How to set up your advertising space for more visibility

You certainly want our large community to see you at your best. To help you achieve this, we have created a guide for you on how best to enter your settings and set up your advertising space to be visible to the entire SANUSLIFE community. It's best to work through the following points step by step so that you don't forget anything when you want to go live.

You can choose between a "Small advertising space", which contains all the necessary content, or you can opt for a "Large advertising space" with its own menu navigation and large images.

To set up your advertising space, you need to go to the Marketplace and the vendor dashboard set up especially for you. You have two options for logging in. Once via the SANUSAPP and the SANUSPAY dashboard, where you manage your packages and presets, or directly via the Marketplace page.

If you log in via the Sanuslife Marketplace, you will see the Admin panel button at the bottom left. Please click on it and you will be taken to the internal area of the Marketplace for sellers. The first menu item you will see is Company Packages. As soon as you have selected a package, you will be taken to the seller dashboard page of the marketplace, where you will see the side menu and instructions for setting up your seller page.

At the top left of your profile picture you will see your name and the name of the package you have chosen. If you click on the profile icon, you will see a small quick menu. Here you can set your currency, update your profile information or access basic settings and company packages. If you want to end your session in the seller dashboard, you can log out here and return to the marketplace storefront.

Now let's start setting up your vendor dashboard. Let's take a look at the central menu items. The following points are important for the first start of the store:

Set up SANUSPAY presets in the SANUSAPP and make basic settings in the Marketplace. If you successfully complete these two points, you will have activated your small advertising space in the Marketplace with minimal effort.

SANUSPAY PRESETS

Here you will find all the settings relating to your SANUSBUSINESS and SANUSPLANET sales, your calculated average VAT and your branches. If the fields are empty, you must log in to SANUSAPP or click on the link to the SANUSPAY dashboard to make the settings. You cannot go live in the Marketplace without these settings.

BASIC SETTINGS.

1. general: All fields marked with a red asterisk are mandatory. The more data you fill in, such as telephone, homepage, location and short description, the better you present yourself to your future customers.

Website address/s: Do you have several websites? Then make it clear which one is most important to you. If you "only" have a social media profile and no website, then simply state that. Anything is better than nothing.

Contact details: Indicate how you would like to be contacted (phone, email, chat) and, of course, your contact details. You can also enter your social media data (Facebook, Instagram, LinkedIn, etc.) here.

Location: Enter the address of your respective branch. Please note, however, that only correct and complete addresses can be displayed.

Google Maps: If you have entered your correct location here, customers can find you more easily on site.

2. SEO and categories: Here you can set which countries you ship your products to, what type of business you have and whether you are a trading company or a non-profit company.

Shipping countries: Select a country on the right and click on the arrow to the left. This will define your shipping country in the left column. Repeat the process until you see all your shipping countries in the left-hand column.

Business type: Here you can specify whether you sell via the Internet (online store, online services) or on site (hotel, workshop, office, store, etc.) or both via the Internet and on site. :

Categories: Please choose the categories that best suit your offer. You can select up to 6 product categories.

Search words: This is the last and most important point on this page. Here you can enter the keywords with which your company and your products should be found. Please use the language selector at the top left to enter search terms in different languages or to check their translations. Please do not forget to click on Save at the top right.

3. description: Enter a description of maximum 300 characters that makes your company interesting for potential buyers. By changing the language at the top left, you can also enter your description in other languages so that you are visible to customers from all over the world. It is important that you fill in the different language fields. It is your decision whether you want to enter the English text for all languages or the respective language.

4. logo: It would be ideal if your logo has a high-resolution JPG, PNG or WEBP format with at least 600 x 600 pixels.

5. general terms and conditions: Here you can enter your terms and conditions so that your customers know which general conditions apply to a purchase from your company.

6. ratings: Here you can view your future reviews.

7. product page short info: You will only see this point if you are a PRO or ULTRA Company Partner and also sell products in the Marketplace yourself. We will go into this point in a separate video on product setup.

Important: Don't forget to click Save in the top right-hand corner! If you have filled in all the mandatory fields, you will see a green checkmark in the middle menu on the HOME page for basic settings and all other correctly completed areas. If no green tick appears, check the mandatory fields marked with a red asterisk for all settings again and enter the missing information.

That's it, if you have filled in all the mandatory fields up to this point, you have already taken the first step towards getting your small advertising space live.

If you want to go big, we also recommend the third menu item, where you can set up your large advertising space. Here you have the opportunity to present yourself in a really big and professional way.

LARGE ADVERTISING AREA

A. IMAGES

Here you can upload all the image files and banners you need for your large advertising space.

1. high-resolution image or advertising image for header banner

An important aspect is the first impression created by a high-resolution image or advertising image for header banners. It is the first large image that visitors to your site will see of you. With this in mind - make an impression and send us an image with an aspect ratio of 5:1 and a size of at least 1,280 x 256 pixels.

Here is an example:

2. images for image module on the home page A picture is worth a thousand words. You can already place two or more images in the image module complex. For example, pictures of your products (your most popular, newest, etc.), your company (building, office, employees, etc.) or of yourself (portraits, situations at work, etc.). In any case, each image should be at least 1280 x 640 pixels and have an aspect ratio of 2:1.

3. icons for highlights module

- What makes you, your company or your products special?

- What are the highlights?

- You have the option of adding 3-4 key points to the highlight and formulating a short text (between 40 and 90 characters).

Here is an example:

B) HOME BLOCKS

 1.homepage text: Here you can design your large advertising space with home text blocks.

General: Write a main title and a subtitle or a slogan/advertising slogan under General.

Content: Enter your company description here. With this text you present your company to the outside world and make a first impression on your future customers. It is possible to write a text of up to 1,500 characters in length, including spaces and possible subtitles.

Here you can also click Apply for all languages and your text will be saved in this language for all languages. This function is suitable if you want to display your description in English in all languages. If you prefer to store the text in the 4 different languages, then select the language abbreviation at the top left and enter the corresponding text and check the translations.

To add images to your text, please select them from your uploaded image database.

C) ABOUT US

General: Write a main title and a subtitle or a slogan/advertising slogan under General.

 Content: Tell more about your company and your team. After saving, click on Back - top left arrow - and select an image and a banner for the About us page.

When you have successfully completed everything, click on Save in the top right corner.

Now go to the HOME menu. The green check marks in the middle menu will show you if you have filled in all the fields.

If so, you are ready to go live and can now attract even more customers with your large advertising space.

Good luck and success in attracting new customers!

Your SANUSLIFE Marketplace Team