

AxisStars Partner Guide

Welcome to AxisStars! We are so glad to have you onboard. As we've told you during the onboarding process, we truly want this platform to be win win and that's why we call you Partners. We want you to tell us what you think of the platform, how you use it, what improvements you would like to see etc so that we can make it even better.

During this testing period, if you have any feedback you can [report it here](#) or by emailing MemberCare@axisstars.com

If you find any bugs that are stopping you from doing something in the platform you can [report them here](#).

Before you get started	2
Logging In	2
Organisation Profile	3
Personal Profile	4
Dashboard	5
Opportunities	5
Opportunities Homepage	5
Create an Opportunity	5
Deals	5
Sponsors	6
Experts	6
Targeting Opportunities	6
Images	7
Video	7
Volume of Opportunities	7
Checklist for a great Opportunity	7
Publishing your Opportunity	7
Messaging	8
AxisKey	8
Message Notifications	8
Invites	8
Keeping track of your messages	9
Message Contents	9
Leaving/Deleting chats	9

Transactions	9
Requesting Feedback	9
FAQs	10
Why can't I set my new password when trying to login for the first time?	10
I've made a change to my profile and it won't let me save it	10
Can I pay to appear in the top of search results?	10
Is it possible to pay to be the only Partner in my category?	10
Can my competitors see my Opportunities?	10
When will I see my first analytics report?	11
How can I add new team members?	11

Before you get started

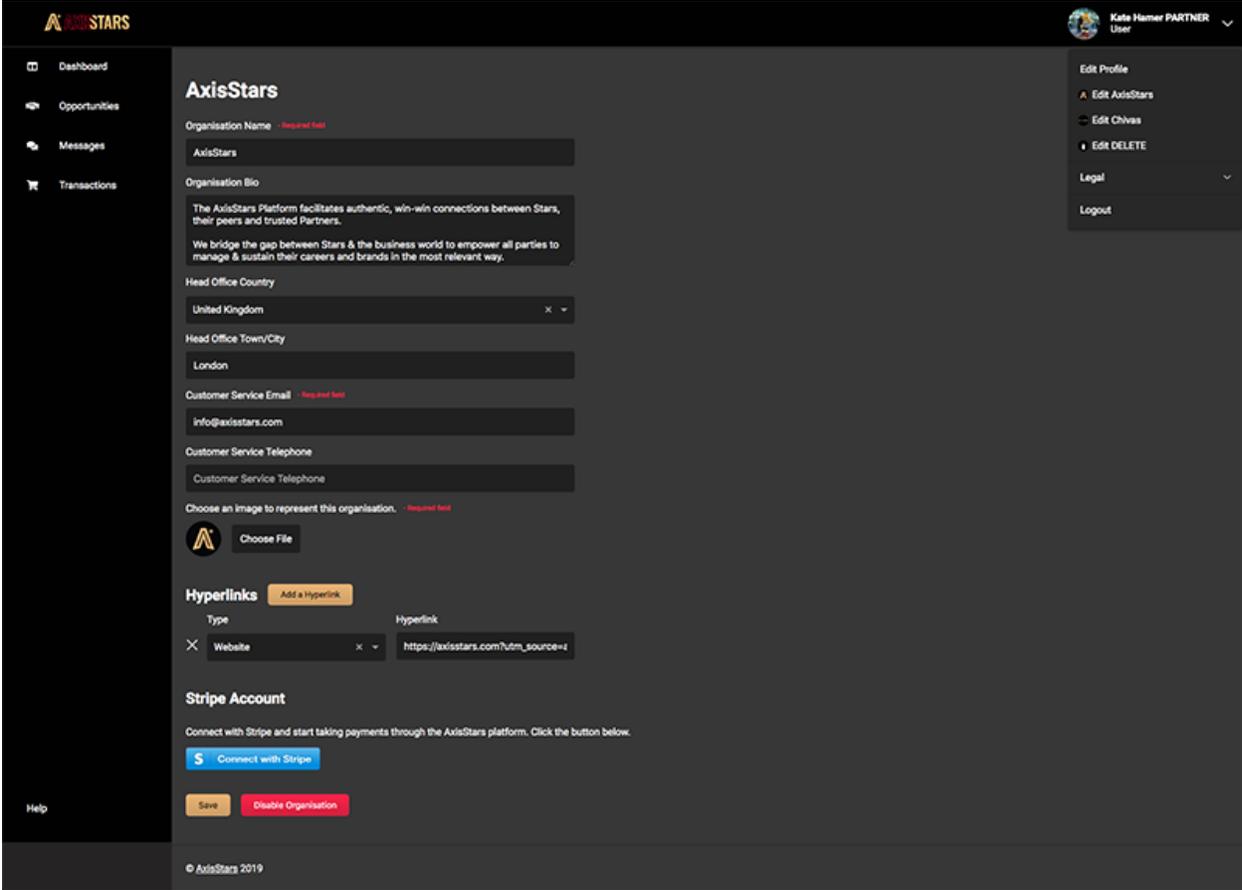
1. If you are going to sell directly through the platform, you will need to set up a free Stripe account. You can do that [here](#). If you already have a Stripe account then you can connect it to your AxisStars account in the Back Office by going to 'Edit [Organisation Name]' at the top right and then selecting 'Connect Stripe' at the bottom of the page
2. Set up your Organisation and User profile - we will have completed some of the information for you when we set your account up but you can add more to your bio, add links to your social accounts etc by clicking on your account name top right of the Back Office and then selecting the profile to edit. For now, individual profile images can only be added when you are logged in to the app itself
3. You can download the app from the app store and use your same login credentials
4. Store your AxisKey - when you first go into the messaging section of the Back Office, you will be shown an AxisKey, make sure that you store this somewhere safe as you will not be able to retrieve it in future. This is the key that ensures that your encrypted messages can still be seen when you change device

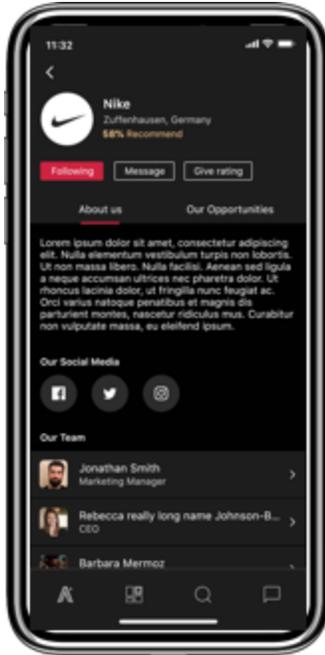
Logging In

When you first login to the Back Office at admin.axisstars.com you will be asked to choose a password that you remember. It must be at least 10 characters long, include 2 numbers, include 2 capital letters and one of these special characters: **\$£!@#** Please note that only those characters will work, if you try other ones such as ? or = it will not let you proceed.

Organisation Profile

Here you will see all the key information about your Organisation which feeds your profile page in the App. It's also where Users from your Organisation are connected so that you can add them as Points of Contact for your Opportunities and they will show on your profile page as team members.

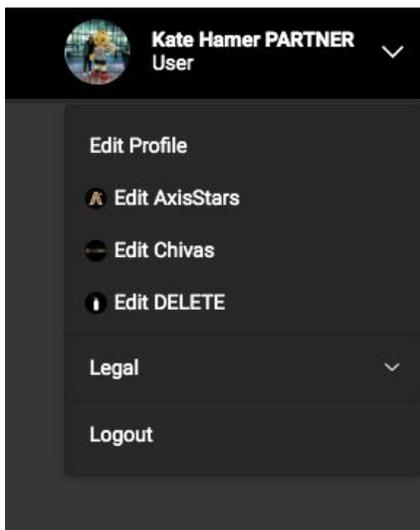




When you add in a link to your website, we encourage you to add the tracking that you would use for your website analytics to be able to understand the visits you are receiving from AxisStars and what they are looking at on your website. If you have Google Analytics on your website, you can [create a bespoke link here](#)

Personal Profile

This profile will be linked to the Organisation but gives you an opportunity to say a bit more about you and your experience. You can edit this in the App or in the BO by clicking on your account name top right.



Dashboard

Longer term, this area will show you the key information about your account - analytics on the performance of your Opportunities, latest transactions, new messages etc. For now we will supply the analytics to you in manual reports so that we can start to learn what is most important to Partners and then add it to this section.

You can let us know any requests you have for the dashboard here by emailing MemberCare@axisstars.com

Opportunities

Opportunities Homepage

This section is where you can see all of the listings that you have live in the platform, ones that have expired and ones that you have in draft ready to go. We never fully delete anything from the platform as it will be linked to transactions so you will see deleted Opportunities here too. Simply change the filter at the top to only see your active ones.

Create an Opportunity

To create a new Opportunity click on the 'Add Opportunity' button at the top of the Opportunities section.

Give your Opportunity a title to make it stand out to members - there is a 30 character limit so make sure you get the key information across. It will show alongside your company name so you don't need to include that.

You can add an expiry date to the Opportunity to drive a sense of urgency or to say when Stars have to reply by if it is for an event for example.

Your Opportunity can feature in one of three sections in the app. At launch, all Partners have access to all three sections so that you can see what works best for you.

Deals

This is anything that can be purchased. You can show an individual item at a set price or you can put a listing offering a certain category or range of items and add a discuss button for Stars to contact you for more information.

Sometimes you may have an item that is a high price - you can still add a buy now option to this so that the price shows in the listing. But you can also add a discuss button so that the Star can contact you.

To add a Buy Now button - you must have a Stripe account connected with your AxisStars account

To add a Discuss button - you must add at least one member of your Organisation as a point of contact. If you add multiples then when a Star clicks Discuss it will create a Group Chat so that the whole team will receive the message and you can keep track of what has been discussed if you have to hand over from one member to another.

Sponsors

This section is for any revenue generating or career development Opportunities. For now we will also include Charity Opportunities in this section with longer term plans to add a new section.

In this section you can find speakers for your events, offer tickets to parties, find ambassadors for your brand and do larger endorsement deals. Write a description of what you are looking for and target it at the right sort of Stars. You can add a Discuss button for them to find out more.

Experts

This section is where all the different members of a Star's entourage can be found - anyone who can assist them or make their lives easier. You can list a specific service with a price or you can give a more generic description of what you do and encourage them to Discuss their needs with you.

If you sell products, you still might consider adding a listing here. For example you could promote your expertise in finding them the exact sort of product they are looking for or customising items for them.

Targeting Opportunities

You can choose to target your Opportunity based on different criteria. Our plan is to add more criteria in the long term as the base of Stars grows. We will also be adding in some behavioural targeting options as we build up the analytics so that we can ensure that Stars see the most relevant Opportunities for them.

We would advise at launch that you don't choose too many criteria together as it may reduce the size of your audience. Pick the criteria that is most relevant for your Opportunity. If you think something is missing or you have ideas for improvements, don't hesitate to let us know.

Images

You can add up to three images to your Opportunity. We do have a cropping tool that you can use to adapt your image but we advise that you start with an image that is the right ratio of size. The ideal is 2048 x 1152 pixels, minimum requirement is 1024 x 576 pixels.

Video

You can add a YouTube video to your Opportunity. You can post the video you want to use as 'unlisted' on YouTube if it is an exclusive video for the platform. If you don't have a YouTube account then please send the video file to use at MemberCare@axisstars.com and we will upload for you and send you the link.

Volume of Opportunities

If you have a lot of very similar products, please consider the following options:

1. Seed them out over a period of time rather than publishing them all in one go, this will give you more opportunity to see how they perform against each other
2. Create a more generic Opportunity which talks about your offering overall and create some individual Opportunities in draft. Then if a Star starts to discuss with you on the generic Opportunity, you can target them specifically with your draft items to show them more of your range

Checklist for a great Opportunity

- Title - will it be a 'thumb stopper' as Stars scroll through their feed - grab their attention
- Images - the first one you pick will show in the feed so make sure that it stands out and represents what your Opportunity is about. It needs to be high resolution and in the right dimensions specified above
- Description - have you given all the information the Star will need to decide whether to purchase? What makes this offer so special - do they get added value by being an AxisStars member? Don't forget you can always include a 'Discuss' button and you can encourage them to press it with the wording you use in your description too
- Targeting - remember that you can create multiple versions of the same opportunity with different targeting so that you can tailor your message to your audience
- Frequency - we want Stars to have a reason to keep coming back to the platform so if you have multiple Opportunities to publish, consider spreading them out over a few days. Test different days of the week and times of day to see when you get the best response

Publishing your Opportunity

Before you publish you can review the Opportunity in the Back Office. If you need someone else in your Organisation to approve it you can save as a draft and publish later. You can also do this

if you want to create a bulk of Opportunities in one go and then drip feed them out so that there is always something new for Stars to see.

In future if you are creating a similar Opportunity but just changing the copy or the targeting criteria, you can simply duplicate an existing one.

Messaging

AxisKey

When you first go into the Messaging section of the Back Office you will be shown an AxisKey. You must store this to be able to transfer your encrypted messages between devices in future. If you have logged into the App with your credentials before using messaging in the Back Office, please use the AxisKey you were given on the App to connect your accounts.

Everyone has to be invited to message - we have done this so that Stars do not get bombarded with unwanted messages as the platform grows.

You can create a chat with an individual or with a group by selecting the buttons at the top of the Messaging section.

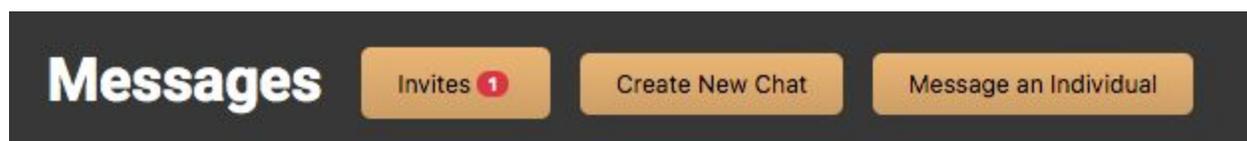
When a Star clicks Discuss on one of your Opportunities, the message they send will appear in your Back Office.

Message Notifications

Make sure you switch on notifications in the App to know when you get new messages. In the Back Office you will get an alert on the Messages tab section.

Invites

This is the section where any messages initiated by Stars from either the Discuss button on an Opportunity or the Message button on your profile will arrive. You will need to accept them to see what they have to say and reply to them. Once accepted, the messages will show on the main Messaging homepage in your Back Office.



Keeping track of your messages

We recommend that when you first receive a message from an Star to discuss an Opportunity, you

1. click the three dots to the top right of the message
2. select 'Manage Chat'
3. change the chat name to something that will mean something to both you and the Star (that is what will show in yours and their message list and it will make it easier for you to find messages if you get multiple ones from the same Opportunity). E.g. Louis Saha AxisStars Chat

Message Contents

At launch you will only be able to type messages but we have development plans for you to be able to add media to your messages over the coming months.

If in the course of a discussion with a Star, it becomes more appropriate to move to email or speak on the phone that is absolutely fine.

Leaving/Deleting chats

If you 'Leave' a chat, the chat thread will also be deleted from your Back Office and app so make sure you have stored any information in advance.

We are still working on some of the Messaging functionality. At the moment if a Star deletes a chat and you continue to message, you won't know that they haven't received the messages. If you don't hear back, it is best to start a new chat group just between you and them as that will count as a new invite.

Transactions

This is where all of your instant purchase transactions will show in the Back Office. Here you can click into the detail to see the address that you need to send the product to. You can also update the order status so that the Star knows what to expect.

You can click through to see the Stripe transaction and you can also request feedback on completion of the order.

Requesting Feedback

Trust and transparency are super important to us at AxisStars. We want this platform to be a safe place for Stars and Partners alike. We are assisted by an Admissions and Ethics Committee when we review applications to join the platform and then the members themselves

can help us to ensure that the community is self policing. After every transaction you can ask the Star for a rating. At launch this is a straightforward thumbs up or down. A Star can only rate you once so that the system can't be abused.

If you invite Stars to the platform who are your existing customers, they can give you a rating straight away from your Organisation profile page. Once we have enough data your recommendation will be shown as a % recommended which is calculated as the number of thumbs up out of the total number of ratings.

Our plan is to make this rating more sophisticated over time and to add the ability for Partners to rate Stars too. So please do share any ideas you have for this with us.

FAQs

Why can't I set my new password when trying to login for the first time?

Make sure that you are only selecting from these specific special characters **\$£!@#**. Other special characters cause the reset to just hang and never complete.

I've made a change to my profile and it won't let me save it

Check that all the boxes are complete - if date of birth is empty you can add any date you want as we don't use it for Partners. We have seen that it sometimes stops you from saving though

Can I pay to appear in the top of search results?

No. We want this platform to be showing the most relevant results for each Star. Initially this will be based purely on the targeting you choose in the Back Office and then will develop to include behavioural targeting as well as the recommendation rating of Partners.

Is it possible to pay to be the only Partner in my category?

No we are creating a curated collection of top class Partners in every category so that Stars have a selection to choose from.

Can my competitors see my Opportunities?

No, as a Partner you can only see your Opportunities in the app. You can see all Star members but not other Partner members.

When will I see my first analytics report?

We will be in touch with you regularly when you first join the platform and if you have any specific questions you can contact us through MemberCare in the app or by email to MemberCare@axisstars.com. The first full performance reports will be sent to you in August when we have a full month of the platform operating.

How can I add new team members?

Each membership comes with two logins. If you haven't used your second one or if you want additional ones, please contact us at MemberCare with the email and name of the people you want to add. There is a fee of £50 per month for each additional login unless specified in your Partner Agreement.