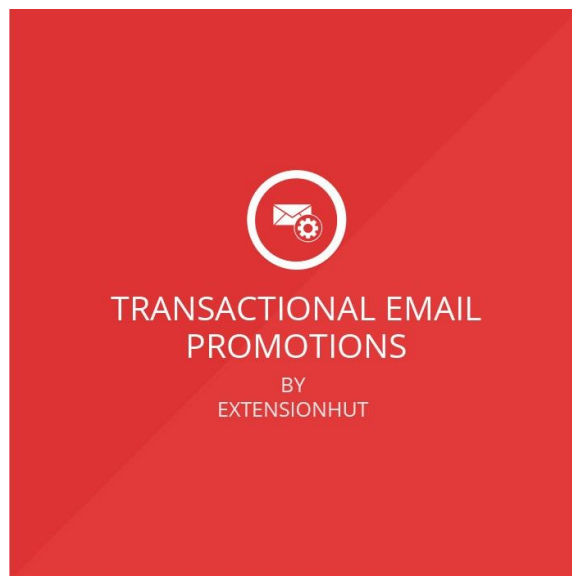


Transactional Email Promotion

Self campaigning, marketing and products promotion



Extension Specification Document

Version: 1.1.0

Magento 1

Extension URL:

<https://www.extensionhut.com/magento-extensions/transactional-email-promotions.html>

Support URL:

<https://www.extensionhut.com/support>

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Overview

Transactional Email Promotions helps to update your customers about offers, related products and upcoming events with transactional email. This extension allows store owner to easily create custom email content with both static and dynamic information and provides an effective way of email content marketing to deliver information to your customers without any extra email. With the help of email content marketing you can enhance your product up selling ability and let the customers know what updates and best offers you have for them.

The basic idea behind this technique is to keep the customers updated without annoying them. Transactional Email Promotions uses only transactional emails to send information. This can be considered as a healthy communication channel between customers and your company.

List of customer and guest emails for promotion

- Sales Order Emails
- Sales Invoice Emails
- Sales Credit Memo Emails
- Sales Shipment Emails

Why Transactional Email Promotion?

- 100% surety of successful information delivery.
- No extra email, annoying free communication.
- Create and attach targeted content that fits your business requirement.
- Turn potential customers into buyer.
- Cost effective solution with existing email utilization.
- Keep customer update about offers, new products and upcoming events.

Features

- 1. Dynamic and static promotion content:** Extension provides option to create both static and dynamic content for promotion.
- 2. Multi store configuration with single installation:** Extension can be configured for each and every store created in your Magento installation.
- 3. Different content with different email:** Option for each transactional email to set its own and different content to deliver.
- 4. Option to enable/disable each email content individually:** Every email content setting have its own option to enable and disable.
- 5. Attach different products at bottom of the email:** Attach related products, upsell products and cross sell products with orders email.
- 6. Product price and name hide option:** Products price and name can be hide or removed before sending in email.
- 7. Set number or products to attach:** Set products count to display or attach with email.

Configuration

Extension configuration is required to make it ready to function and set-up according to your requirements. Here is step by step guide to configure it.

Store > Configuration > Extension Hut > Transactional Email Promotion

General Settings

- 1. Enable** the extension to start its operational mode.

General Settings

Enabled Email Promotions [STORE VIEW]

Order Email Promotion Settings

- 1. Enable** particular section of the extension.
- 2. Promotion Heading** is the title which will display over the block of content that attached to the email.

Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
Promotion Heading	<input type="text" value="You may also like"/> <small>▲ Enter promotion heading to display in the email.</small>	[STORE VIEW]

3. Promotional Static Block provide an option to select and attach created static block with the email as promotional content.

Promotional Static Block	<input type="text" value="None"/> <small>▲ Selected static block will be displayed on the email bottom.</small>	[STORE VIEW]
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4. Products Type Block offer you the list of different product types to attach bottom of the email. It can be related products, upsell products and cross sell products.

Products Type Block	<input type="text" value="Specific Products"/> <small>▲ Selected product type block will be displayed on the email bottom.</small>	[STORE VIEW]
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5. Products IDs let you add specific products to email by their ids. You can attach any product to the mail just by adding comma separated ids in text field.

Products IDs	<input type="text"/>	[STORE VIEW]
	<small>▲ Comma seprated.</small>	

6. Product Count provide an option to enter count for displaying and attach number of products in email.

Products Count	<input type="text" value="2"/>	[STORE VIEW]
	<small>▲ Enter product count to display in the email. If 0 then 2 products will be displayed.</small>	

7. Hide Product Name from the list of attached products in the email.

8. Hide Product Price from the list of attached products in the email.

Hide Product Name	<input type="text" value="No"/>	[STORE VIEW]
Hide Product Price	<input type="text" value="No"/>	[STORE VIEW]

Other Email options

Sales Order Email Promotion		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
Promotion Heading	<input type="text" value="You may also like"/> ▲ Enter promotion heading to display in the email.	[STORE VIEW]
Promotional Static Block	<input type="text" value="None"/> ▲ Selected static block will be displayed on the email bottom.	[STORE VIEW]
Products Type Block	<input type="text" value="Specific Products"/> ▲ Selected product type block will be displayed on the email bottom.	[STORE VIEW]
Products IDs	<input type="text"/> ▲ Comma separated.	[STORE VIEW]
Products Count	<input type="text" value="2"/> ▲ Enter product count to display in the email. If 0 then 2 products will be displayed.	[STORE VIEW]
Hide Product Name	<input type="text" value="No"/>	[STORE VIEW]
Hide Product Price	<input type="text" value="No"/>	[STORE VIEW]

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Use Cases

We can use this extension with many different ways or as per our requirement. Here are some possible cases:

New or upcoming products campaigning:

Let your customer know about your new product launch on your store or the future products which are yet to come.

Attach informative content about your company and services:

Create static block, write services you provide, about company or required information that you want to send to your customers and attach this to different emails.

Tell your customer about offers and events:

Spread running offers and event through your customers that can help to make your potential customer into buyer.

Product upselling:

This is also helpful for products up-selling. It also have an option to select and send the up-selling products, related products in mail that can boost the sale.

Other Settings

These settings are only useful if you are already using the customized transactional emails for sales. If you are using customized templates then you need to add the below code for the particular email templates:

- Sales Order Email:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_order" area="frontend"}}`
- Sales Order Email Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_order_guest"}}`
- Sales Order Email Comment:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_order_comment"}}`
- Sales Order Email Comment Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_order_comment_guest"}}`
- Sales Shipment Email:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_shipment" shipment=$shipment}}`
- Sales Shipment Email Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_shipment_guest" shipment=$shipment}}`

- ❑ **Sales Shipment Email Comment:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_shipment_comment" shipment=$shipment}}`
- ❑ **Sales Shipment Email Comment Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_shipment_comment_guest" shipment=$shipment}}`
- ❑ **Sales Invoice Email:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_invoice" invoice=$invoice area="frontend"}}`
- ❑ **Sales Invoice Email Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_invoice_guest" invoice=$invoice}}`
- ❑ **Sales Invoice Email Comment:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_invoice_comment" invoice=$invoice}}`
- ❑ **Sales Invoice Email Comment Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_invoice_comment_guest" invoice=$invoice}}`
- ❑ **Sales Creditmemo Email:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_creditmemo" creditmemo=$creditmemo}}`
- ❑ **Sales Creditmemo Email Guest:** `{{layout handle="sales_email_promotional_items" order=$order email_name="sales_email_creditmemo_guest" creditmemo=$creditmemo}}`
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