

Digjack
always collectable

A guide to setting up a Digjack shop:

Section One - Getting started

Section Two - What the customer sees

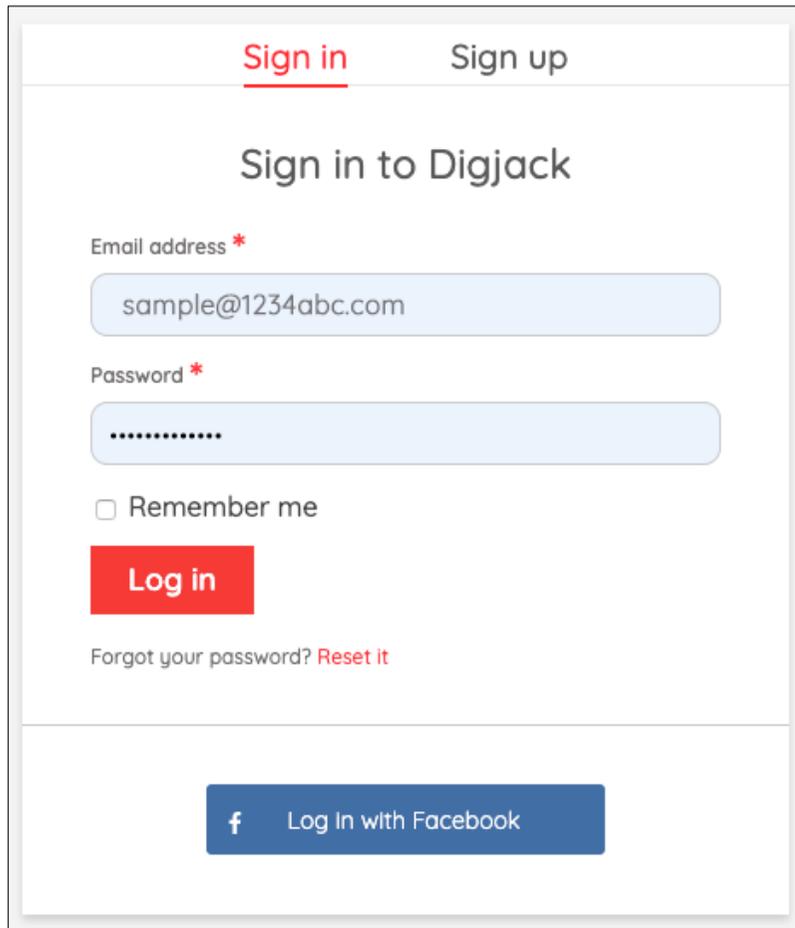
Section Three - Understanding the
Shop Manager

Section Four - Photography and description



Getting started

Getting started



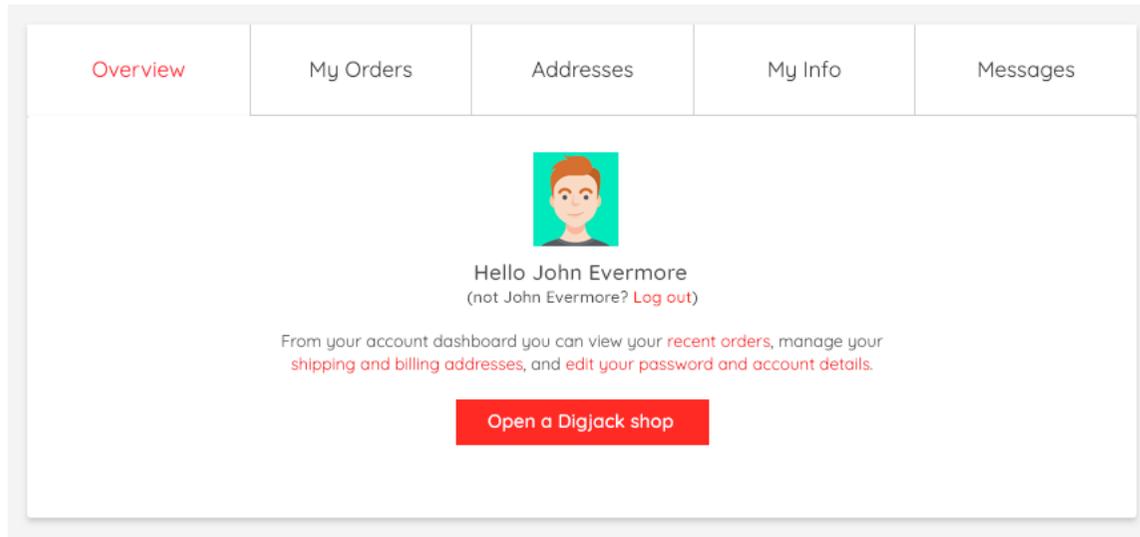
The screenshot shows a web form for signing in to Digjack. At the top, there are two links: "Sign in" (underlined and in red) and "Sign up". Below these is the heading "Sign in to Digjack". The form contains two input fields: "Email address *" with the value "sample@1234abc.com" and "Password *" with masked characters. Below the password field is a checkbox labeled "Remember me". A red "Log in" button is positioned below the checkbox. At the bottom of the form, there is a link "Forgot your password? Reset it". Below the main form area, there is a blue button with the Facebook logo and the text "Log In with Facebook".

All shops start with a **Digjack account**.

Sign in to your account or, if you don't already have an account, you'll need to **Sign up**. This is a simple one-time-only process and will take just a few minutes.

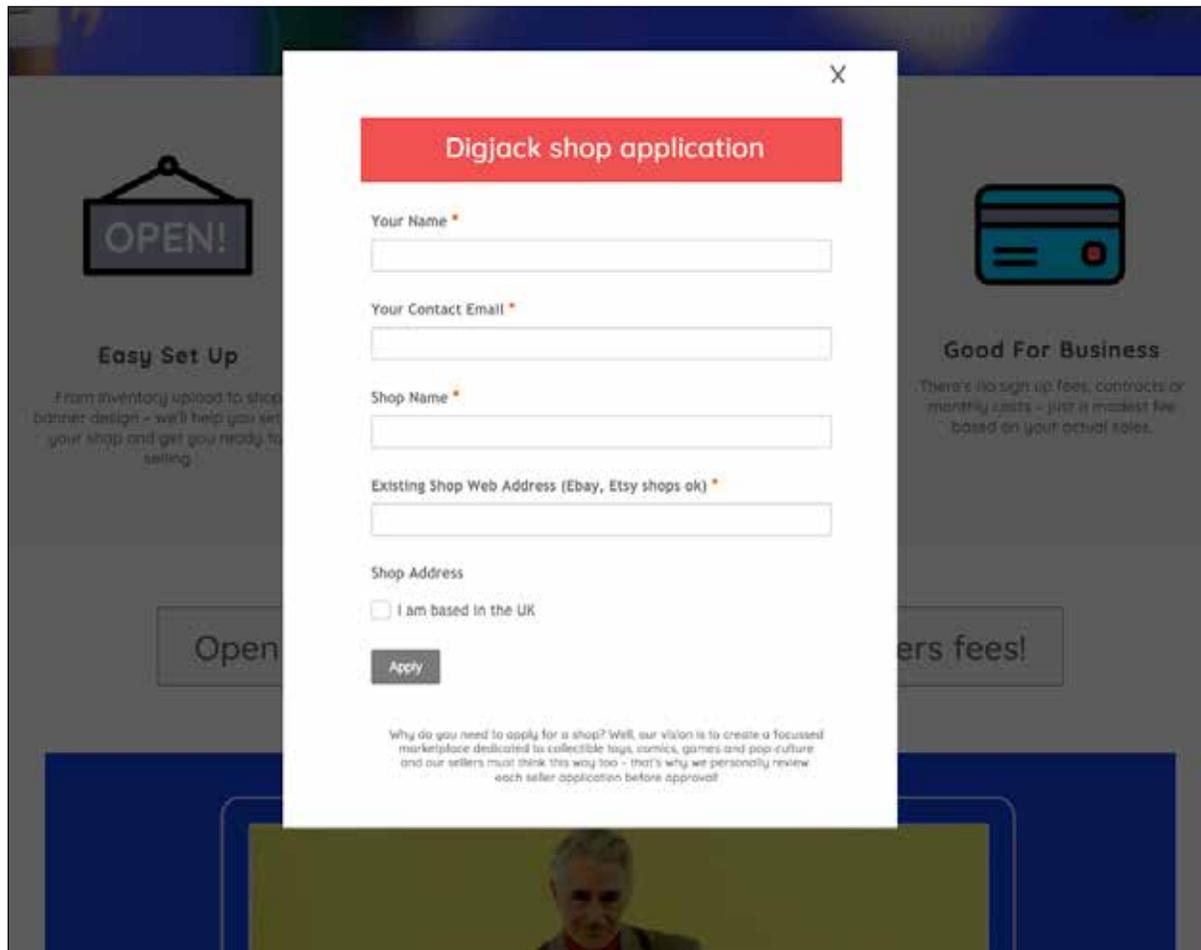
Check the '**Remember me**' box to speed up future sign in's!

Getting started



My Account is your personal dashboard and standard for all Digjack members – sellers or buyers. It is a place to input your basic personal information such as addresses and password see messages and review recent purchases AND is distinct and separate from a Digjack shop.

Getting started



The image shows a screenshot of a web application with a pop-up form titled "Digjack shop application". The background is a blurred view of the website's main content, which includes sections like "Easy Set Up" and "Good For Business". The pop-up form is white with a red header and contains the following fields and elements:

- Header:** "Digjack shop application" in white text on a red background.
- Fields:**
 - "Your Name" with a red asterisk and a text input field.
 - "Your Contact Email" with a red asterisk and a text input field.
 - "Shop Name" with a red asterisk and a text input field.
 - "Existing Shop Web Address (Ebay, Etsy shops ok)" with a red asterisk and a text input field.
 - "Shop Address" with a checkbox labeled "I am based in the UK" and a text input field.
- Buttons:** A dark grey "Apply" button.
- Footer:** A small block of text: "Why do you need to apply for a shop? Well, our vision is to create a focussed marketplace dedicated to collectible toys, comics, games and pop culture and our sellers must think this way too - that's why we personally review each seller application before approval".

Ok, now select **Sell** from the top menu and from the Sell Page, click on **Open a Digjack Shop**. A simple pop-up form will appear. Complete the form and click on **Apply!**

As soon as we've approved your application we'll send you an email and give you access to the **Shop Manager** – the area where you'll set up and manage your shop.

Why do you need to apply for a **Digjack shop**? Well, our vision is to create a community focused marketplace dedicated to the buying and selling of quality collectible toys, comics, games and associated pop culture ephemera. We'd like our sellers to feel the same way. That's why we personally review each seller application before approval.



What the customer sees

What the customer sees

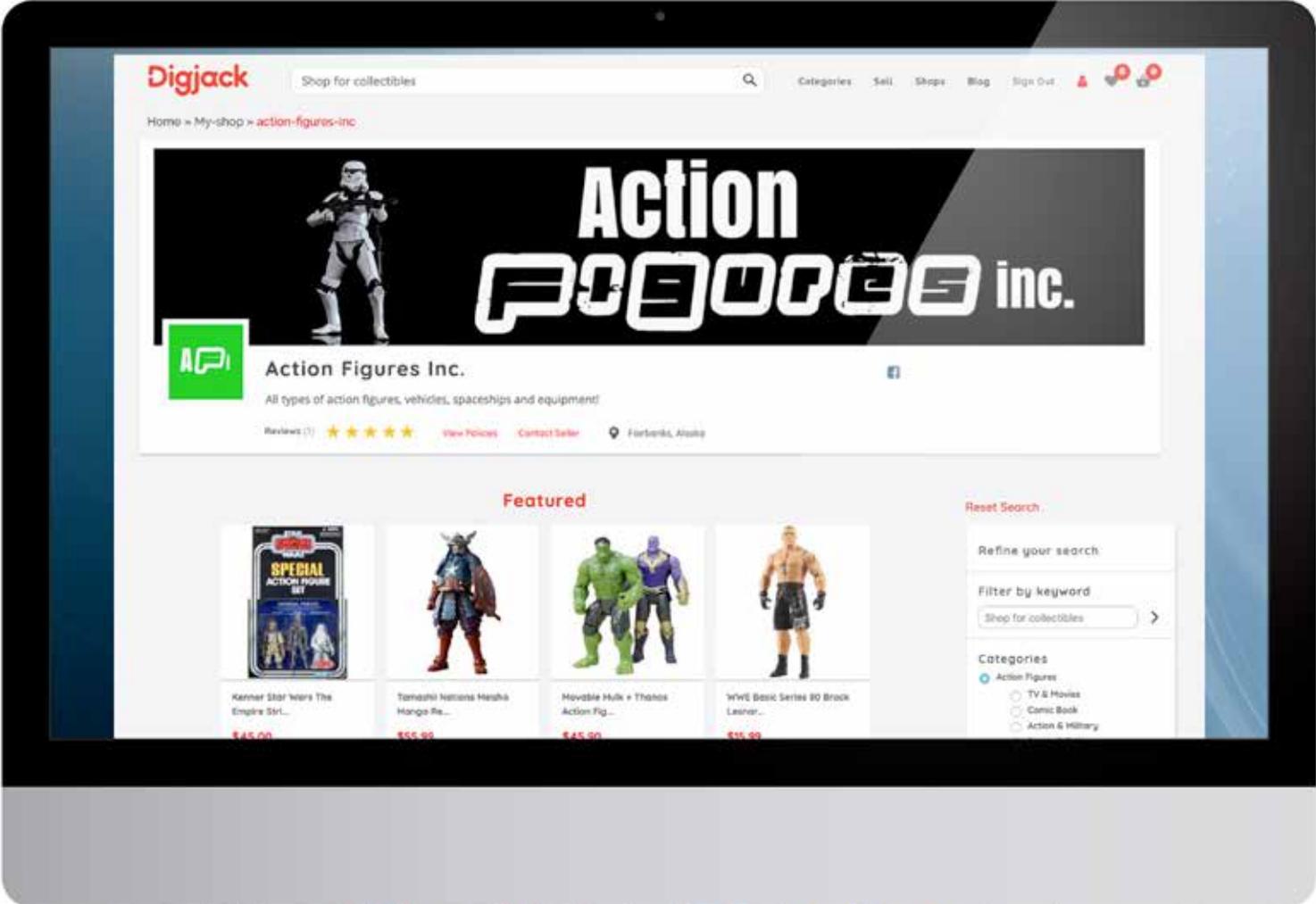
Every **Digjack shop** has its own page with personal branding, impactful header, featured items, search filters and as many listings as you like!

From here buyers will be able to browse featured and regular listings, search for items by keyword, category, decade, condition or price,

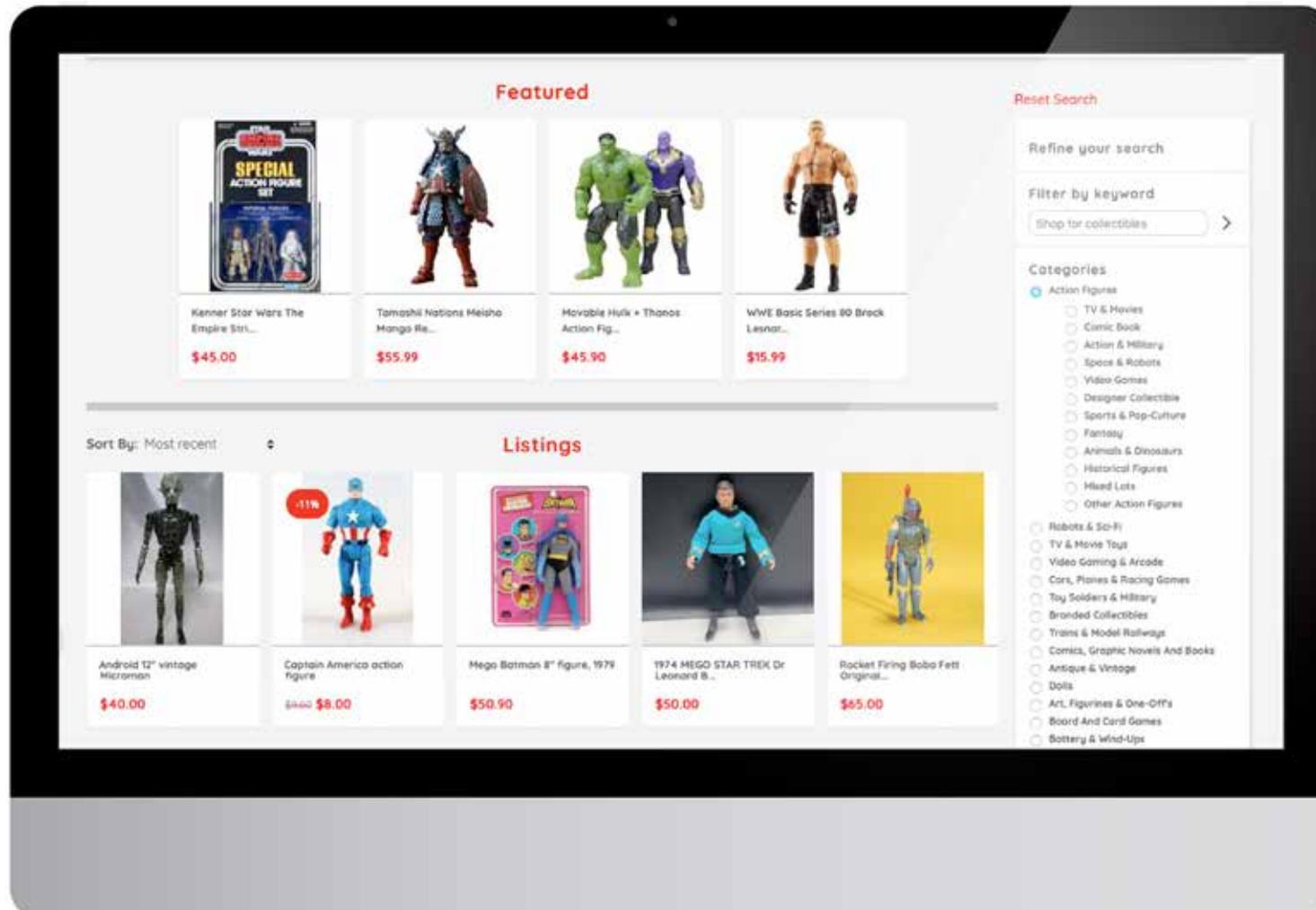
They'll see your shop policies, your star-rating and be able to contact you via messaging,

The screenshot shows a Digjack shop page for 'Action Figures Inc.'. The header includes the Digjack logo, a search bar, and navigation links. The shop name 'Action Figures Inc.' is prominently displayed with a large banner image of an action figure. Below the header, there's a 'Featured' section with four featured items, each with a price tag. The main content area is a grid of 'Listings' showing various action figures with their respective prices. On the right side, there are search filters including 'Refine your search', 'Filter by keyword', 'Categories', 'Condition', 'Decade', and 'Price'. The page also shows a star rating for the shop and a 'Contact Seller' button.

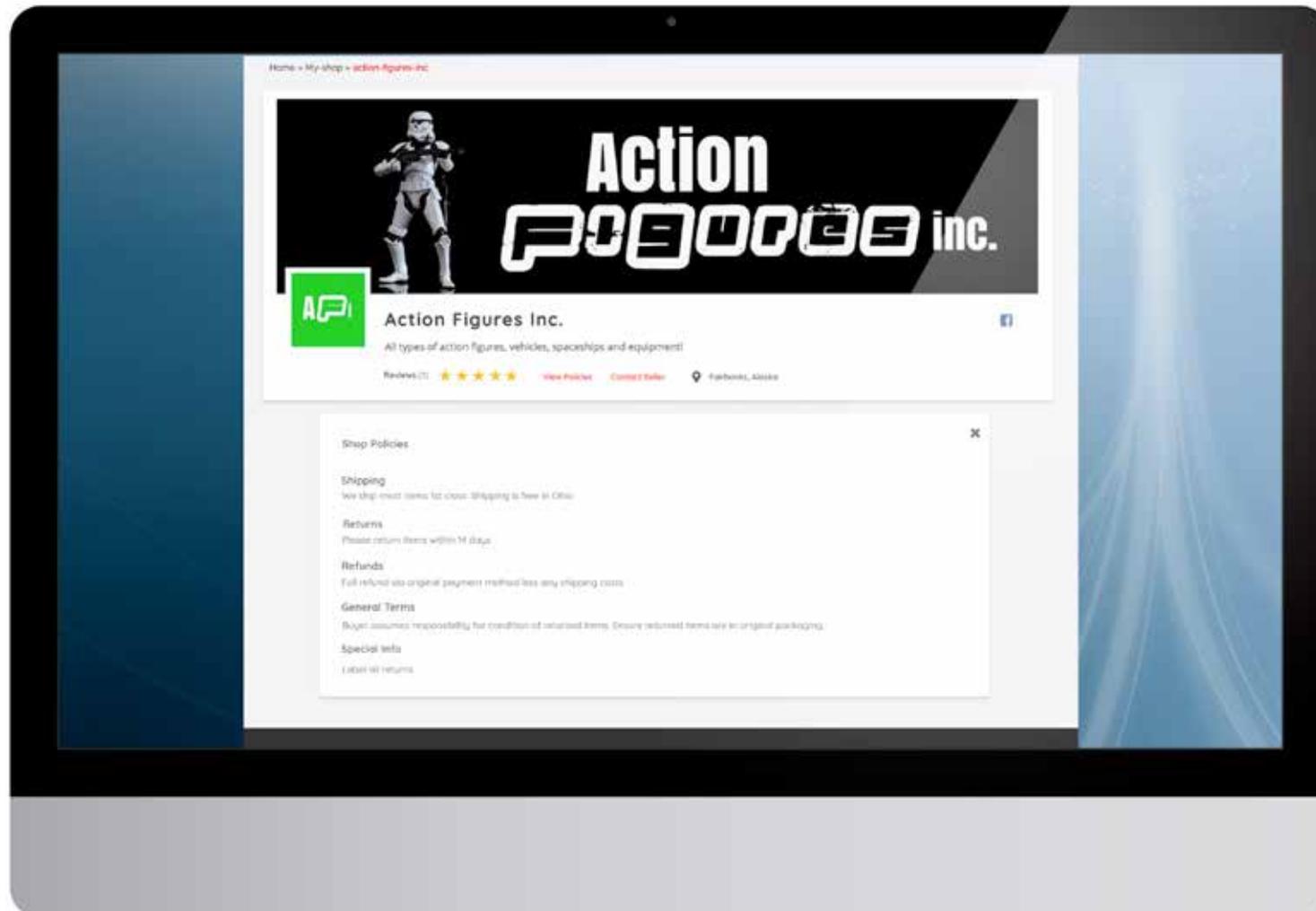
What the customer sees - example of shop header



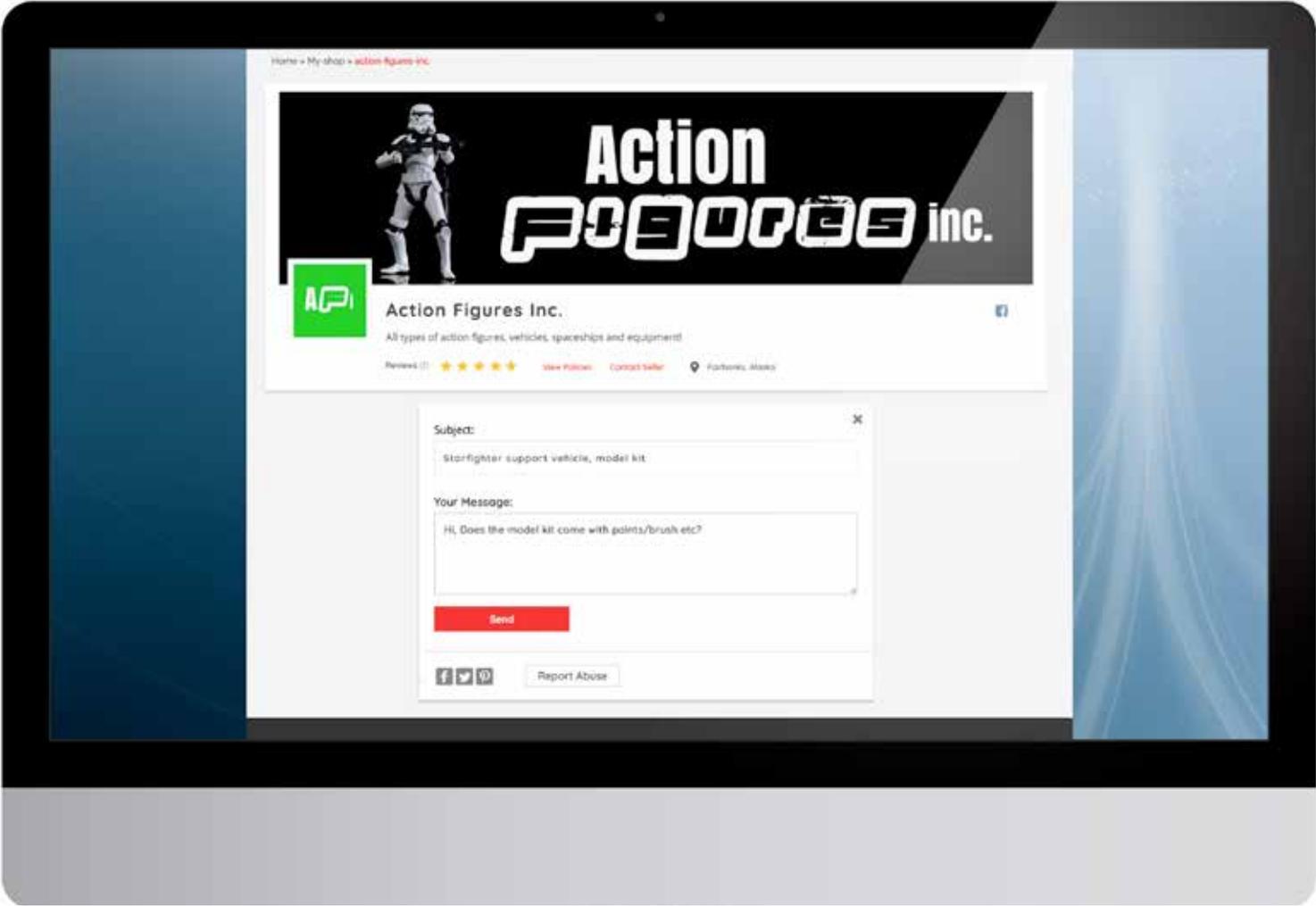
What the customer sees - featured items and search filters



What the customer sees - sample shop policies



What the customer sees - sample messages



A typical listing

When a buyer selects one of your listings they will see that item in detail, with an opportunity to view item title, multiple images, description, price and other relevant information created by you when making the listing.

They will also be able to see more info such as your shop policies, reviews and message you with any questions.

Below the item details they will see more products listed as **Also from this seller**. This shows items that you selected from your inventory when you created the listing.

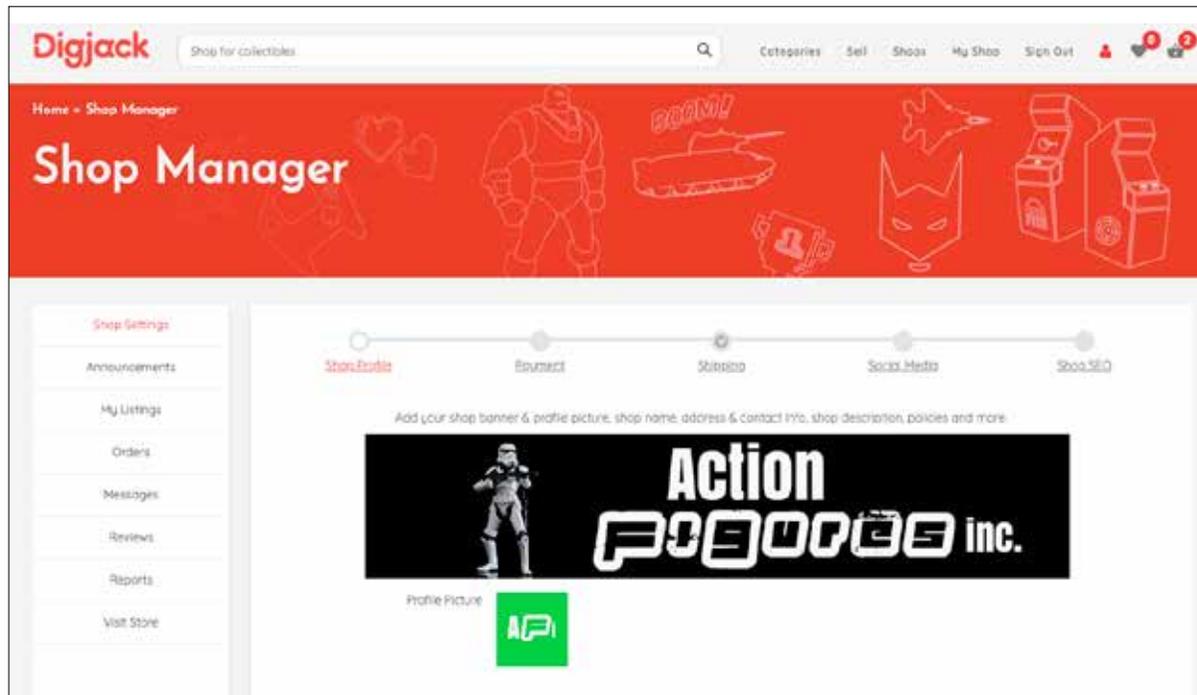
Below this other items are shown under **You may also like**. These items can be from any Seller and are selected on category relevance.

The screenshot shows a product listing on the Digjack platform. At the top, the Digjack logo and a search bar are visible. The main heading is "Marvel Legends Series Action Figure". The product image shows a Wolverine action figure in a yellow and blue suit. The price is listed as \$25.00. Below the image are buttons for "Buy it now", "Add to cart", and "Add to wishlist". The listing includes a description, seller information, policies, and contact options. There are also recent reviews from other buyers. Below the main listing, there are two sections: "Also from this shop" and "You may also like", each displaying a grid of related products with their respective prices and images.



Understanding your Shop Manager

Shop Settings – Shop Profile



The **Shop Manager** is designed to be easy to use and super informative.

In the sidebar there are eight sections to help you set up and run your **Digjack** shop. A brief summary of each main section follows over the next few pages.

Let's start at the top with **Shop Settings** and **Shop Profile** – You can add your main banner and profile image here. The **banner** is what gives your shop its visual identity. Use quality photos, bespoke illustrations, logos or whatever best communicates your shop's offer.

Your **profile pic** will be seen alongside your banner so ensure you choose a pic that is appropriate to your shop. The recommended size is for the banner is **1340 pxl wide by 265 pxl high**. The recommended size is for the profile pic is **252 pxl wide by 252 pxl high**.

Shop Settings – Shop Profile

Shop Name	<input type="text" value="Action Figures Inc."/>
Address	Street <input type="text" value="Everywhere Street"/>
	Street 2 <input type="text"/>
	City <input type="text" value="Leeds"/>
	Post/ZIP Code <input type="text" value="LS1 2QS"/>
	Country <input type="text" value="United Kingdom (UK)"/>
	State <input type="text" value="England"/>
Phone No	<input type="text" value="07598 547 125"/>

Next add information such as shop name, address and contacts.

Shop Settings – Shop Profile continued

The screenshot displays the 'Shop Settings' interface for a shop profile. It is divided into three main sections:

- Featured Products:** A list of four selected products with an 'x' icon to remove them:
 - x Movable Hulk + Thanos Action Figure The Avengers Blue Green Toy
 - x WWE Basic Series 80 Brock Lesnar Action Figure (#3067)
 - x Tomoshit Nations Meisho Manga Realization Samurai Captain Ame
 - x Kenner Star Wars The Empire Strikes Back Special (#3311)Below the list is the instruction: "Select up to 5 products to feature on your shop page."
- Shop Short Description:** A text box containing the description: "All types of action figures, vehicles, spaceships and equipment!"
- Shop Policies:** A rich text editor with a toolbar (bold, italic, underline, quote, list, link, unlink, undo, redo) and the following content:
 - Shipping:** No ship cost here for click, shipping is free in Ohio.
 - Returns:** Please return items within 14 days.
 - Refunds:** Full refund on original payment method less any shipping costs.
 - General Terms:** Buyer assumes responsibility for condition of returned items. Buyer returned items are original packaging.
 - Special info:** Label of return.

At the bottom of the form is a red button labeled "Update Settings".

You can set **Featured Products** here too - i.e. listings that will appear in the **Featured** section of your shop page. To do this select up to five items from your current listings. These will appear in the top row of your shop page and remain pinned there until you remove them or select alternatives. We suggest you reserve this area for special items or promotions.

Finally you can add your **Shop policies**. It's up to you what you say here but we suggest you include information that helps set customer expectations for things such as shipping (e.g. where you ship to etc.), how you deal with returns (e.g. within 14 days etc.) and refunds (e.g. postage at customers expense and so on).

Shop Settings – Payment

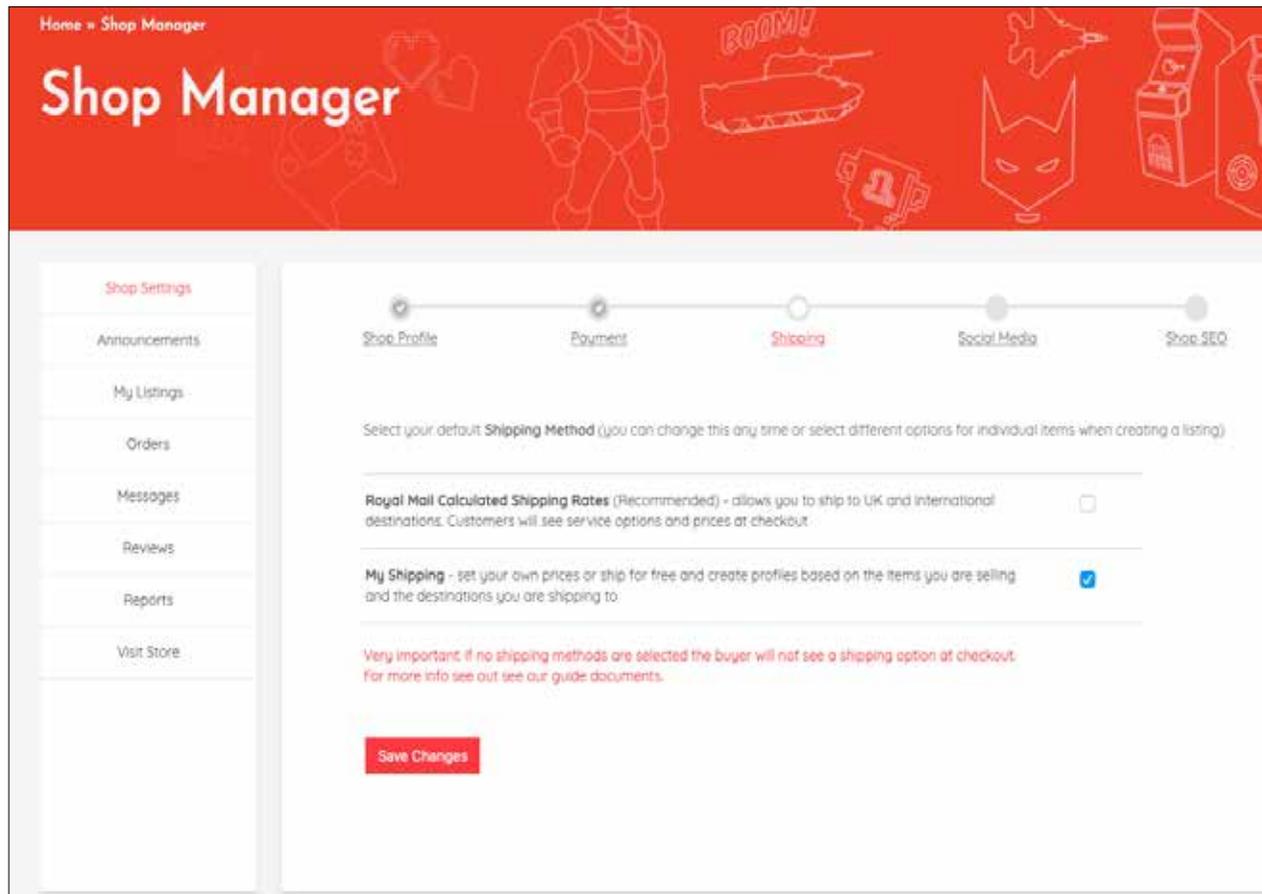
The screenshot shows the 'Shop Manager' interface with a red header. The main content area is titled 'Payment' and features a progress bar with five steps: Shop Profile, Payment, Shipping, Social Media, and Shop SEO. Below the progress bar, there is a text block explaining that all payment transactions on Digjack are done using Stripe Checkout. It states that creating a Stripe account is a simple, one-time-only process that takes just a couple of minutes. The text also mentions that once a Stripe account is created, all payments will be deposited directly to the user's bank account, and they will be redirected back to the Shop Manager to view future transactions. A note indicates that Stripe may ask for email/phone authentication for security. At the bottom of the text block, there is a 'Stripe' section with a box containing the text 'Your account is connected with Stripe' and a 'Disconnect' button. Below this box is an 'Update Settings' button. On the left side of the interface, there is a sidebar menu with options: Shop Settings, Announcements, My Listings, Orders, Messages, Reviews, Reports, and Visit Store.

All **Payment** transactions on Digjack are done using **Stripe Checkout**. This allows you a secure way of receiving payment from buyers using most major card types.

If you don't have an existing Stripe account you'll be requested to create one. This is a simple, one-time-only process and takes just a couple of minutes. After that, all payment processing is automated – quick and easy!



Shop Settings – Shipping



The screenshot shows the 'Shop Manager' interface with a red header. The main content area is titled 'Shop Manager' and features a navigation menu on the left with options: Shop Settings, Announcements, My Listings, Orders, Messages, Reviews, Reports, and Visit Store. The main content area has a progress bar with five steps: Shop Profile, Payment, Shipping (highlighted), Social Media, and Shop SEO. Below the progress bar, there is a section for 'Shipping Method' with the following options:

- Royal Mail Calculated Shipping Rates** (Recommended) - allows you to ship to UK and International destinations. Customers will see service options and prices at checkout.
- My Shipping** - set your own prices or ship for free and create profiles based on the items you are selling and the destinations you are shipping to.

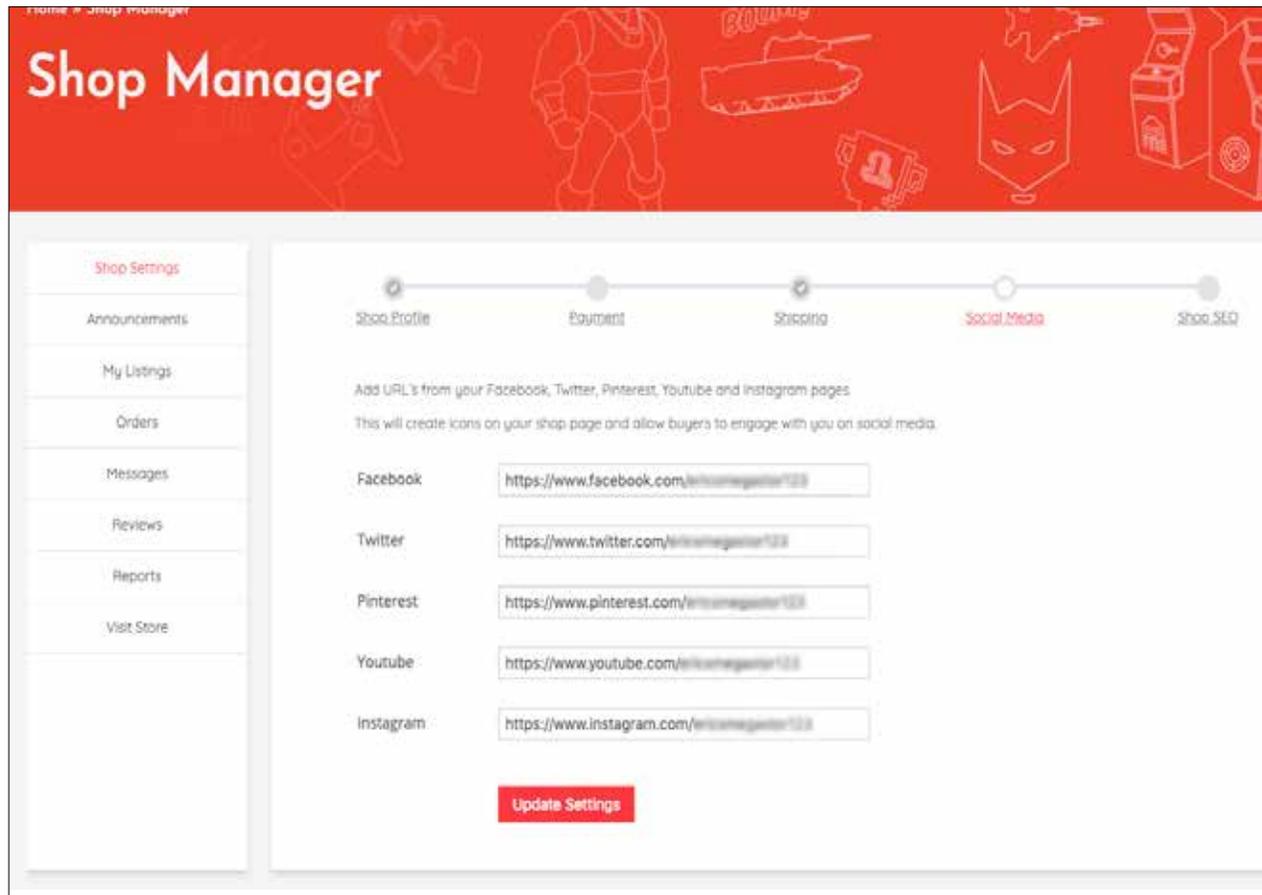
A red warning message states: 'Very important: if no shipping methods are selected the buyer will not see a shipping option at checkout. For more info see out see our guide documents.' A red 'Save Changes' button is located at the bottom of the page.

There are two options for **Shipping** – choose the one best suited to your business. These include: **Royal Mail** (calculated shipping rates), or **My shipping** (where you set your own prices per item or with profiles created by you).

Here you can select your preferred default method – you can change this any time or select different options for individual items when creating a listing.

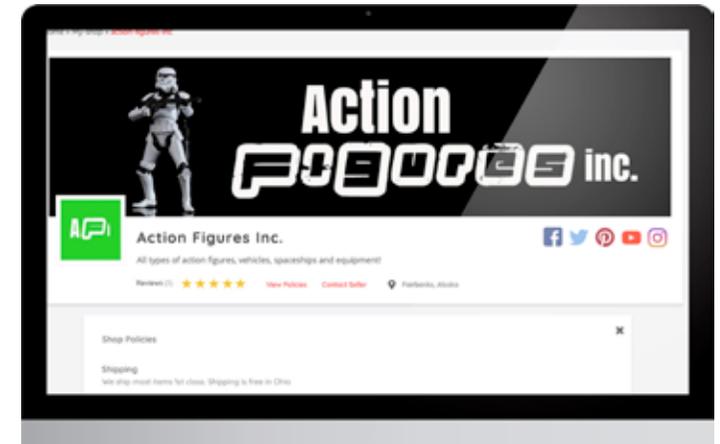
You can find more info on shipping in our separate Sellers Guide.

Shop Settings – Social Media



Social Media allows you to create links to your social media pages.

Add URL's from your Facebook, Twitter, Pinterest, Youtube and Instagram pages. This will create icons on your shop page and allow buyers to engage with you on social media.



Shop Settings – Shop SEO

Home » Shop Manager

Shop Manager

Shop Settings

Announcements

My Listings

Orders

Messages

Reviews

Reports

Visit Store

Shop Profile Equipment Shipping Social Media **Shop SEO**

Add title, description and keywords into the fields provided including words that people use when searching for your type of product e.g. 'action figures' or 'graphic novels' etc.

SEO Title : Buy action figures from Eric's Megastore

Meta Description : We sell new and vintage action figures

Meta Keywords : starwars figures, dc figures, marvel figures, spider figures

Save Changes

Shop SEO or search engine optimisation involves making sure a website is accessible by including words that people type into the search engines e.g. 'action figures' or 'graphic novels' etc.

Add title, description and keywords into the fields provided.

My Listings

Home » Shop Manager

Shop Manager

You can create a new listing here or edit on existing one - just click on Add new product to get started.
If you already have an inventory CSV file then simply click on Import and follow the on-screen directions.

All (40) Online (40) Add new product Import CSV Export CSV

Category: Select a category Sub-category: First Select Category Filter

Bulk Actions: Apply

<input type="checkbox"/>	Image	Name	Status	SKU	Stock	Price	Views	Date
<input type="checkbox"/>		Funko POP Naruto Shippuden - Figure Naruto Sage Mode	Online	-	In stock	£49.95	4	5/29/2020
<input type="checkbox"/>		Funko Pop! Animation Naruto Shippuden Naruto Uzumaki (Sexy Jutsu) Special Edition #726	Online	-	In stock	£35.95	3	5/29/2020
<input type="checkbox"/>		Funko 44987 POP Marvel: Fantastic Four - Human Torch Collectible Toy, Multicolour	Online	-	In stock	£9.99	2	5/29/2020
<input type="checkbox"/>		Funko 34467 Pop Games: Fortnite S1 - Black Knight Collectible Toy, Multicolour	Online	-	In stock	£7.50	2	5/29/2020

My Listings gives you a scrolling overview of all your shop's listings with thumbnails, price, stock count and more.

You can create new listings from this page by clicking **Add new product** or, if you already have your inventory on file, you can bulk load by importing an existing CSV file.

For more info on creating listings and uploading your existing CSV files see separate Sellers Guides.

Orders

Home » Shop Manager

Shop Manager

At-a-glance details of all your orders including number, order total, status, customer details, order date and order action. Note: you'll receive an email for each order received so you'll be aware of every sale!

All (0) Completed (0) Processing (0) On-hold (0) Pending (0) Cancelled (0) Refunded (0) Failed (0)

Filter by Date Filter by Customer Filter

Export All Export Filtered

Order	Order Total	Status	Customer	Date	Action
Order 245	\$24.00	Completed	John Goobe	January 12, 2019	+ [icon] [icon]
Order 244	\$36.00	Completed	Jose Nava	January 12, 2019	+ [icon] [icon]
Order 243	\$24.00	Completed	Sidewinder	January 8, 2019	+ [icon] [icon]
Order 242	\$36.00	Completed	Maris West	January 8, 2019	+ [icon] [icon]

More...

Orders displays details of all orders presented in list. You can see order number, order total amount, order status, customer details, order date and order action. Of course, you'll also receive an email for each order so you'll be aware of every sale!

For more information on orders and refunds see our separate Sellers Guide.

Messages

The screenshot shows the 'Messages' section of the Digjack Shop Manager. The top navigation bar is red with the text 'Home > Shop Manager' and 'Shop Manager' in white. Below the navigation bar is a red banner with white line-art icons of a soldier, a tank, a jet, a cat mask, and a box. The main content area has a light gray background. On the left is a sidebar with a list of menu items: Shop Settings, Announcements, My Listings, Orders, Messages (highlighted in red), Reviews, Reports, and Visit Store. The main content area contains a message composition form. At the top of the form, it says 'Use Messages to answer general customer questions or specific information on listings. Digjack does not allow any personal email, URL's, phone numbers, bank or payment details or off-site links of any kind to be exchanged in messages.' Below this, it says 'You have 0 messages and 0 announcements unread'. There are four buttons: 'Inbox', 'Compose' (highlighted in gray), 'Settings', and 'Announcements'. The form fields are: 'To:' with a text input field containing 'Name of recipient'; 'Subject: *' with a text input field containing 'Subject'; and 'Message: *' with a large text area. A red 'Send' button is at the bottom left of the form.

Messages allows you to talk with your customers. Use Messages to answer customer questions.

Digjack does not allow any personal email, URL's, phone numbers, bank or payment details or off-site links of any kind to be exchanged in messages.

Reviews

The screenshot displays the 'Shop Manager' interface. At the top, there's a navigation bar with 'Home > Shop Manager' and the 'Shop Manager' title. Below this is a decorative banner with various toy-related icons. On the left, a sidebar menu lists: Shop Settings, Announcements, My Listings, Orders, Messages, **Reviews** (highlighted in red), Reports, and Visit Store. The main content area features a note about the review policy and a list of five customer reviews, each with a star rating, a profile picture, a name, a date, a title, and a comment.

Home > Shop Manager

Shop Manager

All your customer reviews in one place. Note: Digjack has a strict review policy based on validity of purchase and reasonable expression and language. Should any review be flagged as in breach of our rules we will listen to both seller and buyer and take action accordingly.

Shop Reviews

-  John Croft 18 Jan 2019 **Great cat!**
Thanks Eric
-  Mark Hayes 12 Jan 2019 **Incredible Hulk Toy**
Great toy, was exactly as described. Cheers.
-  Lynnie Reed 8 Jan 2019 **Prompt Delivery**
I love this shop. I buy all my collectibles from Eric's.
-  Nothan Grub 4 Jan 2019 **X-wing model**
Very good value - best price for this item. Keep up the good work!
-  Harroze Wilkins 1 Jan 2019 **Action figures and more**
Just like to say a big thanks for getting everything to me by Christmas - brilliant!

Page 1 of 2

Reviews: here you can see all customer reviews.

Digjack has a strict review policy based on validity of purchase and the application of reasonable expression and language. Should any review be flagged as in breach of our rules we will listen to both seller and buyer and take action accordingly.

Reports



Reports shows the overall earning of your Digjack shop in one place. The page has a default Overview or you can filter by day-by-day sales, top earning or best selling items and review statements.



A few words on photography and description

Photography

Ensure images **grab the attention** of the buyer by following these simple rules:

- make sure the item is well-lit and on a neutral background.
- show the item in full and from each critical angle clearly (e.g. front, back, top and sides).
- include shots of features and accessories.
- focus in on maker's marks and other critical details that will help it sell.
- show any damage to pre-owned or vintage items.
- when possible, convey the items authenticity by showing branded packaging.
- show the real product – avoid borrowed or stock images unless they offer an accurate representation of the product.
- if possible square crop your pics. All Digjack picture tabs are square. Most smartphones allow you to crop your photos or you can use any desktop image manipulation software. However, if your pics are portrait or landscape that's ok – they will be scaled to fit the available space – not cropped or stretched!



Examples of clear application of photography



Description

Buyers want to be sure that they know what they are looking at. **Accurate titles, descriptions and great product pics** are vital to ensure clarity.

When creating a title and description please ensure it covers the following:

- a short, clear title that states in a few words what item you are selling.
- include a full description of the item (disclosing any pertinent information such as damage etc. if the item is vintage).
- do not include any email, URL's, phone numbers, bank or payment details or off-site links of any kind.
- do not include any irrelevant brand names or keywords that may be assumed to boost search results.
- do type in upper and lower case. Do not list in ALL CAPS!
- do not use offensive or inappropriate language.

Finally...

Toys, comics, games and associated products for sale on **Digjack** can be either new, pre-owned or vintage and should fit within one of the primary categories, their sub-categories or relate to them as closely as possible.

All items must fit broadly within the term collectible. This includes one-off's, limited editions, items recognised as, or ms and ephemera that have become collectible.

Items to be avoided are mass-market and high volume toys and games that have no or limited collectible value or other items that do not relate to **Digjack's** primary categories.

Please avoid listing stolen or counterfeit products or anything that might reasonably be deemed hateful or offensive.



Digjack

always collectable