

Friends  follow

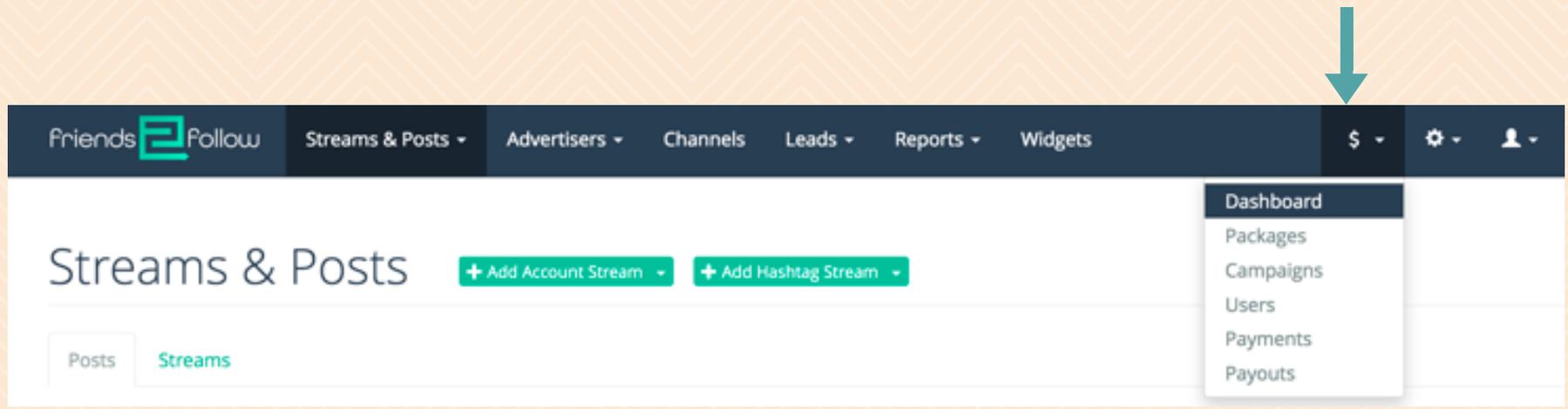
Self Service Portal

How to set up a system for your
customers to create their own ads

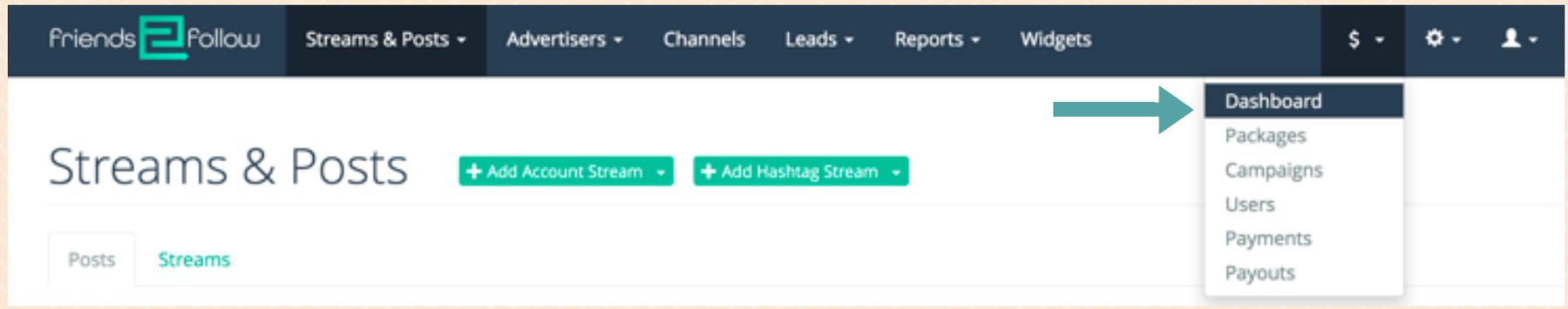
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Step-by-Step

1. LOG INTO YOUR ADMIN PANEL AND CLICK ON THE "\$" SIGN AT THE TOP RIGHT.

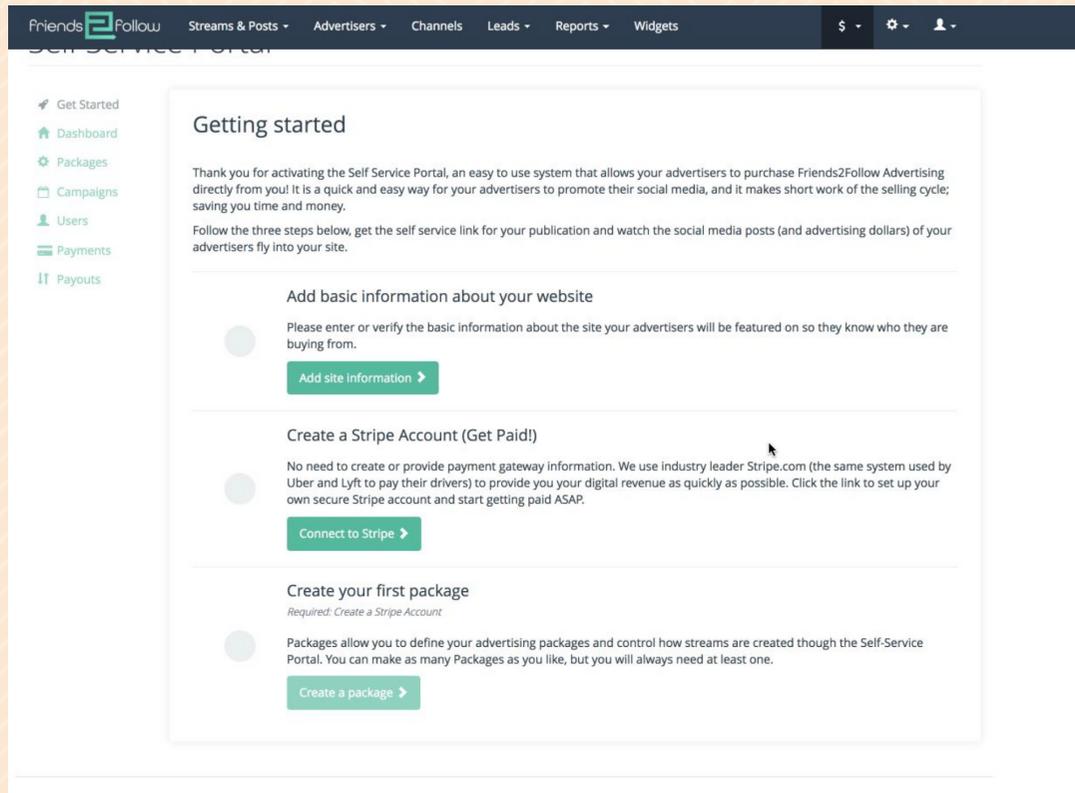


2. SELECT DASHBOARD



Step-by-Step

3. COMPLETE THE THREE STEPS FOR GETTING STARTED. THIS INCLUDES CREATING A STRIPE ACCOUNT.



The screenshot shows the 'Getting started' page in the Friends2Follow Self-Service Portal. The page is titled 'Getting started' and contains a welcome message and three numbered steps for getting started. The steps are: 1. Add basic information about your website, 2. Create a Stripe Account (Get Paid!), and 3. Create your first package. Each step includes a brief description and a green button with a right-pointing arrow to proceed to the next step.

Friends2Follow Streams & Posts Advertisers Channels Leads Reports Widgets

Get Started Dashboard Packages Campaigns Users Payments Payouts

Getting started

Thank you for activating the Self Service Portal, an easy to use system that allows your advertisers to purchase Friends2Follow Advertising directly from you! It is a quick and easy way for your advertisers to promote their social media, and it makes short work of the selling cycle; saving you time and money.

Follow the three steps below, get the self service link for your publication and watch the social media posts (and advertising dollars) of your advertisers fly into your site.

- Add basic information about your website**

Please enter or verify the basic information about the site your advertisers will be featured on so they know who they are buying from.

[Add site information >](#)
- Create a Stripe Account (Get Paid!)**

No need to create or provide payment gateway information. We use industry leader Stripe.com (the same system used by Uber and Lyft to pay their drivers) to provide you your digital revenue as quickly as possible. Click the link to set up your own secure Stripe account and start getting paid ASAP.

[Connect to Stripe >](#)
- Create your first package**

Required: Create a Stripe Account

Packages allow you to define your advertising packages and control how streams are created though the Self-Service Portal. You can make as many Packages as you like, but you will always need at least one.

[Create a package >](#)

Step-by-Step

3A. ADD YOUR LOGO AND FILL OUT YOUR SITE INFORMATION.

THIS IS THE INFORMATION YOUR CUSTOMERS WILL SEE ON ANY PAGES OR EMAILS.

Site information ×

All of fields below will be included on any client-facing pages and emails.

Site logo



Site Name *

Site Mailing Address *

Support Phone *

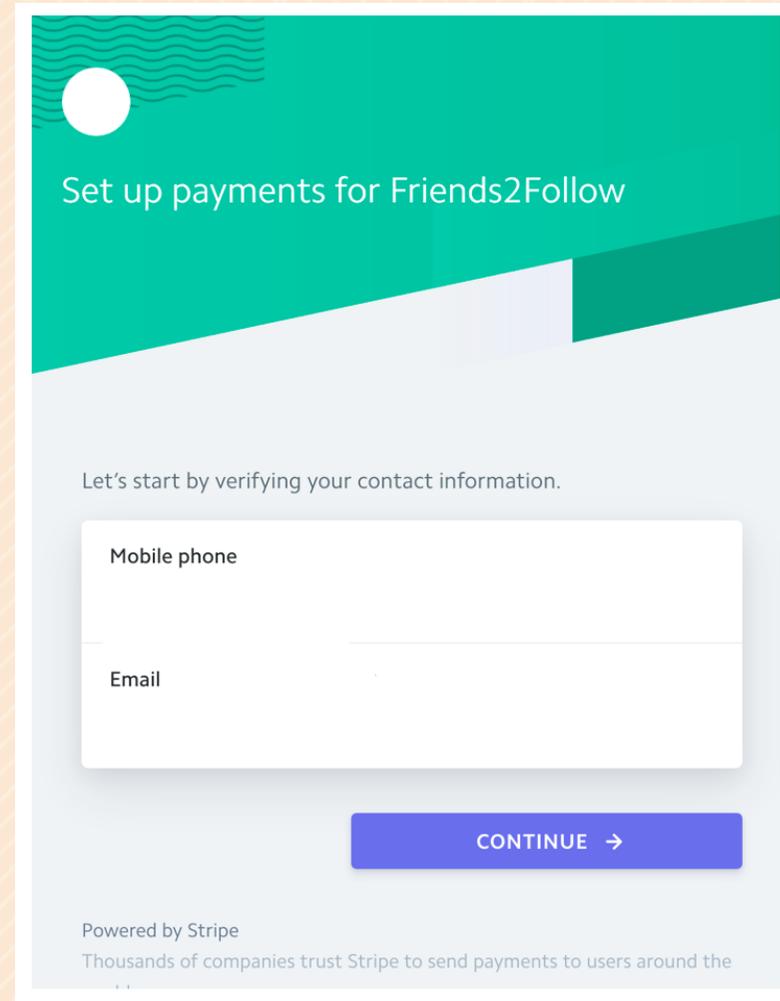
Support Email *

Step-by-Step

3B. SET UP YOUR STRIPE ACCOUNT TO RECEIVE YOUR PAYMENTS ON A REGULAR BASIS.

STRIPE WILL WALK YOU THROUGH EACH STEP FOR CREATING THE ACCOUNT AND LINKING IT TO YOUR SELECTED BANK ACCOUNT.

STRIPE WILL CHARGE THE CUSTOMER'S FORM OF PAYMENT ONCE A MONTH AND DEPOSIT THE FUNDS (MINUS THE PROCESSING FEE) INTO YOUR SELECTED BANK ACCOUNT.



The screenshot shows a mobile payment setup screen. At the top, there is a teal header with a white circle icon and the text "Set up payments for Friends2Follow". Below the header, the main content area is light blue and contains the text "Let's start by verifying your contact information." followed by two input fields: "Mobile phone" and "Email". A blue "CONTINUE →" button is positioned below the input fields. At the bottom, there is a small text block that reads "Powered by Stripe" and "Thousands of companies trust Stripe to send payments to users around the".

Step-by-Step

Create new package ✕

Name *

The name of this package, which will be displayed here and to potential advertisers.

Description

Optional. A description of the package that will be displayed here and to potential advertisers.

Best Choice
Mark this package as the 'Best Choice', making choosing a package easier for your users.

Channels

<input type="checkbox"/> #KernelsofKampus	<input type="checkbox"/> Dining
<input type="checkbox"/> Entertainment	<input type="checkbox"/> KRNL
<input type="checkbox"/> KY Kernel News	<input type="checkbox"/> KY Kernel Promo Email Block
<input type="checkbox"/> Nightlife	<input type="checkbox"/> Opinion
<input type="checkbox"/> PREMIUM Sports CUBE	<input type="checkbox"/> ROS Advertising

Not selecting a Channel will cause streams under this package to only be visible in the Everything widget and Advertiser-specific widgets.

Number of streams *

 streams

How many streams can an advertiser connect for this package?

Amount *

\$ per month

Advertisers will be charged this amount each month for the length of their campaigns. This value can not be changed after a package is created.

Please note, once a package is created its amount can not be changed.

Duration

Campaigns last for months

Optional. Set how long campaigns under this package should last. If left blank, campaigns will run until canceled by you or the user.

Trial Period

Trials lasts for days

Optional. Set the number of days before the user is first charged. The user may cancel at anytime during the trial period.

3C. YOU CAN CREATE UP TO THREE PACKAGES.

FOR INSTANCE, YOU CAN ALLOW MORE THAN ONE STREAM FOR THE ADVERTISERS, OR MORE POSTS PER DAY FOR A HIGHER PRICE. OR YOU COULD INCLUDE THE POSTS IN MULTIPLE WIDGETS.

ANOTHER PREMIUM OPTION WOULD BE TO STREAM THE POSTS INTO A CONTENT BLOCK AND A SOCIAL MEDIA POWERED BANNER AD THAT YOU SELL LIKE ANY OTHER BANNER AD (CPMS, SOV, CPC) VIA YOUR AD SERVER

Step-by-Step

3C. CREATE YOUR PACKAGE OR PACKAGES

Create new package ✕

Name *

The name of this package, which will be displayed here and to potential advertisers.

Description

Optional. A description of the package that will be displayed here and to potential advertisers.

Best Choice
Mark this package as the 'Best Choice', making choosing a package easier for your users.

Channels

<input type="checkbox"/> #KernelsOfKampus	<input type="checkbox"/> Dining
<input type="checkbox"/> Entertainment	<input type="checkbox"/> KRNL
<input type="checkbox"/> KY Kernel News	<input type="checkbox"/> KY Kernel Promo Email Block
<input type="checkbox"/> Nightlife	<input type="checkbox"/> Opinion
<input type="checkbox"/> PREMIUM Sports CUBE	<input type="checkbox"/> ROS Advertising

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Optional. Set how long campaigns under this package should last. If left blank, campaigns will run until canceled by you or the user.

Trial Period
 Trials lasts for days
Optional. Set the number of days before the user is first charged. The user may cancel at anytime during the trial period.

PICK ONE OR MULTIPLE CHANNELS IN WHICH THE POST(S) WILL STREAM.

SELECT 1-3 STREAMS (SOCIAL MEDIA ACCOUNTS) THAT WILL BE ALLOWED PER ADVERTISER.

ENTER THE MONTHLY FEE THAT THE ADVERTISER WILL BE CHARGED. NOTE THE NET AMOUNT (MINUS PROCESSING FEES) WILL APPEAR JUST BELOW THAT AMOUNT.

WE RECOMMEND YOU LEAVE THIS FIELD BLANK SO THEIR SOCIAL MEDIA POSTS WILL CONTINUE TO PUBLISH UNTIL THE ADVERTISER STOPS IT.

Step-by-Step

AN EXAMPLE OF WHAT YOUR ADVERTISERS WILL SEE

Choose a package

Sports Page Premium *BEST CHOICE*

Every time you post on Facebook or other selected social media accounts, that post will automatically appear in a premium display location on all sports pages AND in a separate content block on every page of www.kykernel.com until you discontinue the service.

✓ Pay as you go

✓ 3 social-media accounts

\$100 / month

Choose >

Social Media Spotlight

Every time you post on Facebook or other selected social media accounts, that post will automatically appear on every page of www.kykernel.com until you discontinue the service.

✓ Pay as you go

✓ 3 social-media accounts

\$75 / month

Choose >

Step-by-Step

5. IF YOU WANT THE "ADD MY BUSINESS" BUTTON ON AN EXISTING WIDGET TO DIRECT ADVERTISERS TO THIS SELF SERVICE PORTAL, YOU WILL NEED TO GENERATE NEW CODE FROM YOUR FRIENDS2FOLLOW ADMIN SITE.

REPLACE THE CODE FOR YOUR CURRENT CONTENT BLOCK WITH THE NEW CODE.

IF YOU ARE CREATING A WIDGET FOR THE FIRST TIME, ALL YOU NEED TO DO IS SELECT "SELF SERVICE PORTAL" AT THE BOTTOM OF THE WIDGET BUIER.

"Add my business" button

None

Contact Form

\$ Self-Service Portal

The "Add my business" button and any promo posts will send advertisers to the Self-Service Portal, where they can sign-up on their own.

Questions?

CONTACT

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FRIENDS2FOLLOW



Dr. Carmen Keith - 360 Living

f Follow

Restless Legs Syndrome - Overview and Facts <http://ow.ly/pm8F30jLIYX> **(Timeline Photos)**

MAY 6



SERVPRO of Cape Girardeau & Scott Counties

f Follow

Check out a recap of last Friday's golf tournament! 🎥 <https://youtu.be/pnAYWxjf4iY> **(JACoC 26th Annual Golf Classic)**

MAY 6



All the Trimmings Lawn Care

f Follow

A beautiful yard is just a call away. **(View photo)**

MAY 6



Sandy's Place Restaurant - Cape Girardeau Regional Airport

f Follow

(View photo)

MAY 6

