

Live marketing interaction

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What is the statistical principle of the Invitation Influencer Ranking?



1. Free courses: The number of users who enter the live streaming details page through the live streaming courses, live streaming links, and poster QR codes directly shared by the inviter.
2. Paid courses: The number of users who successfully place orders through the live streaming courses, live streaming links, and poster QR codes directly shared by the inviter.

Note:

- 1) Orders placed at 0 yuan after coupon deduction are excluded.
- 2) The purchase quantity of buy - get - free orders will be accumulated in the number of invited users, but the lists of buyers and recipients of buy - get - free orders will not be exported.

Are there any requirements for the mobile phone to download files during live streaming?



No requirements

Why can't I record voice during a live stream on the PC?



1. First, check if your computer's microphone can record audio properly.
2. Check if Google Chrome has granted access to the microphone for voice input and if the Flash plugin is allowed to be used. You can enable these settings within the browser.
3. Check if your current browser version is the latest version of Google Chrome.

Can external links be posted in the live streaming room?



External links can be sent.

- 1. Links sent by instructors:** Clicking on a link in the live streaming room will redirect to the page of that link. (This feature is available in the H5 live streaming room and is not currently supported on other platforms.)
- 2. Links sent by students:** Only sending links is supported. Clicking on the links to redirect is not supported.

Can instructors only send voice messages when the live stream starts?



After creating a live streaming room, instructors can enter the room and start the live stream in advance without waiting for the scheduled start time.

Can the instructor continue the lecture after the set live streaming duration has ended?



Yes. After the set live streaming time arrives, as long as the instructor is still conducting normal live streaming within the live room, the system will not automatically end the live stream. The instructor can still continue teaching, and students can still view the instructor's teaching footage.

Note: In the case of video live streaming, if the instructor's teaching time has exceeded the current live stream end time, to ensure that the instructor can continue smoothly, it is recommended to appropriately extend the live streaming time before the end of the set live streaming time to guarantee the smooth progress of the live stream.

Can the user speak in the next live stream after being muted?



The instructor can mute a specific student in a live streaming room. This mute only applies to the current live streaming room, and the student can speak normally when accessing other live streaming rooms.

How to prevent users from discussing during a live stream?



1. Instructors or guests can click [Operations] in the bottom right corner of the live streaming room on the mobile app and enable [Mute Students Mode]. After enabling this mode, all users will be unable to post messages in the discussion area.

2. Instructors can click the [Operations] button in the top right corner of the live streaming room on the PC browser to enable [Mute Mode].

3. Instructors can mute students on the elink Live client.

- Mute a single student
 - Find the student's card, click "More - Mute". The mute will take effect after confirmation.
 - Click "More - Unmute" again. The student will be unmuted after confirmation.

image.png

- Mute all students
 - Open the "Interaction Area", click the three dots of "More". After confirming to enable the "Mute Students Mode", all students will be muted.
 - When the "Mute All Students" mode is enabled, a single student cannot speak even if unmuted.

image.png

How to restore the live streaming room after the instructor has enabled the mute mode?



The live chat mute mode applies to all students in the live room. Currently, the supported live broadcast ports are: Web, eLive Client, elink Assistant PC Client, elink Assistant App, and H5.

1. Webelink Assistant PC Client: Click [Operations] in the discussion area on the right and turn off the [Mute Mode] button.

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- **eLive Client**

Open the "Interaction Area", click the three dots for "More", and confirm to turn off the "Student Mute Mode" to cancel the mute for all students.

image.png

2. elink Assistant App (Taking vertical screen live broadcast as an example): Find the [More Operations] button in the live room. Turn off [Mute Mode].

01.png

3. H5 Live Room: Find the [More Operations] button in the live room. Turn off the [Mute Mode] button.

02.png

How to restore a muted user?



In the live streaming room, instructors can restore students' speaking permissions in the live streaming room through the [Mute Students] list.

Currently supported live streaming ports include: eLink Live Client, Web version, eLink Assistant PC Client, eLink Assistant App, and H5.

How to delete a user's comment during a live stream?



- **elink Assistant Client**

Hello, the instructor can click [Discussion] ? [Delete] ? [Delete message only] in the lower right corner of the live streaming room to delete the message. After deletion, other viewers won't be able to see the message, but the message will still be visible on the live streaming interface of the speaker, who won't be aware that the message has been deleted.

- **eLive Client**

Hello, the instructor can click [Interaction Area] in the lower right corner of the live streaming room ? find the user's comment ? [Delete] ? [Delete message only] to delete the message. After deletion, other viewers won't be able to see the message, but the message will still be visible on the live streaming interface of the speaker, who won't be aware that the message has been deleted.

How to mute a specific user during a live stream?



1. The instructor can click [Discussion] → [Delete] → [Delete and Mute] in the lower right corner of the live streaming room to prohibit the listener from speaking.
2. The instructor can also click [Discussion] → [Delete] → [Delete and Mute] in the live streaming room on the PC browser to prohibit the listener from speaking.

Is there a prompt when the instructor leaves the live streaming room?



During the scheduled live streaming period of a specific live event, if the instructor leaves the live streaming room, users on the client side will see a prompt indicating that the instructor has temporarily left the live streaming room.

How can instructors share learning materials in the live streaming room?



Terminals supporting instructors to share videos: elink Live client, elink Assistant client, computer Web terminal, H5Live room

The operation steps are as follows:

Upload the corresponding files to the material library (currently only files in word, ppt, excel, and pdf formats are supported). After the upload is completed, you can click the relevant file and send it to the lecture area. After sending, students can find the corresponding file in the shared files in the live room for download.

1. elink Assistant Upload from the client live room:

image.png

image.png

2. Web Upload from the web - terminal live room: Find the location of [Folder] and click to upload

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3. Upload from the instructor's WeChat H5:

The instructor enters the H5 live room, clicks the [+] sign on the left, and selects [File Library] to upload files

image.png

Note: Only when the instructor uses the Android mobile - phone client or the PC browser to open the live broadcast can files be uploaded

4. Upload from the instructor's elink Live client: The instructor enters the live room, clicks the toolbox, selects [File Disk], and clicks to send to the discussion area

image.png

5. Download location for students: Students click [Operation -> Shared Files -> Click to download] in the live room. Or if the instructor sends the file to the lecture area, students can directly download it in the lecture area. Download

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How to share videos during a live stream?



Terminals supporting instructors to share videos: eLink Live Client, eLink Assistant Client, ComputerWeb version, H5Live streaming room

The operation steps are as follows:

eLink Assistant Client

1. The instructor enters the live streaming room, clicks the [Folder] button, and a pop - up window appears.
2. Switch to the video type in the pop - up window, click [Upload from local], and upload the video.

eLink Live Client

Open the toolbox, select the "File Disk", find the corresponding video file, click "Send to the discussion area", and the file will be sent to the discussion area for students to view and download.

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3. Wait for the video to be transcoded. After successful transcoding, you can select the video, click the [Send] button, and the video will be sent.

4. After sending, students can see the video in the discussion area.

eLink Assistant Client

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Tutorial on Sharing Live Streaming Courseware



I. Function Introduction

Support instructors to upload files in the live streaming room for students to download

II. Purpose of Use

Provide file - assisted teaching during live streaming to enhance the live streaming effect

III. Usage Scenarios

Meet the scenarios where merchants need file - assisted teaching during live streaming

IV. Operation Path

Merchant side: Upload files → Send files → Click to download

V. Usage Tutorial

image.png

Step 1: Upload files (in the live streaming room)

Instructors canPCIn the live streaming room, eLink Live client, or WeChat browserH5Upload the corresponding files to the file disk/material library in the live streaming room (temporarily only support uploadingword, ppt, excel, pdffiles)

Step 2: Send files (in the live streaming room)

After uploading is completed, you can click the relevant file and send it to the explanation area. After sending, students can find the corresponding file in the shared files in the live streaming room and download it

(eLink Live client)

image.png

(PC live streaming room)

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Step 3:Download files (student side)

In theH5Click the operation in the live streaming of the store->Shared files,Select the corresponding file to download.

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Tutorial on Sending Audio and Video by Instructors in the Live Streaming Terminal



I. Feature Introduction

Support instructors to send audio and video in the live streaming room

II. Purpose of Use

Merchants can use audio and video during live streaming to assist teaching and enhance the live streaming effect

III. Use Scenarios

Meet the merchants' needs to send audio and video during live streaming

IV. Operation Path

Merchant side: Upload files ? Send files ? View files

V. Usage Tutorial

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Step 1: Upload files

Web version

1. Instructors can upload the corresponding audio or video files to the material library on the web streaming end
image.png

elink Live Client

Open the toolbox, select 'File Disk', find the corresponding audio or video file, and click 'Send to the discussion area' to send the file to the discussion area for students to view and download

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2. Instructors can also paste the link in the H5 live streaming room Tencent Video to upload audio and video files. Currently, due to the upgrade of QQ Music, the function of pasting URLs is temporarily unavailable.

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Step 2:Send files (Student side)

1. After uploading is completed, you can click the relevant file to send it to the explanation area
image.png

Step 3:View files (Student side)

After the instructor successfully uploads the audio and video files, students can view them in the explanation area
image.png

Tutorial on how to send pictures, texts, and voices for live streaming instructors



I. Feature Introduction

It supports instructors to send pictures, texts, and voices during live streaming.

II. Purpose of Use

Instructors can use pictures, texts, and voices during live streaming to assist teaching and enhance the live streaming effect.

III. Use Scenarios

It meets the scenarios where instructors need to send pictures, texts, and voices during live streaming.

IV. Operation Path

Send pictures ? Send texts ? Send voices

V. Usage Tutorial

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Step 1:Send pictures (Live streaming room)

1. Instructors canSelect pictures from the material library in the PC live streaming room and upload them to the explanation area
(elink Assistant Client)

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- elink Live Client

Open the toolbox, select the 'File Disk', find the corresponding picture file, and click 'Send to the discussion area' to send the file to the discussion area for students to view and download

image.png

Step 2:Send texts (Store management console)

1. In You can send content in text form below the explanation area and the discussion area on the PC
2. The explanation area is mainly used for teaching content (the sent content will be synchronized in the discussion area)
3. You can filter the content in the discussion area. If you want to interact in a timely manner, you can post texts in the discussion area

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Step 3:Send audio (Store management console)

Copy the live streaming room address link and open it in the browser to enter the live streaming room, and you can see the recording area in the upper - left corner

1. Click on the blue picture to start recording

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2. Only 10 - minute voice recordings are supported. After 10 minutes of recording, the voice will be automatically sent, and the next recording will start

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Click [Finish] and then you can choose to send it to the explanation area/Discussion area; or [Cancel] to record again

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3. Instructors can also send uploaded audio through the material library

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Supplementary interactive prompts for vertical screen live rooms and optimization of the product list refresh function

I. Feature Introduction

Added relevant interactive prompts in the vertical-screen live streaming room and supported automatic refresh after opening the product list each time.

II. Purpose of Use

Help enliven the atmosphere of the live streaming room and enhance users' experience of watching live streams and making purchases.

III. Use Scenarios

Add interactive prompts (such as entry prompts, purchasing prompts, sharing prompts, etc.) on the page during vertical-screen live streaming to enliven the atmosphere of the live streaming room and encourage users to engage in more interactive operations (such as clicking on products and sharing the live streaming room).

Meanwhile, when merchants use live commerce and add products in the background, the product list will automatically refresh when users open it, enhancing users' experience of watching live streams and making purchases.

IV. Operation Path

Learner's end: WeChat H5 --- Live streaming page

V. Usage Tutorial

1.png

Step 1: Enter the [Vertical-screen Live Streaming] page

1. When users perform the following actions during live streaming (currently only vertical-screen live streaming is supported), corresponding prompts will be displayed:

- Enter the live streaming room ----> Entry prompt
- Click on a product ----> Purchasing prompt
- Successfully purchase a product ----> Purchase success prompt
- Click the sharing button ----> Sharing prompt

The styles of each prompt are as shown in the figure below. The interaction actions are as follows: The prompt slides in from left to right to the specified position → stays and displays → fades out in place, and then the next prompt is displayed.

2.png 3.png

Step 2: Click on the product list

On the live streaming page (including both horizontal-screen and vertical-screen live streaming), each time users click to open the product list pop-up window in the live streaming room, the content of this pop-up window will be refreshed.

4.png

Instructions for using the Influencer Invitation Leaderboard event



Important Note: Event implementation must comply with [Regulations for Managing the Invitation Influencer Ranking Event](#), Please read carefully before use.

I. Feature Introduction

Invitation Influencer Ranking Feature: An important tool for live streams to acquire traffic, which encourages fans to forward and share the live stream in the form of a ranking list.

Invitation Influencer Ranking Event: Refers to setting event rewards based on the Invitation Influencer Ranking. The prizes are directly displayed to stimulate more users to share and drive viral marketing.

II. Purpose of Use

Through the Invitation Influencer Ranking Event, stimulate more users to share and drive viral marketing, and acquire more traffic for live streams.

III. Use Scenarios

A merchant starts a live stream and sets rewards for the Invitation Influencer Ranking Event, then shares the live stream in the community. When users enter the live - stream room, they find that they can win prizes by ranking up. This enhances their initiative to invite friends to watch the live stream, and they forward the live stream to their Moments/community. Finally, the merchant attracts more new users through the event.

IV. Operation Path

Merchant side: Desktop management console → Live stream → Live - stream management → Marketing interaction → Marketing Settings → Invitation Influencer Ranking

Student side: Live - stream room → Invitation Influencer Ranking

V. Usage Tutorial

1.png

Step 1: Set up the Invitation Influencer Ranking Event (Management background)

1. Enter the [Live - stream room details page] - Marketing settings - Invitation Influencer Ranking module. Turn on the [Invitation Influencer Ranking switch] and click “Go to settings” to set up the Invitation Influencer Ranking Event.

image.png

(Management background)

2. Start the Invitation Influencer Ranking Event, set the event end time (after the end, users will see the status “Event has ended”), event rules, and event prizes

(A maximum of 10 prizes can be set).

image.png

Step 2: View participation in the Invitation Influencer Ranking Event (H5 store)

image.png

Step 3: Export data from the Invitation Influencer Ranking (Management console)

Enter the [Live - stream room details page] - Data analysis - User data - Invitation Influencer Ranking - Export.

(Note: Currently, only the cumulative data of the Invitation Influencer Ranking can be viewed and exported. Selecting data during the Invitation Influencer Ranking Event is not supported yet. Please remember to manually export the data from the Influencer Ranking when the event ends. We will update the feature later to support exporting data during the event)

image.png

image.png

Step 4: Distribute prizes (Manually)

You can notify users of their winning information and distribute prizes via (WeChat/SMS/Phone call).

Note: During the event, you can guide users in the live - stream room to add your WeChat to avoid situations where users cannot contact you to redeem prizes

Management Regulations for the Influencer Invitation Leaderboard Event



To maintain the normal operation order of elink and standardize users' Invitation Influencer Ranking List activities, elink formulates these regulations in accordance with current laws and regulations and the Elink Service Agreement. These regulations are an inseparable part of the Elink Service Agreement. Where these regulations are silent, the relevant provisions of the Elink Service Agreement shall apply. Users should carefully read these regulations before initiating or participating in the Invitation Influencer Ranking List activities (hereinafter referred to as the 'Activities'). Once you initiate or participate in these Activities, it shall be deemed that you have read and understood these regulations and voluntarily accept and comply with all the provisions herein.

Elink may amend these regulations according to business development and will publicly announce such amendments on the official website of elink (www.xiaoe-tech.com). Users should check the website in a timely manner. If a user does not agree to the relevant amendments, the user shall immediately stop using the corresponding services. If a user continues to use the corresponding services, it shall be deemed that the user agrees to the amended regulations.

Activity Management Requirements

Article 1: When a user initiates an activity (i.e., the 'Activity Initiator'), the user shall truthfully, objectively, and accurately describe the bonus amount or the price of the prizes, the names, types,

and quantities of the prizes. Misleading users and playing word - games are prohibited. The Activity Initiator shall distribute the prizes to the winning users in one go after the lottery draw.

Article 2: The Activity Initiator shall not change the activity, add additional conditions, or affect the prize redemption, except where it is beneficial to the activity participants.

Article 3: If the prizes distributed by the user are inconsistent with the prizes recorded in the elink backend at the time of the lottery draw, the Activity Initiator and the winning user may negotiate. If the negotiation fails, the prizes recorded in the elink backend shall prevail.

Article 4: The Activity Initiator shall not charge the winning users any additional fees (such as postage, taxes, usage fees for discounts, etc.) for any reason.

Article 5: The maximum value of a single prize shall not exceed RMB 50,000. If virtual items, the right to use items, services, etc. are used as rewards, the normal market value of the relevant items, services, etc. shall not exceed RMB 50,000.

Article 6: The description of the prizes shall be truthful, objective, and accurate. Ambiguous and misleading words are prohibited. Activities with prizes of goods under state - authorized sales (such as tobacco, lottery tickets, pharmaceuticals, etc.) or contraband are strictly prohibited.

Article 7: The winning users shall send the relevant information (such as mailing address, contact information, etc.) to the Activity Initiator within 15 days after the end of the current activity. If the information is not filled in within the time limit, the Activity Initiator has the right to deem that the winning user has waived the winning qualification. Once the contact information is submitted, it cannot be modified. Please fill it in carefully.

Article 8: The Activity Initiator shall distribute the prizes within 15 days after receiving the information filled in by the winning users and inform the users of the channels and information for querying the prize distribution.

User Behavior Regulations

Article 9: When initiating or participating in the Invitation Influencer Ranking List activities, users must comply with relevant laws, regulations, and service rules. Users shall not engage in, and shall not facilitate any behavior that violates laws and regulations, including but not limited to the following:

(1) Posting and spreading illegal and non - compliant information that endangers national order and security, contains feudal superstition, obscenity, porn, vulgarity, etc. [Manual adjustment required]

(2) Engaging in fraud, false or misleading behavior.

(3) Engaging in any behavior that infringes upon others' privacy, personal information, intellectual property rights, trade secrets, or other legitimate rights and interests.

(4) Engaging in behavior that insults or slanders others and infringes upon others' right of reputation or right of portrait.

(5) Engaging in any behavior that changes or attempts to change the system configuration provided by this activity or damages the system security.

(6) Engaging in any behavior that damages or attempts to damage network security.

(7) Engaging in improper participation in the activity, including using bullet - screen robots, using plugins in violation of regulations, maliciously registering multiple accounts, etc.

(8) Using this function to carry out activities suspected of gambling.

(9) Initiating activities with the purpose of unfair competition.

(10) Initiating activities to maliciously smear elink.

Handling of Violation Behaviors

Article 10: In case of disputes over prize distribution, elink has the right to require the Activity Initiator to prove that the prizes have been delivered to the winning users.

Article 11: In case of disputes over the Invitation Influencer Ranking List activities, the Activity Initiator and the winning user shall negotiate with each other. If the negotiation fails, they shall report or complain to elink customer service within 60 days after the end of the activity. If the time limit of 60 days is exceeded, it shall be deemed that no dispute has occurred, and elink will no longer accept reports or complaints.

Article 12: Violations of the 'Activity Management Requirements' and 'User Behavior Regulations' are regarded as violation behaviors. Depending on the severity of the circumstances, elink may restrict or prohibit the use of some or all functions or ban the account.

Statement and Disclaimer

Article 13: If a user directly incurs legal disputes due to the use of the Invitation Influencer Ranking List function, the two parties shall handle the disputes by themselves, and elink shall not assume any liability.

Article 14: If a user's behavior causes losses to elink and/or its affiliated companies (including but not limited to direct economic losses, loss of goodwill, and indirect economic losses such as compensation paid to third - parties, settlement fees, lawyer's fees, and litigation fees), the user shall compensate elink and/or its affiliated companies for all the above losses.

Article 15: If a user's behavior causes a third - party to claim rights against elink and/or its affiliated companies, elink and/or its affiliated companies may recover all the losses from the relevant person after fulfilling the obligation of monetary payment to the third - party.

Article 16: These regulations shall come into force on November 26, 2020.

How many rounds of lucky draws can be launched in one live stream?



Currently, a maximum of 50 rounds can be initiated. You can freely configure them according to your needs.

Is there a limit to the number of prizes for live interactive lucky draws?



Currently, only 5 types of prizes can be set for each round, and the quantity of each prize cannot exceed 200 pieces.

How can the winning students claim their prizes?



Students can claim prizes in three ways:

- ① Claim on the winning page;
- ② After winning, click the button in the bottom right corner of the live stream room to view your prizes and claim the ones you've won;
- ③ Click [Personal Center], then click [My Prizes] to view the prizes you've won.

Which platforms does the current lottery feature support?



1. Instructor side: H5 live streaming room, elink App, Goose Live Mini Program, computer Web version, Goose Live Client, and elink Assistant Client can initiate lucky draws;

2. Student side: H5 live streaming room, Xiaoxiaotong App, computer web version, Goose Live Client, and Goose Live Mini Program all support participating in lucky draws;

How can merchants obtain learner information when using course products as prizes for live interactive lotteries?



You can associate information collection with this course and set it to be filled out [before payment]. When students claim prizes, they need to fill out this information collection to claim successfully. Merchants can view student information through this information collection form.

What are the lottery rules when the number of participants is less than the number of prizes?



1. If the number of participants is less than or equal to the number of prizes: Participants are guaranteed to win, and prizes are randomly distributed.
2. If the number of participants is greater than the number of prizes: The number of winners is equal to the total number of prizes, and prizes are randomly matched with winners.

Tutorial on using the Live Comment Wall and Voice Message Sending features for trainees



I. Feature Introduction

During the live stream, the instructor can conduct the following interactive operations with the students:

- The instructor manages the students' (i.e., the audience's) permission to post on the discussion board.
- The instructor manages the students' (i.e., the audience's) permission to speak via voice.

II. Purpose of Use

The instructor uses live - stream interaction to assist teaching and enhance the live - stream effect.

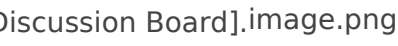
III. Usage Scenarios

Meet the scenarios where merchants interact with students during live - stream teaching.

IV. Usage Tutorial

(1) Managing Students' Permission to Post on the Discussion Board

Enable the function for users (i.e., the audience) to post their speeches on the board. Users' speeches will be displayed on the main live - stream interface, just like the instructor's.

Operation path: The instructor clicks [Operations] in the bottom toolbar → Enable [User Posting on the Discussion Board].

elink Live Streaming Client

- Open the "Interaction Area", click the three dots of "More", and enable "Students' Comments on the Wall". The comments sent by students will be displayed in the comment wall area of the live - stream room.



After disabling the user posting on the discussion board, the system automatically helps the instructor send a message to remind the audience that the function has been disabled. The messages sent by the audience will be displayed in the bullet - screen area.



2. Managing Students' Permission to Speak via Voice

Enable the function for students to speak via voice. The audience can send voices, and the voices will be presented on the main live - stream interface. Operation path: The instructor clicks [Operations] in the bottom toolbar → Enable [User Voice - Speaking Function].



elink Live Streaming Client

- Open the "Interaction Area", click the three dots of "More", and enable "Students Sending Voices". Then students can send voices as comment content.



After enabling, the system automatically helps the instructor send a message to remind the audience that the function has been enabled. The "Microphone" icon appears on the audience's end, and they can use the voice - speaking function.

image.png

After disabling, the system automatically helps the instructor send a message to remind the audience that the function has been disabled. The "Microphone" icon disappears on the audience's end, and they cannot use the voice - speaking function.

image.png

Tutorial on Using the Check-in Feature in the Live Streaming Room



Tutorial on Using the Sign-in Function in the Live Streaming Room

I. Function Introduction

SupportThe instructor can initiate sign-in at any time during the live streamsign-in, and can also set up scheduled sign-in on the management console. When the sign-in time arrivestudents can sign in within the live streaming room. After completingsign-in, they canobtain the list of students in the current live streaming room.

II. Purpose of Use

Through sign-in, merchants can interact with students in the live streaming room and view the list of students currently in the room. The scheduled sign-in on the management console supports pre - configuration, improving operational efficiency.

III. Use Scenarios

1. Education and Training: Merchants can use the sign-in function to obtain the list of students in the live streaming room before or at the beginning of the live stream to check which students are absent;
2. Education and Training: Merchants want to know the listening status of students in the current live streaming room. After initiating sign-in, they can view the listening status of current students.

IV. Operation Path

Merchant side: Live stream details - Interactive settings - Turn on the sign-in switch - Configure scheduled sign-in as needed - View sign-in data

Instructor side: The instructor can set up sign-in at any time

Student side: Participate when sign-in is triggered

V. Usage Tutorial

image/png

Step 1 Turn on the sign-in switch (Management background)

1. Find the live streaming room that needs to be set up and click to enter the live stream details page. Find [Marketing interaction] - [Interactive settings] and turn on the [Sign-in switch] (default is on);

image/png

(Management background - Live stream management - Marketing interaction - Sign-in)

Step 2 The instructor initiates the live stream

1. The instructor initiates sign-in on the H5 landscape screen instructor side

The instructor can click on the  on the H5 landscape screen instructor side to pop up a window, click on sign-in, and enter the sign-in initiation page;

Click on [Initiate sign-in], and you can select a sign-in duration of [30 seconds], [1 minute], [2 minutes], [5 minutes], [10 minutes], and [30 minutes], or customize the sign-in duration. After confirmation, you can initiate sign-in;

At the same time, the instructor can click on [Sign-in records] to view the initiated sign-ins and the corresponding list of signed-in students;

image/png

(The instructor initiates sign-in on the landscape screen)

image/png

(The instructor views sign-in records on the landscape screen)

image/png

(Instructor sidePortrait screenInitiate a sign-in)

image/png

(Instructor sidePortrait orientationView sign-in records)

2. The instructor initiates a sign-in on the web side

The instructor can click on 'Interactive Tools' on the web instructor side, and click on 'Sign-in' in the pop-up window to enter the sign-in initiation page.

Click on 'Initiate Sign-in', and you can select a sign-in duration of '30 seconds', '1 minute', '2 minutes', '5 minutes', '10 minutes', and '30 minutes'. You can also customize the sign-in duration. After confirmation, you can initiate the sign-in.

At the same time, the instructor can click on 'Sign-in Records' to view the initiated sign-ins and the corresponding list of signed-in students.

image/png

(Initiate a sign-in on the web instructor side)

image/png

(On the web instructor sideViewSign-in data)

3. eLinkThe instructor initiates a sign-in on the live streaming client
image/png

4. Set scheduled sign-ins on the management consoleSign-in

① You can set scheduled sign-ins on the management console. When the trigger time is reached, the sign-in will be automatically triggered in the live streaming room without the instructor's manual setting. If the instructor needs to end the scheduled sign-in, they can directly close it manually without affecting the live streaming rhythm. The display method of scheduled sign-in data is the same as that of the sign-ins set by the instructor.

image/png

② Sign-in is a periodic function. You need to configure the start and end times. If the configuration is not fully completed, it cannot be saved.

The time limit for configuring a single scheduled sign-in on the management console is the same as that on the instructor side. The shortest sign-in duration is 30 seconds, and the longest is 2 hours, 59 minutes, and 59 seconds. If the time difference configuration does not meet the requirements, it also cannot be saved.

There should be no time overlap between scheduled sign-ins for different sessions. If there is time overlap It also cannot be saved.

image/png

③ After the scheduled sign-in configuration is successful, a session list will appear.

There are a total of three states

Not started:The scheduled sign-in has not started yet. At this time, editing and deletion are supported. Editing can adjust the start and end times of the scheduled sign-in. Deletion means that the sign-in will not be automatically triggered.

Started:The scheduled sign-in has started normally. Users in the live streaming room can participate in the sign-in. This state cannot be edited or deleted.

(There is no 'ended' state. As long as the sign-in starts on time, the status will be displayed as 'started')

Skipped:When a scheduled sign-in is triggered, there is another sign-in in progress in the live streaming room. This scheduled sign-in will be skipped directly. This state cannot be edited or deleted.

This situation means that the instructor in the live streaming room is randomly initiating a sign-in and the sign-in has not ended. For example, the instructor initiated a sign-in at 17:00 with a duration of 10 minutes, and there is a scheduled sign-in starting at 17:05 on the management console. Since this time overlaps with the instructor's sign-in, it will not be triggered, and the status will be recorded as 'skipped'.

image/png

Step 3: Students participate in the sign-in

After the instructor initiates a sign-in, students can click on 'Sign in immediately' in the pop-up window to participate in the sign-in. Even if they close the pop-up window immediately, they can click on the sign-in icon in the live streaming room to sign in again.

image/png

StepFourStepView and export sign-in data (Management backend)

In the live streaming room details - data analysis - interaction data, you can find the sign-in details corresponding to the live stream and export the relevant data.

image/png

image/png

(Management backendView sign-in data)

How can learners view their participation records in live stream giveaways?



Click [...] - [My Raffles] - [View Participation Records], and students can view the results of the raffle activities they have participated in during this live stream.

image.png

How to prevent students who have already won from winning again in a live commerce lottery?



When creating a lottery activity in [Live - Marketing Interaction — Interaction Settings], check [No Repeated Wins] in the rule settings and click Save. After the configuration is successful, students who have won prizes before the start of this round of the activity will not win in this round of the lottery activity.

image.png

Tutorial on Sending Products during Live Commerce



I. Function Introduction

It supports instructors to send course products in the live streaming room.

II. Purpose of Use

Merchants can drive the sales of course products by sending them during live streaming.

III. Usage Scenarios

It meets the merchants' needs to send course products during live streaming.

IV. Operation Path

Merchant side: Select products? Send products ? View products

V. Usage Tutorial

77648900_1589099107.jpg

Step 1: Select products (Store management console)

1. Instructors can click [Marketing Tools] in the PC live streaming room to select products.

15550400_1589099108.jpg

2. Instructors can also use WeChat browser H5. In the live streaming room, [click the product list entry -> select products and continue to send] to send the corresponding products to the explanation area.

51532900_1589099108.jpg

Step 2: Send products (Store management console)

You can select the corresponding products and send them to the explanation area.

82429300_1589099108.jpg

Step 3: View products (Learner side)

After the instructor successfully sends the products, learners can view them in the explanation area.

10146900_1589099109.jpg

Supplementary interactive prompts for vertical screen live rooms and optimization of the product list refresh function



I. Function Introduction

Added relevant interactive prompts in the vertical-screen live streaming room. The product list supports automatic refresh every time it is opened.

II. Purpose of Use

Help liven up the atmosphere in the live streaming room and enhance users' experience of watching the live stream and making purchases.

III. Usage Scenarios

During vertical-screen live streaming, add interactive prompts on the page (prompts for entering the live streaming room, prompts for ongoing purchases, sharing prompts, etc.) to liven up the atmosphere in the live streaming room and encourage users to engage in more interactive operations (such as clicking on products, sharing the live streaming room, etc.).

Meanwhile, when merchants use live commerce, once the merchant adds products in the backend, the product list will automatically refresh when the user opens it, enhancing users' experience of watching the live stream and making purchases.

IV. Operation Path

Learner's end: WeChat H5 - Live streaming page

V. Usage Tutorial

1.png

Step 1: Enter the [Vertical-screen Live Streaming] page

1. When users perform the following actions during the live stream (currently only vertical-screen live streaming is supported), the corresponding prompts will be displayed:

- Enter the live streaming room --> Prompt for entering the live streaming room
- Click on a product --> Prompt for ongoing purchase
- Successfully purchase a product --> Prompt for successful purchase
- Click the sharing button --> Sharing prompt

The styles of each prompt are as shown in the figure below. Interaction actions: The prompt slides in from left to right to the specified position → stays and displays → fades out in place, and then the next prompt is displayed.

2.png 3.png

Step 2: Click on the product list

On the live streaming page (including both horizontal-screen and vertical-screen live streaming), every time the user clicks to open the product list pop-up window in the live streaming room, the content of this pop-up window will be refreshed.

4.png

How can instructors watch the live stream from the perspective of students?



I. Function Introduction

The "Watch Live Stream" feature is a general capability for instructors. It provides instructors with an entry to switch to the viewer's perspective, enabling them to create a live streaming room with a better user experience.

II. Purpose of Use

1. Support instructors to enter the live streaming room before and during the live stream and switch to the viewer's perspective.
2. Support instructors to perform interactive operations as teaching assistants from the viewer's perspective.

III. Usage Scenarios

Meet the needs of merchants/instructors to manage the live stream in the live streaming room as teaching assistants.

IV. Operation Path

Instructor's end: Search for and open the "eLive Mini Program" on WeChat - Enter the live streaming room - Click "More" - Click "Watch Live Stream"

*Currently, the "Watch Live Stream" feature supports live streams created from the store.

Supported terminal type: eLive Mini Program

V. Usage Tutorial

Before the live stream: Enter the live streaming room > Click "More" > Click "Watch Live Stream" > You can switch to the viewer's perspective;

image (6).png

During the live stream: Click "More" > Click "Watch Live Stream" > Click "Confirm" in the secondary confirmation pop - up window > You can switch to the viewer's perspective

image (7).png

VI. Frequently Asked Questions

1. Can the instructor's watching function be disabled on the management console?

Currently, the function for instructors to watch the live stream is a general basic function. It does not support enabling/disabling for now, and by default, all instructors have this permission.

2. What will happen when the instructor clicks the "Watch Live Stream" button during the live stream?

When the instructor clicks the "Watch Live Stream" button during the live stream, the instructor will switch to the viewer's perspective, and the live stream will be paused at this time.

Tutorial on Using the Live Sharing Reward Program



I. Function Introduction

The Live Stream Share-and-Win function is a tool for attracting new users and driving traffic to the live stream room. It encourages students to spontaneously share the live stream room by offering prizes, thereby boosting the popularity of the live stream room. When the prize is a coupon, it not only motivates their friends to watch the live stream but also encourages target students to place orders in the live stream room.

II. Purpose of Use

Motivate students to share the live stream room with prizes to attract new users and drive traffic to the live stream room.

III. Use Scenarios

1. Merchant Xiaotong has just started trying live streaming, and the live stream room has a low number of visitors. To address this, Xiaotong created a share-and-win activity. Users saw the activity and thought it was easy to get a gift, so they shared the live stream with their friends. After multiple friends clicked on the link, the user received a 20-yuan coupon as a reward. As a result, the number of visitors to Xiaotong's live stream room continued to increase.

2. Merchant Xiaozhi wants to host a free public course live stream and hopes to attract a large number of students to the live stream room for subsequent live commerce. Students noticed the share-and-win activity in the live stream room and kept sharing it with their friends. As a result, Xiaozhi's live stream room attracted many students. The lecturer also gave a great presentation, and many courses were sold.

IV. Operation Path

Merchant side: B-side management console - Live Streaming - Live Stream Room Details - Live Stream Room Settings - Interaction Settings - Share-and-Win Switch;

Lecturer side (H5): Live Stream Room - Bottom Toolbar - More - Share-and-Win;

Student side (H5): Entry ①: Live Stream Room - Interaction Area - Share-and-Win Card;

Entry ②: Live Stream Room - More - Share-and-Win.

image (1).png

V. Usage Tutorial

Step 1: Turn on the Share-and-Win switch and set up the share-and-win activity.

(PC web management console)

image.png

image.png

- When setting up the share-and-win activity, you need to configure the [Activity Name], [Activity End Time], [Number of Invitees], [Prize Settings], and [Prize Image Settings].
 - The [Activity Name] should not exceed 20 characters.
 - The [Activity End Time] should be later than the current time when setting up the activity. It is recommended to set it as the estimated end time of each live stream. (After the end time, the C-side will display the status of 'Activity has ended'.)
 - The [Number of Invitees] should not exceed 999. It is recommended to set it to less than 5. On the one hand, it can reduce the risk of being blocked by WeChat. On the other hand, it can lower the threshold for students to obtain prizes and encourage them to share.
 - The [Prize Settings] include: online courses, physical prizes, student benefits, marketing coupon codes, and custom prizes.
 - [Prize Image Settings]

Option ①: The default is the product image and name.

Option ②: Custom image: You can use the big gift package image on the cover or upload your own image. It is recommended that the size be 4:3. You can customize the prize name, which should not exceed 20 characters.

After successful saving, the share-and-win task is created successfully, and the share-and-win icon entries on the lecturer side and student side are enabled.

Step 2: The lecturer sends the share-and-win card. (H5)

1. Landscape live streaming:

image (4).png

(More - Share-and-Win Entry) (Share-and-Win Activity Operation Pop-up Window) (Share-and-Win Lecturer-side Card)

2. Portrait live streaming:

image.png

Step 3: Students participate in the share-and-win activity. (H5)

1. Click on the share-and-win participation entry:

● Landscape live streaming:

Entry ①: Students click the 'Go to Participate' button.

image (6).png

Entry ②: It is fixedly displayed in the live stream room - More - Share-and-Win icon.

image (7).png

(More) (Share-and-Win Icon) (Share-and-Win List)

Entrance ③: The “Share” icon permanently displayed on the right sidebar of the live streaming room;

image (1).png

● Portrait live streaming:

Entrance ①: Learners click the “Share” button;

image (2).png

Entrance ②: More - Share for Rewards icon

image (9).png

(More about Share for Rewards)

(Share for Rewards icon)

(Share for Rewards list)

2. Learners participate in the Share for Rewards activity

Click the “Invite Now” button to participate;

image (10).png

(Multiple prize images)

(Single prize image)

(Inviting in progress)

3. Friends successfully provide assistance

image (11).png

(Assistance pop - up window)

4. Claim prizes:

After inviting the specified number of people, a winning pop - up window will automatically appear. Click it to claim the prize;

image (12).png

(Winning pop - up window for a single prize)

(Winning

pop - up window for multiple prizes)

5. View prizes:

If you haven't claimed the prize, you can continue to claim it in the prize list or in Personal Center - My Prizes - Share for Rewards;

If you have already claimed all the prizes, you can still view them here.

image (13).pngimage (14).png

(Share for Rewards list)

(Personal Center - My Prizes)

Step 4: Check the event effectiveness *(Merchant management background)*

Check the data analysis. You can view detailed invitation data and export the data.

Live streaming - Live streaming room details page - Data analysis - User data - Share for Rewards - Invitation records

image/png

image/png

image/png

(Management background - Share for Rewards invitation data)

VI. Frequently Asked Questions

1. How to ensure the viral effect of the live streaming room and guide more learners to participate in the Share for Rewards activity to invite people back to the live streaming room?

Answer: ① Create posters with the Share for Rewards activity before the live streaming to let more learners know about this activity; ② During the live streaming, ask the host to regularly orally guide learners to share.

2. Can multiple Share for Rewards tasks be carried out simultaneously in one live streaming session?

Answer: No. Currently, multiple ongoing Share for Rewards tasks cannot exist simultaneously in a single live streaming session. If you want to start a new event task, you can end the current event in advance or wait for the current event to end and then create a new one.

3. How many times can each learner win prizes at most within the validity period of each task event?

Answer: Once. To prevent learners from taking advantage of the system repeatedly, each learner can win prizes at most once.

4. Is there a limit to the number of prizes?

Answer: Currently, a maximum of 5 types of prizes can be set. If the prizes are virtual products, there is no limit to the quantity; if the prizes are “physical products”, “coupons/codes”, or “classes” with inventory, you need to fill in the number of prize copies (less than or equal to the inventory) when configuring the prizes.

VII. Notes:

Since the Share for Rewards function involves inducing sharing behavior, it may be regulated by the WeChat platform. Please use it with caution; [For details, refer to the WeChat External Link Management Regulations.](#)

Tutorial on Using Points Exchange in the Live Streaming Room



Tutorial on Using Points Redemption in the Live Streaming Room

I. Function Introduction

It supports students and viewers to directly pull up the points redemption page without leaving the live streaming room, which is connected with the process of distributing points in the live streaming room, enabling more convenient and faster use of points.

II. Purpose of Use

When users complete tasks and receive points red envelopes in the live streaming room, it allows the instructor to quickly guide users or users to spontaneously redeem points, promoting the consumption of user points.

III. Usage Scenarios

Scenario 1: When users obtain points in the live streaming room, the instructor can guide users to consume points in real - time, accelerating the consumption of points.

Scenario 2: After integrating points redemption into the live streaming room, points redemption can be used as a marketing method to stimulate viewers to interact in the live streaming room and obtain points.

IV. Operation Path

Merchant side: Merchant background → Live streaming → Live streaming management → Marketing interaction → Marketing settings → Points redemption

WeChat H5, elink APP, elink Live Mini Program, elink Live Client: Live streaming room → “Redeem points” icon

V. Usage Tutorial

image/png

Step 1: Enable points redemption in the live streaming room and add redemption products(Management background)

1.Enter live streaming management and enable the live streaming roomPoints redemptionSwitch

Prerequisites:

- ①The merchant's store function rights include the points mall function
- ② The points function has been enabled in [Users - Points mall]
- ③ (Recommended) Enable points redemption and add redemption products in [Users - Points mall - Points consumption - Points redemption settings]

image/png

(New - version management background - Live streaming management - Marketing settings)

If you want future newly created live streaming rooms to open the points redemption entrance by default, you can turn on the points redemption switch in the live streaming default settings. Future newly created live streaming rooms will open points redemption by default (Note: already created live streaming rooms are not affected by the default configuration).

image/png

If you are using the old - version management background,you need to enable the new - version management background for use.

If you don't want to display the points redemption entrance in the live streaming room later, you can similarly turn off points redemption at the corresponding switch in the live streaming module, which will not affect points redemption in the personal center.

2.Add points redemption products to ensure that viewers in the live streaming room have products to redeem

image/png

Step 2: Guide users to use points for redemption in the live streaming room (H5, elink Live Mini Program)

When points redemption is enabled in the live streaming room,Enter the live streaming room through the H5 store or the elink Live Mini Program. You can guide viewers to use points for redemption according to the following three scenarios:Guide viewers to redeem points in the following three scenarios:

① Directly pull up the points redemption page: Check points and redeem points products

(Live streaming room- RedeemPointsIcon -Points redemption)

② After completing tasks and getting points rewards, use the points:Check points and redeem points products

(Live streaming room -Reward icon - View obtained rewards- Go to use-Points redemption)

③ After receiving points red envelopes, check the points:Check points and redeem points products

(Live streaming room -Receive points red envelope- Go toCheck- Points redemption)

Coupon campaigns in live streaming rooms



I.Function Introduction

Supports instructors/anchors to distribute coupons in the live streaming room to enhance interaction with the audience, increase the liveliness of the live streaming room and the audience's sense of participation, and also contribute to improving the conversion rate of live commerce.

II.Purpose of Use

By distributing coupons, instructors can motivate the audience to participate in live streaming promotional activities and provide actual discounts to the audience, thereby increasing the audience's satisfaction and loyalty.

III.Use Scenarios

Scenario 1: Merchants who wish to attract new users to become store students can distribute coupons in the live streaming room as an incentive to acquire new customers.

Scenario 2: Simply introducing products in the live streaming room fails to prompt the audience to place orders, so coupon distribution is needed to stimulate audience interaction.

Scenario 3: At critical moments during the live stream, instructors can distribute coupons to motivate the audience to complete transactions and promote sales.

IV.Operation Path

Merchant side: Merchant backend → Live streaming → Live streaming management → Marketing interaction → Marketing settings → Live streaming room coupons

WeChat H5, elink APP, elink Live Mini Program: Live streaming room → More → Coupons

elink Live client: Live streaming room → Toolbox → Coupons

V. Usage Tutorial

1.png

Step 1: Enable live streaming room coupons(Management backend)

1. Enter live streaming management and turn on the live streaming room coupon switch

2.png

(New version management backend - Live streaming management - Marketing settings)

If you are using the old version of the management backend, you can enable it on the following path page: [Live streaming - Live streaming management - Live streaming details - Live streaming room settings - Interaction settings - Coupon configuration]

3.png

(Old version management backend - Live streaming details - Live streaming room settings - Interaction settings)

2. Add the coupons to be distributed during this live stream

4.png

(Management backend - Live streaming management - Add coupons)

Step 2: Instructors send coupons(H5, elink Live Mini Program)

Enter the live streaming room on the H5 store or elink Live Mini Program. Instructors can open [More - Coupons] when starting the live stream, click to send coupons, and a coupon pop - up card will be sent to the student side.

5.png

(H5 live streaming room - More - Coupons)

6.png

(elink Live Mini Program - Live streaming room - More - Coupons)

Step 3: Users receive and use coupons(H5, elink Live Mini Program)

1. Receive coupons

The following lists three entrances to receive coupons: the live streaming room coupon icon, the coupon pop - up card, and the coupon receiving entrance in the product list

7.png

(Live streaming room - Coupon receiving)

2. View my coupon codes

After users receive coupons, they can view the coupon codes received in this live streaming room in [My coupon codes].

You can enter the [My coupon codes] page through [Product list - Receive coupons - My coupon codes], [Coupon icon - My coupon codes], [Coupon receiving card - Go to view], and [More - My coupon codes] to view the coupon codes received in this live streaming room.

8.png

(Live streaming room - View my coupon codes)

3. Use coupons

After users receive coupons in the live streaming room, they can directly jump to the product list to use the coupons to purchase products.

9.png

(Live streaming room - Use coupons)

Live Commerce Sold-out Strategies



Live Streaming Room Mark products as sold out Features

I. Function Introduction

Support In Management Backend/Instructor Side Mark live commerce products as sold out, This operation will not affect the actual product inventory. It can display the effect of 'Sold Out' on the user side, and viewers in the live streaming room cannot purchase the products..

II. Purpose of Use

During the live commerce process, as the products are being introduced, marking products as sold out can create a sense of scarcity, boost the atmosphere of live flash sales, and promote sales..

III. Usage Scenarios

Scenario 1: Merchants conducting live commerce hope to create a sense of product scarcity by marking products as out of stock, thereby encouraging viewers to place orders.

Scenario 2: Merchants can mark products as sold out in the live streaming room even when there is still stock. The product cannot be ordered immediately in the live streaming room. Combined with marketing slogans, this can control the rhythm of the live streaming atmosphere..

IV. Operation Path

Merchant side: Merchant Backend → Live Streaming → Live Streaming Management → Live Commerce → Product List → Mark as Sold Out

Instructor side - WeChat H5, elink Live Mini Program, elink Live Client: Live Streaming Room → More → Product List → Product Management

Student side - WeChat H5, elink Live Mini Program, elink Live Client: Live Streaming Room → Product Cards, Product List

Usage Tutorial

image/png

Step 1Add live commerce products(Management Backend)

1. In the live commerce section of the live streaming details, enable live commerce, add the products needed for the live stream, and pay attention to setting the instructor's permissions. If you need the instructor to manage products (display/hide products, mark as sold out/cancel sold out, etc.), you need to enable the instructor's permissions. If not, you can disable the instructor's permissions.

image/png

(Management Backend - Live Streaming Details - Live Commerce)Details-Live Commerce)

Step 2Mark products as sold out(Management Backend,H5, elink Live Mini Program)

1. Mark products as sold out in the management backend. If you operate the live streaming management backend in real - time during the live stream, you can mark products as sold out in the management backend..

image/png

(Management Backend - Live Streaming Details - Live Commerce - Product List)

2. Mark products as sold out on the instructor side. After enabling the instructor's permissions, the instructor can enter the product management section. In the product management, you can operate [Mark as Sold Out]. At this time, the product will show 'Sold Out', which is different from the display of products with actual inventory of 0 showing 'Sold Out', making it easier for the instructor to distinguish. If you want to continue selling, you can operate [Cancel Sold Out], and the product will return to the normal selling state.

image/png

([Instructor/Teaching Assistant] H5 Store,elink Live Mini Program - Live Streaming Room -Product List-Product Management)

image/png

([Instructor/Teaching Assistant] elink Live Client - Live Streaming Room - Product List - Product Management)

Step 3Products show 'Sold Out' on the student side(H5, elink Live Mini Program)

For products marked as [Sold Out], the display on the student side will be the same as that of products with normal sold - out inventory, showing 'Sold Out', and users cannot click into the product details to purchase.

([Student]Live Streaming Room -Product Cards, Product List)