

PARTNER CONNECT

Tenant Journey Program

User Guide for

Digital & Social Media Request

Version 1.0

04 July 2018

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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

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:

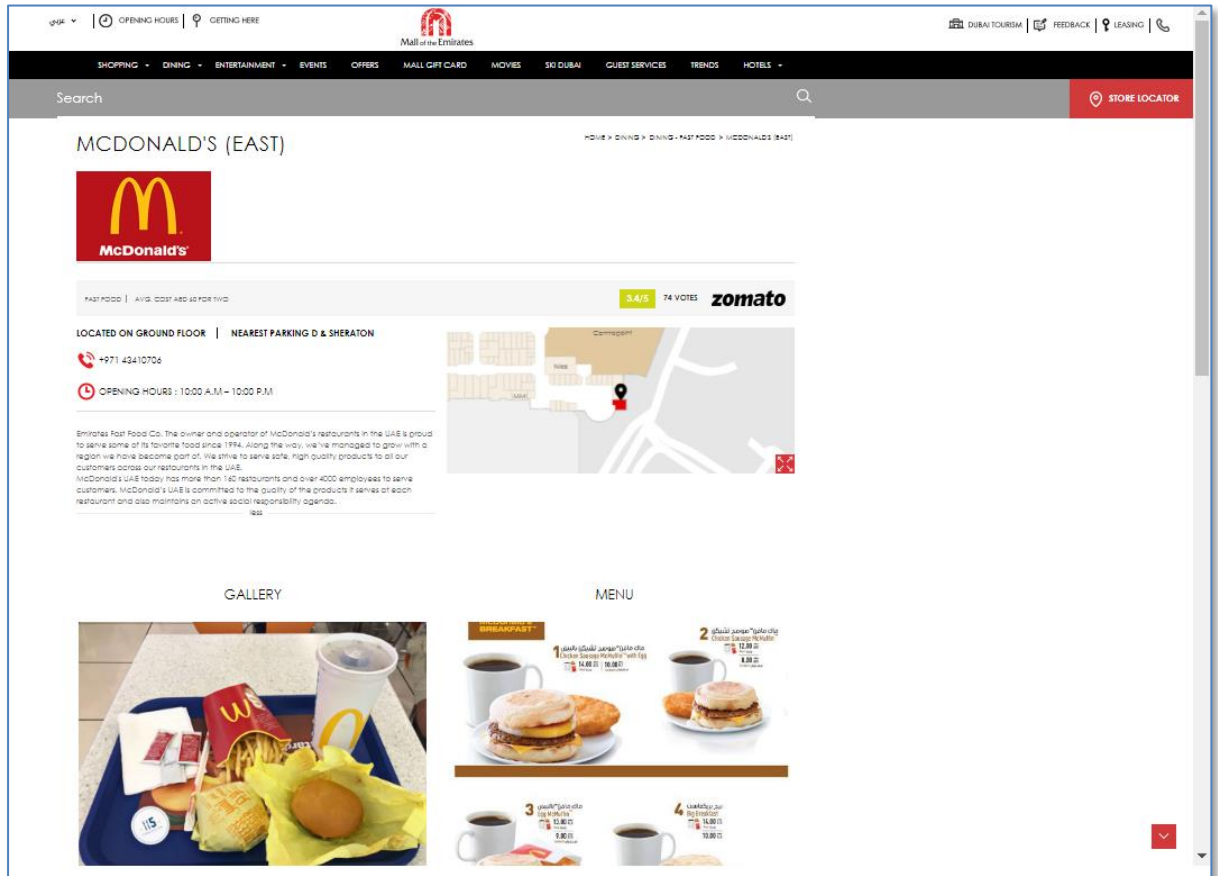
- Mall Branded Website
 - Mall Mobile Application
 - Mall Facebook page
 - Mall You tube channel
 - Mall Instagram
 - Mall Twitter account
-
- The module allows tenants to submit the content as a digital media request, and communicate with mall marketing team via the Partner Connect tenant portal.

2.2 Digital Media Request Types (Content Types)

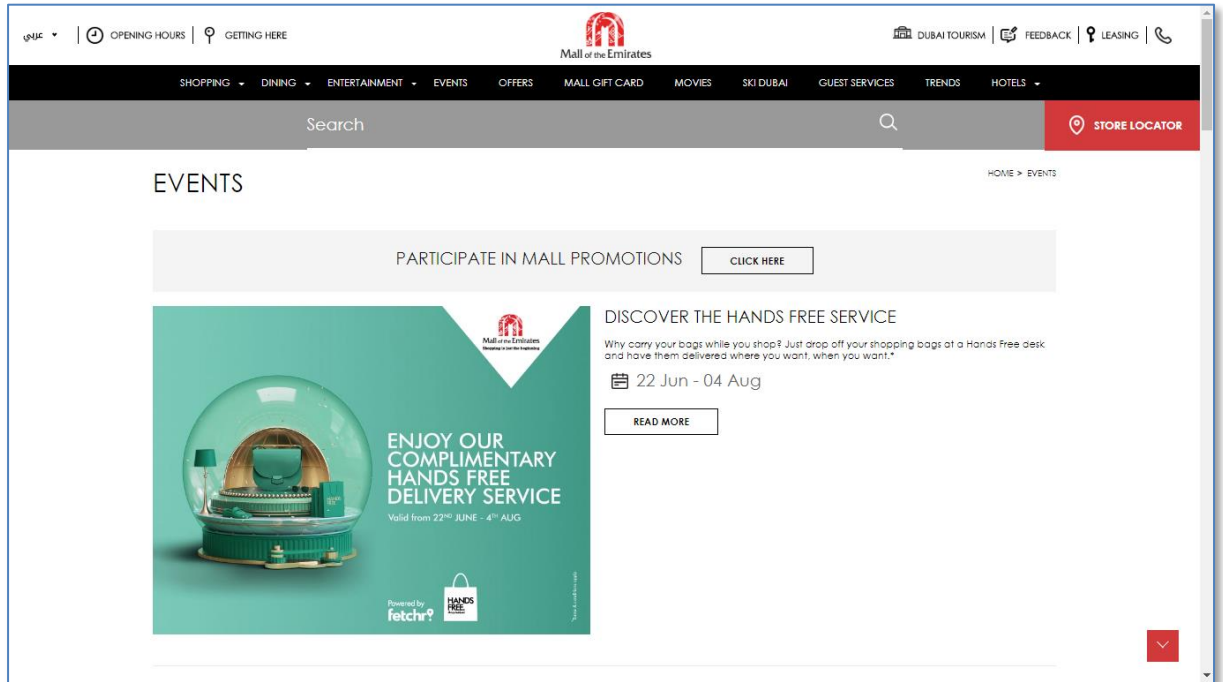
Tenants can keep information about their stores updated from the PartnerConnect portal. Such information includes:

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)

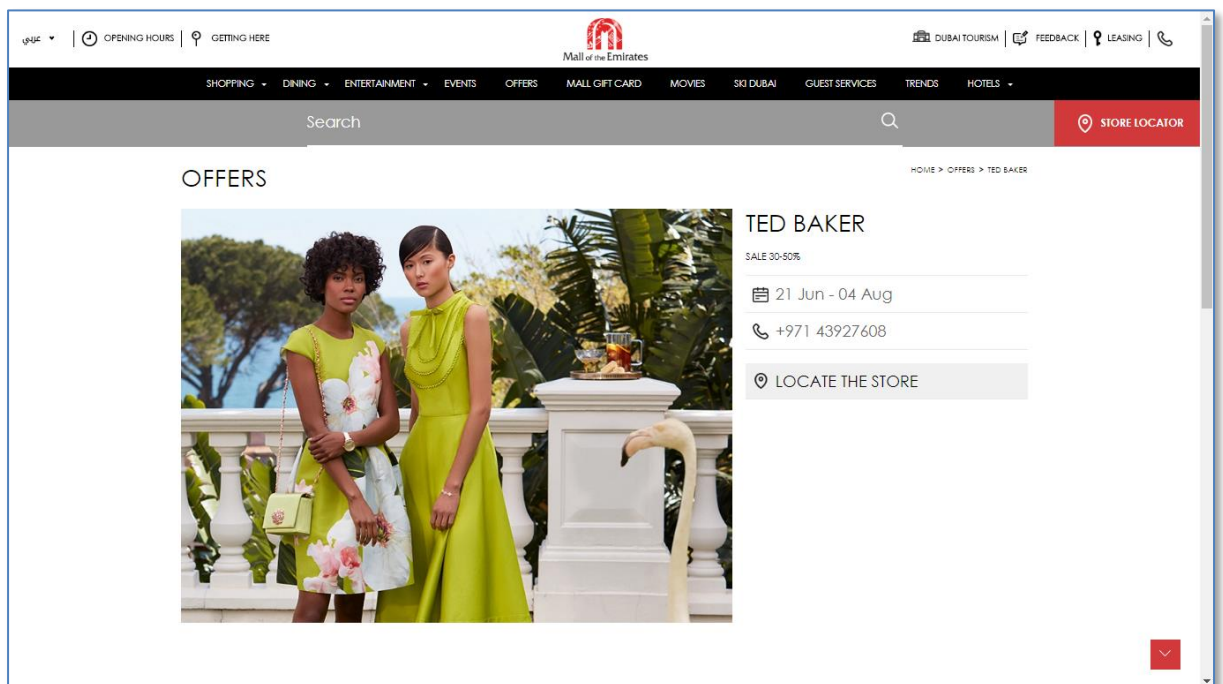
The following sections shows samples of the content submitted being published on the Mall Web Sites.



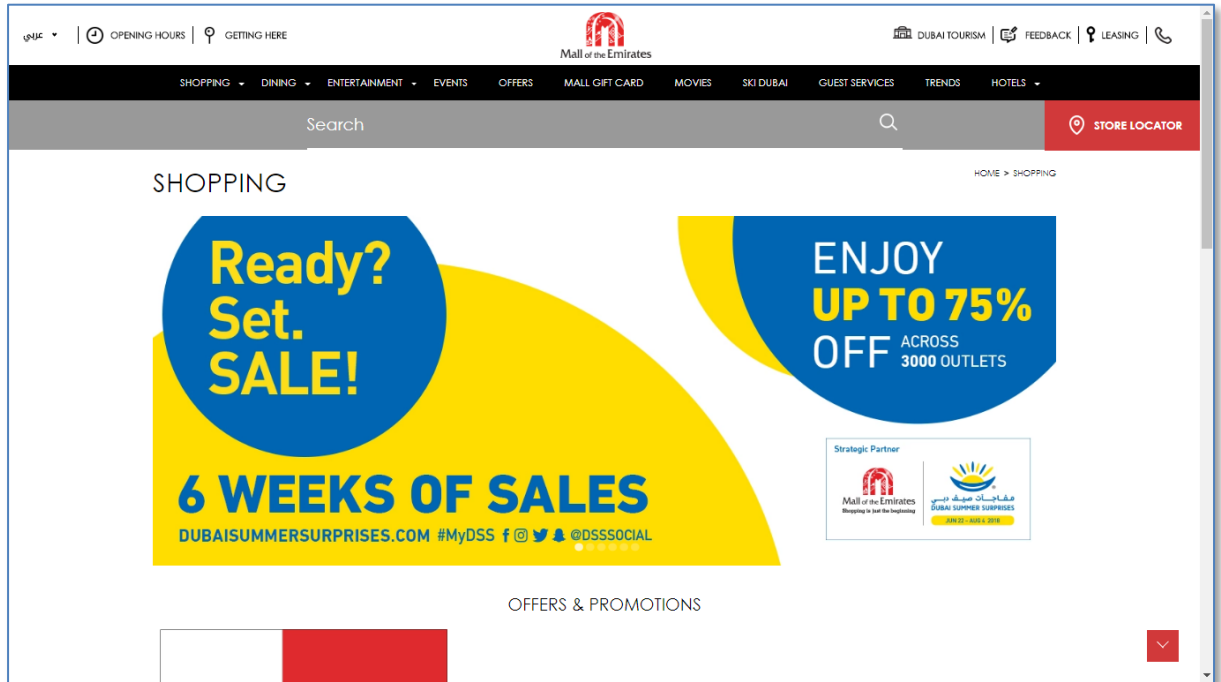
Store Profile Information
Image and Video Gallery
Product catalogues



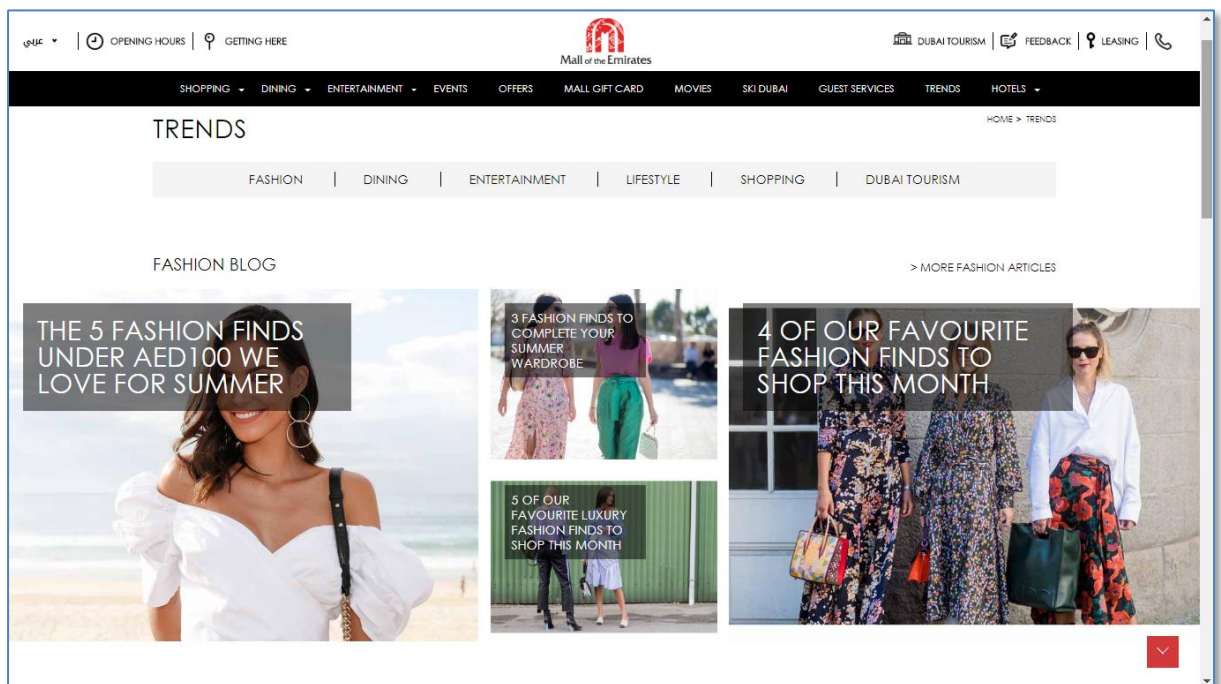
Store Events



Store Offers



Store Marketing Banners – Spotlights



Trends and Blogs

2.3 Digital Media Request Module Access

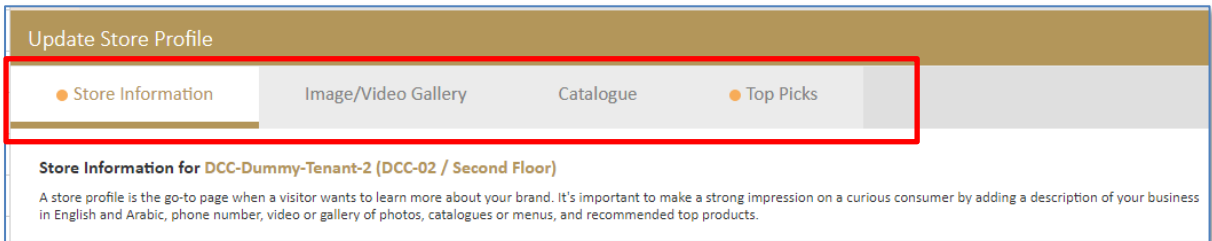
To access the digital media request, login to the PartnerConnect tenant portal via www.partnerconnect.ae. Upon login, click on the menu link “Digital Media Request” on the left menu. If the menu link is not available, the user will need to contact their tenant super user, who will grant the module access.

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

The screenshot shows the PartnerConnect tenant portal interface. The left sidebar menu is expanded to show the 'Digital Media Request' module and its sub-menu options: Store Profile, Events, Offers, Spotlights, Trends, and Store Announcements. The main content area displays the 'Update Store Profile' form for 'DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)'. The form includes fields for Unit location (English), Opening hours (English), Phone number (English), Store description (English), and Tags (English). A red box highlights the sub-menu options in the left sidebar.

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.

The screenshot displays the 'Update Store Profile' interface. At the top, there's a navigation bar with 'PARTNERCONNECT STAGING & TRAINING' and a date 'Wednesday 4 July 2018'. Below this, the 'Update Store Profile' section is active, with tabs for 'Store Information', 'Image/Video Gallery', 'Catalogue', and 'Top Picks'. The main content area is titled 'Store Information for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)'. It includes an 'Update Summary' box with the following details: Last Updated: 04 Jul 2018 18:44 PM, Updated By: Mr. Alex CWS Lim, Reference No.: MR/DCC/WEB/2018/00000005, and Status: Published. Below the summary, there's a form with fields for 'Store name (English)', 'Unit location (English)', 'Opening hours (English)', 'Phone number (English)', and 'Store description (English)'. The 'Store name' field contains 'SUGOI SUSHI' and has a logo for 'Sugoi! japanese cuisine'. The 'Unit location' field contains 'level 1'. The 'Phone number' field contains '+971 42954772'. The 'Store description' field contains a paragraph about authentic dishes. There's also a 'Tags (English)' field with 'sashimi,sushi'. At the bottom right, there are 'Update Store Information' and 'Cancel' buttons.

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.

The screenshot displays the 'Update Store Profile' interface for 'PARTNERCONNECT STAGING & TRAINING'. The 'Image/Video Gallery' tab is active. The page title is 'Image/Video Gallery for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)'. Below the title, there is a brief description: '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.'

The interface includes a language selector with 'English' and 'Arabic' options. A mandatory field for 'Gallery Title (English)' is present, with a note 'max 260 characters'. Below this are two upload sections: 'Image Gallery File' and 'Video Gallery File'. The 'Image Gallery File' section specifies 'Specifications: 800 x 600 px, max size: 300 KB, max 6 images'. The 'Video Gallery File' section specifies 'Thumbnail specifications: 800 x 600 px, max size: 300 KB, max 3 videos' and includes a link 'What is a YouTube Video ID'. A red asterisk indicates that the title field is mandatory. At the bottom right, there are 'Update Image/Video Gallery' and 'Cancel' buttons.

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.

MAJID AL FUTTAIM
Wednesday 4 July 2018
Mall Trading Hours 10:00 AM to 10:00 PM
City Centre Deira
DCC-Dummy-Tenant-2

Update Store Profile

Store Information Image/Video Gallery **Catalogue** Top Picks

Catalogue for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)
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.

English Arabic

Catalogue Title (English) *

max 20 characters

Upload Image *

Specifications: 800 x 600 px, max size: 300 KB,
Type: JPG, JPEG, GIF, PNG

PDF file *

max size: 3 MB

* indicates mandatory field

Update Catalogue Cancel

PARTNERCONNECT

Terms & Conditions
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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.

The screenshot displays the 'PARTNERCONNECT STAGING & TRAINING' interface. The top navigation bar includes the MAJID AL FUTTAIM logo, the date 'Wednesday 4 July 2018', and a notification icon. The main header shows 'Update Store Profile' with tabs for 'Store Information', 'Image/Video Gallery', 'Catalogue', and 'Top Picks'. The 'Top Picks' section is titled 'Top Picks for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)' and contains a descriptive paragraph. Below this is an 'Update Summary' box with the following details:

Last Updated	25 May 2018 08:47 AM
Updated By	Mr. Alex Lim
Reference No.	MR/DCC/WEB/2018/00000007
Status	Pending Approval

The main content area features a language selector (English/Arabic) and a 'Top Picks Image' section. It contains two image upload slots:

- SALMON TERIYAKI**: Image of salmon teriyaki. File name: 'Sugoi Sushi salmon teriyaki 400x440 (2).jpg', size: 185.25 KB.
- SUGIO SUSHI SPECIAL**: Image of a sushi platter. File name: 'Sugoi Sushi special400x440 (1).jpg', size: 165.11 KB.

Specifications: 400 x 440 px, max size: 300 KB, max 6 images. A note indicates that an asterisk (*) denotes a mandatory field. At the bottom right, there are buttons for 'Withdraw', 'Update Top Picks', and 'Cancel'.

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.

Update Summary

Last Updated	04 Jul 2018 17:52 PM
Updated By	Mr. Alex CWS Lim
Reference No.	MR/DCC/WEB/2018/00000005
Status	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.

Update Store Profile

● Store Information Image/Video Gallery Catalogue ● Top Picks

Alex Lim returned this request to you

Remarks

You may have uploaded an older store logo , please amend to the new logo.

Store Information for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)

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.

Update Summary

Last Updated	04 Jul 2018 18:38 PM
Updated By	Mr. Alex CWS Lim
Reference No.	MR/DCC/WEB/2018/00000005
Status	Awaiting Tenant Reply

English Arabic

Store name (English) *

SUGOI SUSHI

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.

Update Summary

Last Updated	04 Jul 2018 18:44 PM
Updated By	Mr. Alex CWS Lim
Reference No.	MR/DCC/WEB/2018/00000005
Status	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.

Update Summary

Last Updated	04 Jul 2018 18:44 PM
Updated By	Mr. Alex CWS Lim
Reference No.	MR/DCC/WEB/2018/00000005
Status	Published

Request has been updated on Mall Digital Assets on 04 Jul 2018 18:47 PM

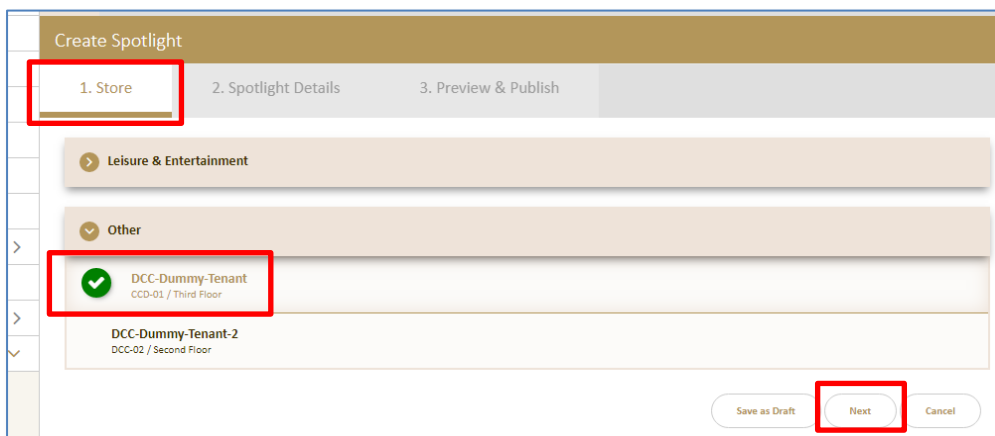
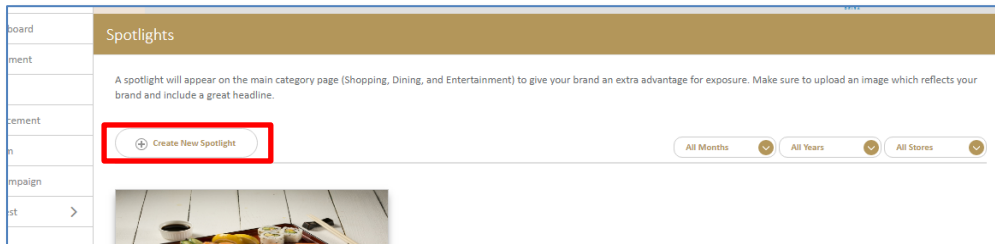
[Click here to view content](#)

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.

Create Spotlight

1. Store 2. Spotlight Details 3. Preview & Publish

Spotlight for DCC-Dummy-Tenant (CCD-01 / Third Floor)

Make sure to upload an image which reflects your brand and include a great headline.

English Arabic

Upload image *

Specifications: 1240 x 480 px, max size: 300 KB,
Type: JPG, JPEG, GIF, PNG

* Indicates mandatory field

Save as Draft Previous **Next** Cancel

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

Create Spotlight

1. Store 2. Spotlight Details 3. Preview & Publish

Spotlight for DCC-Dummy-Tenant (CCD-01 / Third Floor)

Make sure to upload an image which reflects your brand and include a great headline.

English Arabic

Save as Draft Previous **Submit** Cancel

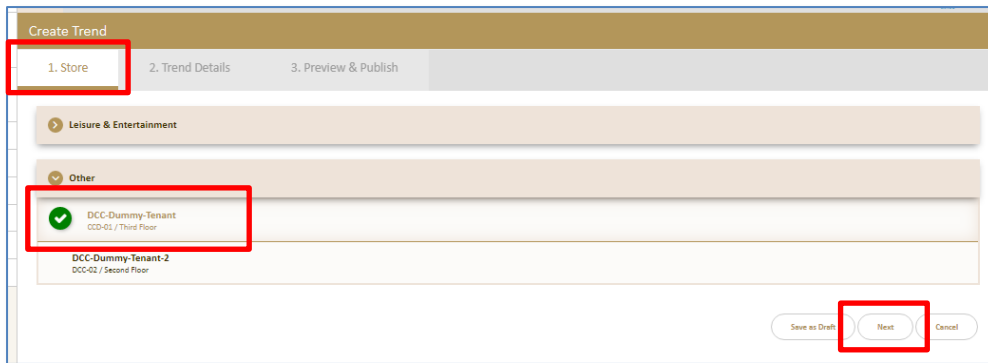
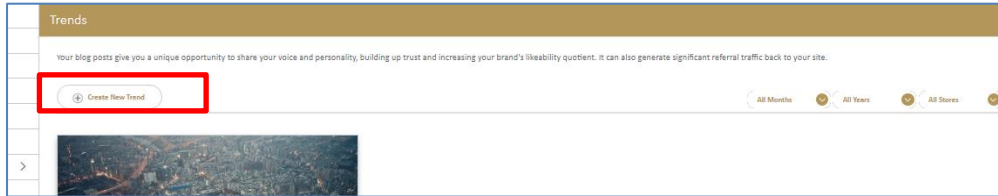
Click on the “Submit” button to submit the request for approval. Do take note that both English and Arabic image content will be required to complete the submission.

2.7 Trends / Blog

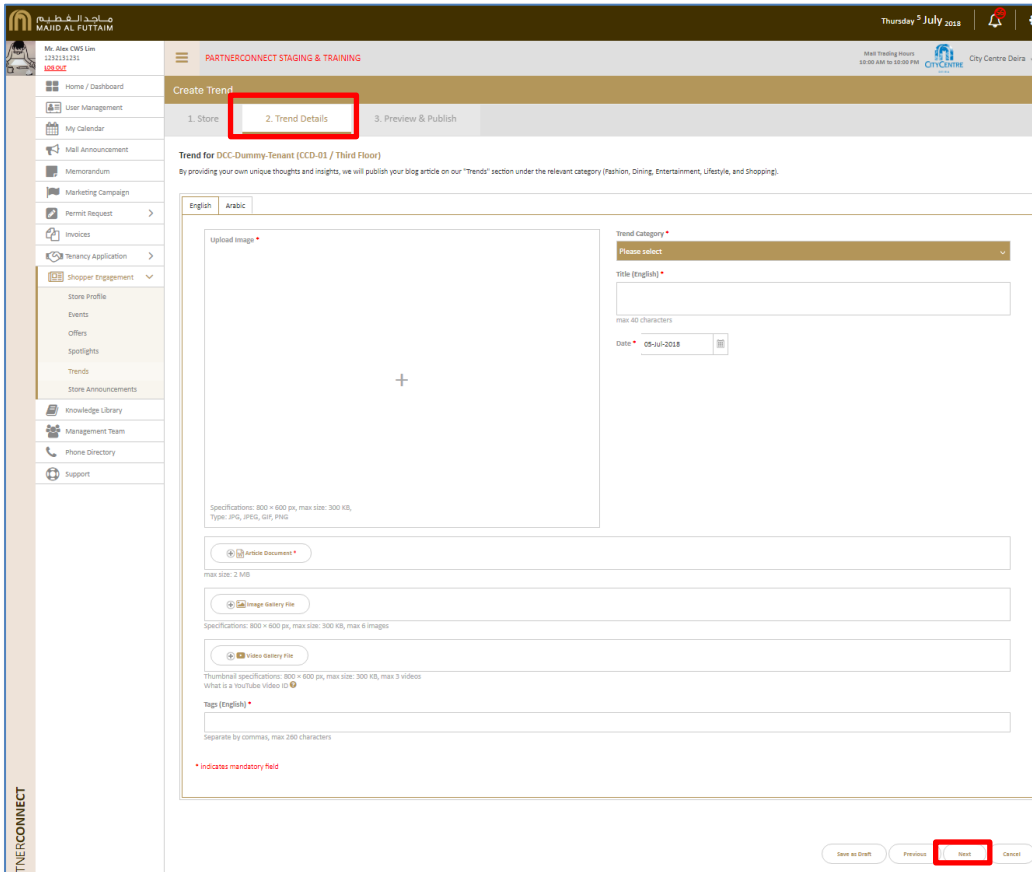
Your blog posts give you a unique opportunity to share your voice and personality, building up trust and increasing your brand's likeability quotient. It can also generate significant referral traffic back to your site.

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.

The screenshot displays the 'Create Trend' workflow. At the top, a progress bar shows three steps: '1. Store', '2. Trend Details', and '3. Preview & Publish', with the third step highlighted in a red box. Below the progress bar, the user is identified as 'Trend for DCC-Dummy-Tenant (CCD-01 / Third Floor)'. A note states: 'By providing your own unique thoughts and insights, we will publish your blog article on our "Trends" section under the relevant category (Fashion, Dining, Entertainment, Lifestyle, and Shopping)'. The main preview area is split into two columns. The left column shows a night-time aerial view of a city skyline. The right column contains the text 'DUBAI TOURISM', a 'TREND TITLE' field, and a date field set to '05 Jul 2018'. Below the preview area, there is a section for attachments, showing an 'Article Document' icon and a file named 'CCD Event Application Form.docx' (50.13 KB). A 'Tag' field is also visible. At the bottom right, there are four buttons: 'Save as Draft', 'Previous', 'Submit' (highlighted in a red box), and 'Cancel'.

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

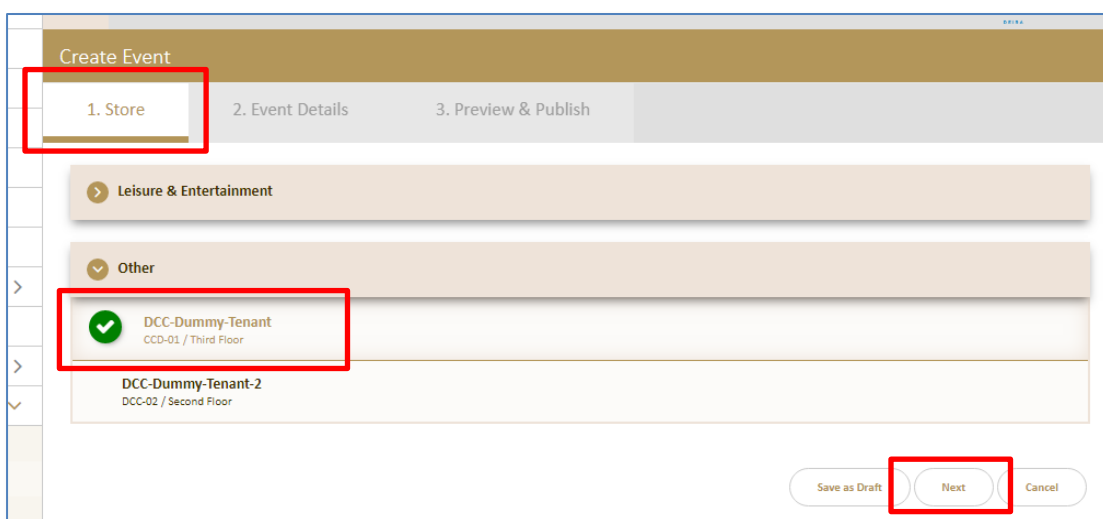
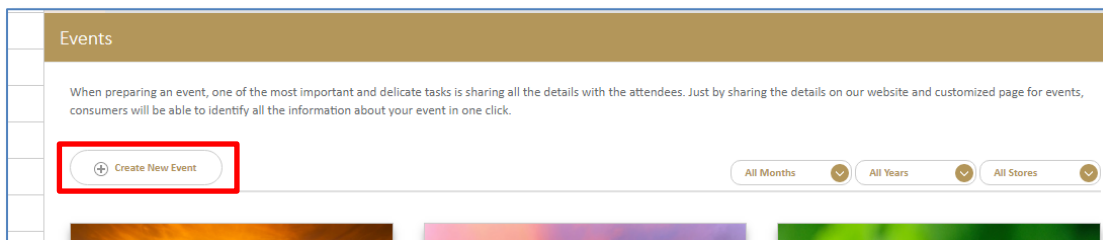
Displaying products on offer, with a discount or found at a special price is another popular product recommendation idea. Putting your best-priced items in the spotlight of our dedicated "Offers" page is a winning tactic for attracting your visitor's attention.

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.

MAJID AL FUTTAIM
PARTNERCONNECT STAGING & TRAINING
Thursday 5 July 2018
Mall Trading Hours 10:00 AM to 10:00 PM
CITY CENTRE
City Centre Deira

Create Event

1. Store 2. Event Details 3. Preview & Publish

Event for DCC-Dummy-Tenant (CCD-01 / Third Floor)

Elements of good Event page:

1. A clear description of what the event is about. The description should be short and readable. It should be to the point and must not be digressions.
2. Date, time and the venue. This needs to be very clear so that the viewer knows exactly where and when the event is going to take place.
3. An interesting event video or image gallery.

English Arabic

Upload Image *

Specifications: 800 x 600 px, max size: 300 KB, Type: JPG, JPEG, GIF, PNG

Title (English) *

max 60 characters

Short description (English) *

max 260 characters

Date * 05-Jul-2018 to 05-Jul-2018

Time to

Venue (English)

max 20 characters

Full description (English) *

Image Gallery File

Specifications: 800 x 600 px, max size: 300 KB, max 6 images

Video Gallery File

Thumbnail specifications: 800 x 600 px, max size: 300 KB, max 3 videos
What is a YouTube Video ID ?

Tags (English) *

Separate by commas, max 260 characters

Publish to Social Media

Title (English)

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.

Video Gallery File

Thumbnail specifications: 800 x 600 px, max size: 300 KB, max 3 videos
What is a YouTube Video ID ?

Tags (English) *

Separate by commas, max 260 characters

Publish to Social Media

* Indicates mandatory field

Publish to Social Media

Title (English)
max 70 characters

Description (English) *
max 3000 characters

Images *
Please upload image to at least 1 social media channel.

Specifications: 1200 x 900 px, max size: 300 KB, max 10 images

Specifications: 1080 x 1080 px, max size: 300 KB, max 10 images

Specifications: 1080 x 1080 px, max size: 300 KB, max 10 images

Specifications: 506 x 253 px, max size: 300 KB, max 10 images

Videos

Specifications: max 15 MB, file type: MP4

Video URL (Facebook)

Specifications: max 15 MB, file type: MP4

Video URL (Instagram)

Specifications: max 15 MB, file type: MP4

Video URL (Instagram Story)

Specifications: max 15 MB, file type: MP4

Video URL (Twitter)

* indicates mandatory field

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Save as Draft Previous **Next** Cancel

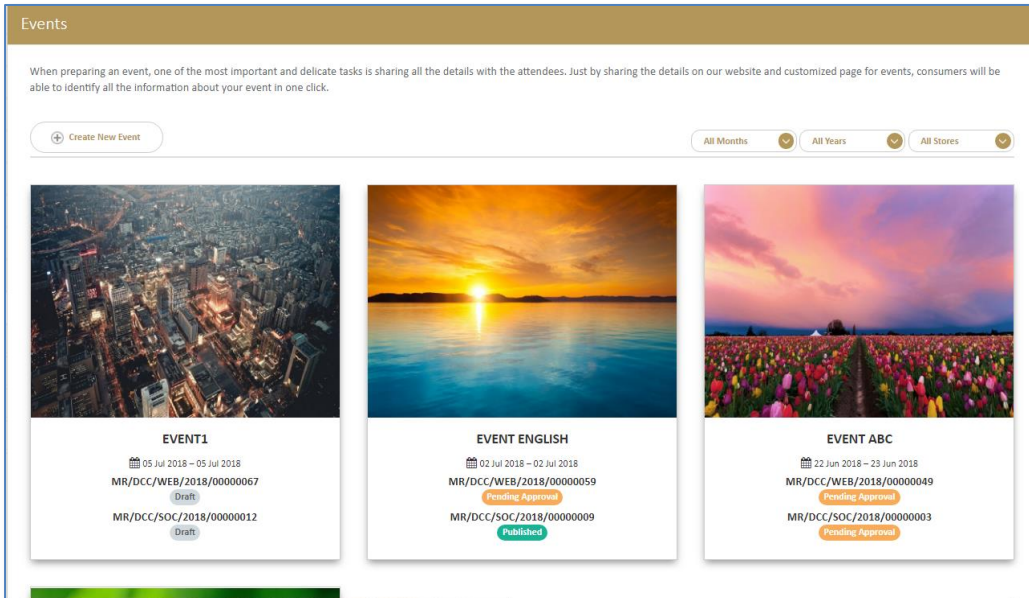
Complete the details and click on "Next" button to review the content.

The screenshot displays the 'Create Event' interface. At the top, a navigation bar shows three steps: '1. Store', '2. Event Details', and '3. Preview & Publish', with the third step highlighted in a red box. Below this, the event title is 'Event for DCC-Dummy-Tenant-2 (DCC-02 / Second Floor)'. A section titled 'Elements of good Event page:' lists three guidelines: 1. A clear description of what the event is about, 2. Date, time and the venue, and 3. An interesting event video or image gallery. The main preview area shows a cityscape image on the left and the event details on the right, including the title 'EVENT1', a sub-title 'EVENT1', and the dates '05 Jul 2018 — 05 Jul 2018'. Below the preview, there is a section for uploading an image, showing a thumbnail of a butterfly and the filename 'butterfly.jpg' with a size of '279.23 KB'. At the bottom right, there are four buttons: 'Save as Draft', 'Previous', 'Submit' (highlighted in a red box), and 'Cancel'.

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.

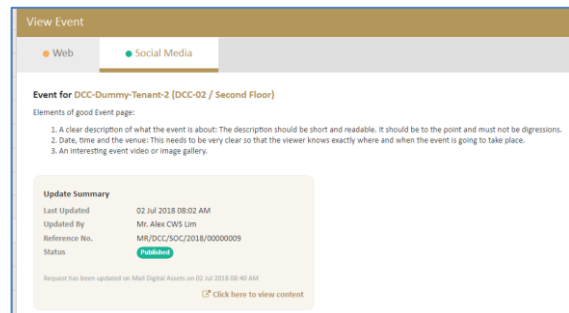
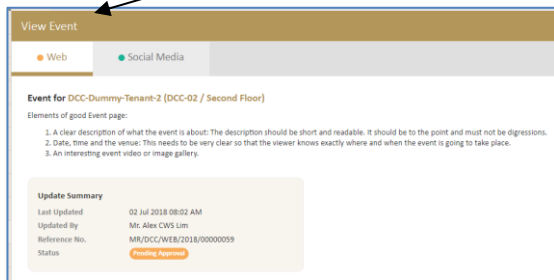
2.8.1.2 Listing

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.



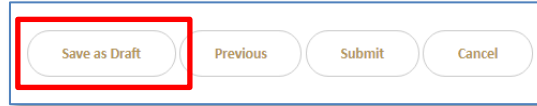
In this example, the submitted event is split into 2 digital media request, one Web request for content to be published to the mall websites and another social media request, for content to be published to the mall social medial channels.

You can click on the request details to view the details and status of the 2 request accordingly.



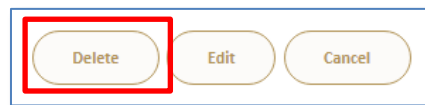
2.8.1.3 Save as Draft

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



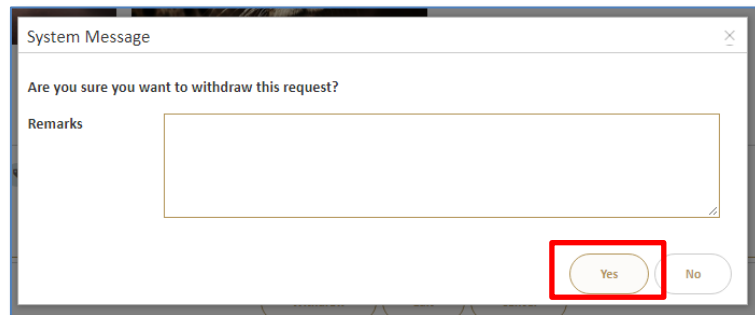
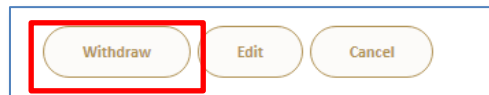
2.8.1.4 Delete a request

You can delete a request when the request is in a draft state. If the delete button is 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.

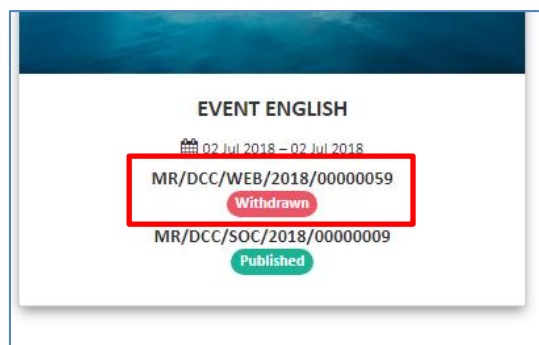


2.8.1.5 Withdraw a request

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

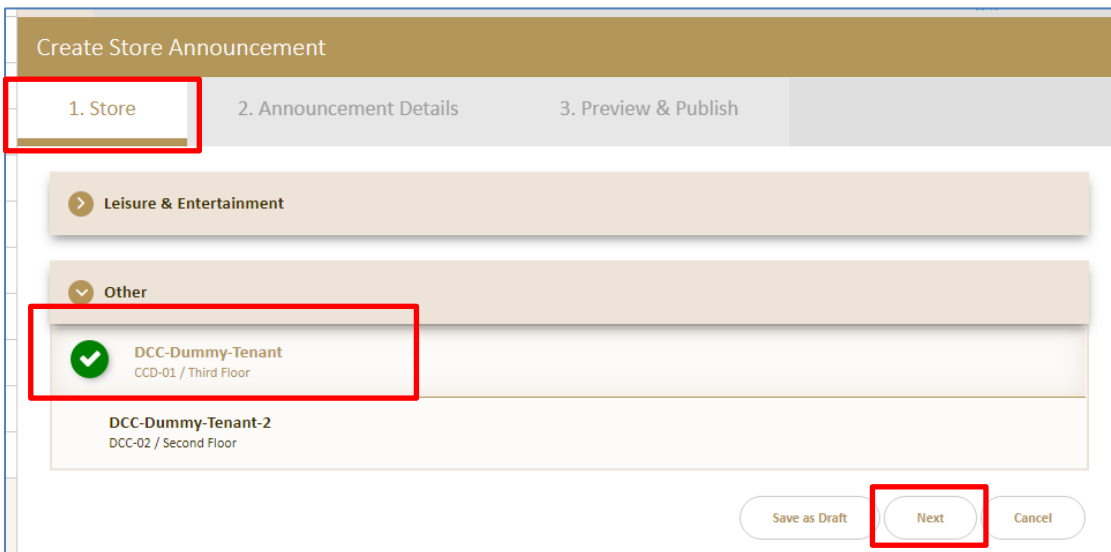
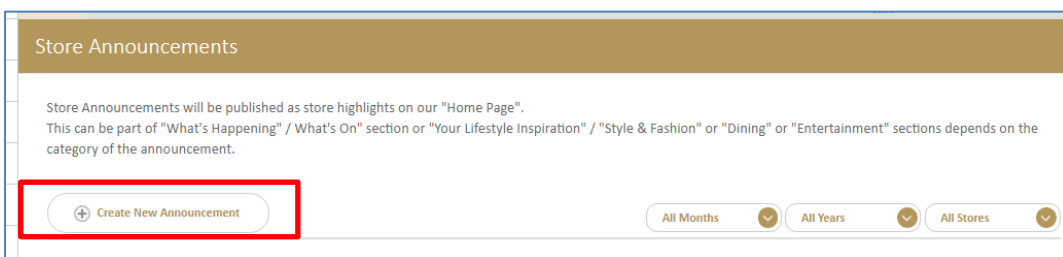
You can make amendments to a request and resubmit the request before the request status set to “Approved, Work in Progress” or “Completed”

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.

Create Store Announcement

1. Store 2. Announcement Details 3. Preview & Publish

Store Announcement for DCC-Dummy-Tenant (CCD-01 / Third Floor)
Store Announcements can include new branch opening, new menu, new season collection, etc.

English Arabic

Category *
Please select

Title (English) *
max 30 characters

Short description (English) *
max 70 characters

Upload Image *
Specifications: 800 x 600 px, max size: 300 KB,
Type: JPG, JPEG, GIF, PNG

Publish to Social Media

Title (English)
max 70 characters

Description (English) *
max 3000 characters

Images *
Please upload image to at least 1 social media channel.

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.

EVENT

butterfly.jpg
279.23 KB

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