

How to quickly set up a Product Collections for a [Manual adjustment required] 'Community Joint Orderg' Online Store?



I. Feature Introduction

New micro - page templates are available! A new 'Community Joint Orderg' template has been added, which supports the rapid construction of product collections.

In addition, the store decoration capabilities have been upgraded, including the 'Category Navigation' component and 'Search' component of the micro - page, as well as the store navigation decoration and product detail page decoration.

II. Purpose of Use

Merchants can use the newly added decoration and configuration capabilities to build more diverse product collections. Users can view the marketing and promotion content of products and related live commerce in the collections, and quickly add products to the cart and place orders, thereby increasing the overall order conversion rate.

III. Use Scenarios

Scenario 1: Merchants mainly selling physical products need to sell products by category and attract users to place orders as much as possible. They can use the newly added capabilities at this time.

IV. Operation Path

Merchant side: Merchant background → Settings → Mobile store → Micro - page template library → Select the 'Community Joint Orderg' template → Batch bind product groups

Or: Merchant background → Settings → Mobile store → Build the store homepage → Drag the 'Category Navigation' component → Select 'Batch add' → Batch bind product groups

Customer side: WeChat H5 store → View products in the product collections → Add to cart → Place an order

V. Usage Tutorial

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Step 1 Decorate the store (Self - build)

Method 1:Build through templates

(1)Enter [Settings] - [Micro - page] - [Template library], scroll to the bottom and select the 'Community Joint Orderg' template, then click [Apply now]

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(2) Click the 'Category Navigation' component, click [Batch add product groups] on the right, select the corresponding groups, and then click [Save] in the upper right corner.

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Method 2: Self - build

(1) Enter [Settings] - [Mobile store] - [Store homepage]/[Micro - page] - [Build the store homepage]/[Edit the micro - page]

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(Management background)

(2) Add the 'Category Navigation' component, select [Batch add] for the type, click [Batch add product groups] and select the corresponding product groups.

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(3) Enable the [Add to cart] button and [Marketing atmosphere]

Note: Only visible when 'Add type' is selected as 'Batch add'.

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(Optional) Set the page as the store homepage: Enter [Settings] - [Mobile store] - [Micro - page], click [Set as homepage] for the corresponding micro - page. After setting, users can directly see the built - in product collections when entering the corresponding page.

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(Optional) Configure the shopping cart as the bottom navigation of the store : Enter [Settings] - [Mobile store] - [Store navigation] - [Add navigation], select [Shopping cart] for the jump link. After saving, users can quickly switch to the shopping cart for viewing in the store.

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C - end effect:

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Step 2 View products (H5 store)

1. After entering the store, view the home page (if it is set as a micro - page, enter the corresponding link of the micro - page).
2. Browse products and click the [Add to cart] button to add products to the cart.

The following marketing atmospheres are now supported:

- (1) Related live commerce: If a product is being promoted in a live commerce session, the entrance to the corresponding live - streaming room will be displayed.
- (2) Coupons: The maximum available full - reduction/discount coupons for the product will be displayed.
- (3) Purchase limit: Only displayed when a purchase limit is set for physical products.
- (4) Refund for weight difference: Only applicable to physical products that have the 'Refund the difference' function enabled.

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Step 3 Place an order (H5 store)

1. Enter the shopping cart to view the added products, click [Settle] to submit the order.
2. After successfully paying and forming an order, if the product is for in - store pickup, the subsequent in - store pickup and verification process can be followed (the same as the order placement and verification process for products in the same order).

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