3-0001-EN-Adding Related products (Cross promotions)

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ShopFactory allows you to link a product to related products/paragraphs, to other pages in your website or to external websites.

This can help boost sales by making customers aware of other products available to them or by providing them with more information to help them with their purchasing decision.

How to setup related products (cross promotions):

- Open your shop in ShopFactory
- Locate the page where your products are contained.
- Select a product and click on the DETAILED VIEW...button on the toolbar. This will open the product detailed page.
- At the page toolbar, click **EDIT PRODUCT** and choose "**Related products**" from the left menu.
- Select whether you want to cross promote a page or product or internet address
(If adding a product, select the "Product" tab and at the lower part of the dialog, you will see all the products and paragraphs.
- Select the product you want to cross-promote and then click the (move) **>>** button to move it to the **List of Links** box.

- Add a linked image, Title, and Description

- Click OK.
Repeat above steps for other products you want to cross-promote.

- You will now see the linked products on the right column. If you want to change the linked image, select the product and click on the EDIT button.

This is an example of a cross promotion: