

## What It Does

ECi has produced a five-minute video that provides a guided tour of commonly used features in the ECinteractive family of products. As shown in the figure below, the video discusses all the features your customers need to start shopping — account security (including the new 6-character password and security question and how to reset), catalog browse and search, quick order, favorites, machine matching, news, checkout approvals, and history.



It is not branded — there's no mention of ECi or ECinteractive anywhere in the video. You can use it as your own promotional material no matter what you call your site!

There are two versions:

The **Guided Tour DVDs** are available from ECi Sales with a modest shipping and handling fee. It's good to have on hand when your sales personnel conduct laptop demos for your newest prospects or migration campaigns, or wish to hand out a DVD along with your own marketing collateral.

The **Guided Tour streaming video** is available free for you to display on any of your Web Storefronts, using the custom site text feature of your Admin Control Panel.

- For example, in Dealer Station® or is.D-Force® you could use the streaming video in Account News to encourage certain accounts to log in to the new site instead.
- On your ECinteractive® or is.D-Force2® site, you can use it in the Guest Account News page to educate visitors.
- If you have a separate site not hosted by ECi, include the streaming video there too, and link to your ECinteractive site and/or a contact form where you qualify new customers.

In this document, we'll describe how to add it to both families of ECi Web storefront sites.

## How To Do It

### In ECinteractive and is.D-Force2

#### Using Site Text Editor to Insert the Video (or a Link To It)


The ECinteractive Site Text Editor lets you write and format text blocks for various pages on your site, just the way your customers and visitors would see it in WYSIWYG mode (What You See Is What You Get), and also lets you insert HTML code and related scripts in View Code mode. After you create the text block, you can assign it to a specific page or message in Site Text Assignment, or to accounts in Account News.

1. On the left navigation menu, click **Site Text** and select **Text Editor**.  
Or, on the top navigation menu, click **Site Config**, and select **Text Editor**.
2. In the **Select Text** drop-down field, you can accept the default <New Text> or select an existing text record you've created.
3. In **Text Description**, enter the title you wish to use, such as **Guided Tour Video**.
4. You can link to a new window that will play it, or place the video directly into the page.

---

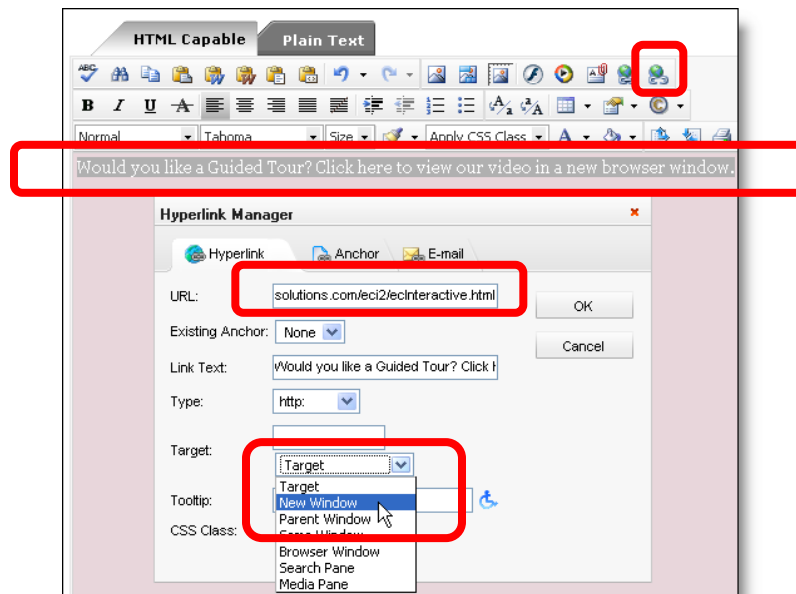
**Note:** If low bandwidth may be an issue for some of your customers, use the link.

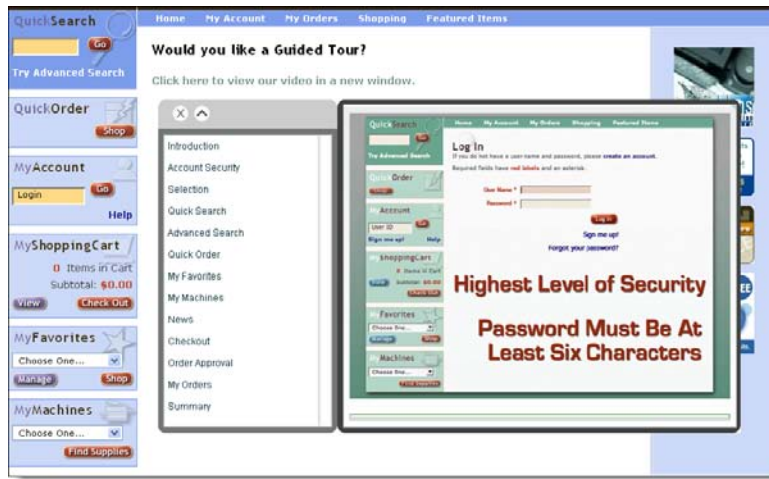
---



- o To place a **link to a pop-up window** (*suitable for low bandwidth*), follow these steps:
  - a. Enter some text, such as “Would you like a Guided Tour? Click here to view our video in a new browser window.”
  - b. Select the text you entered, and click the  **Hyperlink** button.
  - c. Copy the address below, paste it into the **URL** field.

<http://www.motionmediasolutions.com/eci2/ecInteractive.html>

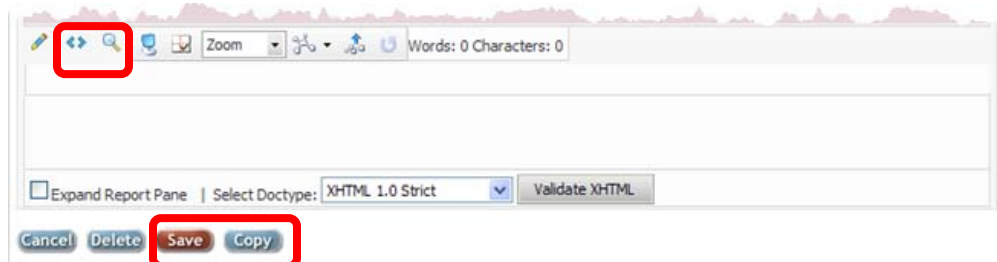
  - d. Select a **Target** of **New Window**.
  - e. Click **OK** to save your changes for the dialog box.
  - f. Click **Save** to save your changes to the site text block.






- To **place the streaming video directly within a page** (suitable for high bandwidth; but it will cover the banner ads on the right side of the page, as shown above), follow these steps:
  - a. Click the  **HTML** button at the bottom of the text area to view code.
  - b. Copy the following code, paste it into the code window.
  - c. Click the  **Preview** button to return to the WYSIWYG editor.
  - d. Click **Save**.

```
<iframe
src="http://www.motionmediasolutions.com/eci2/ecInteractive.html"
width=" 650 "
height=" 450 "
scrolling=" 1 "
frameborder=" 0 " >
</iframe>
```






**Note:** If you have a separate site not hosted by ECi, your Web designer can use the same Motion Media Solutions URL or iframe code shown above.

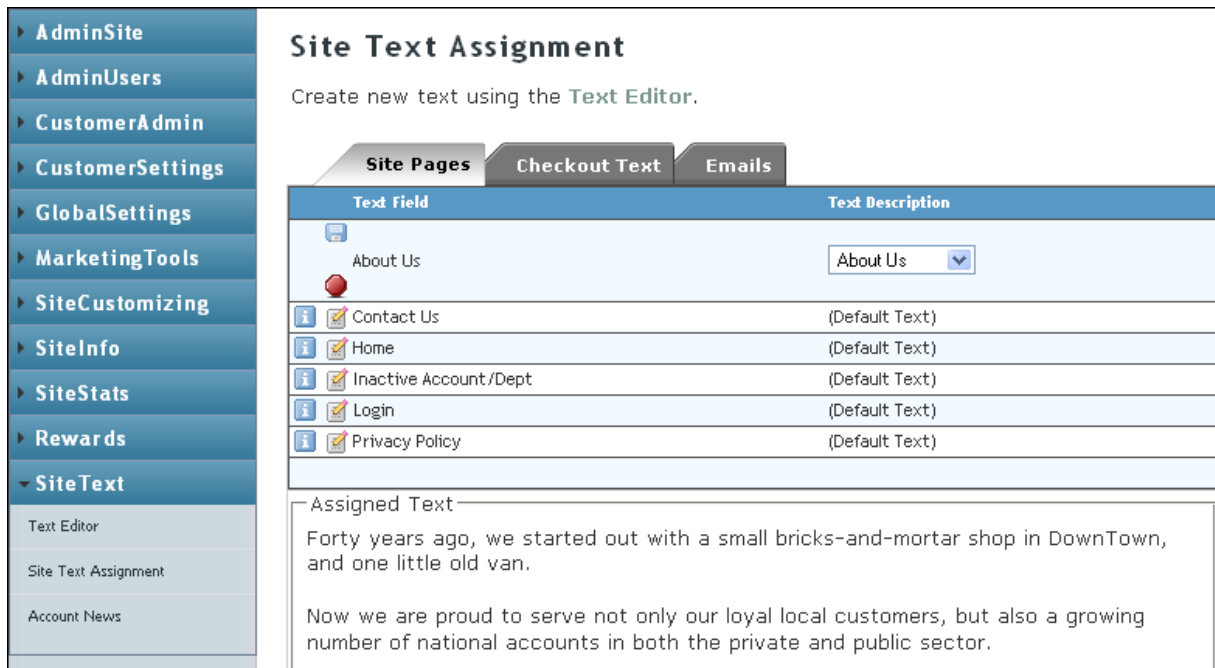
5. Above and below the video link or iframe, you may include any comments, contact information, or instructions you like. Various toolbar buttons let you paste content copied from Microsoft Word, and use boldface, italics, bullets, numbered lists, font size, Web links, email links, date and time stamps, images, and so on. For more information, click  **Help (F1)**.
6. (Optional) You can use the **Copy** button to create a copy of the text block you've created, and use it for a new text block, entering a different **Text Description**. This could be useful to create Account News for several customers with slightly different information.

## Using ECinteractive Site Text Assignment to Assign the Block to a Page

Use Site Pages to assign text blocks you have created to your shopping site's default pages.

**Note:** To use the **Site Pages** tab, you should first enter new text and format it as desired using the **Text Editor** as instructed in the previous section.

1. On the left navigation menu, click **Site Text** and select **Site Text Assignment**.  
Or, on the top navigation menu, click **Site Config**, and select **Site Text Assignment**.
2. Click the  **Edit** button for the **Text Field** you wish to assign (About Us, Contact Us, Home, and so on).
3. To see detail concerning a page, click  beside the page to view.
4. Click the down arrow under **Text Description**, and click the name you wish to assign (such as Guided Tour Video).
5. Click  **Save**.



**Site Text Assignment**  
Create new text using the Text Editor.

Site Pages | Checkout Text | Emails

Text Field	Text Description
About Us	About Us
Contact Us	(Default Text)
Home	(Default Text)
Inactive Account /Dept	(Default Text)
Login	(Default Text)
Privacy Policy	(Default Text)

Assigned Text

Forty years ago, we started out with a small bricks-and-mortar shop in DownTown, and one little old van.

Now we are proud to serve not only our loyal local customers, but also a growing number of national accounts in both the private and public sector.

## In Dealer Station and the Original is.D-Force

In Dealer Station’s Site Text Editor, many text blocks are HTML capable — meaning they allow hypertext markup language tags to be used to format the text you enter. You can use modest HTML like `<a href=“http://sample.com” target=“new”>linktext</a>` to insert a *pop-up link* to the video in various HTML capable messages or site pages such as:

- Confirmation Email
- Home Page Text
- Contact Page Text
- About Page Text
- Login Page Text
- New User Email
- Account Request Text
- Page Text (Home, Contact Us, About Us, Browse Catalog, Zip Order, Quick Order, Returns, Contract, Machine Matching, Edit Budgets, Rewards, Today’s Specials, Favorites, My Account, My Orders, Order Approval, Member Sign On, Super User’s User Editor)


You might add text that highlights the reasons a shopper would want to start using the new site. On some pages where you have plenty of screen space, such as Home, About, or Login, you could actually insert the full video frame with an introductory paragraph of your choice.

---

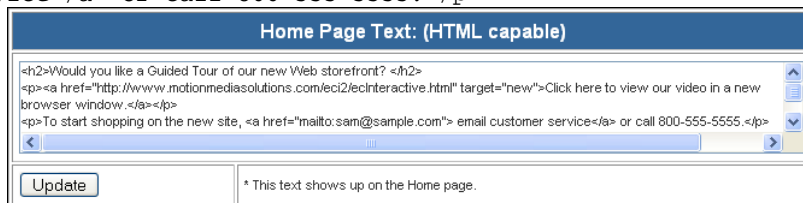
**Note:** If low bandwidth may be an issue for some of your customers, just use the link, not the full video frame.

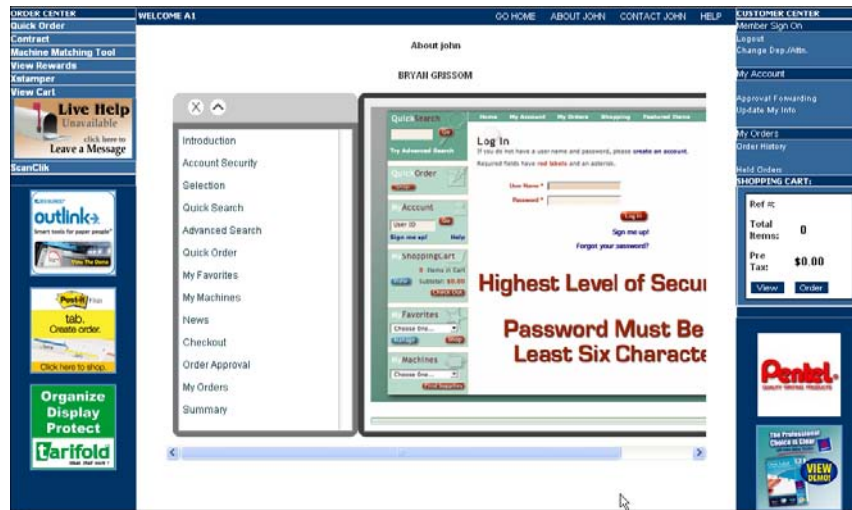
---

### Using Site Text Editor to Display Video in HTML Capable Fields

1. In the Dealer Station or is.D-Force Admin Control Panel, click .
2. In the Site Text page, scroll to the desired HTML Capable field.
3. Click anywhere in the field, and enter the new text over the existing text.
  - To insert a link to a pop-up window, copy, paste, and customize the following:

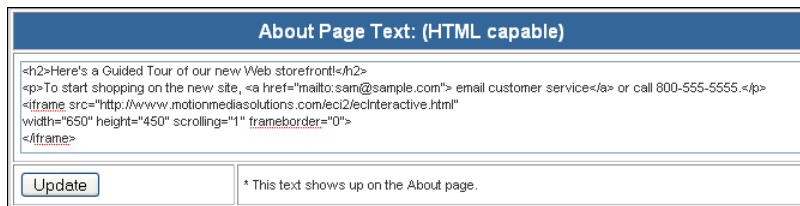
```
<h2>Would you like a Guided Tour of our new Web storefront? </h2>
<p><a href="http://www.motionmediasolutions.com/eci2/ecInteractive.html"
target="new">Click here to view our video in a new browser window.</a></p>
<p>To start shopping on the new site, <a href="mailto:sam@sample.com"> email
customer service</a> or call 800-555-5555.</p>
```





- To insert the video frame directly into the page (*suitable for high bandwidth; but the right side will be cut off, as shown above*), copy, paste, and customize the following:

```
<h2>Here's a Guided Tour of our new Web storefront!</h2>
<p>To start shopping on the new site, <a href="mailto:sam@sample.com"> email
customer service</a> or call 800-555-5555.</p>
<iframe src="http://www.motionmediasolutions.com/eci2/ecInteractive.html"
width="650" height="450" scrolling="1" frameborder="0">
</iframe>
```



4. When you finish, click **Update**.

### Using Dealer Station System News to Assign the Block to a Page

The System News feature in Dealer Station and is.D-Force is HTML capable. Assuming you've selected accounts to be migrated to your ECinteractive or is.D-Force2 site, you can add the pop-up link or video frame to be displayed for specific accounts or a range of accounts. The news appears on your shoppers' home pages.



1. In the Dealer Station or is.D-Force Admin Control Panel, click
2. Click the down arrow in the **Select Accounts** list box, and select the customer's account number for which you are creating news.
  - To create news for all your end-users, click **Default News**.
  - To select several accounts, hold down the **Ctrl** key while highlighting account numbers.
3. Click your cursor in the text box next to the account numbers.
4. Enter the text or HTML script to appear for the user(s) you selected. To change existing text, enter any new text over the existing text. For example:
  - To insert a link to a pop-up window, copy, paste, and customize the following:

```
<h2>Would you like a Guided Tour of our new Web storefront? <h2>
```

```
<p><a href="http://www.motionmediasolutions.com/eci2/ecInteractive.html"
target="new">Click here to view our video in a new browser window.</a></p>
<p>To start shopping on the new site, <a href="mailto:sam@sample.com"> email
customer service</a> or call 800-555-5555.</p>
```


- To insert the video frame directly into the page (*suitable for high bandwidth; but the right side will be cut off, as shown previously*), copy, paste, and customize the following:

```
<h2>Here's a Guided Tour of our new Web storefront!</h2>
<p>To start shopping on the new site, <a href="mailto:sam@sample.com"> email
customer service</a> or call 800-555-5555.</p>
<iframe src="http://www.motionmediasolutions.com/eci2/ecInteractive.html"
width="650" height="450" scrolling="1" frameborder="0">
</iframe>
```

5. When you finish, click **Create News**.
6. If you created text for a specific user by entering the customer's account number, a new box opens at the bottom of the window. This new box shows the account number and text you specified for this user. The system continually adds new boxes as you create text for specific users. You can also edit or delete this new text.

To change a specific end-user's home page news, click the cursor in the customer's text box, and enter the new text over the existing text. When you finish, click **Update**.

To discontinue a news page for this end-user's home page, click Delete under the text box to delete. The text is deleted from this end-user's home page.

7. To return to the main Administrative Control Panel, click .

### In Other Sites

If you have a separate site not hosted by ECi, you can include the streaming video there too, and link to your ECinteractive site and/or a contact form where you qualify new customers.

Using the same HTML code we suggested for the ECinteractive and Dealer Station family, copy paste and customize as you see fit.

### Other Resources

If you are interested in customizing the video to incorporate your own branding or modules, please contact ECi Sales at [info@ecisolutions.com](mailto:info@ecisolutions.com) or call 866-374-3221.