



WALDEN GALLERIA

MERCHANT LOGIN

HOW-TO GUIDE

Walden Galleria shops now have the power to post sales, jobs, events and hours onto waldengalleria.com directly from your computer, tablet, or mobile device.

PLEASE NOTE:

Published posts may take up to **48 business hours** (Monday-Friday) to approve and go live on the website. Please get your sales in before **3:00pm on Friday** for weekend sales.

If at any point you would like assistance or further clarification on how to get your information to our website, please feel free to reach out to the marketing department at any time – we are here for you!

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1. REGISTER YOUR USERNAME

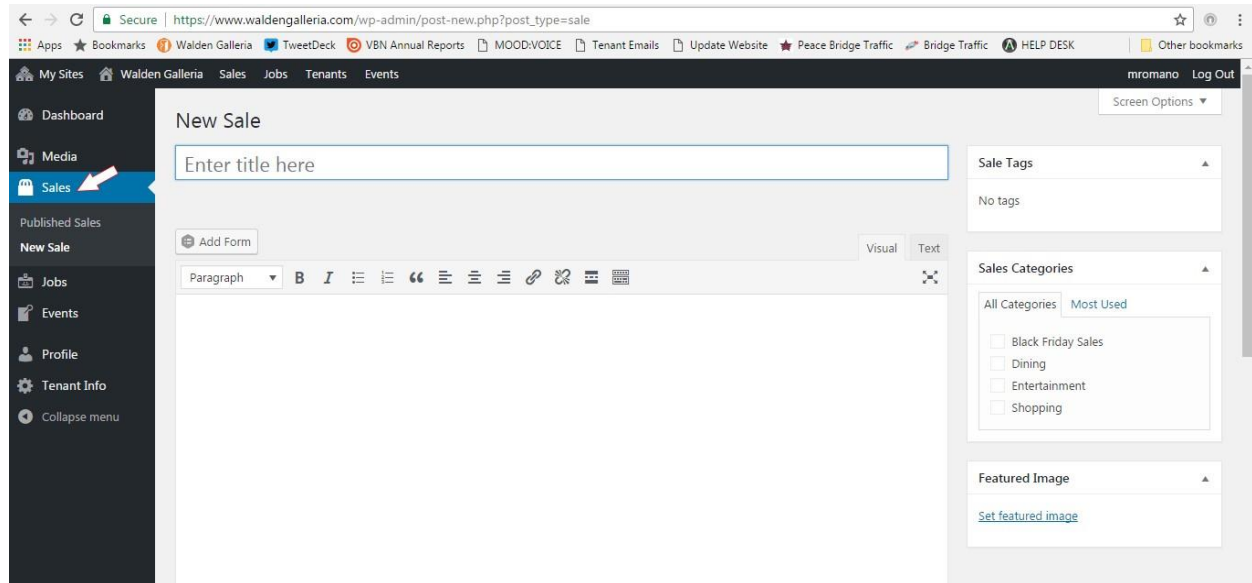
- Visit www.waldengalleria.com and scroll to the bottom of the page
- Select MERCHANT LOGIN from the menu options
- Click Register Account
- Fill out USER REGISTRATION REQUEST form
 - Entry Code: waldengalleria2017
 - Select YOUR STORE
 - Add your STORE/WORK number
 - First Name, Last Name
 - Email (needs to be valid address for important mail messages, password recovery, marketing updates)
 - Position (Manager, Assistant Manager, Operations Manager..etc.)
 - Username – unique to you, stores can have multiple users
 - Password
- Click SUBMIT
- You will be emailed an activation link and will be approved by the mall team as soon as possible
- Once your link is activated and you are approved, you are all set to login under your username

Note: Stores can have multiple users under one store name. Please instruct those on your staff that you trust to upload sales, jobs, events, and hours to create their own usernames.

2. ACCESS THE LOGIN PAGE

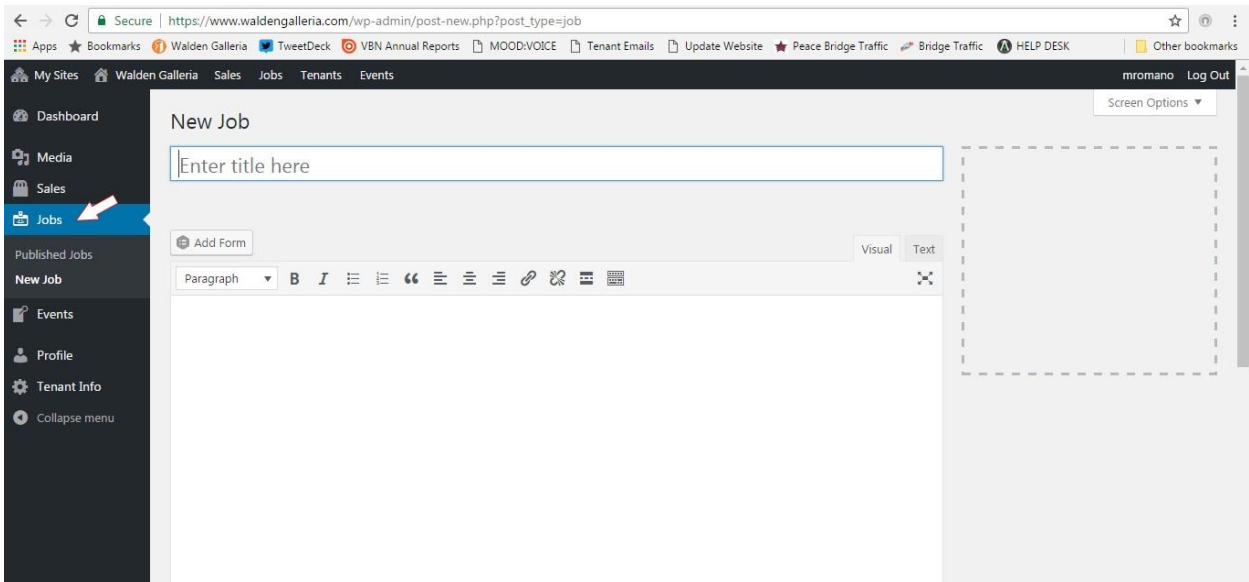
- Visit www.waldengalleria.com and scroll to the bottom of the page
- Select MERCHANT LOGIN from the menu options
- Enter your username and password
- You will be brought to the dashboard page, from here you can upload sales, jobs, events, and hours

3. ADDING A SALE



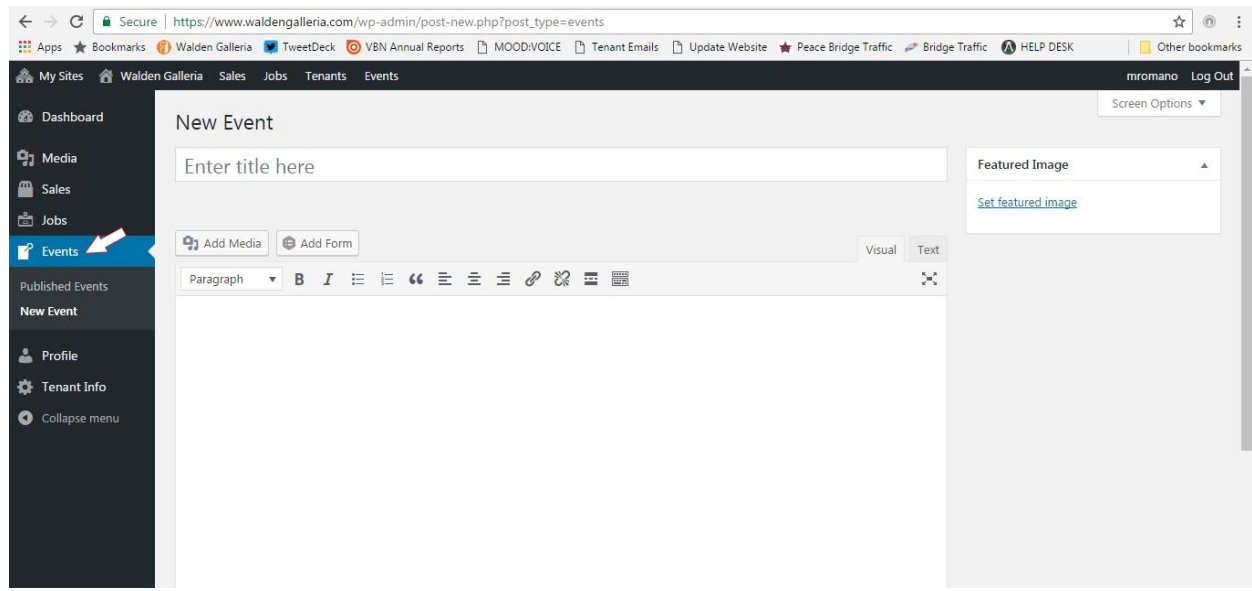
- From the dashboard page select SALES (if tablet or mobile, you may need to select the three line menu button that stands for MENU to be brought to more options)
- Click NEW SALE – *you will be provided published sales or new sale option, select NEW SALE*
- Under NEW SALE you will be provided a title box, text box, sale tag, sales categories, images, sales fields, and publish box.
 - Title Box: enter the sale title (example: Friends & Family or Boot Clearance Sale)
 - your store name will automatically appear under the sale title*
 - Text Box: enter sale information, disclaimer language, or product information
 - Sale Tag: select tags that you want associated with your sale when SEARCH is used
 - Sales Categories: select any sale categories that your sale falls within
 - Add Image: add an image (under 2MB, JPEG) to be included with your sale
 - To add an image select ADD IMAGE (a new page will open)
 - Select UPLOAD FILES, select the image, fill in the information, and select set
 - featured image.
 - Sales Fields: Select a start date and end date for the sale. Select Hide Sale Date if you do not want the public knowing when your sale starts or finishes. Please note, once the end date happens, the sale will be removed from the website automatically.
 - Publish Box:
 - Select SAVE DRAFT if you do not want to publish yet – *this will keep your sale on the sale lists, but will not post it to the website until you hit PUBLISH*
 - Under PUBLISH IMMEDIATELY: Select EDIT if you would like to schedule the post
 - and publish at a later date
 - Select the blue PUBLISH if you would like the sale to go on the website
 - Note: Status will be edited by marketing and visibility should remain public at all times

4. ADDING A JOB POST



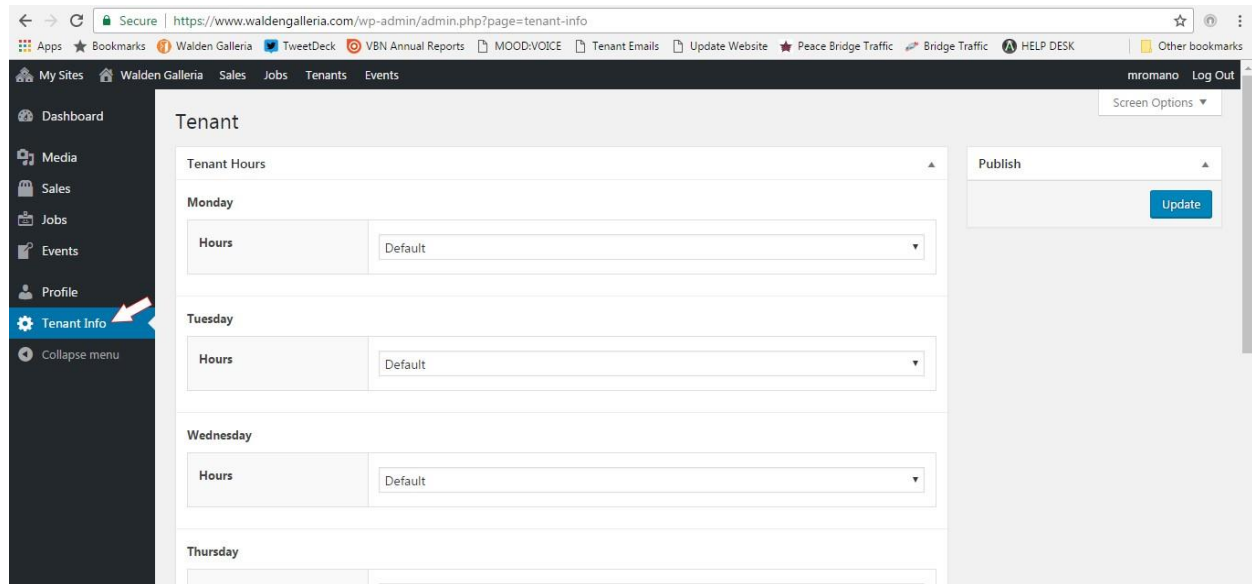
- From the MENU select JOBS (if tablet or mobile, you may need to select the three line menu button that stands for MENU to be brought to more options)
- Click NEW JOB – *you will be provided published jobs or new job option, select NEW JOB*
- Under NEW JOB you will be provided a title box, text box, jobs fields, and publish box.
 - Title Box: enter the job position title (example: Key Holder or Store Associate)
 - *your store name will automatically appear under the job posting*
 - Text Box: enter job requirements & information
 - Job Fields: enter an online application link if applicable, and an expiration date if applicable – *job entries will automatically expire in 60 days if not otherwise indicated*
 - Publish Box:
 - Select the blue PUBLISH button.
 - Note: Status, visibility and publish should not be edited for job postings.

5. ADDING AN EVENT



- From the menu, click EVENTS
 - Click NEW EVENT – *you will be provided published event or new event option, select NEW event*
 - Under NEW EVENT you will be provided a title box, text box, featured image, and publish box.
 - Title Box: enter the EVENT TITLE (example: Yappy Hour or Yoga with Julie)
your store name will automatically appear under the event host
 - Text Box: enter event information, start and end times, details, disclaimer language
 - Add Image: add an image (under 2MB, JPEG) to be included with your sale
To add an image select ADD IMAGE (a new page will open)
Select UPLOAD FILES, select the image, fill in the information, and select set featured image.
 - Publish Box:
 - Select SAVE DRAFT if you do not want to publish yet – *this will keep your event on the event lists, but will not post it to the website*
 - Under PUBLISH IMMEDIATELY: Select EDIT if you would like to schedule the post
and publish at a later date – *this can be used if you want it to exist on the website but not until a certain date*
 - Select the blue PUBLISH if you would like the event to go on the website
- Note: Status will be edited by marketing and visibility should remain public at all times

6. UPDATING HOURS



- From the menu options, select TENANT INFO
- Under TENANT HOURS select or input the following
 - Default: Monday-Saturday 10:00 AM – 9:30 PM, Sunday 10:00 AM – 7:00 PM
 - Closed
 - Override
 - Start time: 00:00 AM (12 hour)
 - End time: 00:00 PM (12 hour)
- Under SPECIAL DATE AND TIMES (for events or specific dates where your store will be open or close different from default hours)
 - Click ADD NEW TIME
 - Enter Date
 - Select Closed if store will be closed
 - Input open and close times if differing from default hours for only one day

PLEASE NOTE: this does not replace lighting requests or store operating hour requests, you MUST still see mall management if you are planning to operate outside of your lease-obligated hours.

7. EDITING

- To edit a SALE, EVENT, OR JOB
- From the MENU options select the correct category (sale, event, job)
- Select PUBLISHED [sale, event, job]
- Select specific post you wish to edit
 - You will be brought into the page as you entered information before hitting publish.
Enter the corrective or new information as needed and publish again.

8. BEST PRACTICES & TIPS

Please be mindful of spelling, capitalization, quotations and punctuation.

It is best to copy phrases and information directly as published by corporate offices onto flyers.

TITLES

Please utilize language and punctuation provided by your corporate

Bad example of title: FRIENDS & FAMILY!!!!!!!!!!!!!!!!!!!! EVERYTHING 70% OFF!!!!

Good example of title: Friends & Family: 70% OFF

Leave store names, dates, and info out of the title section

Bad example of a sale title: JOE SHOE STORE BUY 3 GET 1 FREE 1-28-17!!!!

Good example of a sale title: Buy 3 Shoes Get 1 Pair FREE

TEXT BOX

Please list out sales rates in a neat and clean order, correctly punctuated and easily read by viewers

Bad example of info section:

Spend \$100 get \$10 off spend 200 get 20 off spend 300 hundred get 30

Good example of info section:

Spend \$100 get \$10 off

Spend \$200 get \$20 off

Spend \$300 get \$30 off

IMAGES

- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to marketing.
- If you are provided multiple images for a sale or event, please choose **ONE** image that best represents the information provided.
- If you are given multiple images for multiple sales, please create individual sales posts for each promotion and post with corresponding sale images.

TIPS

- Schedule posts ahead of time as soon as they are given to you. This feature helps if you cannot share to the public that it will be happening, but it will post once you can share. Only your store users and mall marketing can see these posts before their scheduled date.
- Allow staff members who are technologically savvy and responsible to create their own username and passwords and give them the responsibility of updating sales
- Disclaimers can be italicized and the font size decreased if desired
- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to us.