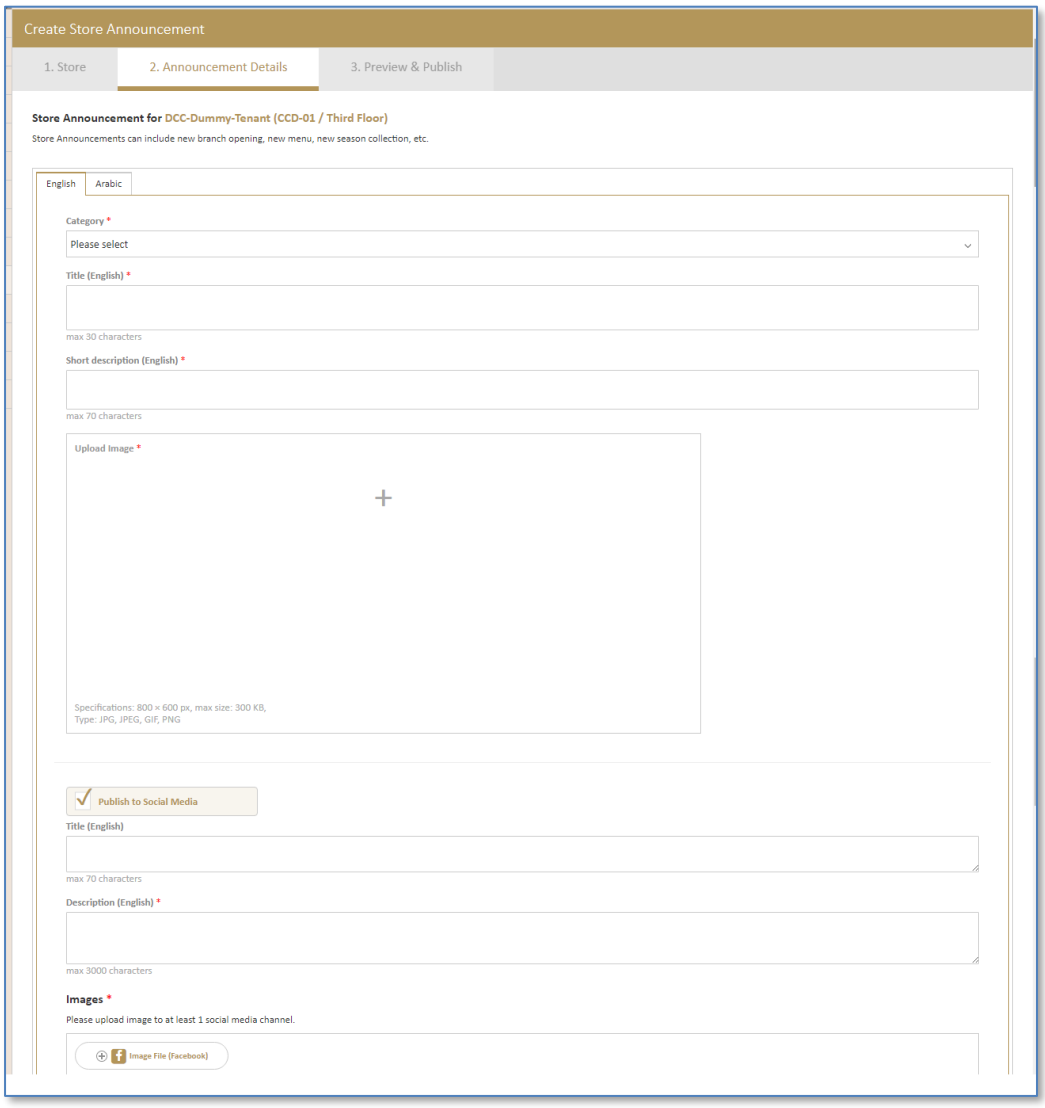
Store Announcements can include new branch opening, new menu, new season collection, etc.

Click on the “create store announcement” button to create a store announcement request.



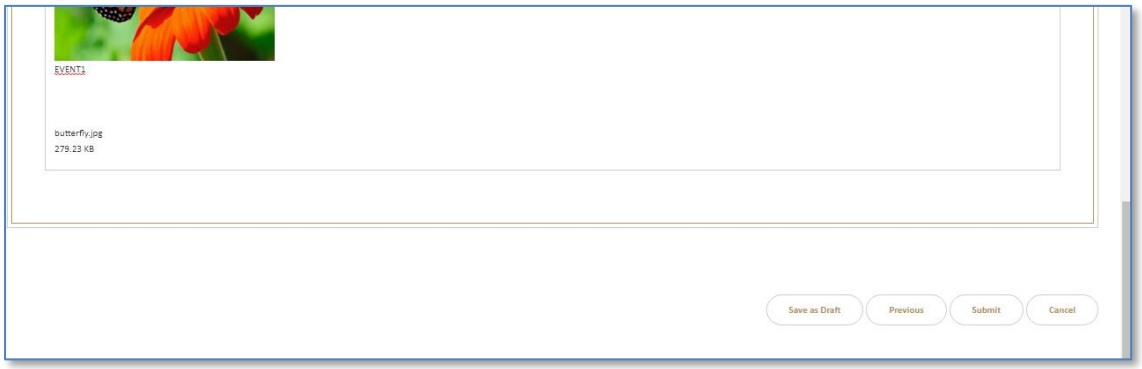


Select the store and click on “Next” button to proceed to the next section.



Fill in the request details. Should you also choose to publish the content to the malls social channels, check on the “Publish to Social Media” checkbox and complete the section that is displayed to publish to social media.

Complete the details and click on “Next” button to review the content.



Click on the “Submit” button to submit the request for approval. Do take note that both English and Arabic image content will be required to complete the submission.

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