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## **Selling items that your customers can download**

A users guide to using Reason8 to sell items that can be automatically  
downloaded.

*19<sup>th</sup> October 2005*



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## Background

If you are planning to sell items that your customers can download, this guide tells you all you need to know about setting up your system.

The instructions contained in this document cover the settings used by PayPal. Unfortunately NOCHEX is currently not compatible with post-sale downloads.

In order to setup your system you will need to change the settings on

1. Your website

*You need to enter each item into our database*

2. Mal's ecommerce shopping basket

*You need to tell the shopping basket the address of each item to be downloaded*

3. Your PayPal account

*You need to set up PayPal so that your customer is re-directed back to the shopping basket after they have paid.*



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## 1 Step1 – Setting up your website

Before your customer can download a copy of your item, you must

- describe your item
- place a copy in our database and
- make a note of where you have stored it.

### 1.1 Describe your items

This guide assumes you are familiar with using the Reason8 system to setup items and that you have at least a Gold or a Platinum account.

A condition of you being able to offer your item for sale and download is that:

- a) your item has been created in step4 of the reason8 website system;
- b) your item has been **given a price**. *If you do not add a price the shopping basket system will be automatically switched of for the item;*
- c) your item has been **given a unique code** that will tell the shopping basket which item address to give the customer (*more about this later*).

### 1.2 Place a physical copy of your item in our database:

- a) login to your Reason8 website system and go to the control panel;
- b) click '**quick links**' on the left of your site;
- c) click '**Upload Files**';
- d) click '**Digital Goods for sale**' ;
- e) use the '**Files for Sale Wizard**' to upload files into our database.

### 1.3 Make a note of where you stored it

You then need to make a note of the location of each files you add (this is the full address of each item).

This address is shown in the wizard table after you add the item.



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## 2 Step2 – setting up Mal’s shopping basket

This section assumes that you have already:

- activated your shopping basket,
- read the emails sent by Mal’s ecommerce
- initialized your shopping basket
- and changed all the basic settings to activate the basket.

When your customer has paid for his goods he will be re-directed back to the shopping basket where the address of a file to be downloaded will be provided and an email will be sent to him.

You need to:

- Add a code + address for each item
- Write a final checkout message for your customer
- Set up an automated email

This section explains how you do this.

### 2.1 Add a list of codes + addresses for each item

Login to your mal’s e-commerce account (at <http://www.mals-e.com/>) using the username and password emailed to you from mal’s ecommerce when you switched on your shopping basket.

- a) click **cart setup**
- b) click **PRODUCTS FOR DOWNLOAD**
- c) add a code, a price and a link (address) for each item you wish to offer as a post-purchase download.  
(Note the code that you enter here must be identical to the code that you entered in the reason8 item description)

Note – if you simply add an address into the link box your customers will then have to write it down or copy this into their browser. They might make a mistake. A better thing to do would be to give them a link that they can click.



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Unfortunately the only way to do this is to enter HTML into the link box.

To make the address clickable enter the following:

```
<a target="_blank"
href="http://www.reason8.com/shared/images/content/XXXX
XXX" >Click here to download your ZZZZ</a>
```

Copy the above text into the link box and remember to change the XXXX and ZZZZ into your personal settings.

## 2.2 Write a checkout message for your customer

When your customer has paid for the goods he will be redirected back to a final screen that will show a brief message and the address of the item he has purchased.

To create an informative message

- a) click cart setup
- b) click **OTHER MESSAGES AND GENERAL SETTINGS**
- c) scroll to the bottom of the page and you will see a section called **EXIT MESSAGES**.

In the box labelled **secure payments**.

Add you exit message here.

Note the message can be no more than 255 letters (characters) long.

## 2.3 Set up an automated email

You may wish to send your customers an automated email after they have paid. It is a good idea to thank them for their purchase and perhaps offer them an email address that they can contact if they have a problem downloading their goods.

To do this:

- a) click cart setup
- b) click **EMAIL CUSTOMER RECEIPTS**
- c) complete the fields and click the button [**Update Email Fields**]



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### 3 Section 3 – Modify your PayPal account

This section assumes that you have already setup a paypal trading account.

Login to your Paypal account.

- a) click **profile** to display a three column list of options
- b) In the third column headed *selling preferences* you will see an option called: '**Website Payment Preferences**'. This option, when activated, automatically sends your customer back to the shopping basket where they will be shown the exit message and the address of the item that they have entered.  
**Click this option.**
- c) At the top of the page you will now see an option entitled '*Auto return for website payments*'. **Click the 'on' button** to turn on Auto return.
- d) In the **return URL box** type the name of the shopping basket server sent to you in the first email by mals ecommerce this *might* be <http://ww9.aitSAFE.com> but please check by reading the email carefully.

### 4 Test your system

We recommend testing your system after making all the settings shown above.

To do this:

- a) create a item for a notional amount (say 10p)
- b) ask a friend to purchase the item from you using their own paypal account (you cannot buy from yourself)
- c) If you have setup your system correctly they should automatically be redirected to a final exit screen displaying your message and the address of the item they have purchased.  
An email should also be sent to them.

# Reason 8



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