Promotion Banner

for Magento 2

User Guide

Version 1.0

Table of Contents

I) Introduction 3

II) Where to Find Extension 4

III) Create Promotion Banner 5

1. Banner Information 7
2. What to Display 12
3. Display Conditions 13
4. Advanced 19
5. Style 20

IV) Elements 24

1. Button 24
    1.1. General tab 25
    1.2. Button Design tab 27
2. Single Image 29
    2.1 General tab 30
    2.2 Style tab 34

V) Report 37

VI) Support 39

I) Introduction

Promotion Banner for Magento 2 is a great way for advertising action to create any number promotion banners and position banners on page to trigger visitor's attention.

Display catchy promotion and notification banners on specific store pages to attract customers with all special offers, discount and deals to trigger purchases and increase an average order value.

- Build any type of banner with drag & drop
- 10+ elements
- Support various conditions
- Fully control over banner look & feel
- Keep track of banner performance
- Fully responsive banners

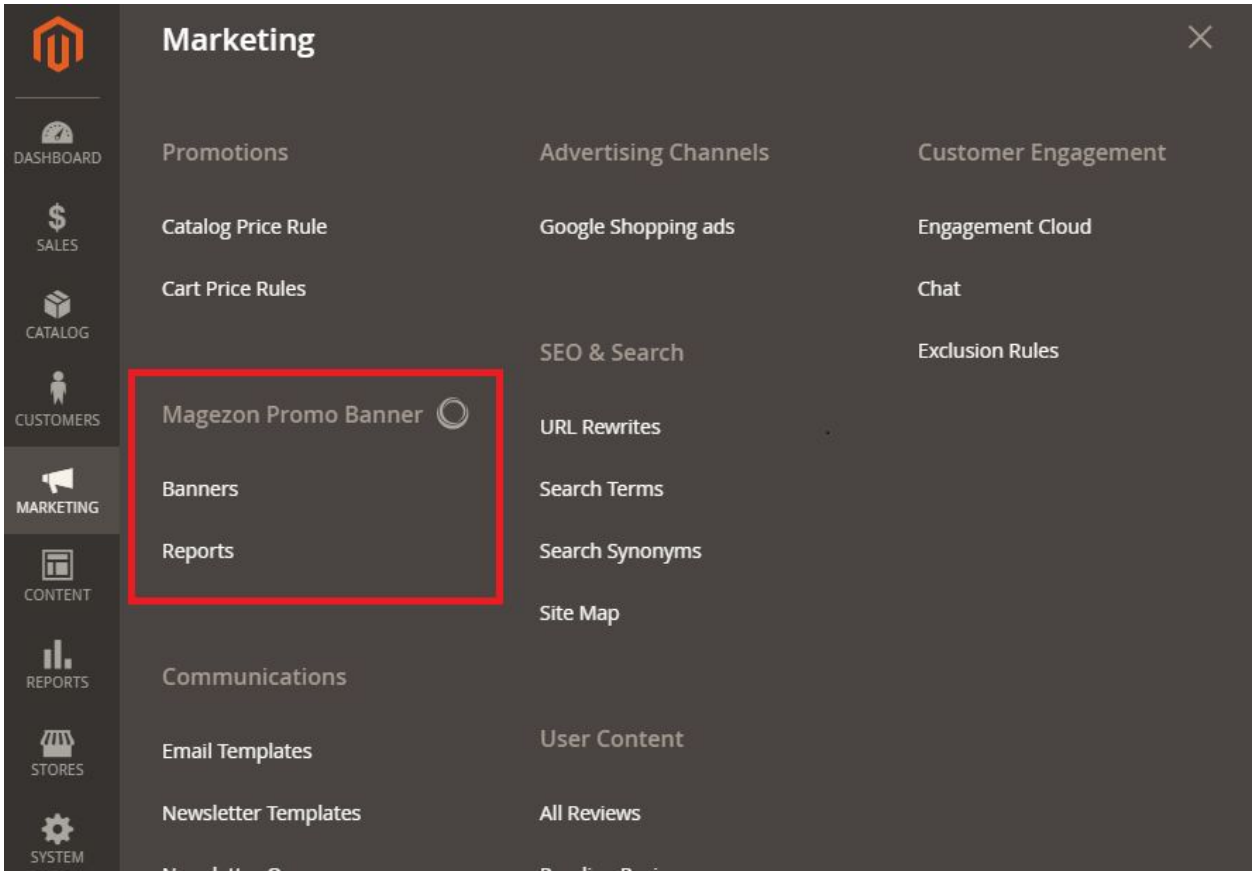
NOTE: Promotion Banner extension was developed on a core builder based on which we built all of our builder extensions. The core builder includes elements and settings that all builder extensions have in common. For a detailed guide, please refer to:

https://magezon.com/pub/media/productfile/magezon-core-builder-user_guides.pdf.

In this guide, we'll focus on elements and settings that are specific to Promotion Banner extension.

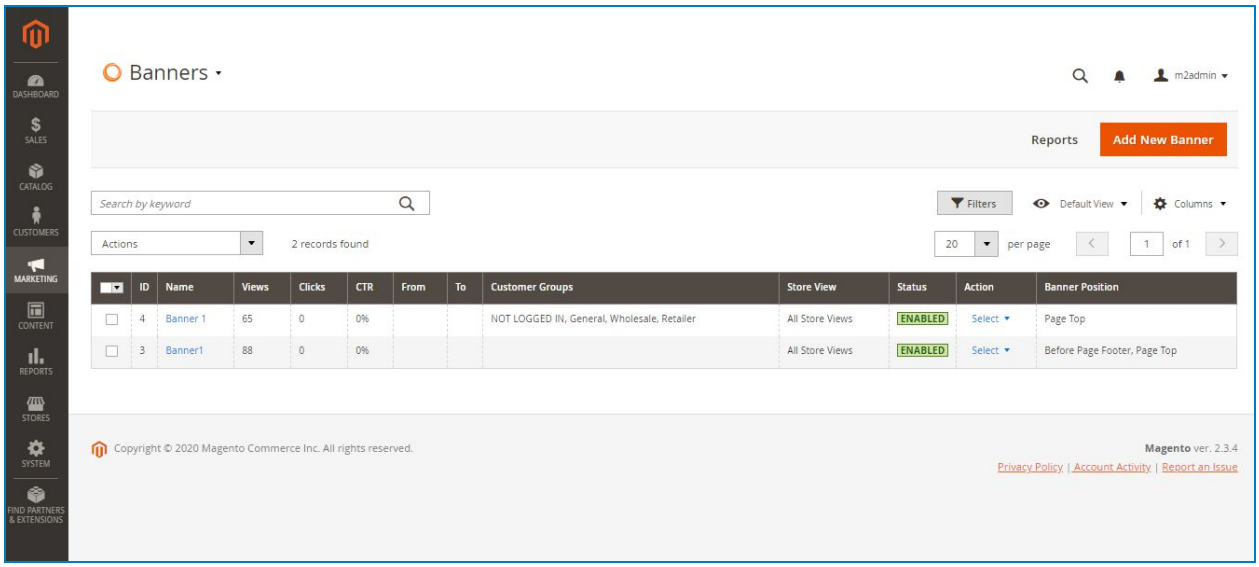
II) Where to Find Extension

After installing the extension, log in the Magento Admin, then go on with the following steps: **Marketing > Magezon Promotion Banner > Banner.**

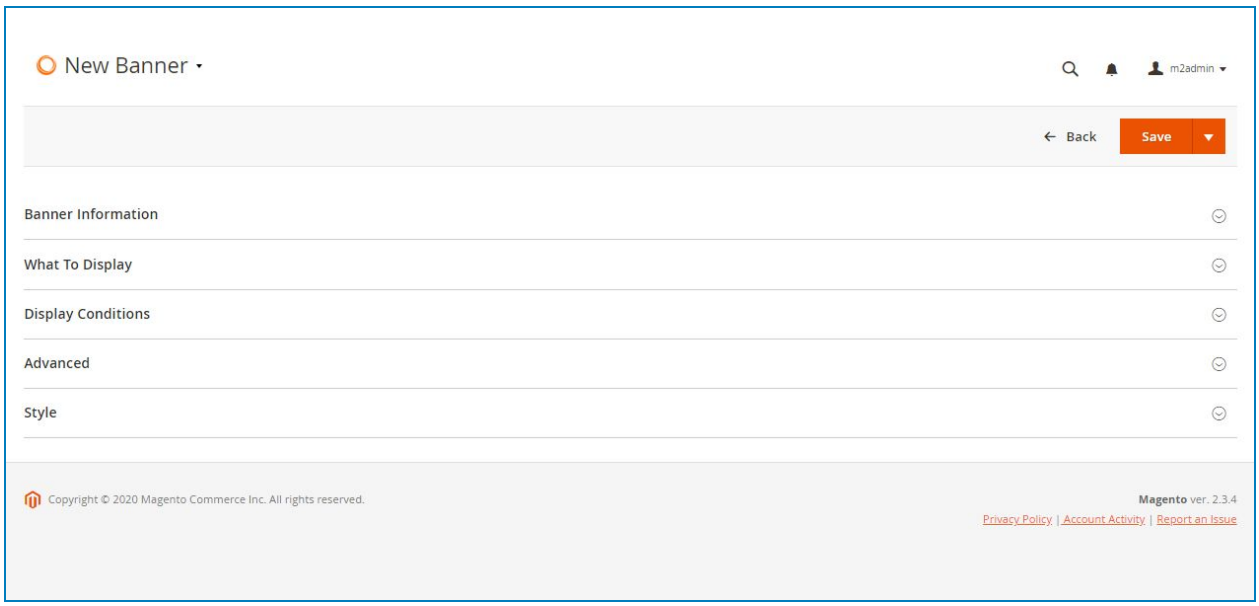


III) Create Promotion Banner

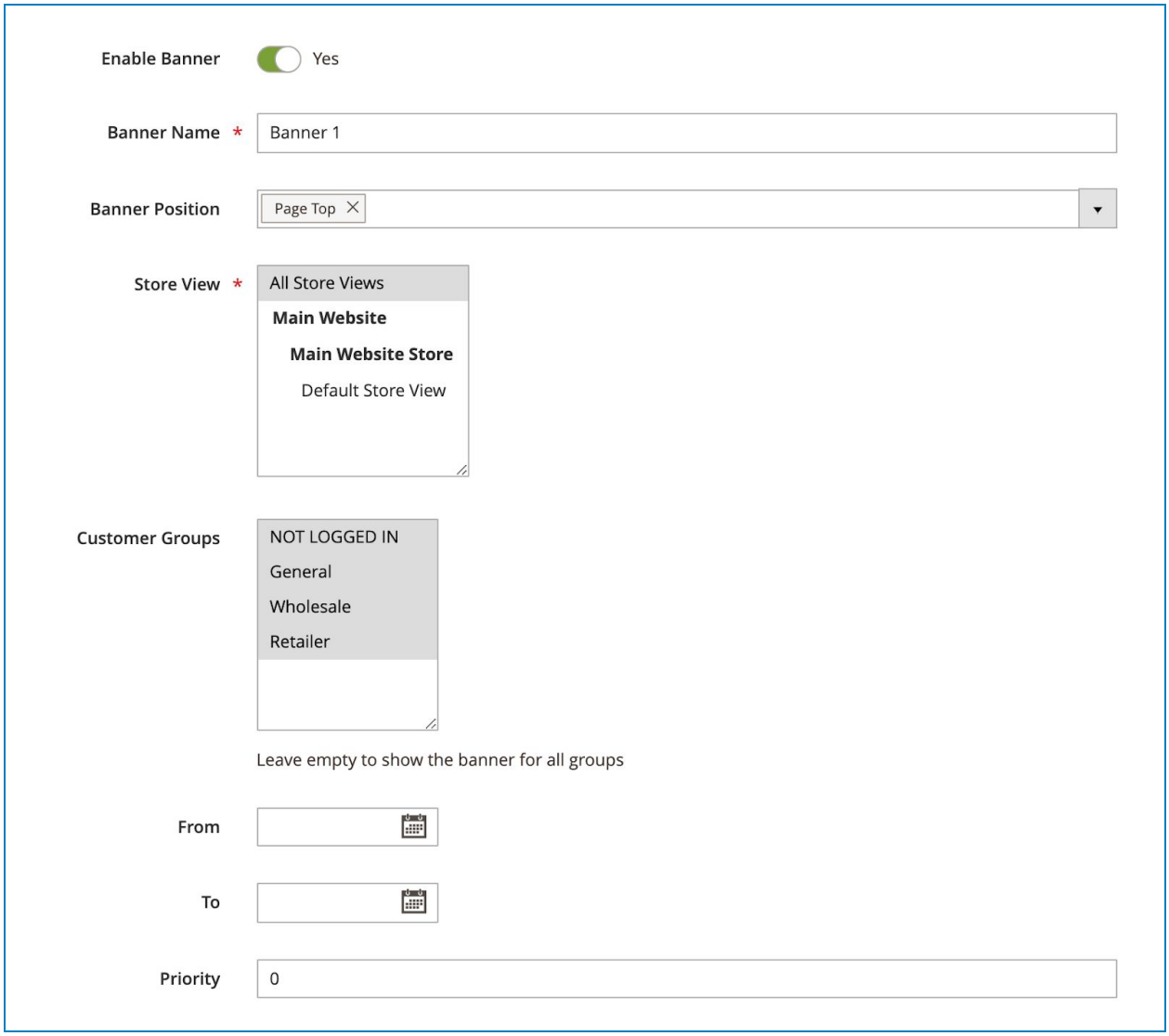
Navigate to land on the page where you can create a new promotion banner and view all created promotion banners.



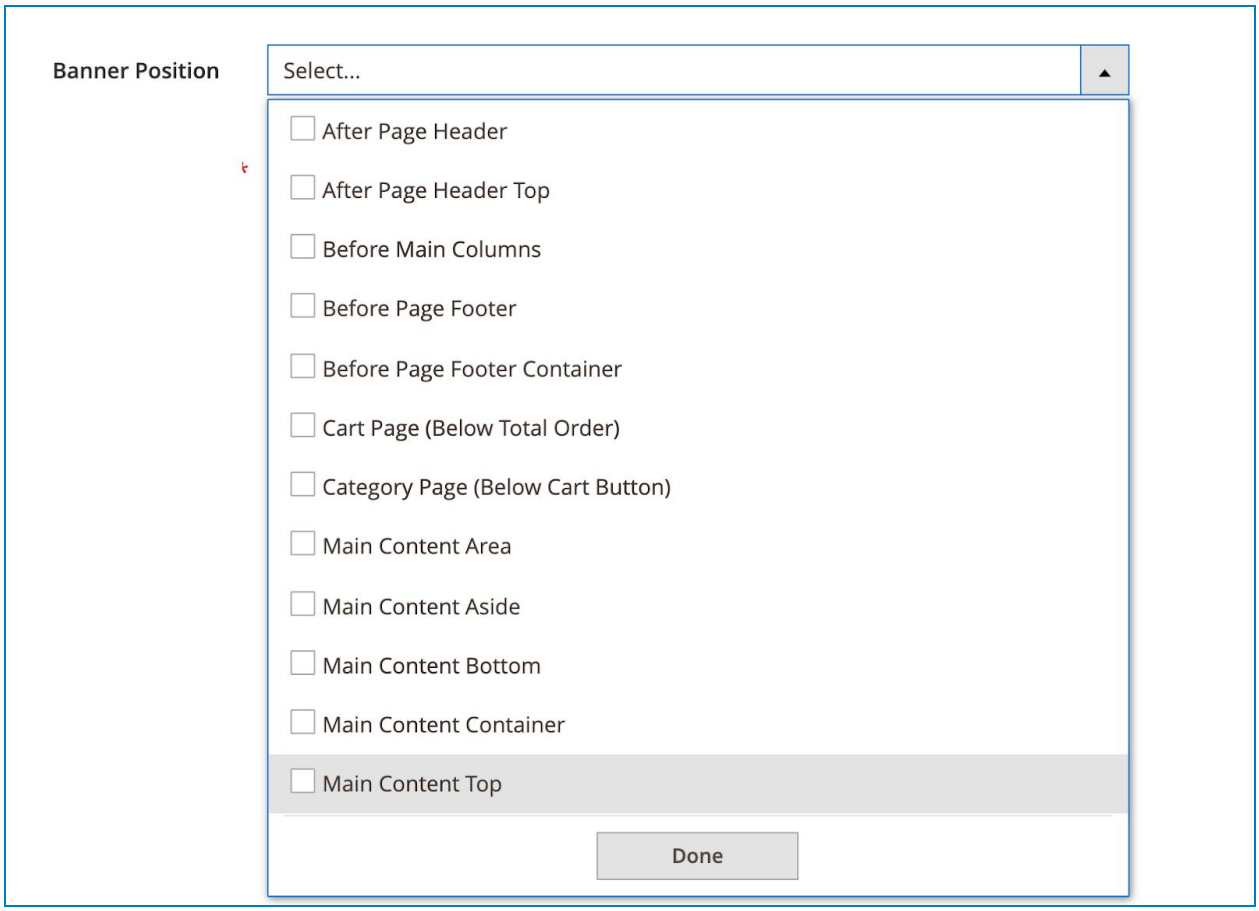
- As can be seen in the image above, you can view all created promotion banners in a grid.
- To create a new promotion banner, click **Add New Banner** button on the top-right corner. The edit page of the promotion banner looks like this:


New Banner
m2admin
Back
Save
Banner Information
What To Display
Display Conditions
Advanced
Style
Copyright © 2020 Magento Commerce Inc. All rights reserved.
Magento ver. 2.3.4
Privacy Policy | Account Activity | Report an Issue

1. Banner Information



- **Enable Banner**: enable/disable banner.
- **Banner Name**: add name of banner.
- **Banner Position**: Choose from 22 positions to display the banner. Select 1 or many positions depend on you.



***After Page Header**:* the banner is displayed in the after page header on a selected page.

***After Page Header Top**:* the banner is displayed in the after page header top on a selected page.

***Before Main Columns**:* the banner is displayed in the before main columns on a selected page.

***Before Page Footer Container**:* the banner is displayed in the before page footer container on a selected page.

Cart Page (Below Total Order): the banner is displayed below total price on the cart page.

Category Page (Below Cart Button)*:* the banner is displayed below the cart button on the category page.

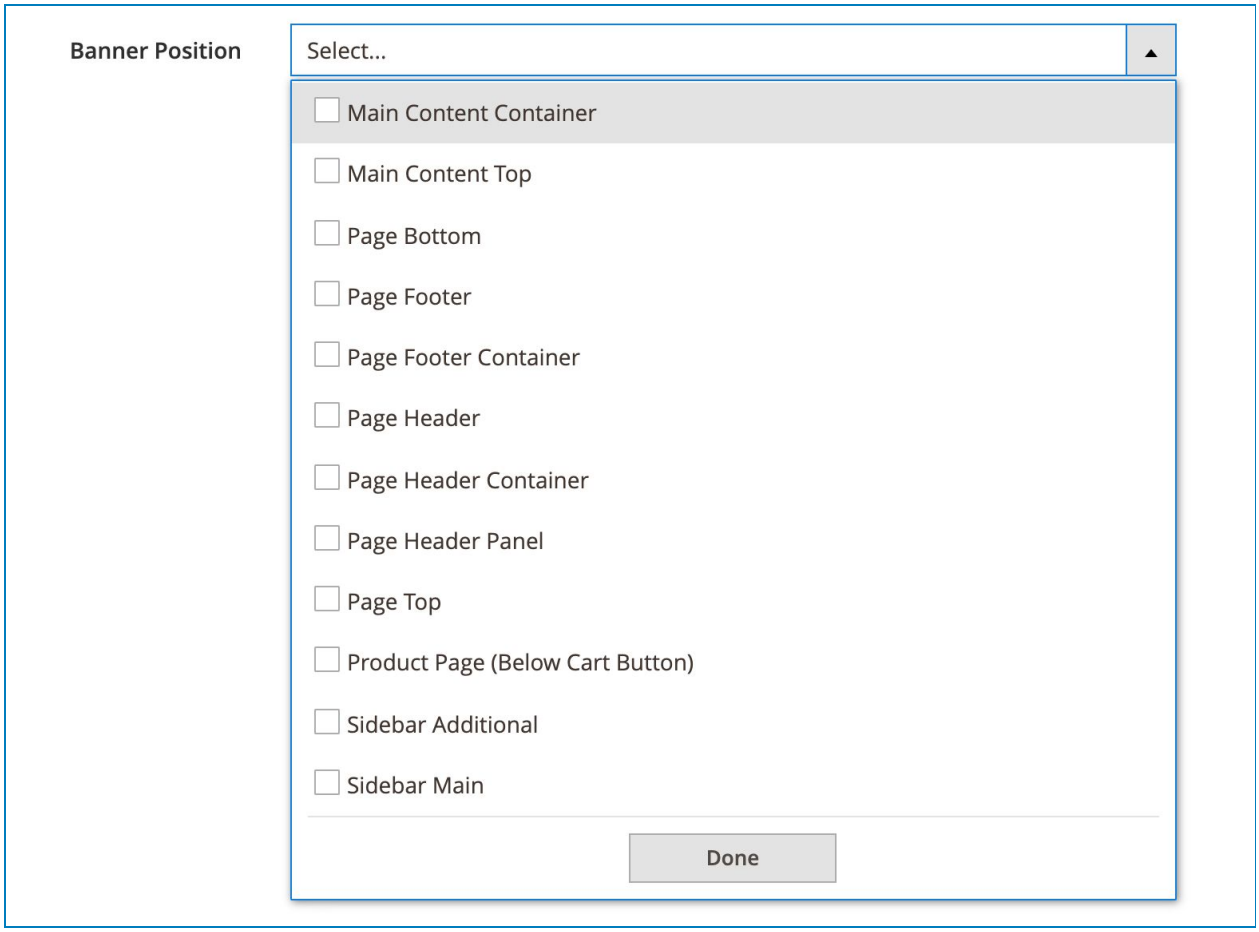
Main Content Area*:* the banner is displayed in the main content area on a selected page.

Main Content Aside*:* the banner is displayed in the main content aside on a selected page.

Main Content Bottom*:* the banner is displayed in the main content bottom on a selected page.

Main Content Container*:* the banner is displayed in the main content container on a selected page.

Main Content Top*:* the banner is displayed in the main content top on a selected page.



***Page Bottom**:* the banner is displayed on the bottom of the selected page.

***Page Footer**:* the banner is displayed on the footer of the selected page.

***Page Footer Container**:* the banner is displayed on the page footer container of the selected page.

***Page Header**:* the banner is displayed on the page header of the selected page;

***Page Header Container**:* the banner is displayed on the page header container of the selected page.

***Page Header Panel**:* the banner is displayed on the page header panel of the selected page.

***Page Top**:* the banner is displayed on the top of the selected page.

***Product Page (Below Cart Button)**:* the banner is displayed Below Cart Button on the product page.

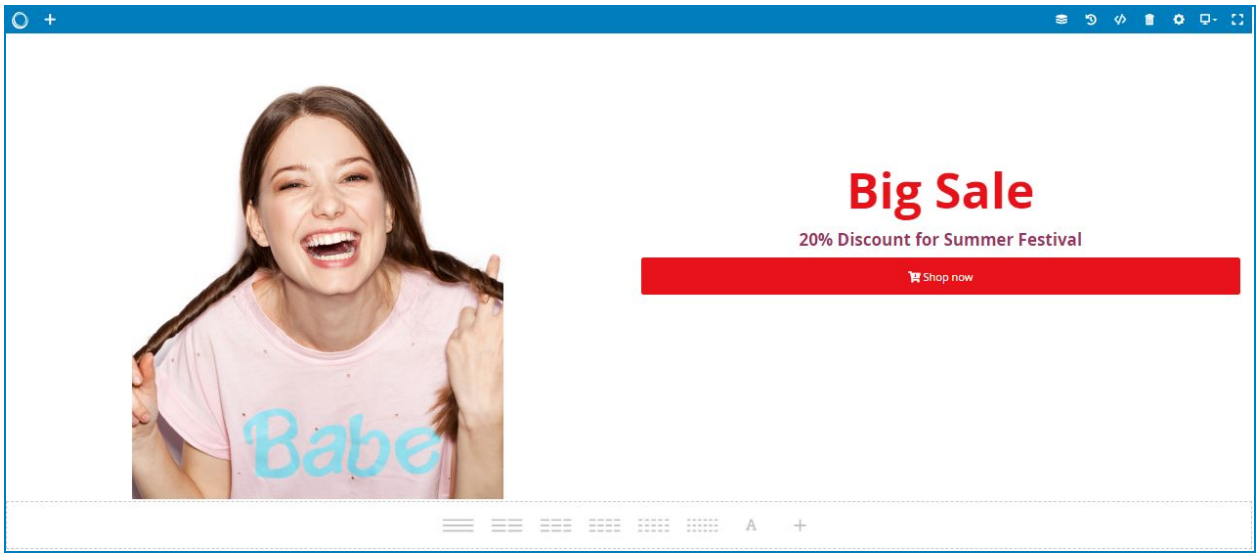
***Sidebar Additional**:* the banner is displayed on all pages in the additional sidebar block.

***Sidebar Main**:* the banner is displayed on all pages in the main sidebar block.

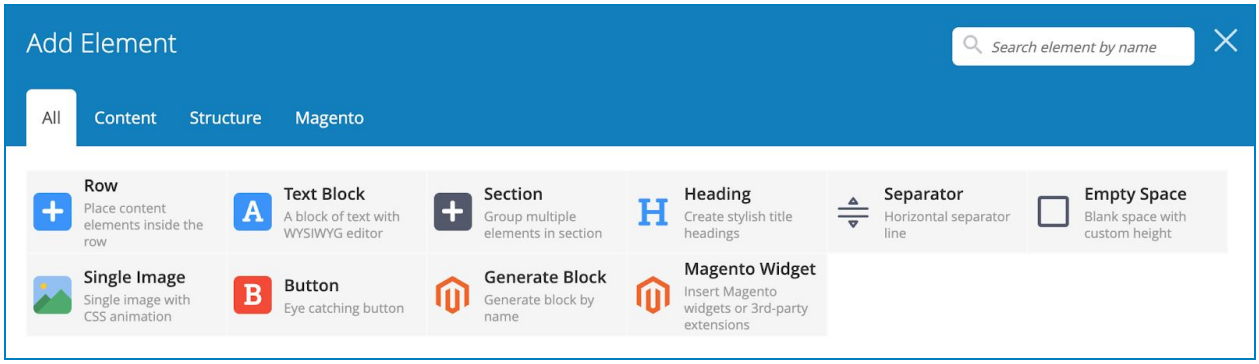
- **Store View**: choose specific store view to display the banner.
- **Customer Group**: choose specific customer groups to display the banner.
- **From...to**: specific the date range during which the banner is displayed.
- **Priority**: enter the priority for the promo banner. The promotion banner with the lower number will get the higher priority.

2. What to Display

Where you create and customize the banner content using drag & drop interface.

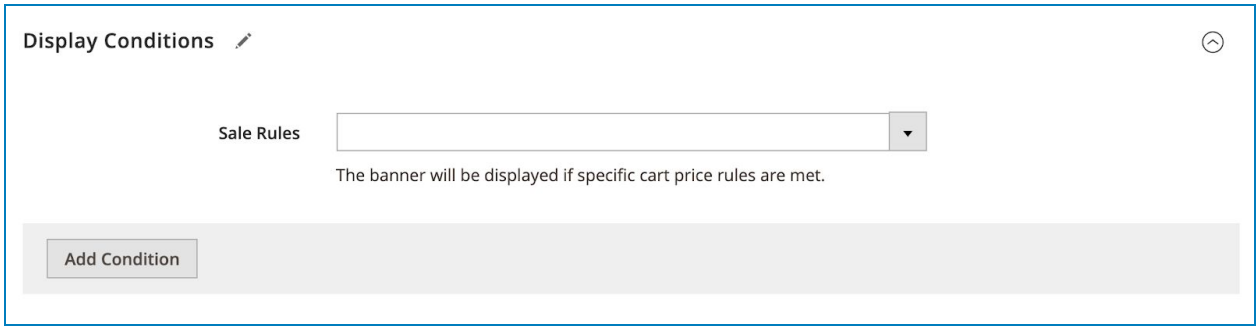


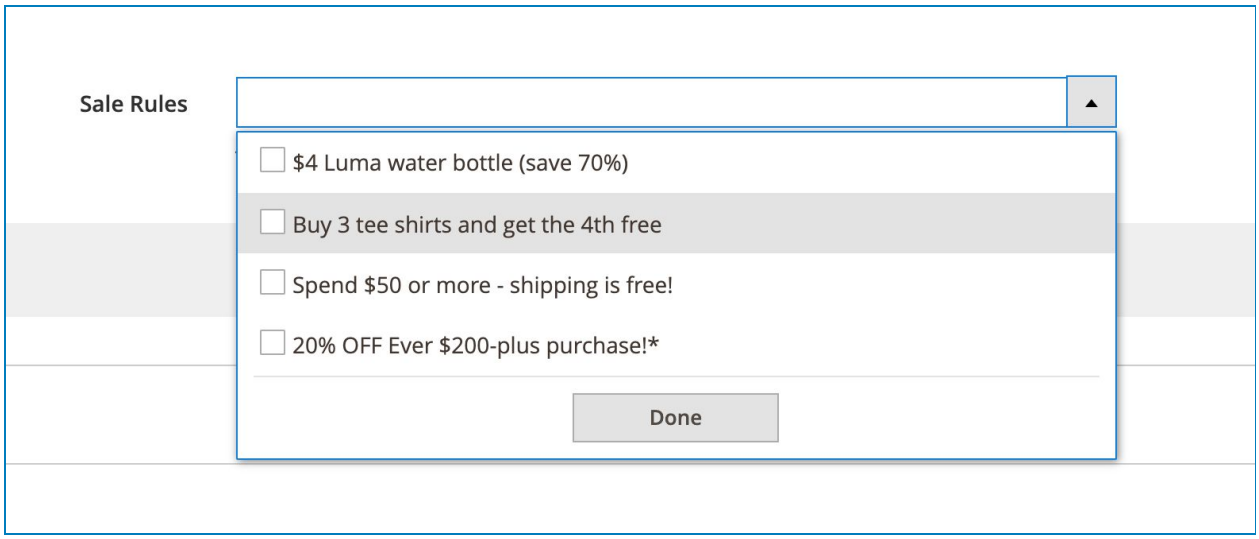
- Click the plus icon on the top bar to add elements from a banner:



3. Display Conditions

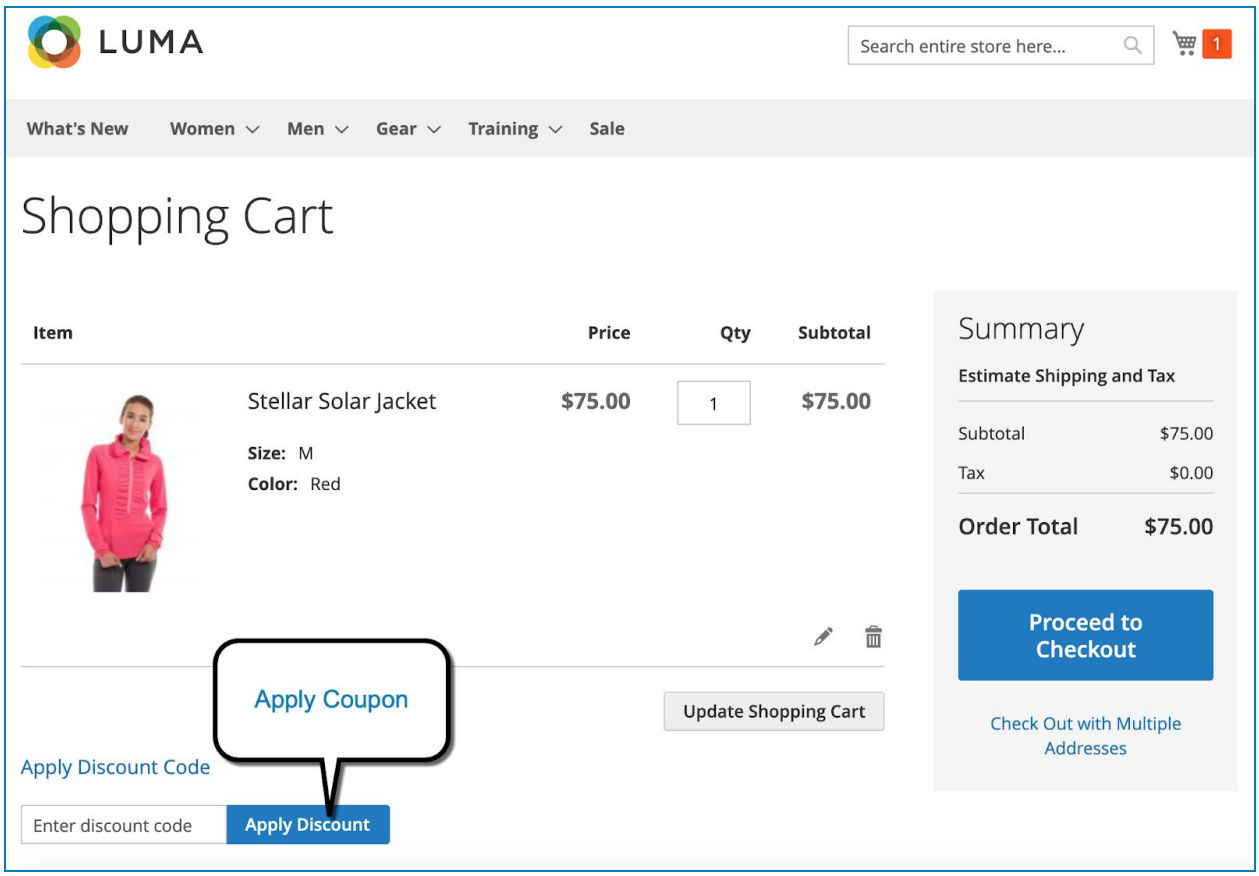
Determine where (on which pages) the banner will appear:





The banner will be displayed if specific **cart price rules** are met.

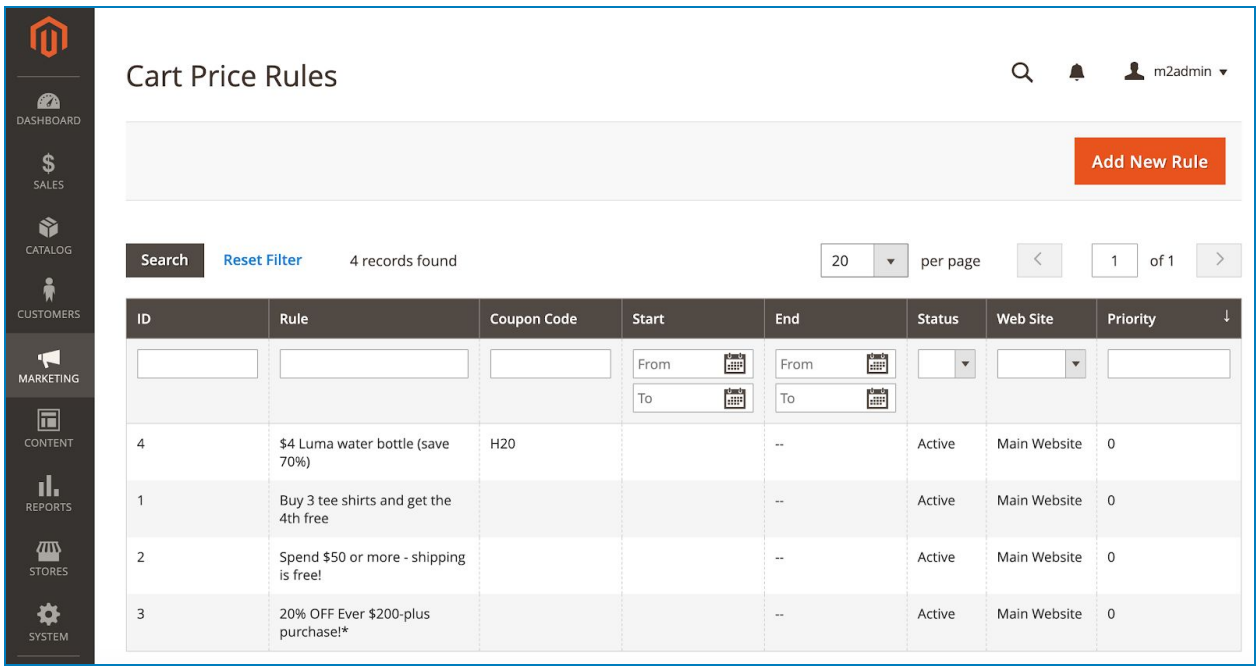
Cart price rules apply discounts to items in the shopping cart, based on a set of conditions. The discount can be applied automatically as soon as the conditions are met, or when the customer enters a valid coupon code. When applied, the discount appears in the cart under the subtotal. A cart price rule can be used as needed for a season or promotion by changing its status and date range.



Apply Coupon in Cart

Note: Access **Cart Price Rules**

On the **Admin** sidebar, go to **Marketing > Promotions > Cart Price Rules**.



Cart Price Rules

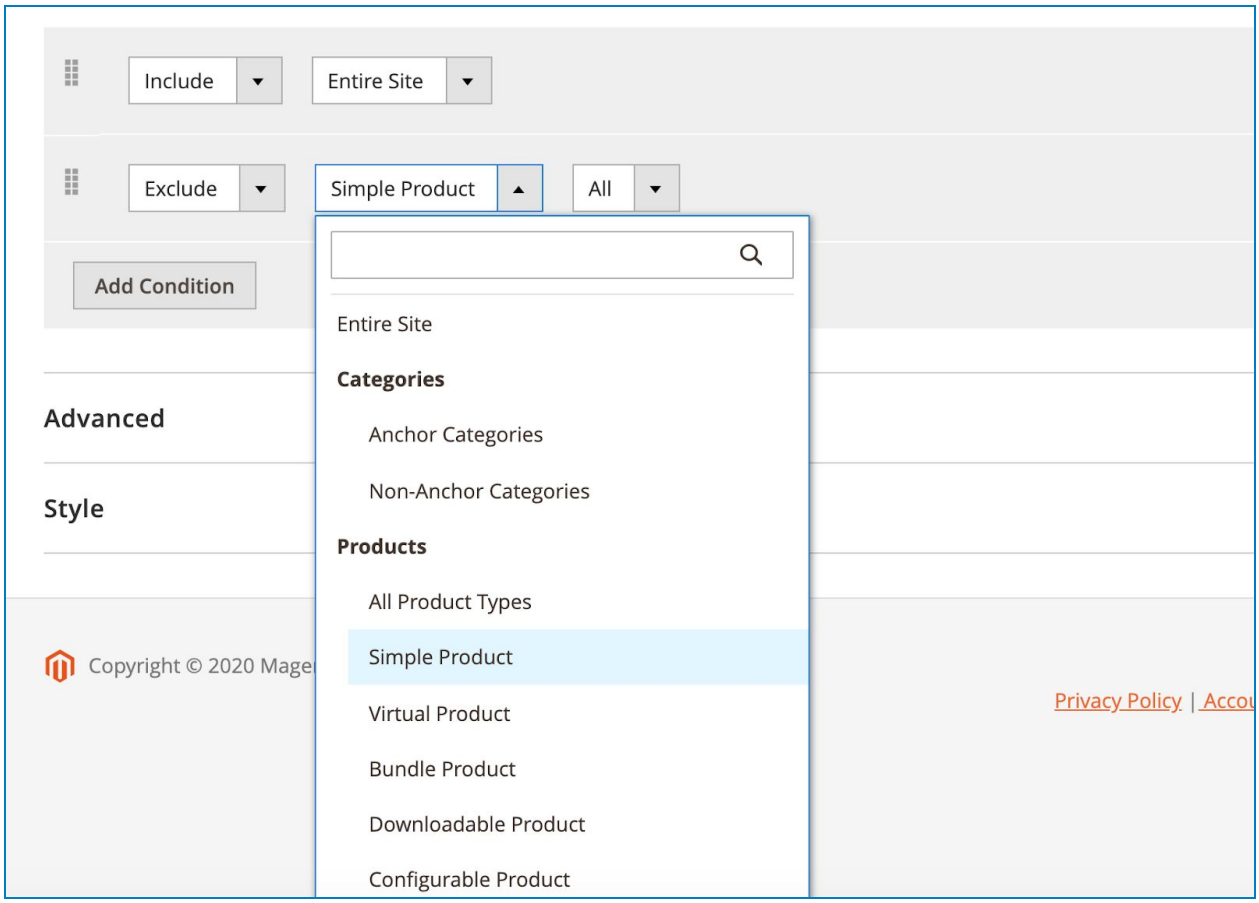
1. If you have many rules, use the filter options at the top of each column to streamline the list. Then, click **Search** to apply the filter(s).

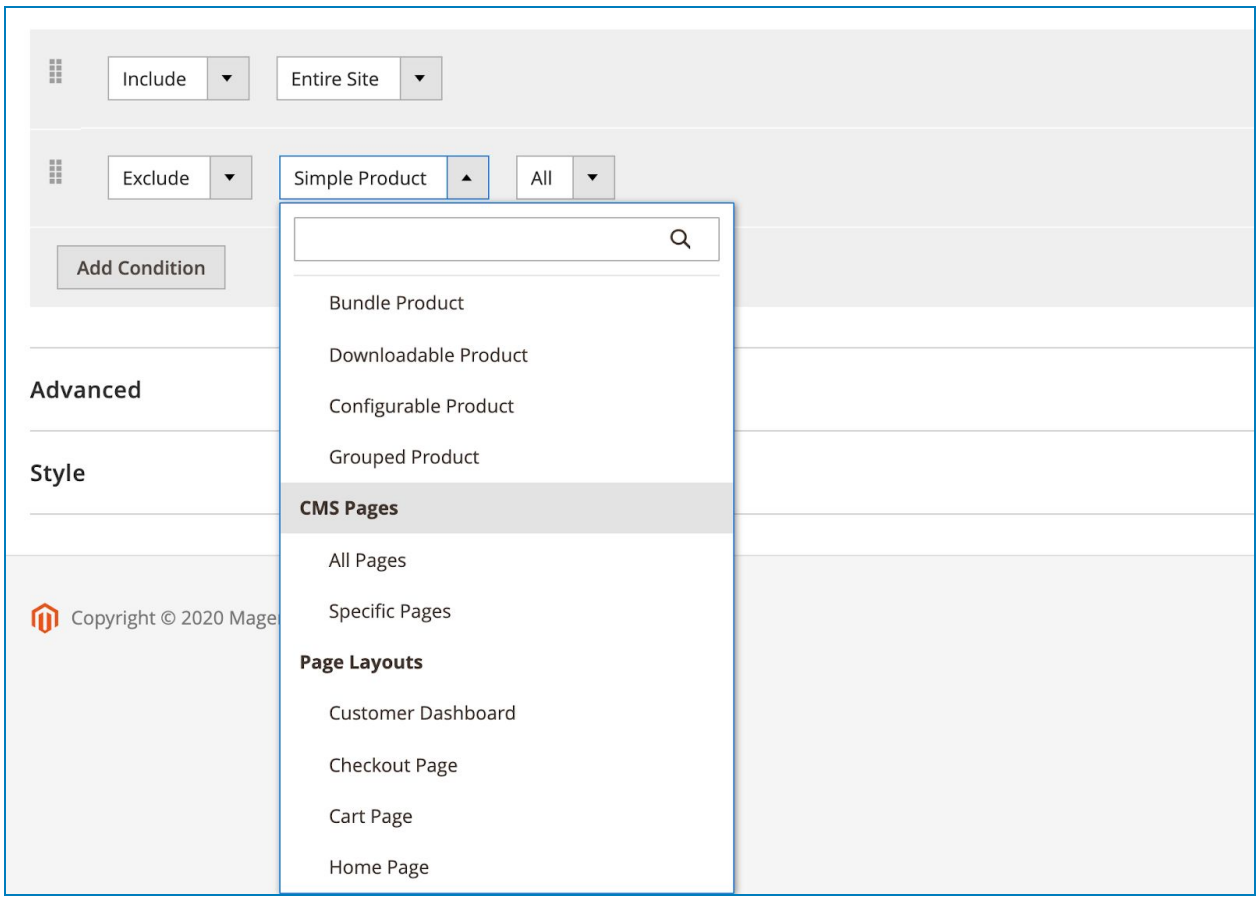
2. To clear all filter options and display the complete list, click **Reset Filter**.

Filter Options

Field	Description
ID	Enter text to filter the list for a specific rule ID number.
Rule	Enter text to filter the list based on the rule name defined when the rule was created.
Coupon Code	Enter text to filter the list based on the code name defined when the rule was created.
Start	Use the dynamic calendar fields (To: and From:) to filter the list based on the start date for the rule as defined when the rule was created.
End	Use the dynamic calendar fields (To: and From:) to filter the list based on the end date for the rule as defined when the rule was created.
Status	Use this option to filter the list based on rule status, `Active` or `Inactive`.

Continue to determine where (on which pages) the banner will appear:



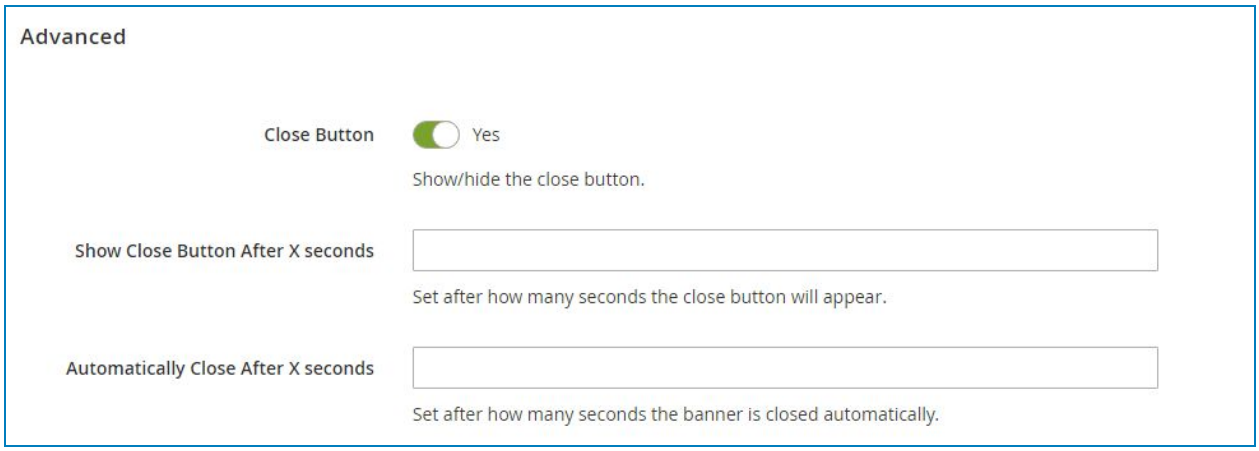


You can add an Include or Exclude condition to choose where to show or hide the banner from.

You can add multiple conditions by clicking on the Add Condition button. For example, in the image above, we add an Include condition and choose Entire Site, and add an Exclude condition and select Simple Product with All simple products chosen. It means the banner will appear on Entire Site but not appear on any simple product pages.

4. Advanced

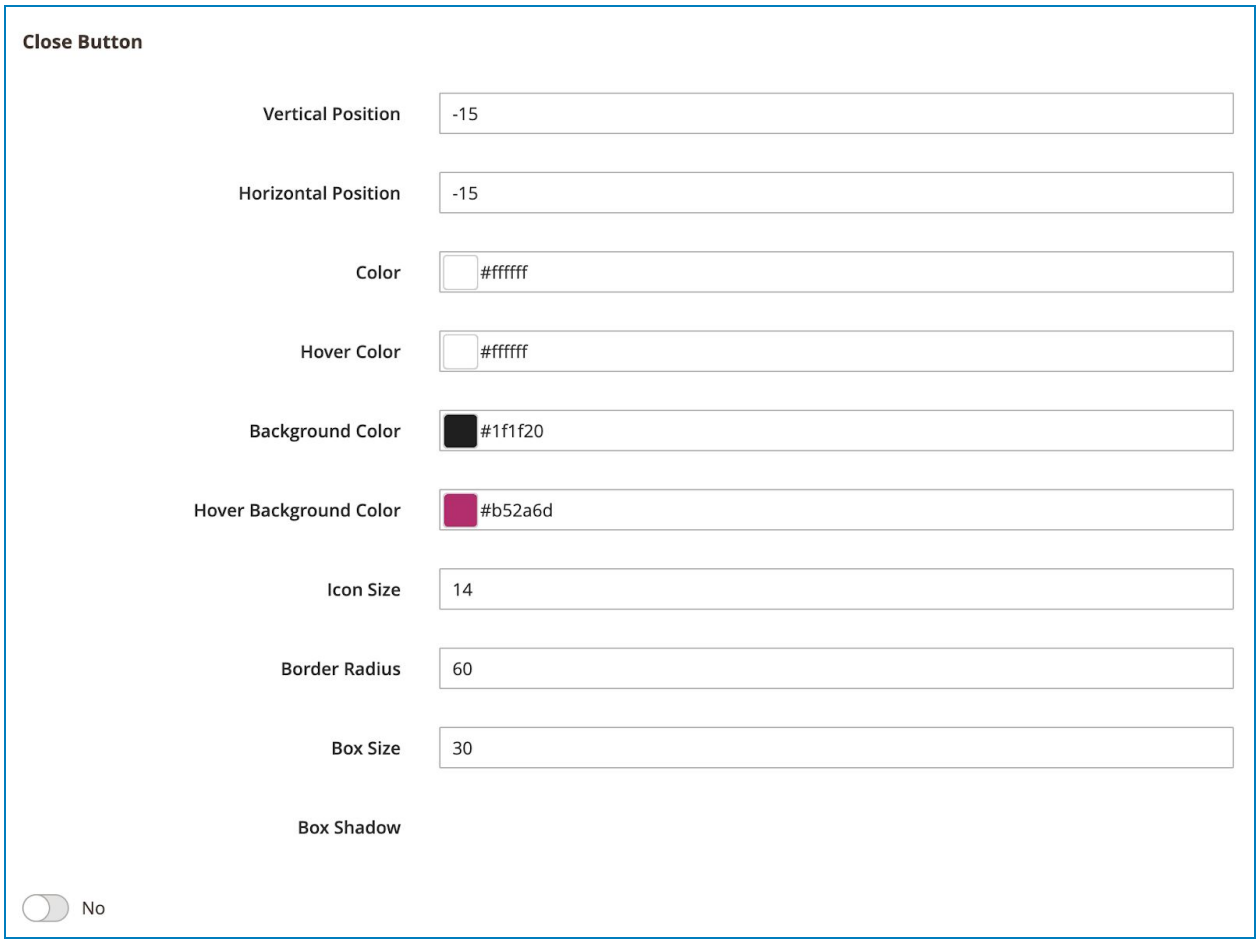
This tab includes advanced custom options for the banner.



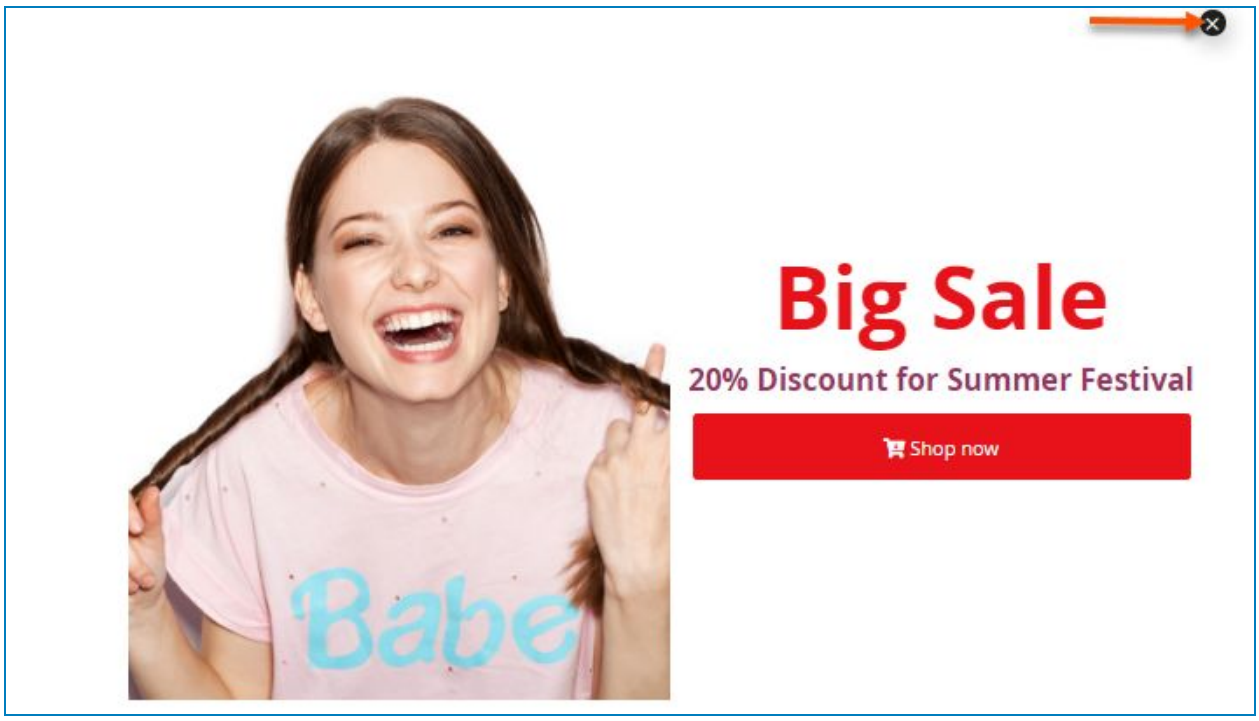
- **Close Button**: show/hide close button.
- **Show Close Button After X seconds**: set after how many seconds the close button will appear.
- **Automatically Close After X seconds:** set after how many seconds the popup is closed automatically.

5. Style

This tab allows you to design the banner's look & feel.



- **Position**: display the close button the banner.



- **Vertical Position**: set vertical position for the close button.
- **Horizontal Position**: set horizontal position for the close button.
- **Color**: choose a color for the cross icon.
- **Hover Color**: choose a color for the cross icon on hover.
- **Background Color**: choose a color for the cross icon background.
- **Hover Background Color**: choose a color for cross icon background on hover.
- **Icon Size**: enter a number to specify the cross icon size.
- **Border Radius**: set the border radius to control the corner roundness for each side of the icon background.
- **Box Size**: control the size of the cross icon background.

Box Shadow: set to Yes to enable shadow around the banner and adjust banner shadow options including: (You can refer to this for details).

- Color: choose color for the shadow.

- Horizontal: enter a positive number so that the shadow is on the right of the banner. The higher the number is, the further the shadow is pushed to the right. Enter a negative number so that the shadow is on the left of the banner. The lower the number is, the further the shadow is pushed to the left.

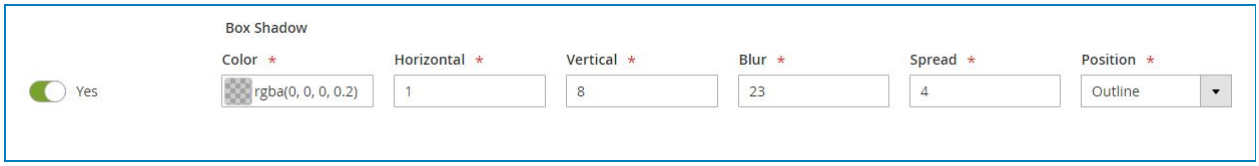
- Vertical: enter a negative number so that the shadow is above the banner. The lower the number is, the further the shadow is pushed up. Enter a positive number so that the shadow is below the banner. The higher the number is, the further the shadow is pushed down.

- Blur: specify the blur level of the shadow. The higher the number is, the more blurred the shadow will be.

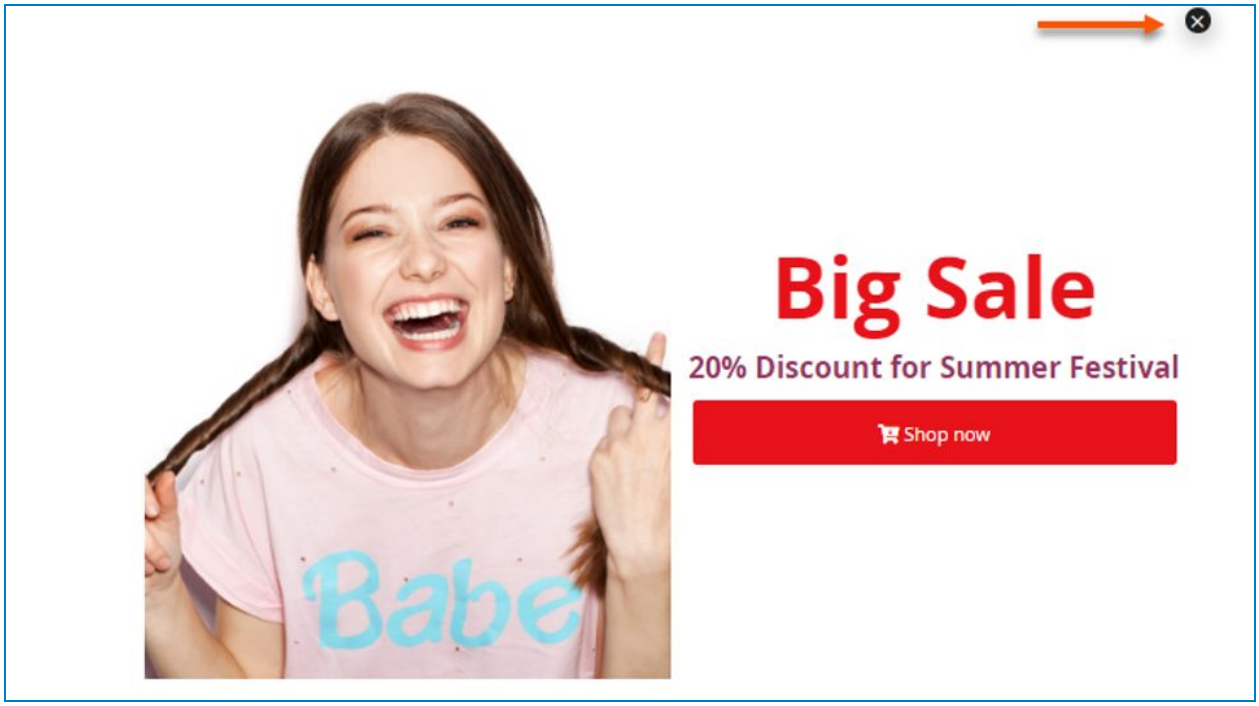
- Spread: used to increase the size of the shadow. The higher the number is, the bigger the shadow is. You can also use a negative number in this field.

- Position: set the shadow to be inside (Inset) or outside (Outline) the banner.

>> Backend:



>> Frontend:



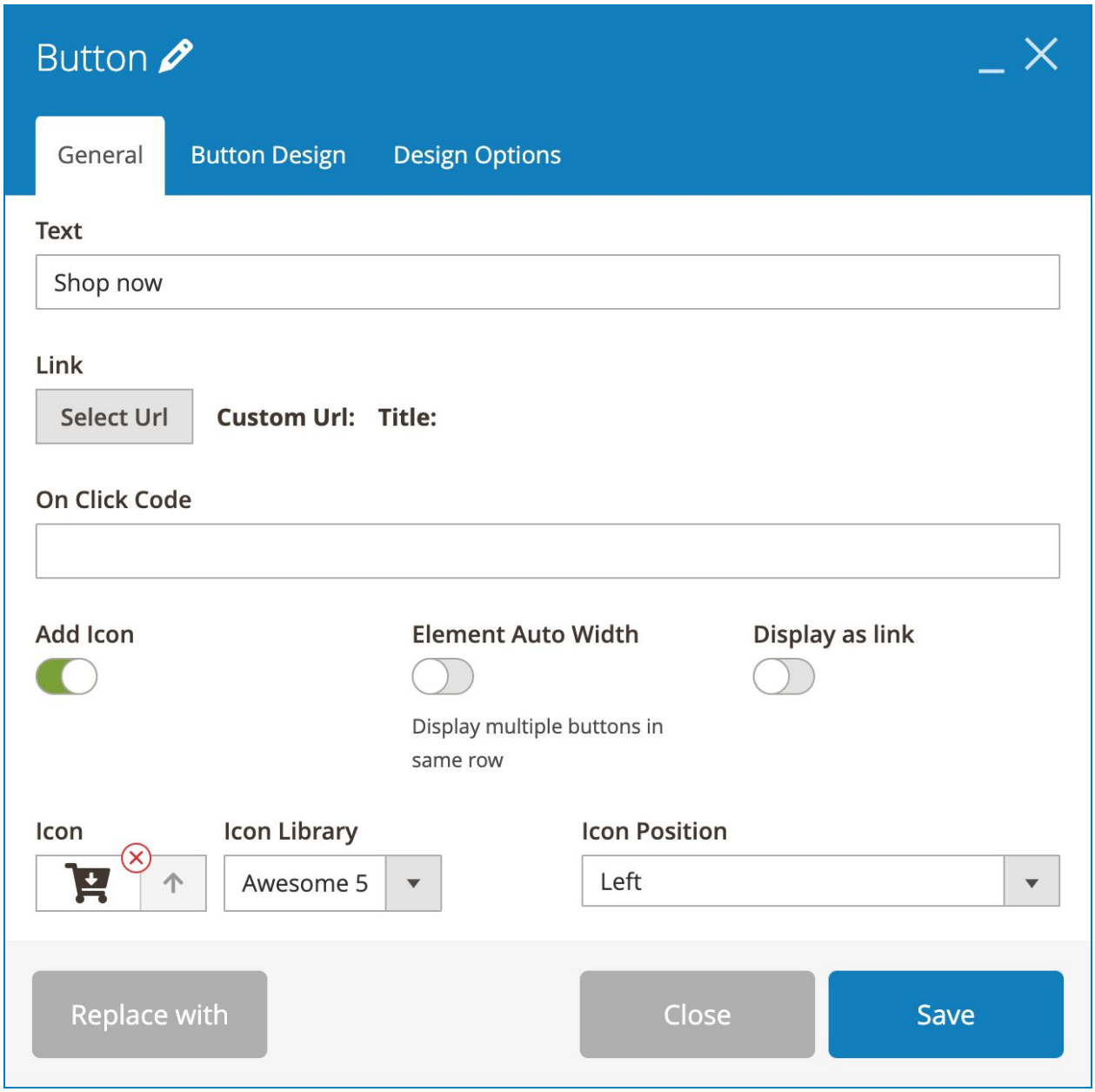
IV) Elements

NOTE: Here we only list elements that are specific to Promotion Banner extension and mention settings that are specific to these elements. For other elements and settings, you can look at Magezon Core Builder guide.

1. Button

Used to create a button:

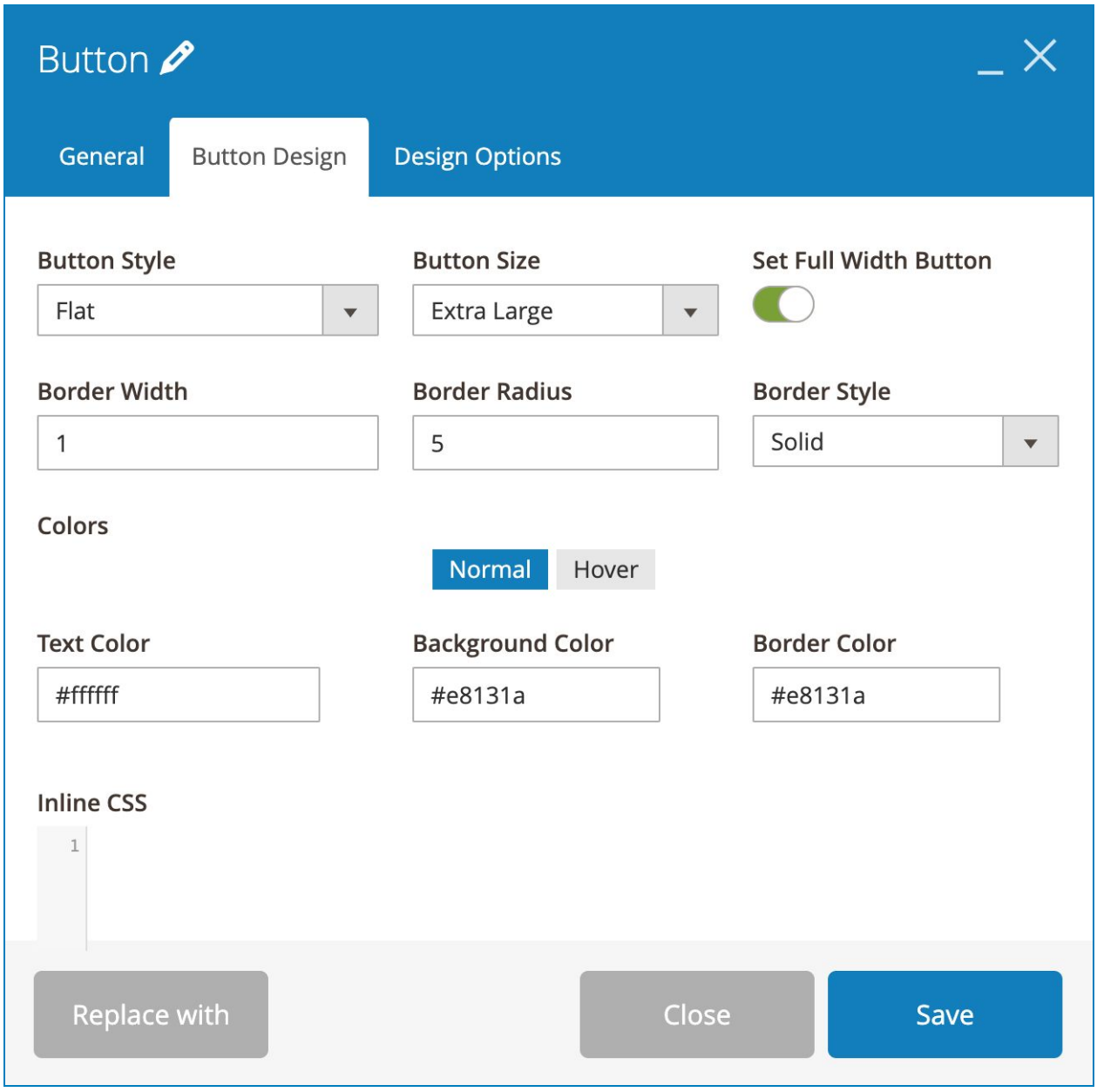
1.1. General tab



- **Text**: enter button text.
- **Link**: click Select Url button to add a link (for Link action type).

- **Add Icon**: add icon inside the button. Choose Icon from 2 Icon Library: Awesome 5 & Open Iconic.
- **Icon Position**: display the icon on the Left/Right of button text.
- **Element Auto Width**: If you have multiple buttons on different rows that are next to each other, turn on this function to display these buttons on the same row.
- **Display as link**: display the button in the form of link text.

1.2. Button Design tab

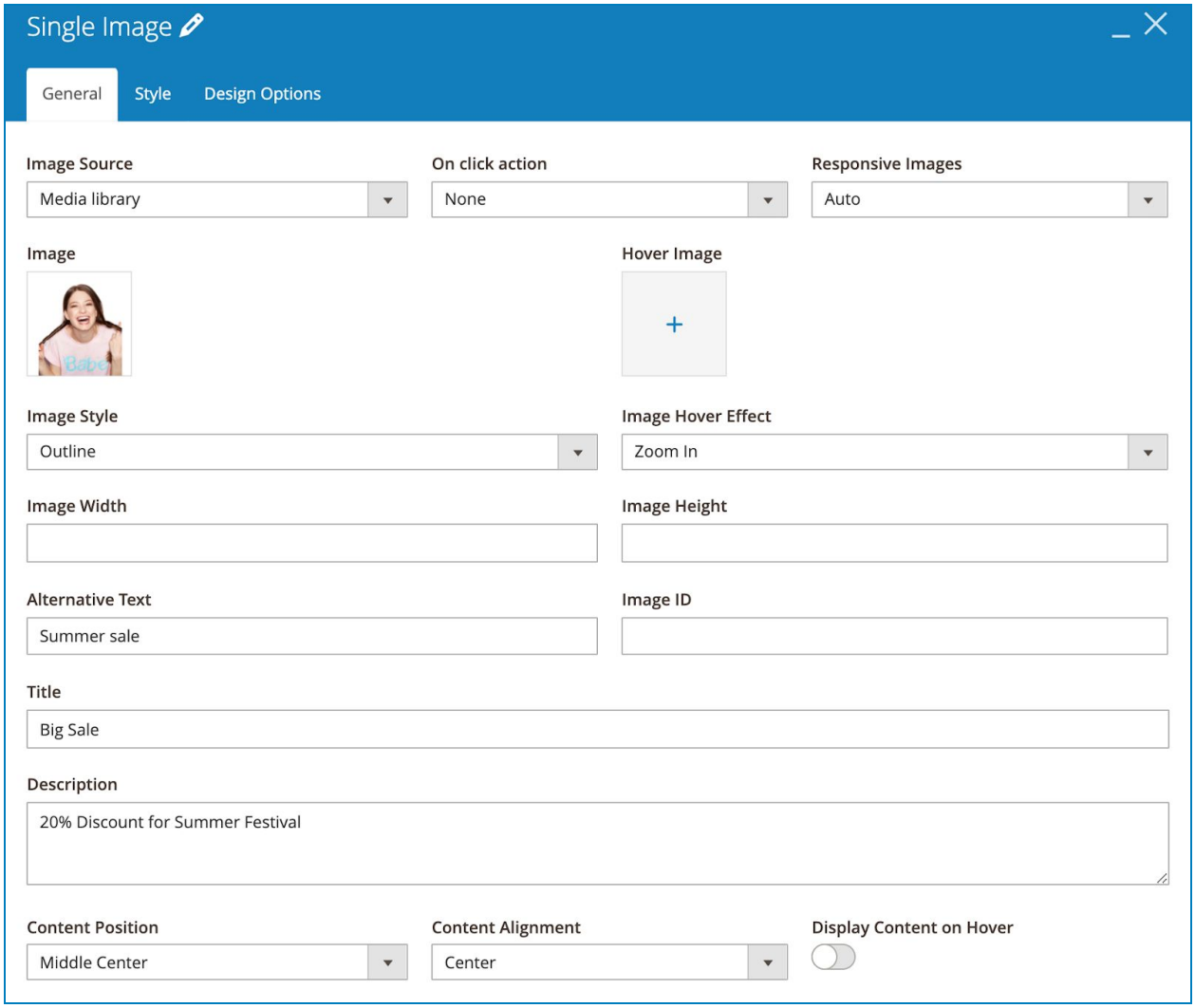


- **Button Style:** choose from 4 styles: Modern, Flat, 3D and Gradient.
- **Button Size**: choose from 5 sizes: Mini, Small, Normal, Large and Extra Large.

- **Set Full Width Button**: if enabled, the button will cover the full width of the container element (e.g. column).
- Specify **Border Width** (px), **Border Radius** (px) & **Border Style**.
- **Colors**: specify button **Text Color**, **Background Color** and **Border Color** when normal and on hover.
- **Inline CSS**: add CSS to design the banner further.

2. Single Image

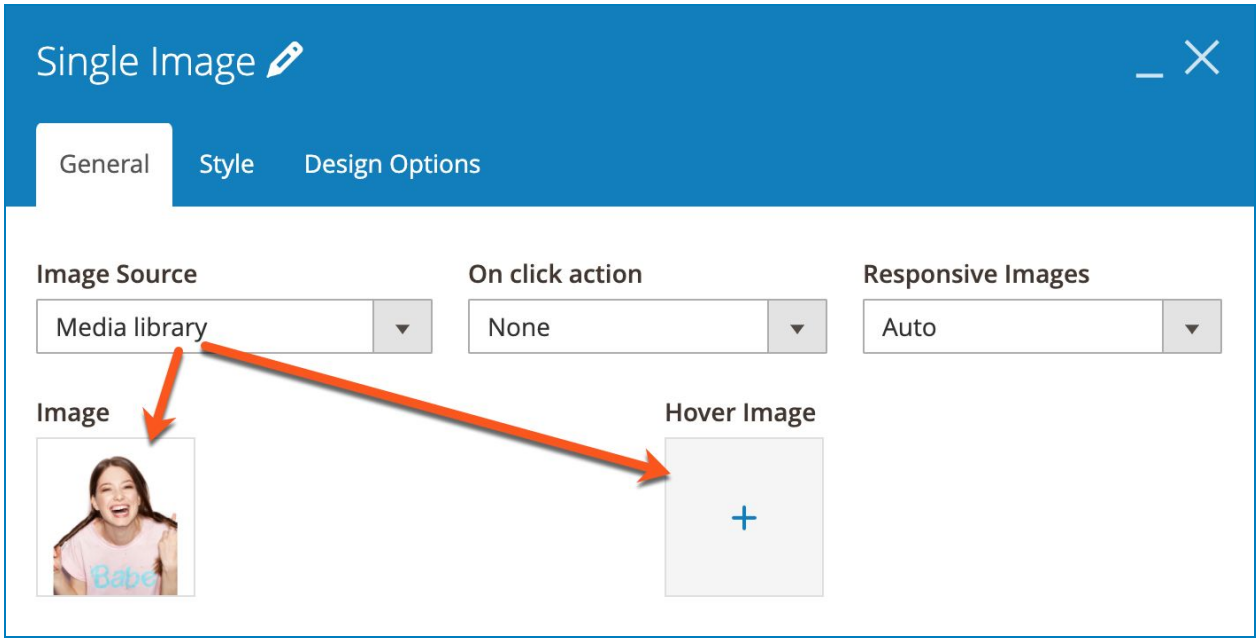
Used to add an image.



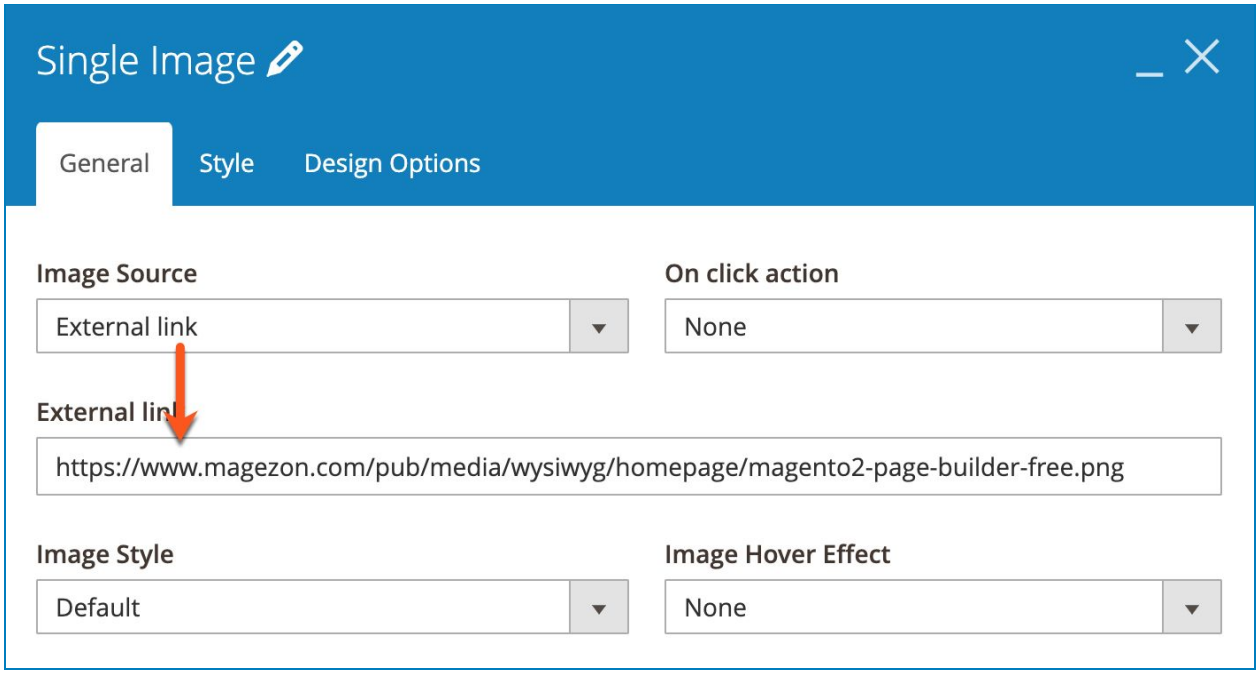
2.1 General tab

- **Image Source**: add image from Media library or use External link.

  >> If you set Image Source as Media library, you'll add **Image** and **Hover Image** (the image that is displayed when you hover over the main **Image**).

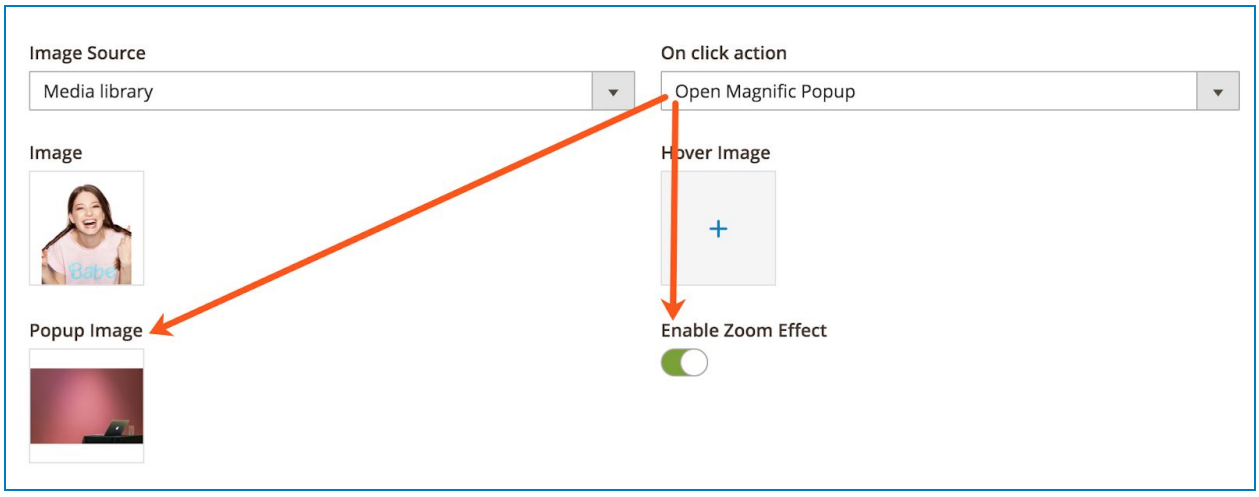


  >> If you set Image Source as External link, you'll add image address in **External link** field.

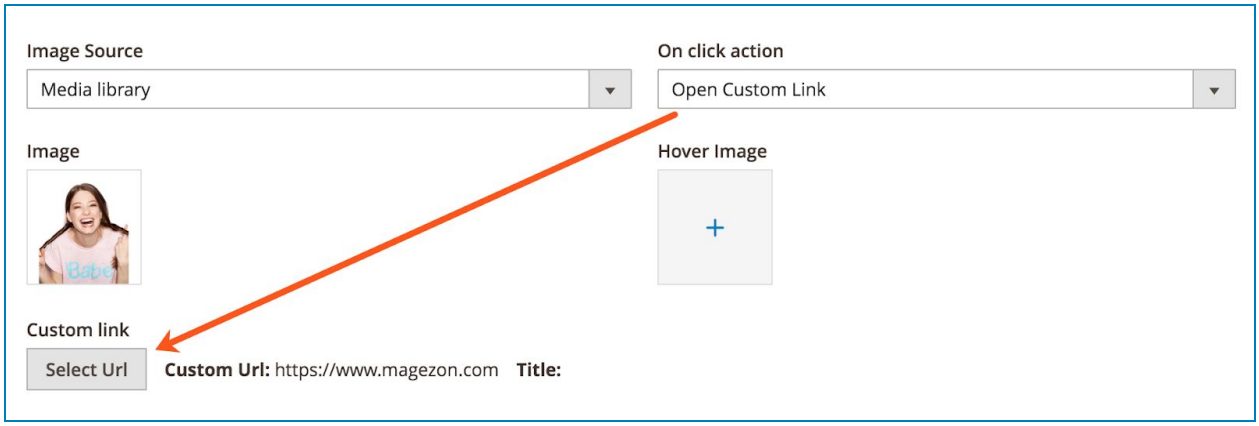


- **On click action**: specify what will happen when the image is clicked. You can:

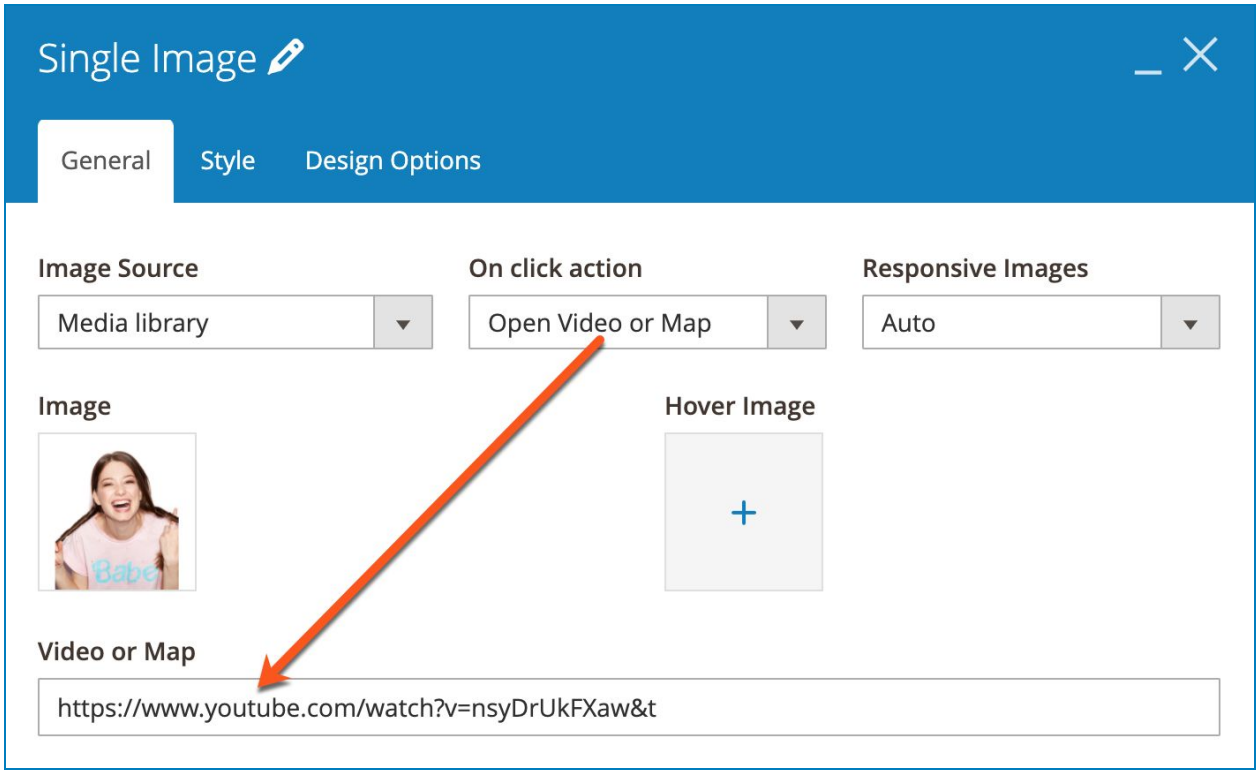
  >> Open the image in a Magnific Popup:



>> Open Custom Link:



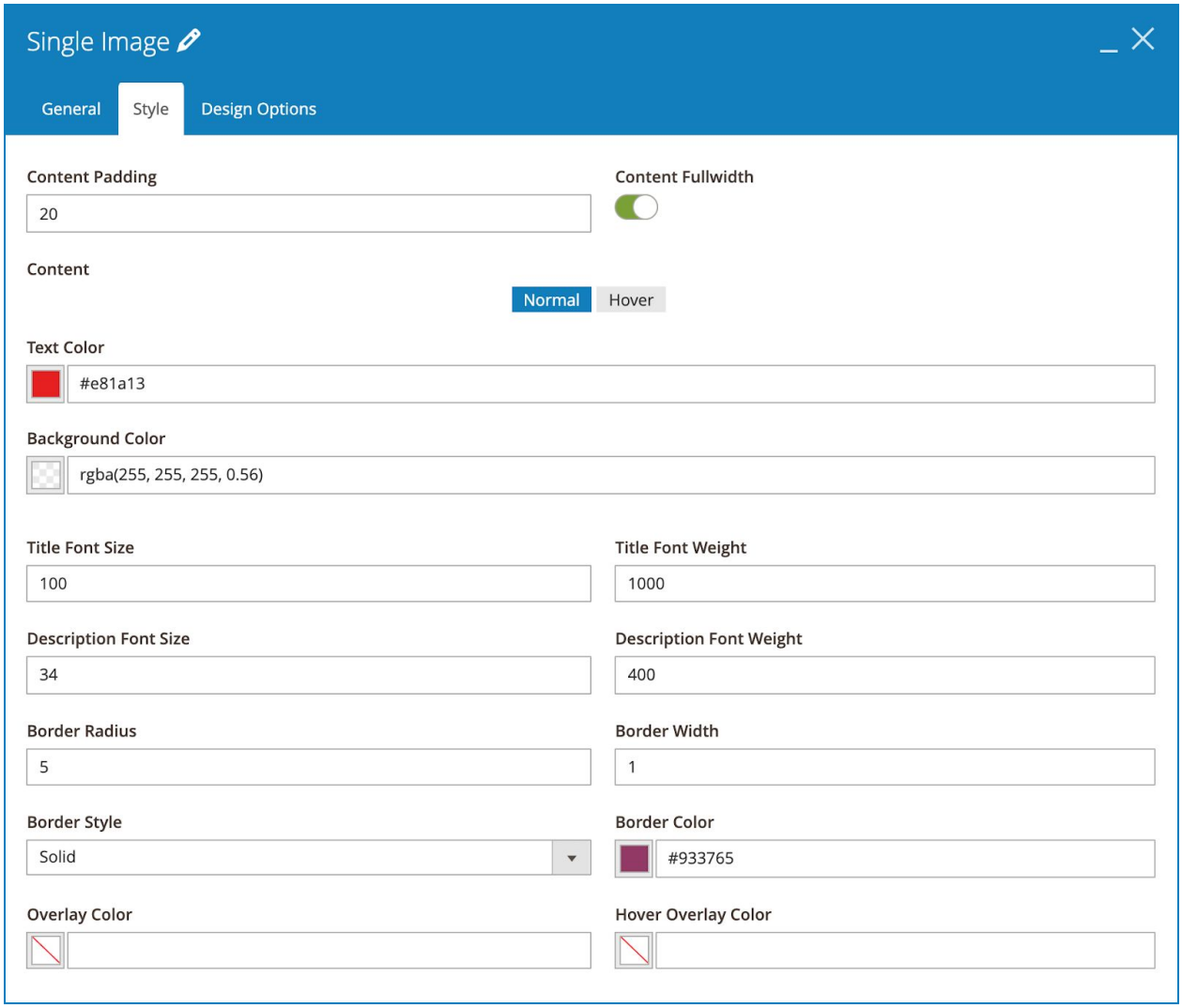
>> Open Video or Map:



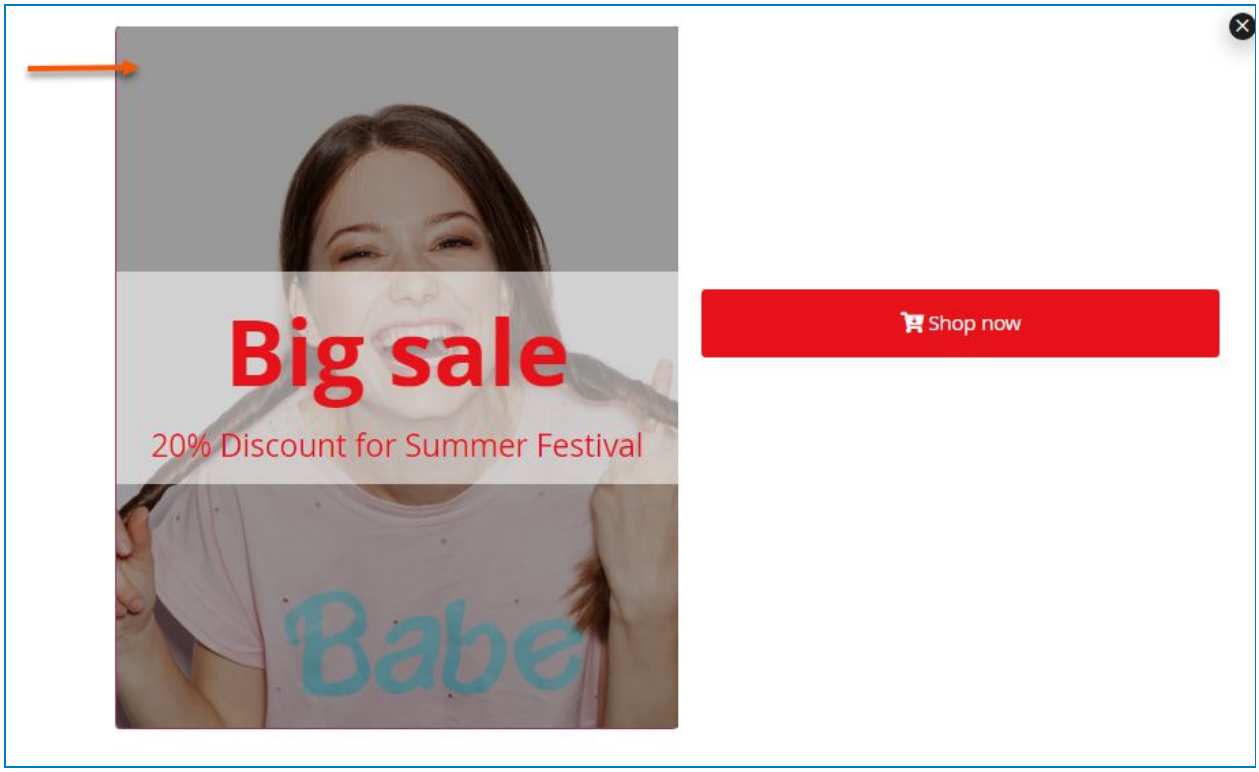
- Set **Image Style** as Default, Outline, Shadow1, Shadow2 or 3D Shadow.

- Set **Image Hover Effect** as Zoom In, Lift Up or Zoom Out.
- Customize **Image Width** and **Image Height**.
- Enter image **Alternative Text** & **Image ID**.
- Enter image **Title** and **Description**.
- **Content Position**: choose position for image content (Title & Description).
- Set **Content Alignment** as Left, Right or Center.
- **Display Content on Hover**: if enabled, image Title and Description is only displayed on hover.

2.2 Style tab


Single Image
General
Style
Design Options
Content Padding
20
Content Fullwidth
Content
Normal
Hover
Text Color
#e81a13
Background Color
rgba(255, 255, 255, 0.56)
Title Font Size
100
Title Font Weight
1000
Description Font Size
34
Description Font Weight
400
Border Radius
5
Border Width
1
Border Style
Solid
Border Color
#933765
Overlay Color
Hover Overlay Color

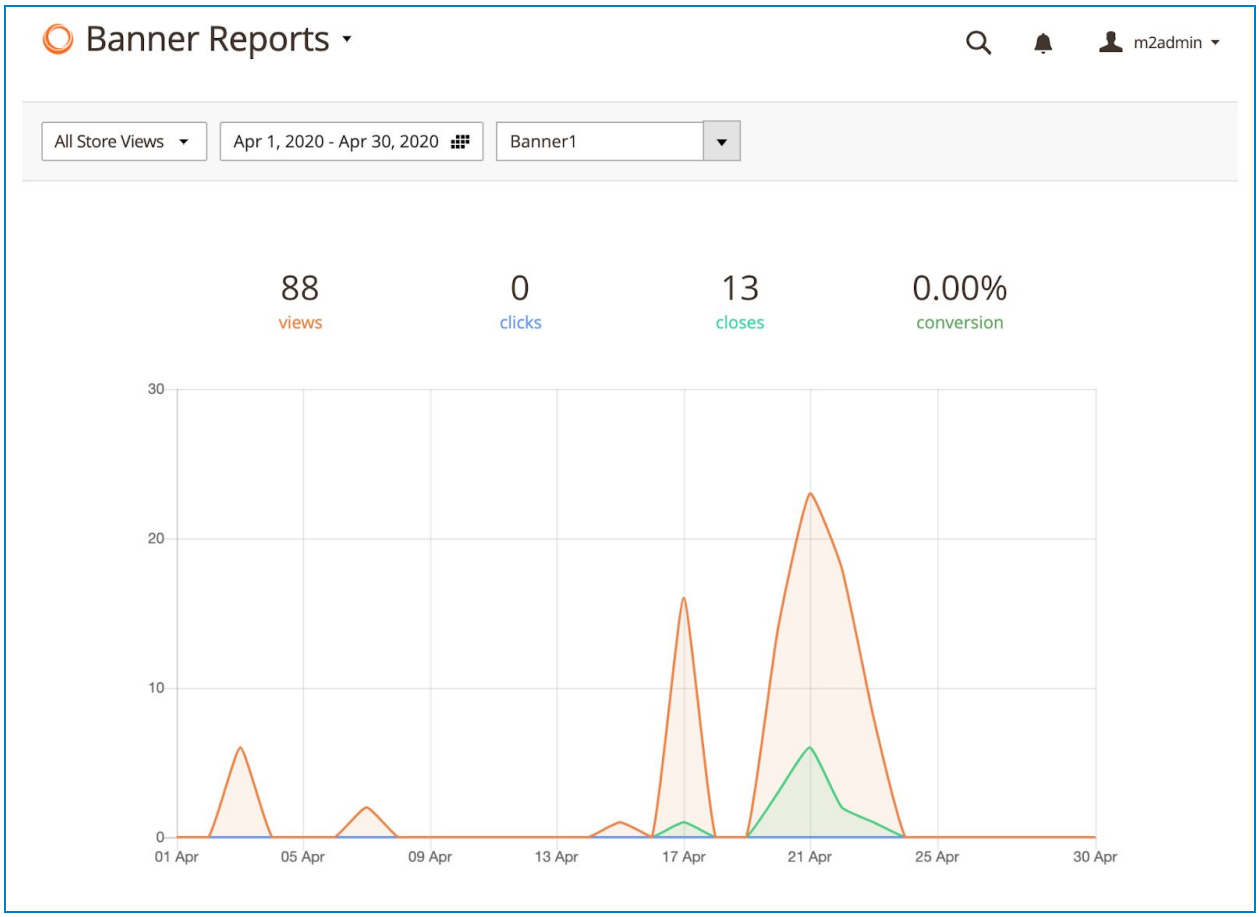
- **Content Padding**: set padding between content (Title & Description) and the container.
- **Content Fullwidth**: set the content to cover full width of the image.
- Set **Text Color** (color for title & description) and **Background Color** of the text.
- Specify **Title Font Size**, **Title Font Weight**, **Description Font Size** and **Description Font Weight**.
- Set **Border Radius**, **Border Width**, **Border Style** & **Border Color** (border that surrounds the image).
- **Overlay Color**: choose color that covers the image.
- **Hover Overlay Color**: choose overlay color on hover (you need to set **Overlay Color** so that this hover overlay color works).


Big sale
20% Discount for Summer Festival
Babe
Shop now

V) Report

Navigate to **Marketing > Magezon Promo Banner > Reports** to open reports on your banner's performance. Or in the banner edit page, click **Report** on the top bar to open the report of that banner.

The report interface will be like this:



You can:

- View the report of the banner on a specific store view.

- Set the date range during which you want to view the banner report.
- Choose a specific banner to view the report.

The report includes:

- The number of banner views.
- The number of clicks on a button/link in the banner.
- The number of times the banner is closed (also including auto closes).
- The conversion rates.
- A visual chart of views, clicks and closes.

VI) Support

If you have any questions or need any support, feel free to contact us via the following ways. We will get back to you within 24 hours since you submit your support request.

- Submit contact form.
- Email us at support@magezon.com.
- Submit a ticket.
- Contact us through Skype: support@magezon.com.
- Contact us via live chat on our website.