



CALOR

An easy step-by-step guide to the Network Marketing Toolkit



What is the Network Marketing Toolkit?

The Network Marketing Toolkit is an exclusive online ordering portal that allows our Partners to choose, personalise and order printed communications. It works by seamlessly sending our Partners' print requirements straight into our printer's workflow using print-ready files – saving you time and ensuring full brand consistency.

Why it's a great idea

Using the Network Marketing Toolkit is so easy and provides a number of advantages to help you achieve professional, personalised promotions in minutes.

The benefits of using the Network Marketing Toolkit

Brand consistency

Having a bank of previously created assets (such as leaflets, flyers, vouchers, posters etc) that you can easily personalise ensures consistency across all communications for all Partners – yet still allows you to promote your very own offer.

Being able to view a suite of assets

You can see all the assets available to you at a glance, which might help you to decide on your upcoming offers/promotions. We'll even include seasonal offers.

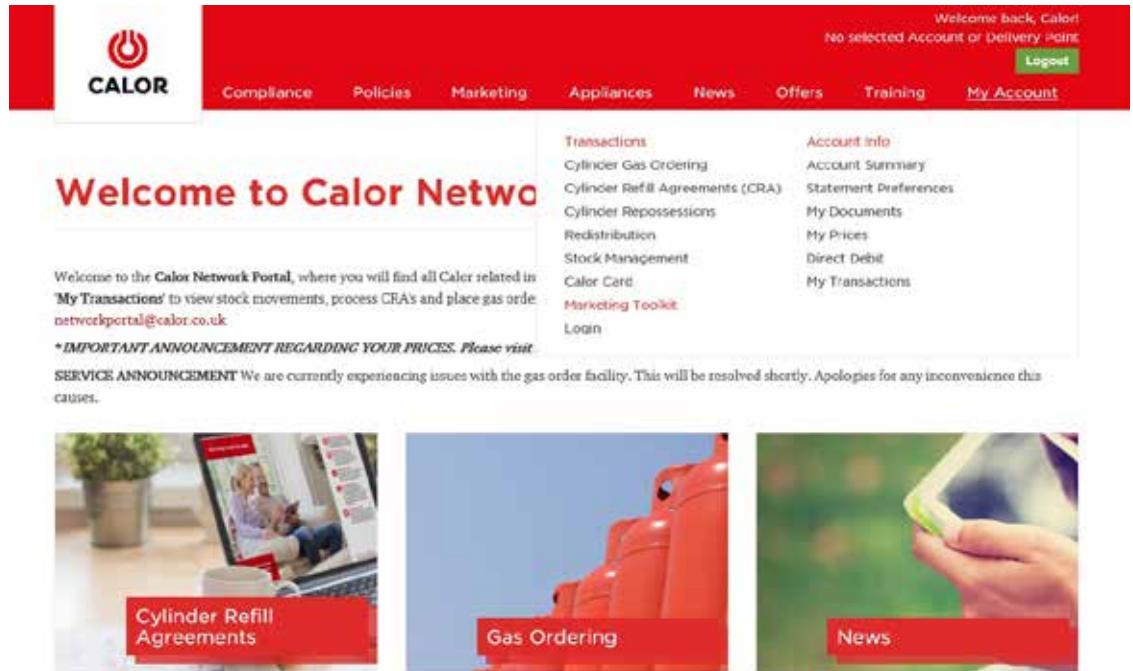
On-demand print

Enables you to get your printwork faster. The assets already exist, they just need to be personalised and sent to print. The costs are already agreed, so there's no need to waste time negotiating, proofs are instant – so there's no need for corrections. Ordering simply takes a matter of minutes, not days.

Here's our step-by-step guide to help you make the most of the Network Marketing Toolkit.

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First off, accessing the Network Marketing Toolkit system couldn't be easier, you can do that from the Network Portal. Simply hover over **My Account** and select **Marketing Toolkit - Login**.



2

Once you're in, simply click on the sector you require.

Sectors



3

You will then be able to select the type of asset you want to view.



4

Select the asset you wish to personalise by clicking **Order**.



HM_LFT_001_D1001_A5_2PP
A5 Awareness Leaflet – heati...

Order



HM_LFT_001_D1002_A5_2PP
A5 Awareness Leaflet – Gener...

Order



HM_LFT_001_D1003_A5_2PP
A5 Awareness Leaflet – LPG ...

Order



HM_LFT_002_D2001_A5_2PP
A5 Offer Leaflet

Order

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On the following page click **Create New** to begin personalising the asset.

+ Create New

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You will then see your chosen asset. There may be 2 pages depending on the asset you have selected, however sometimes page 1 will not require any input.

Here's all you need to do to personalise your artwork:

- Select the **individual Voucher Value** from the dropdown (where applicable).
- Select the **Offer Value** from the dropdown (where applicable).
- Select your **Delivery Option** from the dropdown.
- Ensure you're happy with the existing phone number. This can be updated if necessary.
- Select the **Offer End Date** (where applicable).
- Select your **Social Media** channels for the icons to appear.

Your logo will automatically appear. If we haven't received your logo, please use the standard Calor logo and contact toolkit@calor.co.uk. They'll only be too happy to help.

Tip: to see the updates you are making, simply click on the image of the asset you're personalising.

Delivery Options *

Choose...

Partner Name

Chapter Agency

Partner Telephone

01564 821665

Offer end Date *

Social Media

twitter

facebook

google+

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When you're happy with the artwork, simply click **Save As** and save the artwork for future reference.

Save

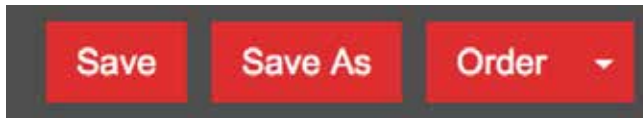
Save As

Order



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When you have saved the artwork, you can then proceed by clicking **Order**.



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Simply click on the **Quantity** you require from the dropdown and then click **Add to Basket**.

Quantity ▲

i



500 ▼ **£75.00**

Quantity	Price
500	£75.00
600	£85.00
700	£95.00
800	£107.00

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You will then be directed to your basket. Here you can either continue looking for additional assets to use by clicking **Continue Shopping**, or you can go straight to checkout by clicking **Proceed to Checkout**.

You Have Added **1** Item(s) Proceed To Checkout >

Product	Name	Cost Centre	Quantity	Cost	Actions
	HM_LFT_002_D2001_A5_2PP A5 Offer Leaflet test	TEST ONLY	500	£75.00	
				Subtotal	£75.00
				Available (£1,000.00) Credit	75.00 Apply

< Continue Shopping Proceed To Checkout >

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For your first order, you'll need to manually type in your delivery address. To do this, simply click **New Address**, enter your details and click **Add Address**. This will be autosaved for any future orders. You will also need to input your **Contact Telephone** number and any **Comments** (if required).

When you're happy with all of the delivery information, please click **Checkout**.

New Address ×

+

▼

Add Address
Close

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You will then be taken to a confirmation screen and the artwork will be sent to Calor for approval.

Please note: This will be slightly different when ordering an advert as you will need to download this from the confirmation page.

Calor will not be auditing the press ad orders, so please ensure you thoroughly check all of the inputted information **before** placing your order.

Product	Deliver To	Cost Centre	Quantity	Cost	Authorisation
 A5 Offer Leaflet test		TEST ONLY	500	£75.00	
Delivery Address				Total	£75.00
Chapter User				Credits Used	-£75.00
Chapter					
Church House					
Wythall					
United Kingdom					
Invoice Address					
Accounts Department					
Athena House					
Athena Drive					
Royal Leamington Spa					
Warwick					
CV34 6RL					
United Kingdom					

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Calor will now receive an email notification informing them that there is an order awaiting approval. They will then either approve or reject the order.

Once an order has been submitted you can simply click **Recently Ordered** on the homepage to check on its progress.



Recently Ordered



Favourites



Recently Saved

Here you can see your recent orders, when they were ordered, and whether the order has been authorised.

Recently Ordered

Date	Order	Product Code	Details	Quantity	Price	Status
05 05/18	22	HM_LFT_002_D2001_A5_2PP : A5 Offer Leaflet	test	500	£0.00	AUTHORISING
29 05/18	21	CAT_LFT_001_D1001_A5_2PP : A5 Awareness Leaflet	test	700	£95.00	AUTHORISING
29 05/18	20	HM_LFT_001_D1001_A5_2PP : A5 Awareness Leaflet - heating the home	test	500	£0.00	AUTHORISING

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It's also easy to reorder the same collateral. Simply go into **Recently Saved**, select the asset you'd like to print and select **Order**.



Recently Ordered



Favourites

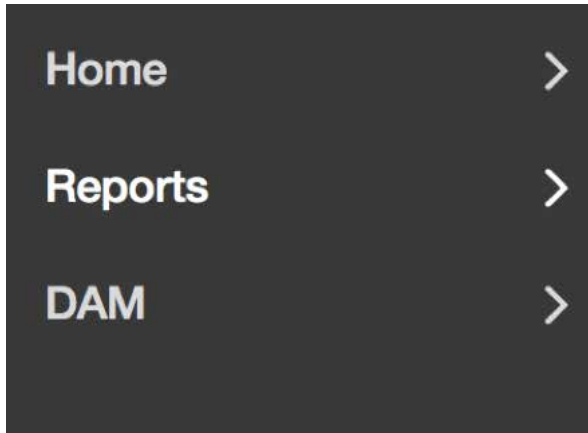


Recently Saved

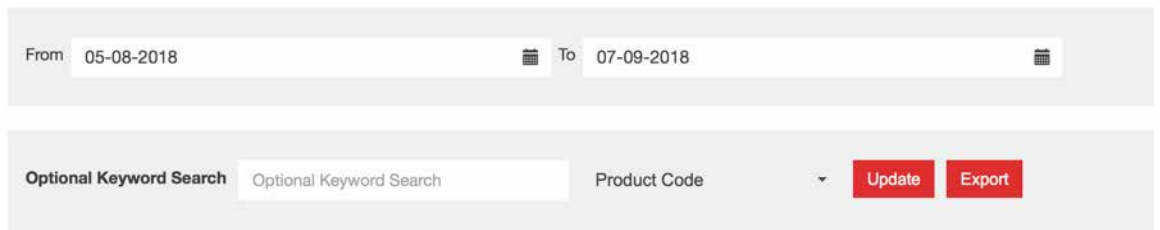
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Reporting:

You can generate order reports by clicking **Reports** from the main menu and then selecting **Order**.



Simply select the **From** and **To** dates for the orders you'd like to see.

A screenshot of a reporting interface. The top section has two date input fields: 'From: 05-08-2018' and 'To: 07-09-2018', each with a calendar icon. The bottom section has a search area with 'Optional Keyword Search' and a search input field, followed by 'Product Code' with a dropdown arrow, and two red buttons labeled 'Update' and 'Export'.

You can then click **Update** to see a list of all of your orders, or **Export** to download an Excel report.

Additional Information

Budget Updates

The Network Marketing Toolkit is operated on a credits system. You can see the credits that are available to use on the main menu on the left-hand side.

Your credits will be updated when an order has been approved by Calor.

Please note: Calor will be paying in full for the first £500 that you spend on the Network Marketing Toolkit. Thereafter, we will speak to you individually to discuss future allocations.

Asset Updates

Seasonal and business as usual assets will be updated and loaded onto the portal on a regular basis – ensuring your communications are always relevant and ahead of the curve.

Key Contacts

Toby Bruce – tbruce@calor.co.uk

Sanjit Sandhu – ssandhu@calor.co.uk

Help – toolkit@calor.co.uk