Devices and Start Start Start Start Start Start GUICK START GUIDE.



This is a quick-start guide to help you add your products into PayKickstart and start having affiliates promote your products.

Make sure you check out our in-depth Knowledge base for more articles, videos and tutorials.

http://support.paykickstart.com/knowledge-base/

STEP 1. PLATFORM SETTINGS

We recommend that you first go into your Platform Settings and setup a few things...

2 ?	Wark Thompson Vendor	
	Platform Settings	۵
	Integrations	$\mathbf{\Sigma}$
	User Management	<u>:::</u>
RENCY:	Notifications	▲
itates Dollar (USD)	My Profile	-
	Sign Out	ເ

Base Currency: Choose your primary currency that will be used by default on your checkout pages.

PAGE CURRENCY		
BASE CURRENCY	BASE CURRENCY: United States Dollar (USD)	

Note: You can the Enable "Multiple Currency" which will allow the customer to choose their local currency and provide a real-time currency conversion on the checkout page.

MULTIPLE CURRENCY When the Multiple Currency option is enabled, the price in	Enable	Disable
your visitor's currency will also be shown on the checkout		
page. However, the transaction will be processed in your		
chosen base currency. The exchange rate only affects the		
client's displayed currency on the checkout page, and is		
meant purely as an estimate as to how much the client		
will ultimately pay in their currency		
	i	



Time Zone: Specify your local time zone so that all sales Day/Time will display in your location.

TIME ZONE		
TIME ZONE Select your default time zone.	New_York (UTC-5)	•

Affiliate Settings: Specify if you want to manually approve affiliate partners or automatically approve them. You can also choose which type of affiliate program you would like to run (ie: lifetime commissions, each campaign is unique).

AFFILIATE SETTINGS	AFFILIATE APPROVAL: Manual	TRACKING SETTINGS: Commission, per campaign basis -
	Lifetime Commisssion, per visitor basis - To receive lifetime co affiliate to the Vendor's products. (i.e. they're not required to be a past or Lifetime Commisssion, per customer basis - To receive lifetim by an affiliate to the Vendor's products. Note: Last affiliate cookie gets credit. Commission, per campaign basis - No lifetime commissions away	ustomer). ne commission, the purchase must be made by a past customer referred

STEP 2. INTEGRATION S



Now you want to go and connect your Payment, Email and Webinar integrations.

Payment: Connect your Paypal, and Credit Card processor so you can start accepting payments.

See: <u>http://support.paykickstart.com/categories/payment-integrations/</u>

Email: Connect your Email Auto-responder so you can automatically add customers to your email list for follow-up.

See: http://support.paykickstart.com/categories/email-integrations/

Webinar: Conenct your webinar service so you can automatically add a customer to an upcoming webinar.

See: <u>http://support.paykickstart.com/categories/webinar-integrations/</u>

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🗱 Integra	ations	Platform Settings	
		Integrations	
Payment	Email Webinar	User Management	
		Notifications	
+ Add a Pay	ent Gateway Compare Services	My Profile	
PayPal	PayPal	Sign Out	
Prayra	rayrai		
DEFAULT YOU	r Business Account	(8 ×
stripe	Stripe		
	pe Sandbox Vendor		8 x

STEP 3. CAMPAIGN SETUP



You first need to create a Campaign name.

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🛕 Quick Start	Campaigns Licensing			Search Q
Dashboard				
VENDOR	▼ Filter By:			m Date 05/01/2016 - 05/31/2016
📜 Payments	Vendor	Campaign	Affiliate Request URL	
Campaigns	Mark Thompson mark@stayonsearch.com	press play	C http://paykstrt.com/request/44	+ 🛛 🗶 🗙
T Funnels	Mark Thompson	R EasyVSL ^{∞20}	A http://paykstrt.com/request/73	+ 2 2 ×
🚢 Affiliate	mark@stayonsearch.com	A LOJY VOL		
lılıl Reports				
6. 1 mma				

Then upload a Campaign logo which will be used on your checkout page and various other areas inside of PayKickstart.



Then choose from the pre-connected payment integrations you setup already, so that you can offer Paypal and/or Credit Card processing.



Payment Cateway	
PAYPAL Choose which Paypal account to use to accept Paypal payments.	Enable Disable
	PayPal PayPal
	DEFAULT Your Business Account
CREDIT CARD Choose which credit card processing service to use to accept credit card payments.	Enable Disable
	stripe stripe
	DEFAULT Stripe Sandbox Vendor

Choose which affiliate and buyer notifications will be sent based on specified actions.

Transaction Notifications AFFILIATE NOTIFICATIONS Have the ability to enable or disable email notifications for affiliate partners.	Enable Disable APPLY TO WHICH NOTIFICATION(5) Refund , Sale
BUYER NOTIFICATIONS Have the ability to enable or disable email notifications for buyers.	Enable Disable APPLY TO WHICH NOTIFICATION(S) Account-cancelled , Account-cancelling , Bonus-email , Card-expiring , Refund , Sale , Trial-expiring , Update-

See: http://support.paykickstart.com/knowledge-base/managing-notifications/

Add your support URL/email and your refund policy.

•	Product Support			
E	SUPPORT Enter a Support URL and/or Email address which will be used on email notifications so customers can contact	URL http://support.digitalkickstart.com	EMAIL support@pressplay.io	
	you.			
	REFUND PERIOD Enter the number of days of which customers can request a refund. This also determines affiliate pending	30		0
	vs available payments for any delayed payments.			

Enable/Disable if you would like APPROVED affiliate partners to be able to promote your product.

Affiliate Program Enable Disable			
AFFILIATE REQUEST PAGE URL: Provide this URL to your affiliate partners to allow them to request to promote your product.	http://paykstri.com/request/44		
COMMISSION SETTINCS Set the commission percentage an affiliate can earn for each sale they refer. 2nd tier commissions can be given to affiliates who refer other affiliates to promote your	COMMISSION TIER 1 0.00	COMMISSION TIER 2 0.00	
product.			

Integrate a 3rd party membership service, to automatically have that customer get added to a plan/membership level upon purchase.

MEMBERSHIP SERVICE Select the membership integration(s) you will be using, to automatically add customers to a membership	MEMBERSHIP SERVICE: Wishlist		
to automatically add customers to a membership level/plan upon purchase.			
	Wishlist	API KEY	
	http://easyvsl.com/index.php/register/HWkuw0	DOTUkv17JLNWhtv9	
	WARNING: Note: The membership plan/level will be sele	cted at the product level.	
	FEP 4.		
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<u> </u>	ETUP		



Now you can start adding your products to that campaign.



Step 1: Product Details – This is where you will give your Product a name, description, landing/sales page, product access URL, and set the price point.

Step 2: Checkout Page – This is where you can edit/customized the checkout page design.

Cilck the "Open Editor" to have more custom options.

Step 3: Integrations – This is where you will select from the preconnected Email, Webinar and Membership integrations so you can automatically add customers to various 3rd party services upon purchase.

Checkout Page			
USE TEMPLATE EDITOR Click the Open Editor button to use the full checkout page editor for customizations.	COPEN EDITOR		
CLONE EXISTING PRODUCT Have a checkout template you already like? Simply choose the product checkout template and clone it.	Select Product		•
SELECT TYPE Choose from a variety of pre-designed 1-step and multi-step checkout pages.	→ 1 STEP	t과 MULTI STEP	

STEP 5. FUNNEL SETUP

Now that we have our Campaign and Products added into the system, we need to setup our sales funnel.

apaykickstart							2 2	Mark Thompson Vendor
🛕 Quick Start	Funnels							
Dashboard								
VENDOR	I Funnel List						I Arrange I	By: Alphabetical - Ascendin 👻
📜 Payments	Vendor	Campaign	Sales	Avg. Transaction	EPC	Conversions	Refunds	
E Campaigns	Mark Thompson mark@stayonsearch.com	PeersPlay	0	\$0	\$0	0%	0%	×
▼ Funnels 📕	Mark Thompson mark@stayonsearch.com	EnryWSI.	0	\$0	\$0	0%	0%	×
Amiliate	Mark Thompson mark@stayonsearch.com	Press/Pary	0	\$0	\$0	0%	0%	×
J ^C Utilities								
AFFILIATE								

Give your funnel a name, choose which Campaign it should be associated with and what affiliates are able to promote the funnel.

		-			<u>ع</u>
Funnels	CREATE FUNNEL	×			
🗐 Funnel List	Main Launch Funnel				
Vendor	Campaign: PressPlay				
Mark Thompson mark@stayonsearch.com	All Affiliates		\$0	0%	0%
Mark Thompson mark@stayonsearch.com	Save Cancel		\$0	0%	0%

After that, you will go into our visual funnel builder. This is where you will add your products from the dropdown and choose the funnel path a customer will go through based on what products they purchase in your funnel.

Funnel Title	Thank You Page		Custom Thank you Pa	ige	Affiliates	
PressPlay Launch Funnel	Update Default Thank you Page	•	Enter final access page	url here Update	All Affiliates	
			YES			
		PressPlay - I	Main Offer - \$1.00	•		
		Override Setting	0	8		
			YES			
		PressPlay - 0	DTO1 - \$1.00	•		
		Override Setting	0	B		

For each product that you add in your funnel, we will provide a checkout link that you will use to send people to purchase. A customer will automatically go to the next landing page in your funnel based off if they purchased or not. If they DO NOT buy a one time offer/upsell, you want to hyperlink the "No Thanks" link to the next page in your funnel.

- Funnel - (COPY FUNNEL URLS	×	
	PressPlay - Main Offer https://app.paykickstart.com/checkout/95	% Сору	nk you Page
U	Close		ccess page url here



See: http://support.paykickstart.com/knowledge-base/setting-up-a-sales-funnel/

STEP 6. AFFILIATE PROGRAM SETUP



Now that we have our funnel setup, we can start adding promotional materials into the Marketing section for affiliates. Your approved affiliates will now see their unique affiliate link, email swipes, banners and contests you've provided.

							🥨 Vendor 📃
	Affiliates	Marketing	Payouts	Requests		Search	a 🔶
Email S	Swipes Ban	ners Contest	ts				Email Swipe Banner
	2	🕫 Campaign		¢	E Title	\$ Notes	Contest 🗢
PressPlay				Launch	Swipe #1		x

Under "Campaigns" you will find the affiliate request URL that you will provide them in order to get approved and receive their unique affiliate promotion link.

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	Campaigns Licensing			Search Q
Dashboard	T Filter By		/	m Date 05/01/2016 - 05/31/2016
VENDOR	Vendor	Campaign	Affiliate Request URL	
Campaigns	Mark Thompson mark@stayonsearch.com	press play	1 http://paykstrt.com/request/44	+ 🛛 🗶
T Funnels	Mark Thompson mark@stayonsearch.com	র EasyVSL ^{∞20}	1 http://paykstrt.com/request/73	+ 2 2 ×
Affiliate				
🔎 Utilities				

If you manually are approving affiliates, you will receive an email and also a notification in the app when you have new affiliates to approve/deny.



You can either approve them for JUST that product they want to promote, OR to promote all of your products. Same with denying an affiliate.

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Quick Start Dashboard	**	Affiliates	Marketing	Payouts	Requests				
VENDOR	T Filter B	ly:			Request to Promote	Sales to Date	Refund Date	Country	🗂 Date
Payments		Digital Kicksta administrators@di	i rt igitalkickstart.com		Imper	0	0%	United States	
T Funnels		Ruggero Sand ruggero@topwebd			Imp75.	0	0%	South Africa	• • •