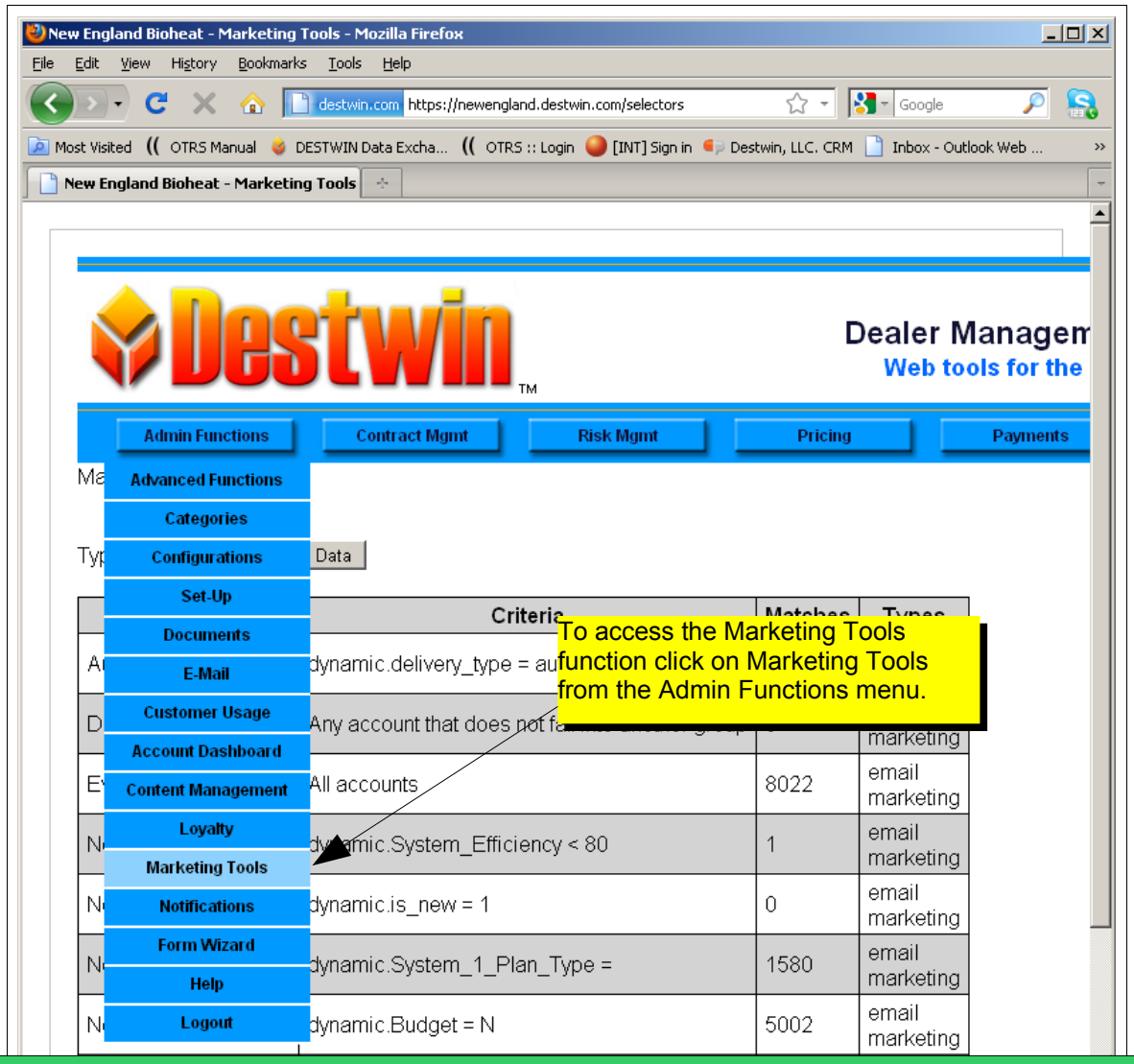
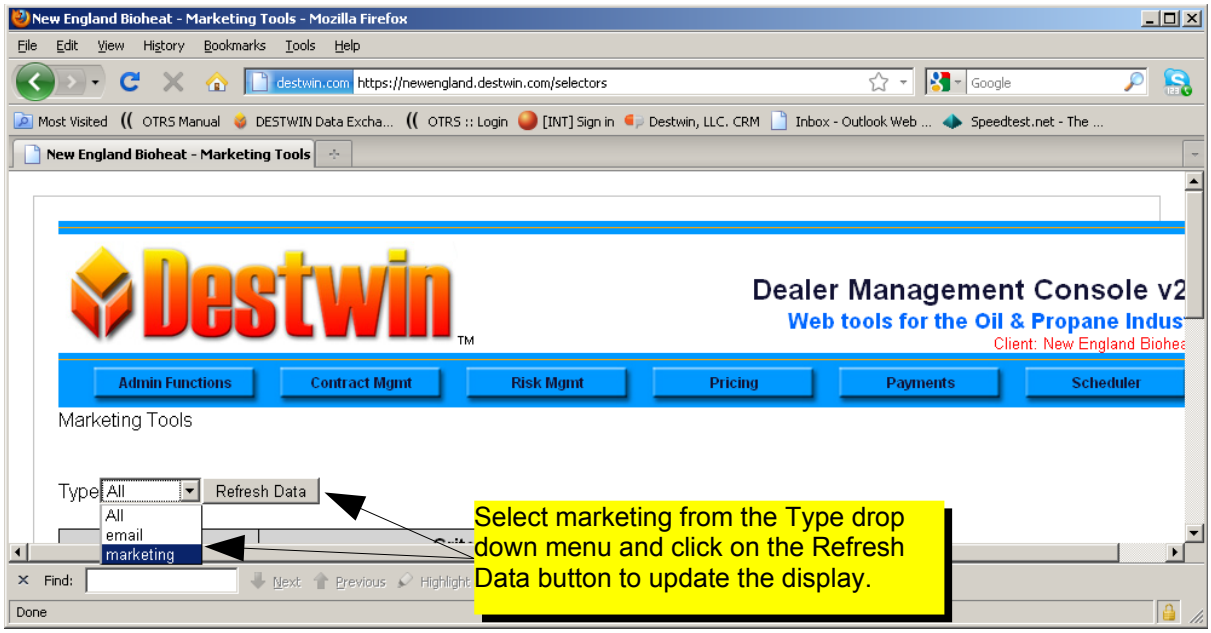
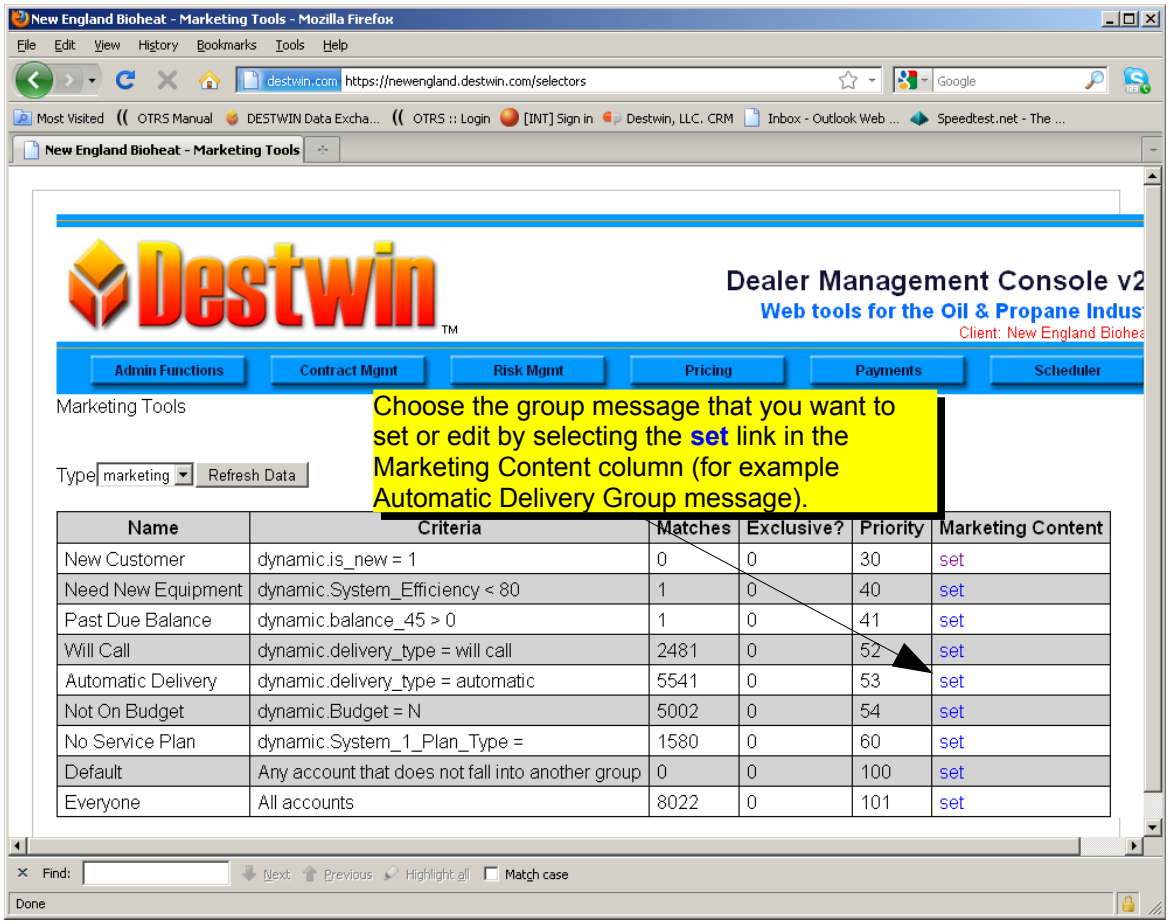
Destwin® Quick Reference Guide
Console Version 2.0
Using Marketing Tools to Manage Customer Site Content
16-JUL-11

This Quick Reference Guide describes how to use the Marketing Tools function in Destwin 2.0 to manage content and messages that will appear to selective groups on the Destwin pages of your web site. In general you must have Administrator permissions to be able to access the Marketing Tools function.

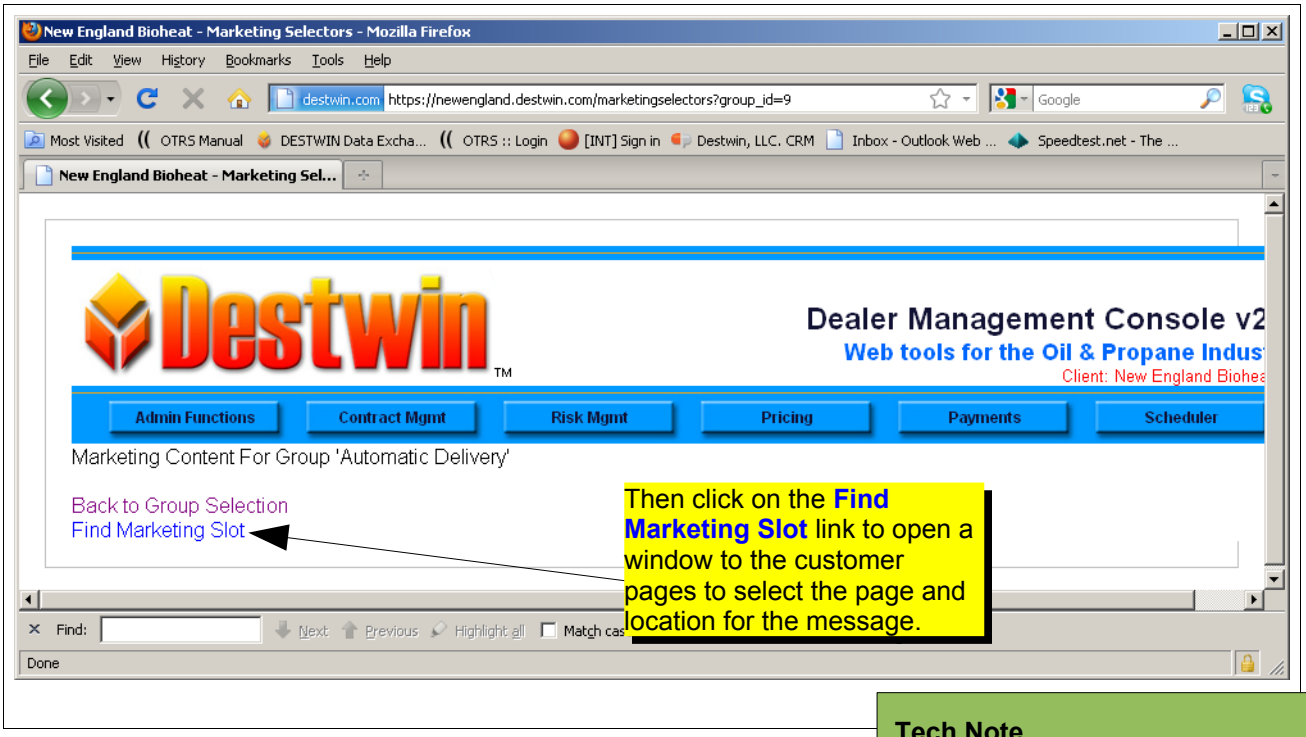


Tech Tip
When working with Marketing Tools it is useful to run two separate and distinct browsers, e.g. Firefox and Chrome each logged in to the Admin console with Firefox open to the Account Search page that you want to install your message on to and with Chrome open to the Marketing Tools. After editing and submitting a message in Chrome, go to your Firefox window and refresh the page to see your message, then back to Chrome for additional edits and repeat as necessary. In this way you do not have to leave the Marketing Tools page in Chrome to review your edits. We recommend using Google Chrome for creating and editing marketing messages. As of this writing it seems to provide the fastest performance.

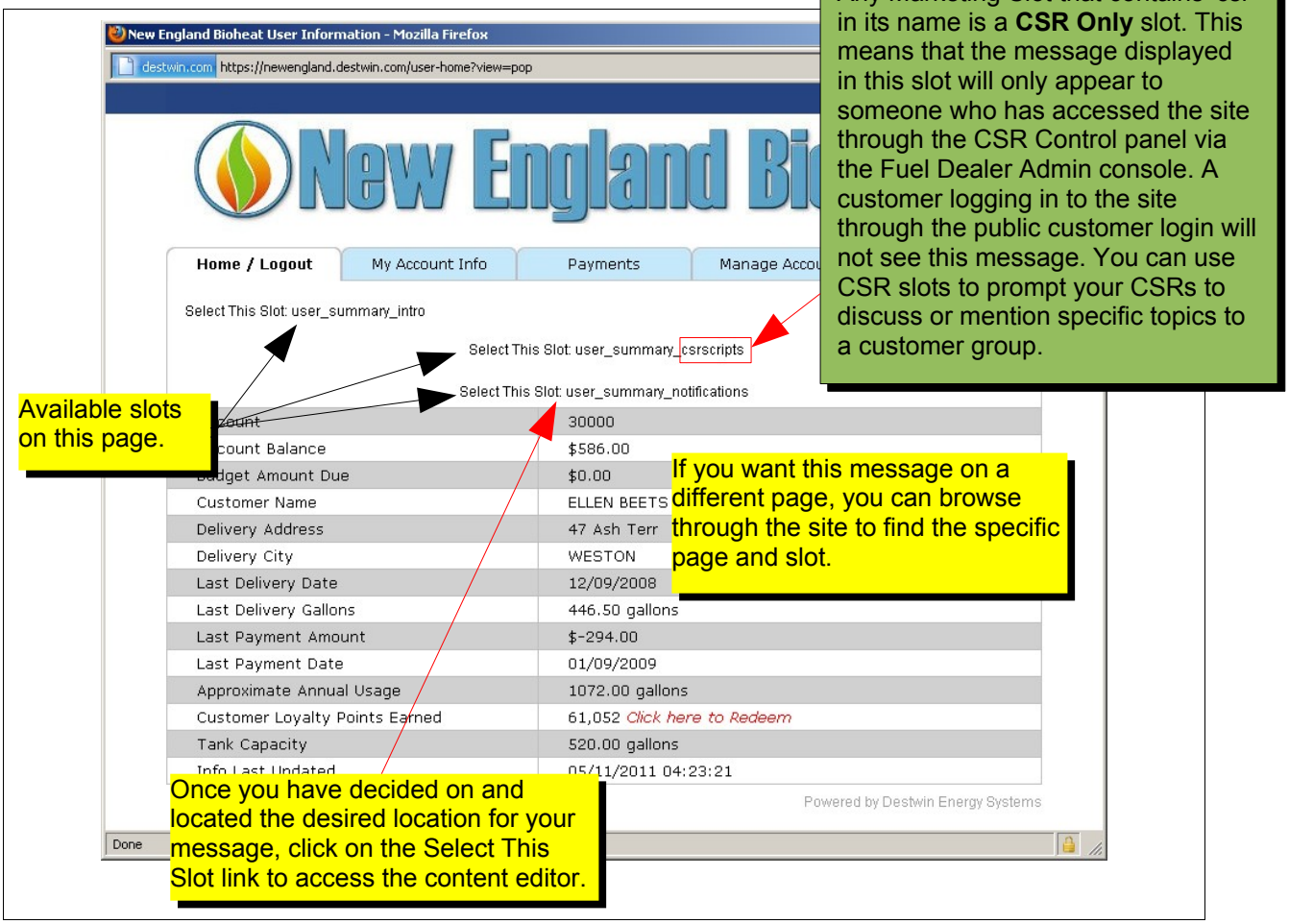


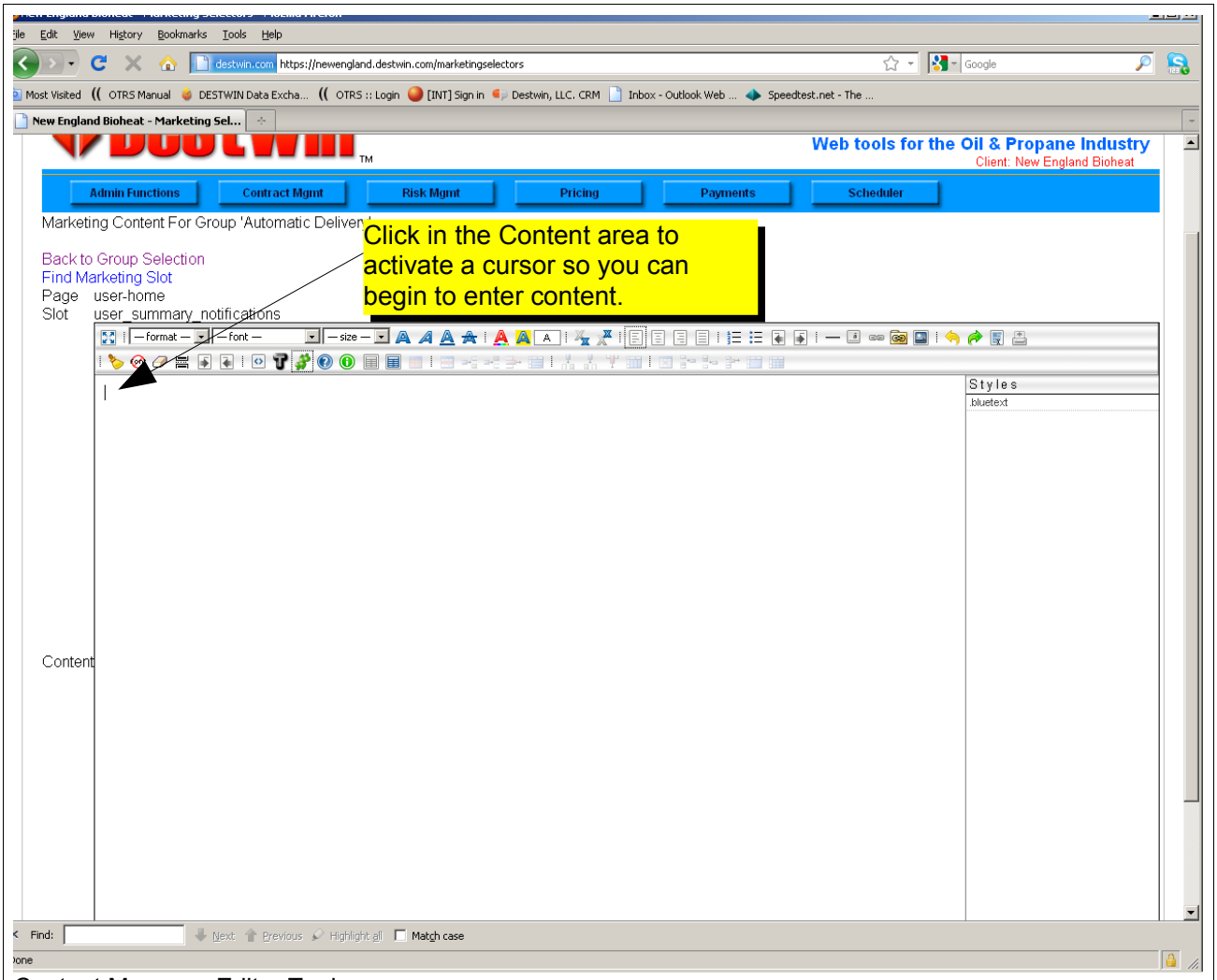


Marketing Messages Group Display

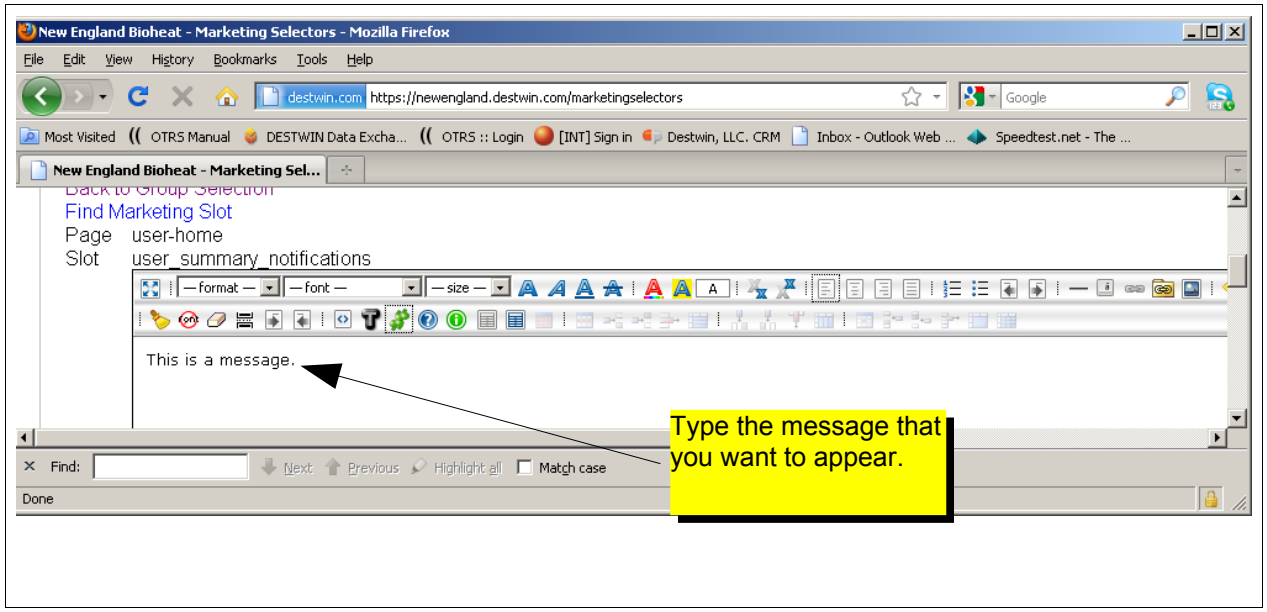


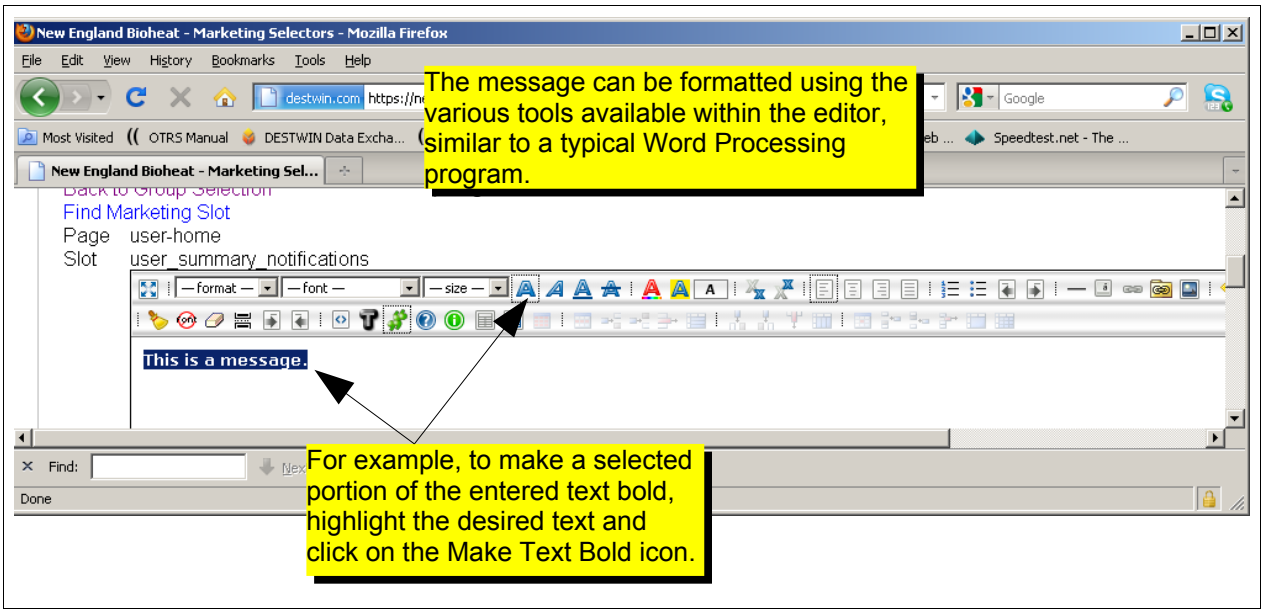
Tech Note
Any Marketing Slot that contains 'csr' in its name is a **CSR Only** slot. This means that the message displayed in this slot will only appear to someone who has accessed the site through the CSR Control panel via the Fuel Dealer Admin console. A customer logging in to the site through the public customer login will not see this message. You can use CSR slots to prompt your CSRs to discuss or mention specific topics to a customer group.





Content Message Editor Tool




New England Bioheat - Marketing Selectors - Mozilla Firefox
File Edit View History Bookmarks Tools Help
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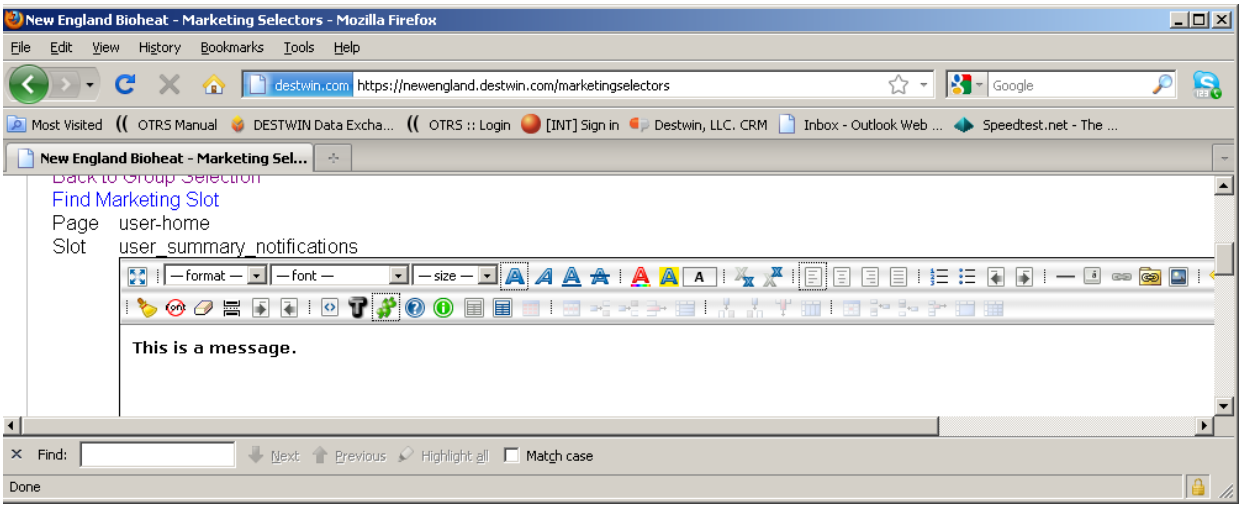
Speedtest.net - The ...
New England Bioheat - Marketing Sel...
Find Marketing Slot
Page user-home
Slot user_summary_notifications
— format — — font — — size —
This is a message.
Find:
Done
The message can be formatted using the various tools available within the editor, similar to a typical Word Processing program.
For example, to make a selected portion of the entered text bold, highlight the desired text and click on the Make Text Bold icon.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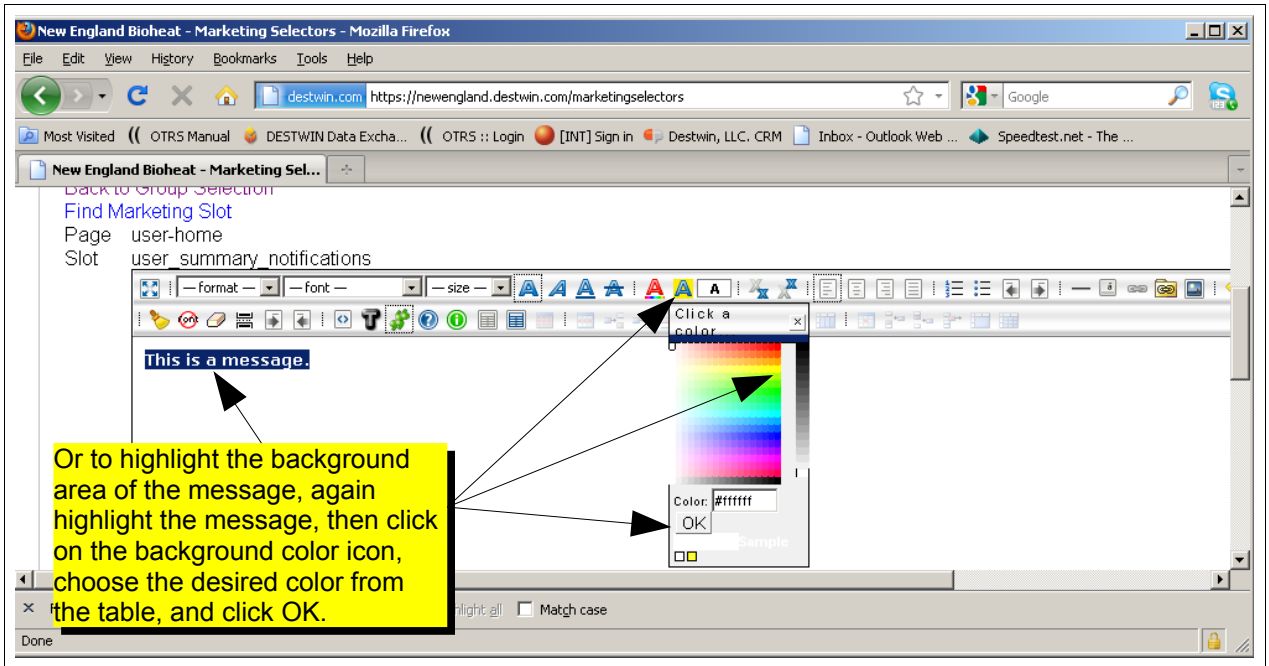
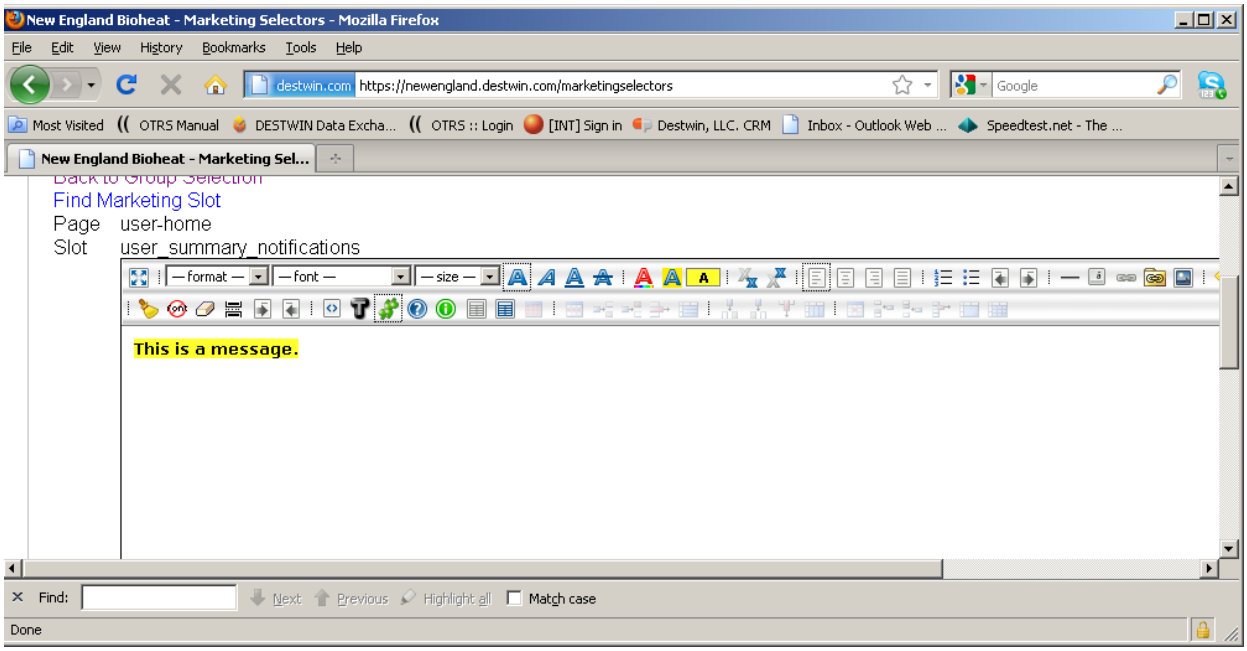
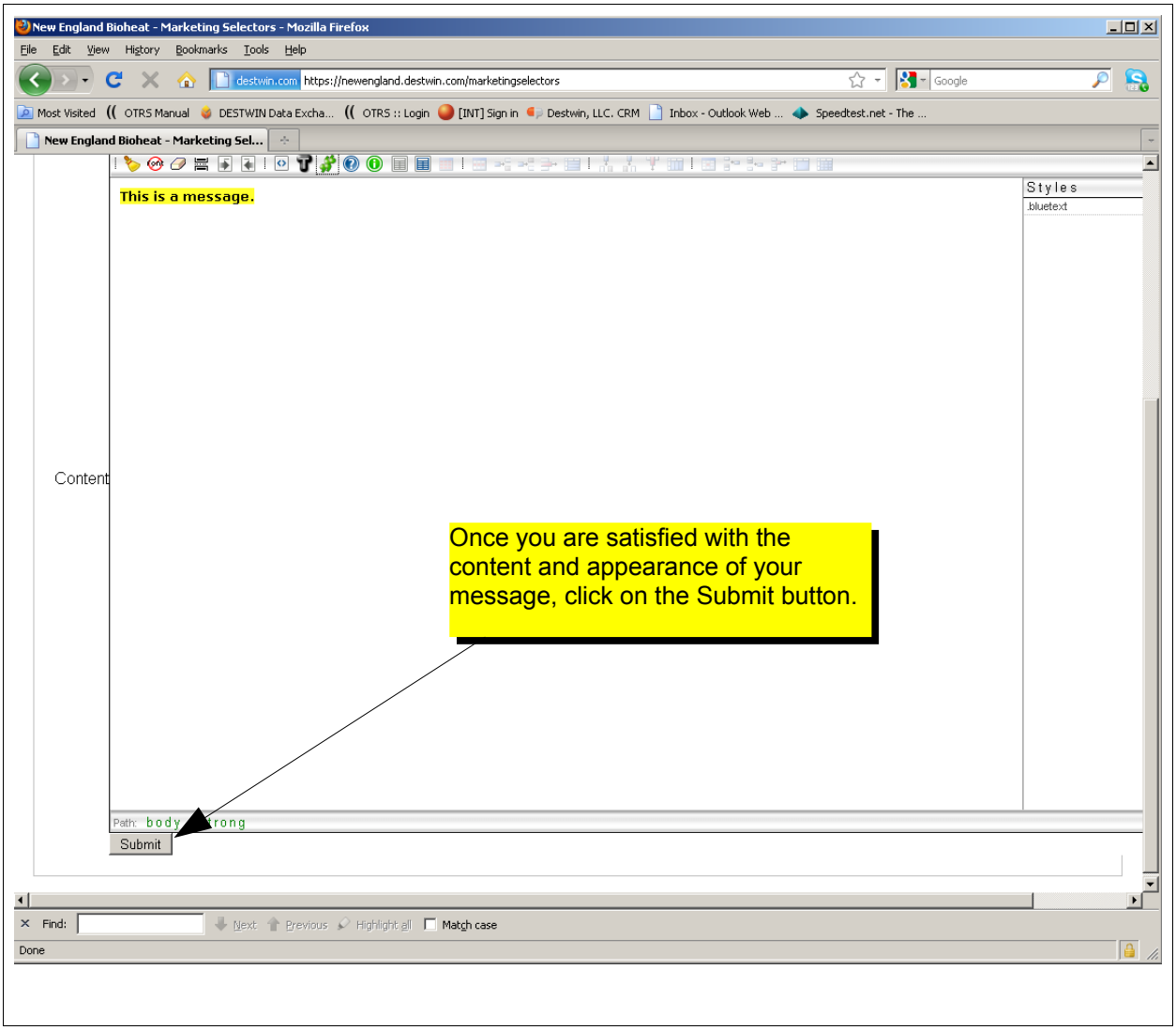
File Edit View History Bookmarks Tools Help
destwin.com https://newengland.destwin.com/marketingselectors
Google
Most Visited OTRS Manual DESTWIN Data Excha... OTRS :: Login [INT] Sign in Destwin, LLC. CRM Inbox - Outlook Web ... Speedtest.net - The ...
New England Bioheat - Marketing Sel...
Find Marketing Slot
Page user-home
Slot user_summary_notifications
— format — — font — — size —
This is a message.
Find: Next Previous Highlight all Match case
Done

Bold Text.





Bold, highlighted text (with yellow background).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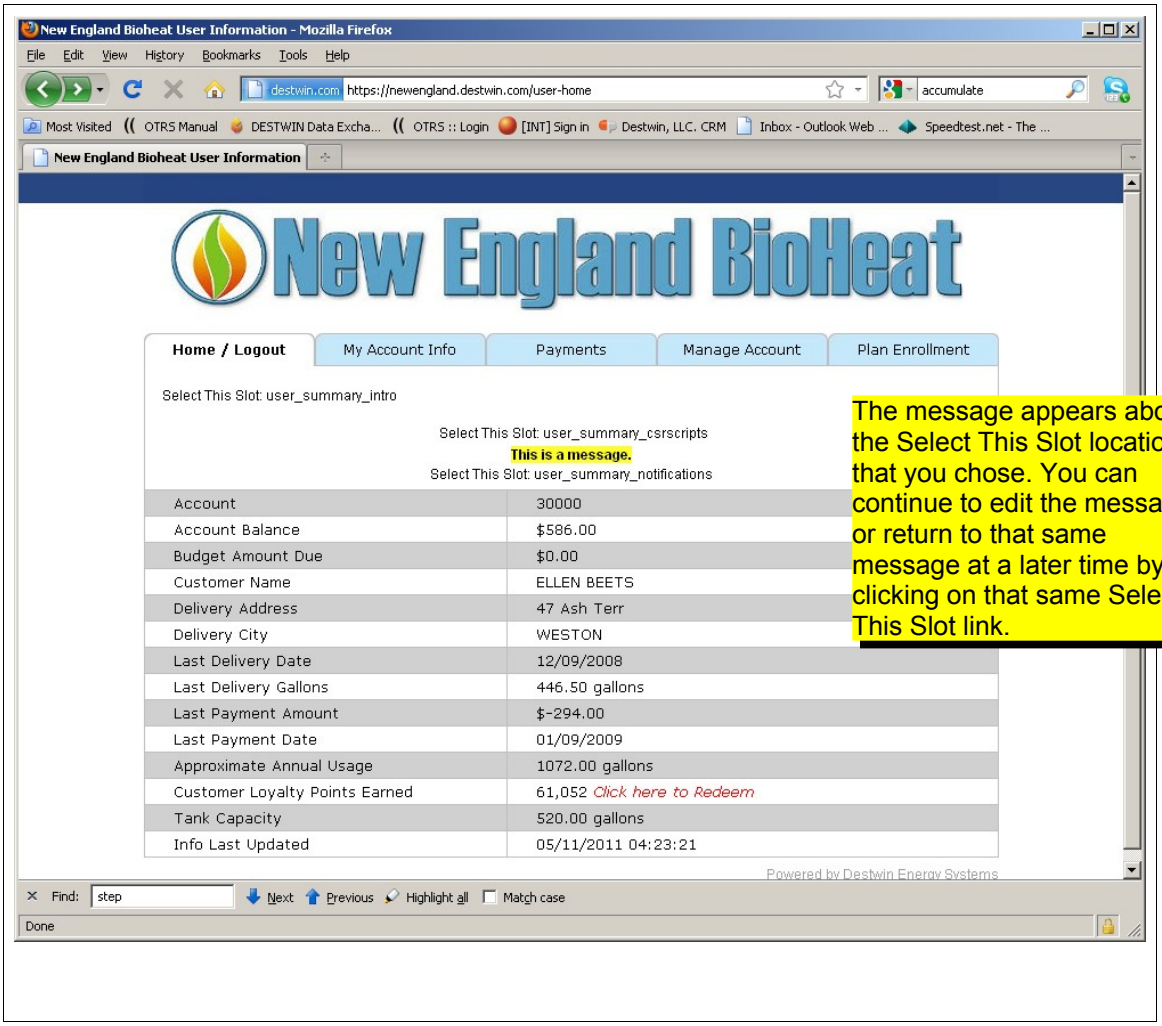
File Edit View History Bookmarks Tools Help
https://newengland.destwin.com/marketingselectors
New England Bioheat - Marketing Sel...
This is a message.
Styles
.bluetext
Content
Once you are satisfied with the content and appearance of your message, click on the Submit button.
Path: body strong
Submit
Find:
Next
Previous
Highlight all
Match case
Done

Return to your customer screens to see the message in the location you selected.



The message appears above the Select This Slot location that you chose. You can continue to edit the message or return to that same message at a later time by clicking on that same Select This Slot link.

Tech Tip
To delete a message, select the slot as you would if you were going to add or edit it. Once in the editor, delete the entire message and Submit it.