MyWebPresenters – Try Your Site – New Approach

New Workflow

Visitors to the [www.mywebpresenters.com](http://www.mywebpresenters.com/) homepage will now see the “Watch a LIVE Demo Now” area instead of the “Try Your Site” section.

Visitors will enter three items of information:

* Name
* Email
* Their Website

And submit the form (with a provision agreeing to be emailed)

The submitted details will be sent to Mailchimp for future emails.

This will also trigger the opening of a dynamic webpage on our website that will:

* Have branded MWP graphics and text etc
* Will have three dynamically generated info specific to that customer:
  1. Their name
  2. Website address
  3. A thumbnail image of their website
* The page will show a web presenter
* The page will also offer buttons allowing the customer to see:
  1. Further details on pricing and ordering a web presenter directly
  2. Ability to get a “7 Day free Trial Web Presenter” on their own website
* The latter option will trigger an email to be sent to the customer which has an attachment with their 7 day trial web presenter code (for use on their own website) and explanatory instruction on how to use the code

Technical Overview

* We must use our MailChimp account (via Liam) to capture customer details so that we can run email marketing campaigns to them and email reminders (e.g. 7 day free trial has expired – buy now). Details will be captured under two scenarios:
  1. When they fill in the homepage form (name, email, website) their details will be added to a ‘live demo’ Mailchimp list
  2. If they sign up for a “7 day free WP trial” their details will be created on a ‘free trial’ list on Mailchimp
* The latter data collection (e.g. “7 day trial”) will likely also require our platform to also store and track their details in its database. This would be used to:
  1. Ensure that the ‘demo code’ that is emailed to them has some kind of unique identifier to ensure we can keep track of when their free trial video is first used and to stop that video (or do some other action – e.g. play an alternate video) once the trial period has expired.
  2. Ideally once a customer ‘Free Trial’ video has expired the system notifies Mailchimp that the customer trial is finished so an email can be sent to them
* The platform should prepare the ‘free demo code’ into a simple document and either send this to MailChimp to include as an attachment in an email to the customer OR use the Mailchimp API to send the customer the email from the platform (using a pre-prepared email template)
* The ‘thumbnail’ image of the customer website – can we find out what the largest size image is we can get so we can prepare the webpage with a space that matches that size
* We would like WP Code sent to customers moving forward to be a SINGLE line of code (not a huge page of code like now). This will improve how the code looks on the client site and will increase the chances of the free trial code being used by customers. However, our existing customers (with longer code) MUST still work for them without updating their code.
* This new single line of code needs to be enhanced to track the user as well as the video in the case of customers using the code for a limited timescale (e.g. Free trial).
* We would like our MWP dashboard to allow us to choose which video is to be the “Free Trial Video” and also to set the timescale (e.g. 7 days) for all future customers given the code. This will give us the option to change this. It may be the best idea to choose the video on a PER COMPANY basis. This opens the door to using this new free trial functionality for some of our Resellers via their own websites (see note 1 below).

IMPORTANT NOTES:

1. We need to initially create this for our own mywebpresenters.com website. However, we made need to replicate some parts of it for one or more of our Reseller partners. So please don’t hard-code the details into the code – please leave as much as possible parameter based so it can more easily be adapted to other websites.
2. As the previous TYS plan was much delayed, we need to get this up and running quickly. So, please devote resource to this so we can get this working, tested and live within a WEEK.
3. As always please make changes to the platform on the DEV system only until testing is completed.

Testing Feedback (v1 – 25th March 2019)

1. The process as I described in the specification has not been implemented and should be as follows:
   1. Web page for visitor to enter name, website and email (not a ‘pop up’ form)

**→ Done.**

* 1. This takes them to another page on our website that will show them a web presenter (we will include the code for this) and include a button (or link) for them to claim a FREE 7 day Trial video on their own website

**→ Done.**

* 1. When they click on the 7 day trial button (or link) they are automatically sent an email (from Mailchimp) with their details and some way to get their 7 day free trial code

**→ We have checked and found that mailchimp don’t provide a way to attach an attachment in the mail.**

**Either you can provide us their support email to you can contant them directly to find a solution for this issue.**

**Ok, be aware that when you send this email it should select the appropriate email template we have already created in Mailchimp and send the email via mailchimp. We have created a test email template for this entitled “Start your 7 day trial” and has a button in the email which you can add a link behind for the client to get their code.**

**→ Ok, we will send email througth mailchimp but we need more R&D work for if email template have to set link behind the button or not.**

1. Please stop calling it the ‘TRAYAL’ Video. It should be TRIAL

**→ Done**

1. That code behind the form must be easy for us to move to another form
2. Once someone enters their details on that first page it is trying to add a ‘pop up’ window and my browser’s pop up blocker is preventing this. This must work even if someone has their browser pop up blocker on. So instead of opening a new window – simply take the user to the new page. This must work. We cannot rely on people to switch off their popup blocker.

**→ Done.**

1. The initial form that asks the user for their name, email and website needs to be smart for the website address e.g. it should not require users to enter the http part of the website address. Nobody enters this into a field. It needs to be user friendly

**→ Done.**

1. What happens if I enter the form with the same email address more than once ? What is your proposal ?

**→ As of now, we have not allow same email address to be added more than once. Let us know if you want to add anything here.**

**For testing purposes it would be useful to allow duplicate emails for now. Before we go live we may turn this off.**

**→ OK**

1. Our specification already stated (see above): *We would like WP Code sent to customers moving forward to be a SINGLE line of code (not a huge page of code like now). This will improve how the code looks on the client site and will increase the chances of the free trial code being used by customers. However, our existing customers (with longer code) MUST still work for them without updating their code*.

So, please explain why this work has not been started and why you are now saying that we would need to send all our existing customers the new short code for their existing videos. Why can the system not support both long and short codes ?

**→ There is not any possiblity for change code to wp code or small short code, if you want small short code then we need to make all of the system short code small and for that we need to change system functionality.**

On the mwpdashboard.com/demo system:

1. ‘Update Video Code Settings’ page, there are two fields for video code: ‘video code for trial period’ and ‘video code after trial period’. Can you please explain why there are two fields for this and how this will work ?

**→ We are check and found that short code which is generate on video list page has passes the video id and proejct id. After that it will get all required details and then it will generate the code. So it is not possible in this when we choose the video from video list.**

1. Also for the above point – why do we need to see the code there ? Can we not simply choose a video from a list ?

**→ We are check and found that short code which is generate on video list page has passes the video id and proejct id. After that it will get all required details and then it will generate the code. So it is not possible in this when we choose the video from video list.**

1. Why are there fields for http and https ? Will the system automatically choose the right one depending on the clients website ?

**→ DONE**

1. There is no field to change the length of the trial period

**→ Done.**

1. How will this section deal with our resellers using this system ? (see Important Notes 1 above)

**→ Can you give us more details about resellers using this system.**

**I will think about this and come back to you later with our proposal.**

**→ OK**

MailChimp:

1. The inputted details added to the Mailchimp list currently only includes the email address. Please also add the name and website.

**→ Done.**

1. The Mailchimp list seems to include extra fields that we don’t need: address, phone number, tags etc – where did these come from and why are they there ?

**→ Done.**

1. The Mailchimp list also needs other fields added to keep track of:
   1. When the client subscribes to the 7 day free trial
   2. When that client activates the 7 day free trial code on their website

**→ Done.**

1. The email you currently send to give the client the trial code is coming from your gmail address. This email should be sent via our Mailchimp. It should also use a designated email template.

**→ We have checked and found that mailchimp don’t provide a way to attach an attachment in the mail.**

**Ok, be aware that when you send this email it should select the appropriate email template we have already created in Mailchimp and send the email via mailchimp. We have created a test email template for this entitled “Start your 7 day trial” and has a button in the email which you can add a link behind for the client to get their code.**

**→ Ok, we will send email througth mailchimp but we need more R&D work for if email template have to set link behind the button or not.**

**Either you can provide us their support email to you can contant them directly to find a solution for this issue.**

**See above – can you add a link behind the button ?**

**→ Ok, we will send email througth mailchimp but we need more R&D work for if email template have to set link behind the button or not.**

1. The code sent to a client should be in the email as an attachment instead of via a link to our website.

**→ We have checked and found that mailchimp don’t provide a way to attach an attachment in the mail.**

**Either you can provide us their support email to you can contant them directly to find a solution for this issue.**

**See above – can you add a link behind the button ?**

**→ Ok, we will send email througth mailchimp but we need more R&D work for if email template have to set link behind the button or not.**