

PIM Manual

INTERWORLD HIGHWAY, LLC
WEB CONTENT TRAINING

Introduction

The PIM is an area in ARROW that controls all the products and their respective pages on the site. Any changes made in the PIM affect the way products are shown on the site including their prices, images, videos, content, etc. This guide will cover all the major sections of the PIM.

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1. How to find a product

This is where it all starts. If you can find an item you can do everything else 😊

Steps:

1. Log into Arrow
2. Find the “PIM” tab on the left side
3. Click on “Product Maintenance”
4. Search by SKU, Item Name, or Custom URL.



It is recommended you search by SKU if you are familiar with the item or search for the item on the website first and then search by URL in the PIM to find the exact match.

Example: <http://www.tequipment.net/Instek/GPT-9603/Hipot-Tester/>

Copy the last part of the URL ONLY: /Instek/GPT-9603/Hipot-Tester/ and paste it in the field called “Custom URL”

See it in action: <http://www.screencast.com/t/gTuBncRjXc74>

2. Creating a new product – Product Tab

We are constantly adding new items and lines to the website. Adding an item is easy, in this section we talk about the general process. Each tab shown here will be covered in greater detail in the sections to follow.

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Method 1:

1. Log in to Arrow
2. In the welcome screen select “Add New Item” – water bottle and plus sign icon on the right side

Method 2:

1. Log in to Arrow and Click on the “PIM” tab
2. At the top click on “Add Product” – small blue letters under the title: *Product Information Manager*

See it in action: <http://www.screencast.com/t/0kZOgc559X4v>

3. Creating an item using the *Clone* feature

Sometimes you have a similar item with similar content and there is no need to start from scratch. This is where the cloning feature comes in handy.

Steps:

1. Find a similar item in the PIM
2. At the top right, select Clone
3. Add the new product name in the box
4. **Uncheck the boxes that are different**
5. Confirm the cloning process
6. Make your edits and publish the item



Careful when selecting the boxes so that you do not copy content that is not related to the item.

See it in action: <http://www.screencast.com/t/CcktHeZiKrd4>

4. Add/Modify Product Pricing Tab

Once you have filled the first tab called “product” the second tab handles the product specific and member pricing. Please see a manager about member pricing if you are required / do not have this information.

Steps:

1. Click Pricing tab
2. Fill in the list price field
3. Fill in the sale price field
4. Carefully add our cost

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5. Set pricing style to accordion
6. Set primary price to standard
7. Set MAP pricing – leave blank if not applicable.
8. Add member group discounts (if applicable)
9. Add shipping (**more on this covered in the section to follow**)



MAP Pricing is important on some items please carefully select the option and review your item when complete to make sure the correct pricing is reflected.

See it in action: <http://screencast.com/t/ZLcrJPgTYsN>

5. Adjusting shipping weights and freight class – Pricing Tab

Sometimes we will have an item where shipping cost comes is too low. This is usually due to no shipping weight or too low of a shipping weight. Luckily, we are able to edit this quickly in the PIM. In the pricing section you can also add a freight class for freight items (applies mostly to Touchboards sites). If you don't know the freight class, ask the manufacturer. If they don't know check with Charles, Anthony or a manager.

NOTE:

1. You need a weight for the correct shipping to be calculated online.
2. Freight items need a weight and freight class, otherwise it gets calculated as ground shipping.
3. Dimensions are not necessary for most items.

See it in action: <http://www.screencast.com/t/pzcleVo3UVx>

6. Search Engine Optimization - SEO Tab

The SEO tab is very simple to use. When you are creating a new product it is required to generate the SEO data. If you do not, product creation will fail.

Generating SEO data is automatic if you hit the  icon on the side of each field. You can also customize the description to use more SEO friendly words (advanced users only)

See it in action: <http://screencast.com/t/wlIX3Zbo0>

7. Adding Images and Videos - Images Tab

Every product in our catalog must have an image or video to showcase the product. If you cannot find an image, the vendor may be able to help.

Steps:

1. Click Add Image, 360 or Video depending on what you are adding.
2. Choose to upload a New or Existing File
3. Set one to default
4. Save the image/video

See it in action: <http://www.screencast.com/t/CzRrdAdddmt>

8. Manuals, Spec Sheets, etc – Documents Tab

This is one way we can make pages better and get more information to the customer. We can add spec sheets, manuals, brochures, etc. from the manufacturers and post them to our site. These items are found in the "Documents" tab on the product page.

Steps:

1. Select Internal Document (for existing documents in our database) or External Document (to link to a manufacturer's doc)
2. Find the file on the server via search if internal or add the URL if external
3. Make sure the Document Name is relevant to its content
4. Select a type or its closest match
5. Save

See it in action: <http://screencast.com/t/txaFAggBuBh>

9. Fixing descriptions and adding FAQ's – Descriptions Tab

Sometimes we find a page with a description that just isn't that great or there are typos in the features that need to be fixed. The descriptions tab holds product descriptions, features, what's in the box, specs, and FAQ's.



FAQ's are important to answer customer questions about the product. Your question/answer format should include the product name and relevant keywords about it for SEO.

Don't forget to make the content more presentable by adding pictures and videos. See the next 2 sections to follow.

See it in action: <http://www.screencast.com/t/QstvKfX4M8S>

10. Adding Images to Content – Descriptions Tab

Adding images about the product at the top is good. But you can also add them to the content and communicate what the product is all about in a graphical form. You can add, align, resize, and remove images from content by clicking on the  icon.

See it in action: <http://www.screencast.com/t/8LBH4dhXwj>

11. Adding Videos to Content – Descriptions Tab

Adding videos about the product is a great way to truly show what the product is about. The best way to add videos to the content is to find the manufacturer's YouTube product video and embed it directly to the page via the SOURCE mode.



Careful when embedding the video, you need to click on SOURCE button and then paste the YouTube embed code there. If you do not do this, the video code will appear as text and no video will render.

See it in action: <http://www.screencast.com/t/4CLu4LVzk>

12. Choosing a Department – Department Tab

When creating an item, you need the item to be in the correct department. If the product does not have a department or needs to be moved to the correct department, this is where you do this. This process is very simple.

See it in action: <http://screencast.com/t/Wvldsnen>

13. Special Features – Product Flags Tab

Some features are usually selected by default. If nothing is checked here or you are not sure whether there should be an option checked, please see a manager. They will handle this.

14. Classifications Tab

Currently not being used. This section will be improved with more content.

15. Modifying Inventory/Backorder – Inventory Tab

This section is simple but influences the site greatly. This section is also triggered when an item is discontinued.

Steps:

1. Set quantity on hand if number is available
2. Quantity on hand warning level – set a notice when the quantity drops below this threshold when needed
3. Inventory Action – select backorder to take all orders or limited to take only a specific number of orders as set on quantity on hand.
4. Backorder Date – if applicable

See it in action: <http://screencast.com/t/XJNC8F1EEeOa>

16. Adding Accessories, Product Suggestions, Picks – Multiple Tabs

This applied to: Related Items Tab, Our Picks Tab, Auto Compare and Accessories Tab



We want to have accessories, related items, product suggestions (our picks) and auto compares set on as many items as possible. Not only is it good to list them on the product page because they are easy to see, but listing those items does lead to more sales. Imagine you are looking at a projector and you scroll down to the bottom of the page you see a lamp for it. You might think....I should get that and we just sold two items instead of one!

These sections work in the same way so the information is a close match for all.

See it in action: <http://www.screencast.com/t/ubdaW0iKWltz>

17. Discontinue an item and add a replacement – Replacement Tab

Items are discontinued all the time. Keeping up with them and offering replacements is key to maintaining our customers happy. This takes less than 2 minutes to edit and can generate sales. You can add the replacement model or offer the closest match. **We should ALWAYS suggest a product.**

See it in action: <http://www.screencast.com/t/loTxMyTpyCT>

18. Bringing back a discontinued item – Multiple Tabs

Sometimes we find out that an item isn't actually discontinued. Probably due to the manufacturer finding stock somewhere or maybe just maybe we discontinued it by mistake.

Careful when setting items active! Don't forget to remove:

1. The replacements – all of them
2. Set inventory action to backorder (found in Inventory Tab)
3. Check pricing to make sure it is accurate (price changes do occur) – MAP may be in effect and may need to be changed.

See it in action: <http://www.screencast.com/t/vu4G01ZHt>

19. Fixing and adding attributes – Item Attributes Tab

Attributes are really important for our site. Attributes are specs and relevant information that we enter on the site. It supplements the specs that we put up there, but the attributes are what is shown in a product comparison. When a customer compares like items across a series or totally different items, the attributes is what they see. We always want to make sure these are correct and all filled in. We do not want to see a comparison and have one of the items with blank spaces where information should be. This will show you where to find them in the PIM and how to fill in the information.

See it in action: <http://www.screencast.com/t/8Q89iCSU1k>

20. Creating and adding an item to a series

We add like items to a series so they are grouped together on the site. If you go on one product page, you'll see all the item sin that series listed there. This also allows us to set up comparisons between like items.

See it in action: <http://www.screencast.com/t/pbOhgEsn5nX>

21. Adding to a different web site

This is how to add an existing item on Tequipment or Touchboards onto Techedu or another site.

See it in action: <http://www.screencast.com/t/eM79k4QNhBCJ>

22. Fixing and adding attributes

Attributes are really important for our site. Attributes are specs and relevant information that we enter on the site. It supplements the specs that we put up there, but the attributes are what is shown in a product comparison. When a customer compares like items across a series, or totally different items, the attributes is what they see. We always want to make sure these are correct and all filled in. We do not want to see a comparison and have one of the items with blank spaces where information should be. This will show you where to find them in the PIM and how to fill in the information.

See it in action: <http://www.screencast.com/t/8Q89iCSU1k>

23. Up Sells

Same process as section 16. Can be handled by managers if no information is given. This section will be improved with more content.

24. Warranties

Currently used on specific products only. Please see a manager if you believe this section applies. This section will be improved with more content.

25. Shopping Feeds

Please see a manager if you believe this section applies to you. This section will be improved with more content.

26. Making better pages

Up to this point, we have been looking at making small changes here and there. This is what it all leads up to. This is an overview of all the things we have gone over before and what it all does, starting with a blank page and going to a completed page. You'll see the differences between them and get an idea of what we want for each page on the site.

See it in action: <http://www.screencast.com/t/aSYsAVy7k>

27. How to Create a Kit – Product Tab Selection

Kits are used to bundle items together and provide a complete solution to the customer.

Steps:

1. Go to the PIM
2. Add a Product
3. In the Product Tab, use the first dropdown (Item Type) to select KIT
4. Everything else works the same except that the pricing tab will be automatically calculated and a “KIT tab appears in your menu.
5. In the Kit tab, add the items you wish to bundle **at their sale price NOT our cost. See your manager for pricing.**
6. Save and Publish
7. Review your work

See it in action: <http://www.screencast.com/users/AnthonyCusmano/folders/Jing/media/35bb123d-458e-4cbe-b501-ad35cc870a9a>

Questions/Comments

If you have any questions on any of the sections please see your manager.

If you would like to contribute to this document please email David [davida@tequipment.net] or Anthony [anthony@touchboards.com]

A web version of this document will be created in the upcoming months in the company Wiki!