



USER GUIDE

for

BEEKETING BOOST SALES

BEFORE WE GET STARTED

Beeketing Boost Sales extension helps Magento merchants increase average order value by upselling & cross-selling to existing customers.

By creating custom upsell and cross-sell offers, you can show more relevant items of your choice when customers view or add target products to cart.

To save your time and efforts in creating separate offers for each product in your list, the extension can automatically generate smart upsell and cross-sell offers for any product by learning the sales data and customer shopping patterns on your store.

Your store will also be empowered to automatically sell even more with the Sales Motivator and Last-step Upsell features built in the extension.

Let's discover how you can master **Beeketing Boost Sales** extension by following the detailed instruction below.

CREATE CUSTOM UP-SELL OFFERS

Upsell offers will show up when customers add an item to cart in order to suggest other relevant items customers may want to replace or buy together.

In sidebar menu, open **Up-Sell** tab >> Click **Add offer** button:

<input type="checkbox"/>	Offer's name	Target products/ collections	Offer	Conv. rate	Edit	Active
<input type="checkbox"/>	Offer 1	 "I AM DENIM" COLLECTION DENIM... "I AM DENIM" COLLECTION... "ESSENTIAL FIT" FLARED SKINNY JEANS		0%		<input checked="" type="checkbox"/>

Step 1: Choose what type of upsell offer to set up:

- **Add another product to cart:** If customers add up-sell items to cart, the target product will remain and not be replaced in the cart.
- **Alternate target product with the higher-priced product:** If customers add up-sell items to cart, the target product will be replaced.

1. Your up-sell offer will motivate customers to

Add another product to cart ?

Alternate target product with a higher-priced product ?

Step 2: Select target product(s) to create upsell offer for:

You can choose to offer up-sell for all products on your store by choosing **Any product**, specific products only by choosing **Products**, and products in a collection(s) by choosing **Collections**.

The screenshot shows the 'Step 2' configuration screen for an upsell offer. The left sidebar contains navigation options: Dashboard, Up-sell (selected), Cross-sell, Settings, Themes, Translate, Love Boost Sales, Tips for sellers, and More features. The main content area is divided into two sections:

- 1. Your up-sell offer will motivate customers to**: Contains two radio button options:
- Add another product to cart
- Alternate target product with a higher-priced product
- 2. When your customer add these item to their cart**:
- A dropdown menu labeled 'Products' with a note 'Click to select type of product'.
- A search box containing three items:
 - "I AM DENIM" COLLECTION DUNGAREES WITH PATCHES Or
 - "I AM DENIM" COLLECTION DENIM SKIRT Or
 - "I AM DENIM" COLLECTION JEANS
- A note below: 'If customers add these products/ products in these collections to cart, this offer will pop up.'

Red arrows point from the text 'Choose target product(s)' to the search box and the dropdown menu.

Step 3: Set the upsell product(s) you want to offer to your customers:

The choices to up-sell can be specific product(s) or collection(s). You can offer the same collection as the target one in your upsell offer. But it doesn't work if you offer the same product as the target one.

The screenshot shows the 'Step 3' configuration screen for an upsell offer. The left sidebar is the same as in Step 2. The main content area is divided into two sections:

- 3. Then offer them these products**:
- A dropdown menu labeled 'Products'.
- A search box containing the text 'em'.
- A search results dropdown menu showing:
 - "SPECIAL EDITION" EMBROIDERED BAG (highlighted)
 - ASYMMETRIC HEM BLOUSE
 - ASYMMETRIC HEM SHIRT
 - ASYMMETRIC HEM SWEATER
 - A 'Close' button
- A red arrow points from the text 'type in some first letters of product name to find' to the search box.
- 4. Offer message & discount**:
- A text input field labeled 'Message *' containing the text 'Frequently bought with {{product name}}'.
- A note below: 'Motivate your customers with a great message'.
- A red tip below the message field: 'Tips: You can offer 2 products by creating another offer for the same targeted product.'

Step 4: Fill in offer information - Message & New price for up-sell products:

- Don't forget to fill out the message, otherwise, your upsell offer can't be saved. You should create an attractive and engaging message that make your offer irresistible for customers.
- You can choose to offer discount with Sales Motivator (explain later)

4. Offer message & discount

Message *

Complete your order with {{product name}} at 50% Discount! Only until midnight!

Write a creative offer message

Motivate your customers with a great message

Offer discount with Sales Motivator (Recommended)

Notice: This setting is used for all offers. Turn off Sales Motivator to disable this function in all offers. Any changes here will be applied to all offers.

The discount code

BEEKETING

Offer Discount Code

Discount

% 20

Amount customer needs to add to reach goal

USD 150

Whenever visitors add a product in up-sell / cross-sell offers, Sales Motivator will appear to encourage them add more products to cart to get extra discount on total cart.

When they reach the goal, the discount code you submit here will be automatically applied to their cart.

or offer separate discount for each product:

Offer discount by product

"SPECIAL EDITION" EMBROIDERED BAG

Offer new price

Offer Price

USD 25.25

Original Price

USD 49.9

To offer discount for this offer, you will need to add some codes to your theme template. Please [follow this instruction](#) to add the codes. Or contact us at hi@beeketing.com for the technical support.

make sure to complete this final step of code installation

Save Offer

Step 5: Click “Submit Offer” button after everything is ready.

Now all is set. You can preview your offer in the app or check how it goes live in your store.

CREATE CUSTOM CROSS-SELL OFFERS

Cross-sell offers will show up when customers view an item on the product page, in order to suggest a bundle of items that go well with the product customers are interested in.

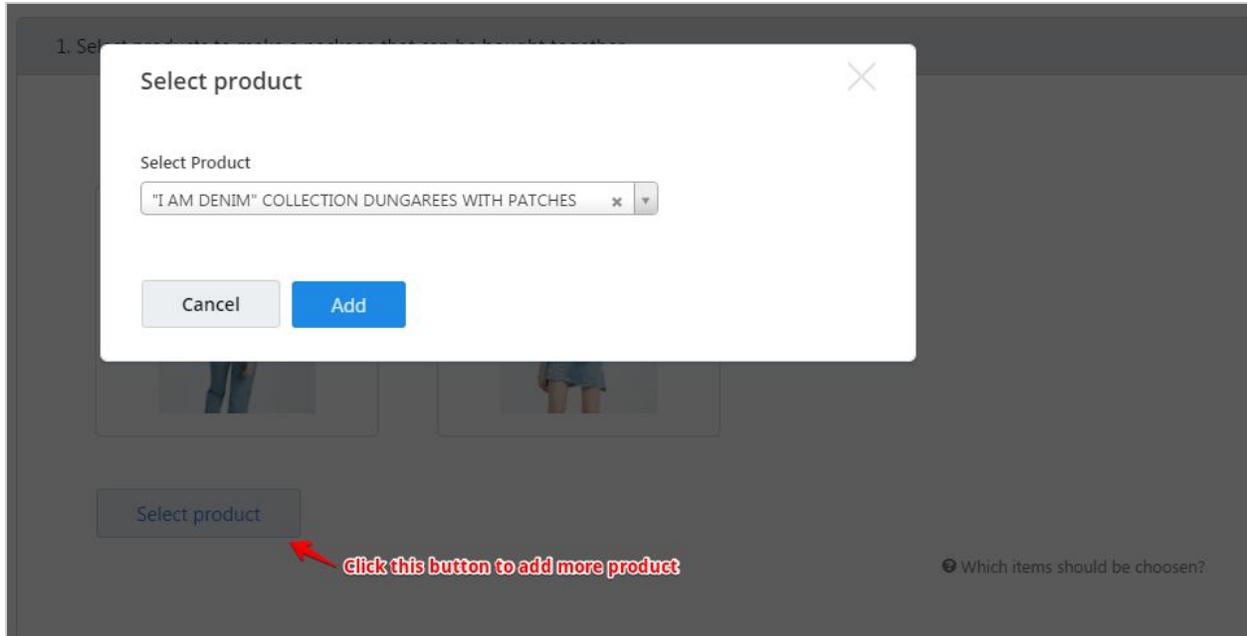
In sidebar menu, open **Cross-Sell** tab >> Click **Add offer** button:

The screenshot shows the 'Custom Cross-sell offers' interface. On the left is a sidebar menu with options: Dashboard, Up-sell, Cross-sell (highlighted), Settings, Themes, Translate, Hey, Read Me!, Tips for sellers, More features, and FAQ's. The main content area has a search bar, 'Import' and 'Export' buttons, and a '+ Add offer' button (highlighted in red). Below is a table titled 'All offers (3)' with columns: Offer's name, Combined list, Your Offer, Conv. rate, Edit, and Active.

<input type="checkbox"/>	Offer's name	Combined list	Your Offer	Conv. rate	Edit	Active
<input type="checkbox"/>	sample	<ul style="list-style-type: none">"I AM DENIM" COLLECTION JACKET"I AM DENIM" COLLECTION DENIM SKIRT"I AM DENIM" COLLECTION MOM FIT JEANS		0%		

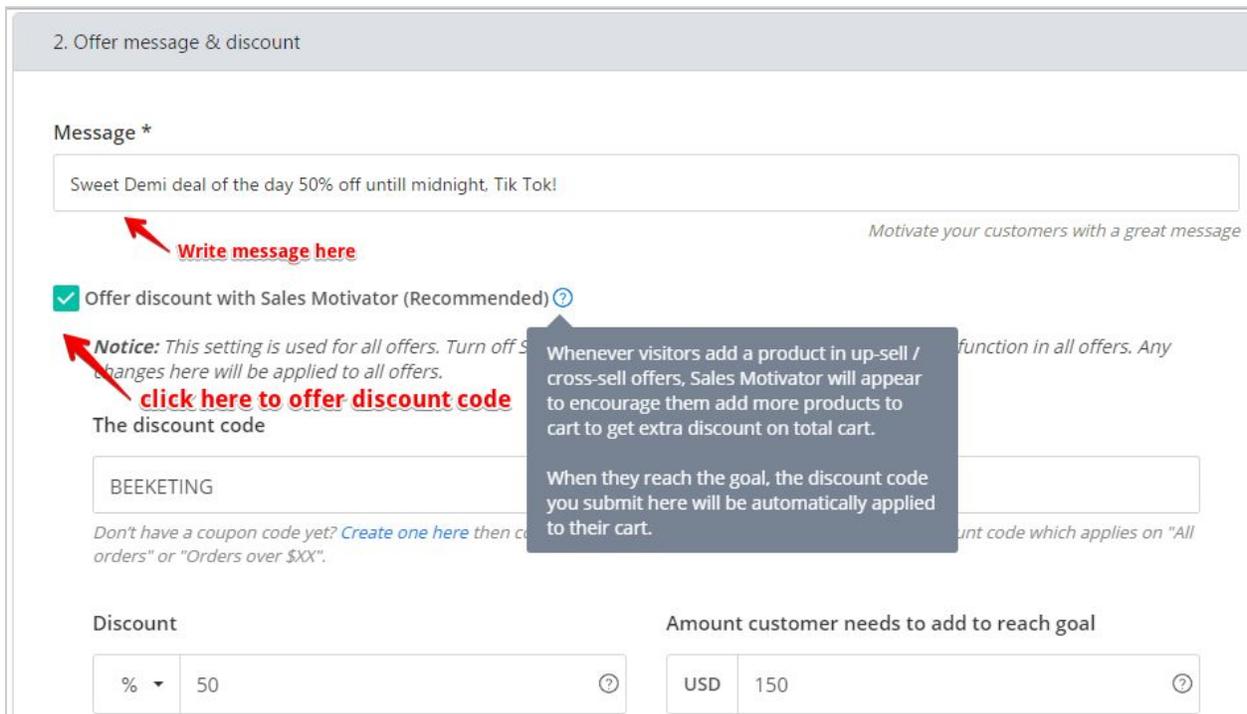
Step 1: Select products you want to bundle together in your cross-sell offer:

In cross-sell offer, you will suggest to customers a set of complementary products. You need to add at least 2 products for a cross-sell offer:



Step 2: Fill in offer information - Message & New price for the whole bundle:

- Don't forget to fill out the message, otherwise, your upsell offer can't be saved. You should create an attractive and engaging message that make your offer irresistible.
- You can choose to offer a discount with Sales Motivator (explain later)



or offer new discount price for the bundle:

Offer discount Turn this option on

To offer discount for this offer, you will need to add some codes to your theme template. Please [follow this instruction](#) to add the codes. Or contact us at hi@beeketing.com for the technical support.

Offer Price: Origin price: **\$510.00** [How it works?](#)

I want to offer discount for some specific bundles only

[Save Offer](#) [Preview](#)

You can also create separate discount prices for each bundles of different product variants, by checking the "I want to offer the discount for some specific bundles only" box:

I want to offer discount for some specific bundles only

Men linen ... D&G	+	Men cotto... Size 6	+	Men dry li... DT	Offer price <input type="text" value="250"/> Origin price: \$440.00
Men linen ... D&G	+	Men cotto... Size 6	+	Men dry li... DT	Offer price <input type="text" value="250"/> Origin price: \$440.00
Men linen ... D&G	+	Men cotto... Size 7	+	Men dry li... DT	Offer price <input type="text" value="250"/> Origin price: \$440.00

Step 3: Click "Submit Offer" button after everything is ready.

Now all is set. You can preview your offer in the app or check how it goes live in your store.

ACTIVATE SALES MOTIVATOR FEATURE

Sales Motivator is built based on gamification technique: you create an order value threshold to motivate customers to spend more to reach the goal and receive a discount code as a reward.

In sidebar menu, open **Settings** >> **Sales Motivator** tab >> **Switch on** button

Appearance **Sales Motivator** Others

Sales Motivator

Whenever visitors add a product in up-sell / cross-sell offers, Sales Motivator will appear to encourage them add more products to cart to get an extra discount on the total cart. When they reach the goal, the discount code you submit here will be automatically applied to their cart.

Notice: This setting is used for all up-sell offers. Turn off Sales Motivator here means that you'll turn off this function in all up-sell offers. Any changes here will be applied to all offers.

Offer Headline

SWEET! Add more products and you can get a {value} c

The discount code

Don't have a coupon code yet? [Create on here](#) then come back to paste the code. You should create a discount code which applies on "All orders" or "Orders over \$XX".

Discount

% 20

Amount customer needs to add to reach goal

USD 0

Save

Your Sales Motivator will look like this

Goal: 20% Discount Progress: \$25.00 of \$50.00 0%

SWEET! Add more products and get 20% off on your entire order!

You just added View your cart / Continue shopping

Men cotton cashmere crewneck sweater (unisex... Subtotal: \$199.95 Check out now

Frequently Bought With Uniqlo collection for you

Men ultra lightweight jacket (The Uniqlo the new collection) ... \$29.00 Size XXL Add to cart

Fill in the information:

- **Offer headline:** write a captivating copy to catch customers' attention about your offer
- **Discount code:** create a discount code in your Magento admin, and paste the code here
- **Discount:** choose the discount rate
- **Amount customer needs to add to reach goal:** the order value threshold you want customers to reach to achieve the discount code

Important note: once activated, this settings will apply to all offers. You cannot create separate sales motivator condition for each upsell / upsell offer, you cannot also apply it to specific offers.

Then, click **“Save”** button to activate the settings.

APPEARANCE AND OTHER SETTINGS

There are options for you to control how your offers show up and interact with customers

In sidebar menu, open **Settings >> Appearance** tab:

The screenshot shows the 'Settings' page with the 'Appearance' tab selected. The sidebar menu on the left has 'Settings' highlighted. The main content area is titled 'Call-To-Action' and contains the following elements:

- Call-To-Action** section: A heading followed by a paragraph: "Choose the color for your Call-To-Action buttons like 'Add to cart', 'Checkout'. It is recommended to use a bold color to motivate your customers click this button."
- Button color**: A color picker set to #009aff with a 'Reset to default' link.
- Text color**: A color picker set to #ffffff with a 'Reset to default' link.
- Preview**: A box labeled "Your button will look like this" containing a blue "Add to cart" button.
- On the Up-sell popups**: A dropdown menu set to "Checkout" with a red arrow pointing to it. Below is a preview of an up-sell popup with a green "Checkout now" button.
- On the Cross-sell popups**: A dropdown menu set to "Checkout" with a red arrow pointing to it. Below is a preview of a cross-sell popup with a green "Add all to cart" button.
- Save**: A blue button at the bottom left.

Red arrows from the text "choose to direct customers to cart or checkout" point to the dropdown menus in the Up-sell and Cross-sell sections.

- Design the color of CTA button and text

- For Up-sell and Cross-sell offer separately, choose to direct customers to Cart or Checkout if they click the CTA button

When customers close offer, there will be a small icon in the page corner so customers can click to re-open offer manually anytime they want.

Settings

Themes

Translate

Tips for sellers

More features

FAQs

Refer friends

Minimized icon

Here you can change the offer's minimized icon on the right side



Position of Minimized icon

Show minimized icon on mobile

 *Get holiday designs for your minimized icon to catch customer's attention better. Our gift for you to boost holiday sales, 100% FREE.*

[Become Power User For Free](#)

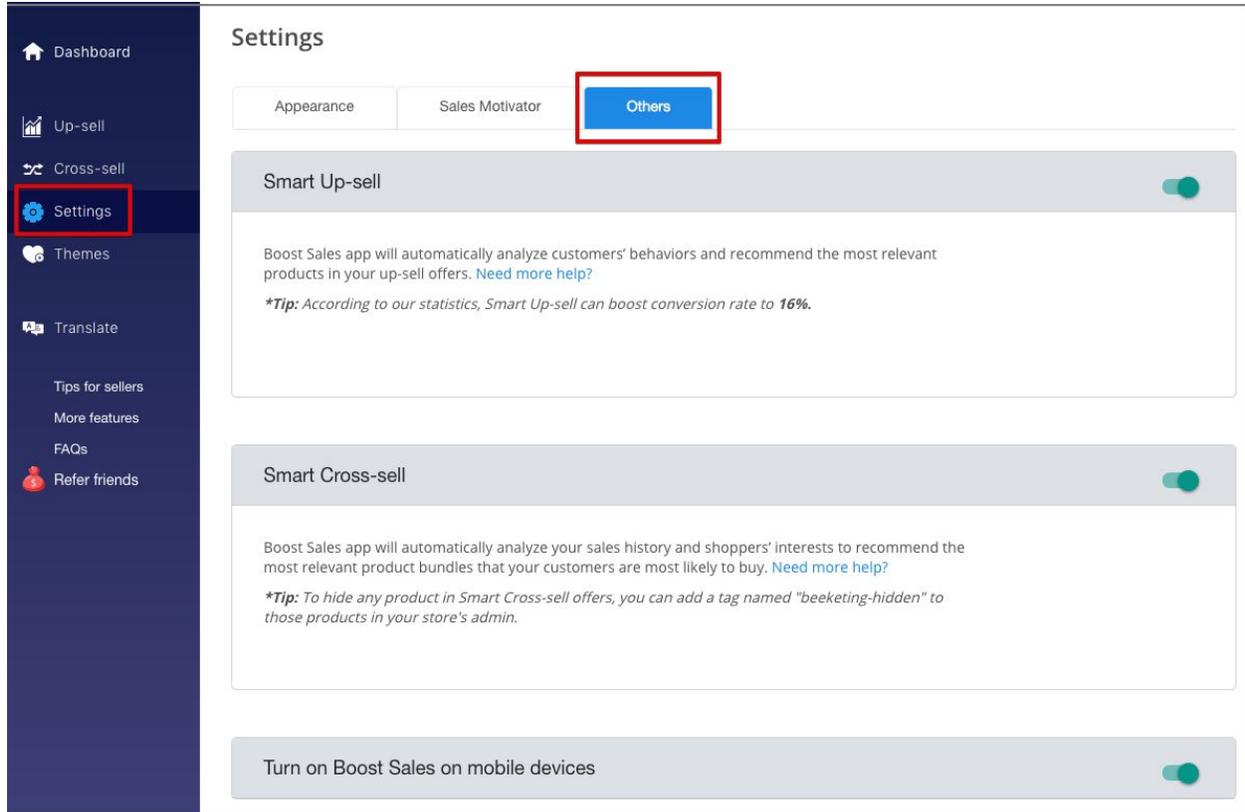
    

HOLIDAY GIFT

You can:

- Choose the icon graphics
- Choose position of icon
- Choose whether to show icon on mobile

In sidebar menu, open **Settings** >> **Others** tab:



- **Smart Up-sell:** the extension will automatically upsell items for any products customers add to cart
- **Smart Cross-sell:** the extension will automatically suggest cross-sell offer for any products customers view
- **Turn on Boost Sales on mobile devices:** you can choose whether to show your offers on mobile

We have walked you through all settings in Beeketing Boost Sales extension. Simple, isn't it?

Need any support? Contact us at hi@beeketing.com and we will be right back to you within 1 business day!