2. Maintaining Marketing

- Create and position containers
- Maintain texts
- Uploading Pictures
- Mark pictures as AI-generated

Create and position containers

Summary

Containers are the advertising spaces of the shop. They are maintained under *eCom \ Container*.

A container becomes effective in two steps: you create it, and you define how the area in which it appears is displayed.

What a container is, which link types exist, and which image dimensions apply are described in the service description on the page *Marketing-Container*.

Create container

1. Open *eCom \ Container*. The list shows all existing containers with position, type, link type, and status. Use **Create new container** to add another one; clicking on a row opens an existing one for editing.
2. Select **Container type**: *Image*, *Image with text*, or *Text with image*. See below.
3. Depending on the type, add **Image** and **Text**. If the image was created with AI, check **Image is AI generated** — see Mark images as AI-generated. The text can be formatted using the toolbar of the **Content** field. The image dimensions depend on the display type of the area, see below.
4. Set **Priority**. `1` appears first.
5. If the container should only appear for certain customers, select a **Customer list**. Without a customer list, it appears for all.
6. Set **Link type** and the associated target.
7. Set **Status** to *Released* — only then does the container appear in the shop.
8. Save.
9. Provide data — **with the Images checkbox**, otherwise the image will be missing in the shop.

Optionally, a display period can be set via **From** and **To**, for example for a limited-time promotion. Without an entry, there is no limitation.

Select container type

Type	in float area	in slider
Image	image only	image only
Image with text	text to the right of the image	text below the image
Text with image	text to the left of the image	text above the image

The **Content** field includes its own toolbar for formatting.

When choosing the type, note in which **Type** the container appears: the same combination of image and text is displayed side by side in the float area and stacked in the slider. Text that fits next to the image in the float may appear differently above the image in the slider.

Add image

Use a **square 900 × 900 pixel image for a float tile** — also for types with text. A tile with text is twice as wide, but the image inside remains the same size as in a tile without text. So you do not need a larger image.

> **Warning:** In the float area, the image can be **cropped left and right**. It fills the tile height, and if a neighbouring tile has a lot of text, the entire row becomes taller. Therefore, place the motif **centrally** and leave margins on the sides.

As a rule of thumb: **use rather wide images for the slider, square ones for the float area.**

For the **slider**, the required format depends on whether it switches automatically:

Display interval	Recommended image size
`0` — no autoplay	at least 630 pixels high, aspect ratio between about 1:1 and 2.3:1, for example 945 × 630
greater than `0` — autoplay	1500 × 500 pixels (3:1)

The slider **does not crop**. If the aspect ratio does not fit, the image is scaled smaller and gets blank stripes — for the autoplay slider on the sides if the image is too tall, and top and bottom if it is too wide. A larger image frame does not help, only the correct ratio.

> **Warning:** If you change the Display interval later, the required image format of the containers at this position also changes. The complete size table is in the service description on the page *Marketing-Container*.

> **Warning:** For the link type *Order template*, the selected order template must be enabled for eCom. See Enable order template for eCom.

If a container does not appear in the shop

Check in this order:

Check	Background
Is the **Status** set to *Released*?	Only this status appears in the shop. *In progress*, *Completed*, and *Deleted* remain invisible.
Is today within the **From** / **To** period?	Empty fields mean no limitation.
Does the **Culture** match the customer's language?	In the multilingual shop, the container must be maintained per language.
Were the data provided **with the Images checkbox**?	Without this checkbox, the image is missing.

A container that should no longer run does not have to be deleted — *Completed* removes it from the shop but keeps it in the list.

Define display type of the area

1. Open *eCom* \ *Container*, submenu **Items**.
2. For **Type of display** for the desired position — *Homepage top* or *Homepage bottom* — select **Slider** or **Float**.
3. For *Slider*: set in the field **Display interval** whether it switches automatically. See below.
4. Save and provide data.

Display interval

The field appears only for *Slider*.

The value is entered in **milliseconds**: `3000` is three seconds.

Value	Effect
`0`	The slider does **not** switch automatically. Several cards are shown side by side; the customer navigates using the **arrows** left and right.
greater than `0`	The slider switches automatically after this time. Only **one** card is visible at a time, with a **dot navigation** below.

> **Warning:** The time applies **per image**, not for the entire cycle. With three containers and `3000`, each image is shown for three seconds; one cycle takes nine seconds.

Consider when setting: a short interval appears restless, and a container with text needs longer to read than a pure image.

The switch pauses as long as the customer’s mouse is over the slider or it is focused via keyboard. If the customer clicks a dot in the dot navigation, the slider **stops permanently** on that image and does not start again automatically. Therefore, do not expect every customer to see all containers — important content belongs on the first container or in the float area.

Both positions can be freely assigned: a slider at the top and a float area at the bottom is the usual combination, but the reverse or the same display type twice is also possible.

Order of multiple containers

If multiple containers are in the same area, the **priority** determines the order. For a slider, the shop then shows arrows and dot navigation; for a float area, the containers are stacked from left to right.

Maintain texts

Summary

Under *eCom \ Texte* you maintain the texts that the customer sees **in the shop** — legal texts, the cookie notification, and the confirmations after registration.

> **Distinction:** The texts of the **e-mails** are not here, but under *Basic configuration \ Settings \ E-Mail contents*. See Setting up e-mail subscriptions and maintaining templates.

For each block you can either store a **text** or a **URL**. If a URL is entered, the text is not displayed, but the link is opened.

The available text blocks

The selection is made via the field **Type**:

Text block	Where it appears in the shop
Legal notice	Footer, always visible
Privacy policy	Footer, always visible
Terms and conditions	Footer, only if content is stored
Cookies	Cookie confirmation on the login mask
Support Hotline	Footer, only if a text is stored
Newsletter	Footer, only if a text is stored
Access request hint	under the link *Access request?*
Access request confirmation	Message after submitting the access request
Password forgotten confirmation	Message after requesting a new password
New customers reservation confirmation	Message after submitting the form *Not a customer yet?*

Procedure

1. Open *eCom \ Texte*.
2. Select the desired block in the field **Type**.
3. Either enter a text **or** enter a URL.
4. Save and provide data.

The confirmation texts are your texts

Four blocks determine what the customer reads after an action: *Access request confirmation*, *Password forgotten confirmation*, *New customers reservation confirmation* and the hint under *Access request*.

The wordings quoted in the service description are the **delivery state**. You can completely replace them with your own formulations — for example, to add a telephone number for enquiries.

When a URL is more useful

> **Important:** *Privacy policy* and *Legal notice* always appear in the shop **always**, even without maintained content — the customer then lands on a page with the wildcard text "*No content is currently stored for this type.*" Both are mandatory information and should be filled before going live. The **Terms and conditions** behave differently: without content the entry does not appear at all.

For **Legal notice**, **Privacy policy** and **Terms and conditions** a URL is worthwhile: if you link the texts of your standard homepage, you only have to maintain them in one place.

For **Support Hotline** and **Newsletter** a text is more useful. Both menu items only appear in the shop if a text is stored — without text the menu item is missing.

Text block "Access request hint"

You need this block if you have **not** set the setting *Not a customer yet?*. Then only *Access request?* appears on the login mask, and this block fills the associated hint — extendable with URLs.

Without the block the hint remains empty.

Uploading Pictures

Summary

Under *eCom \ Pictures* you upload the two fixed graphics of the shop:

- the **graphic on the login page**
- your **logo for the menu bar**, which appears after the customer logs in

The required dimensions are listed in the service description on the *Marketing Container* page.

Procedure

1. Open *eCom \ Pictures*.
2. Select picture and perform **Upload**.
3. **Save.** This step is mandatory — see below.
4. Provide data, **with tick Pictures**.

Why three steps are necessary

This is the most common stumbling block:

Step	What happens
Upload	The picture is in the **Temp folder**. It is not visible in the shop.
Save	The picture is moved to the correct folder.
Provide with tick **Pictures**	The picture is transferred to the shop.

If one of the last two steps is skipped, the picture does not appear — even though the upload was successful and looks correct in the backend.

Pictures created with AI

If a picture is marked as AI-generated, the shop displays the notice **AI GENERATED** above it. The tick **Picture is AI generated** is also available here under *eCom* \ *Pictures*, not only at the container. See Mark pictures as AI-generated.

Mark pictures as AI-generated

Summary

From **version 19** onwards, a picture can be marked as *created with AI*. The shop then automatically displays the note **AI GENERATED** above the picture.

The marking is done with the checkbox **Picture is AI generated** below the picture. The checkbox is available in two places: under *eCom* \ *Container* on the individual container and under *eCom* \ *Pictures* for the fixed graphics of the shop.

How the note looks and where it appears is described in the service description on the *Marketing Container* page.

Procedure for the container

1. Open *eCom* \ *Container* and edit the container.
2. Upload the picture via **Add file**, if not already done.
3. Set the checkbox **Picture is AI generated** below the picture.
4. Save.
5. Provide data, **with checkbox Pictures**.

The checkbox is located directly below the picture preview, between **Picture upload** and **Content** .

Procedure for the fixed graphics

You will find the same checkbox under *eCom* \ *Pictures* for the login graphic and the logo.

Procedure as with uploading — see Uploading pictures — additionally set the checkbox.

The marking always applies **per picture**, not once for the entire shop.

If no note appears

Check	Background
Is the checkbox set **and saved**?	Without saving, the change remains in the mask.
Were the data subsequently provided **with checkbox Pictures**?	As with every picture in the shop.
Is the installation running on **version 19 or newer**?	Older versions do not know the marking. The shop then displays the pictures normally, just without the note.

What this means for picture selection

The note is positioned **over** the picture, in the upper right corner. Therefore, choose a motif for marked pictures that does not have anything important there.

See Marketing Container in the service description.