PARTcommunity

First steps

With this brief instruction we would like to help you getting started with target group specific marketing on PARTcommunity, the established platform for exchanging information about design and engineering.
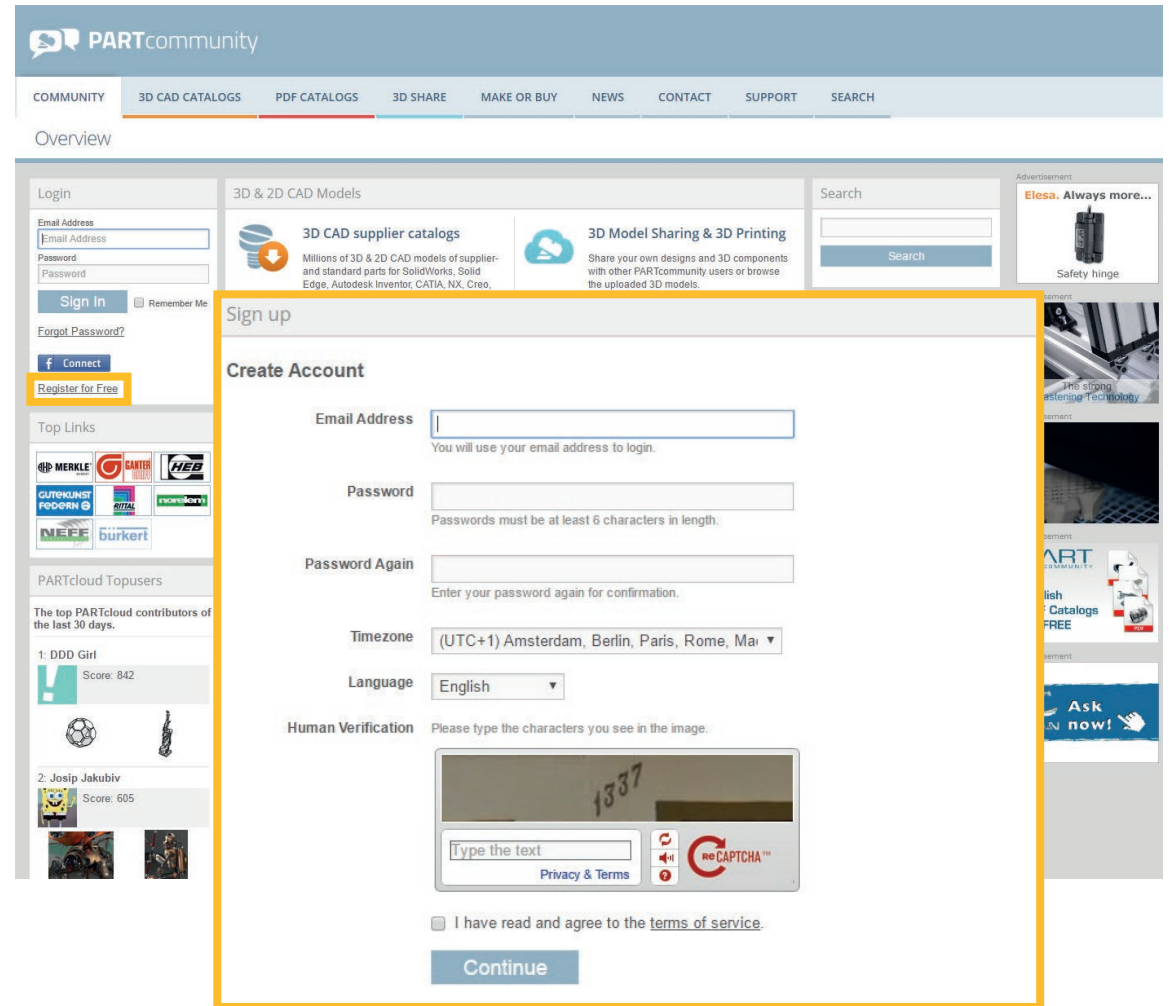
Content

- Registration
- Login
- Publish news
- Create and manage groups
- List events
- Create PDF Catalogs
- Pins
- 3D Share/PARTcloud

Registration

Register as new user

1. Go to www.partcommunity.com

2. Click **Register for Free**

3. Type in your email address

4. Enter your desired password

5. Choose your preferred language

6. Accept the Terms of Service

7. Click **Continue**

Registration

Register as new user

8. Enter your **First Name**, **Last Name**, your **Company**, **ZIP Code** and your **Country**

9. All other entries are optional

10. After editing your profile information, click **Save** at the end of the page

Registration

Register as new user

11. You are forwarded to **Add Photo** automatically to select a photo or image to your profile. Selecting a profile photo is optional

12. Go to **Select File** and **Save Photo** or **skip**

13. After successful registration, you will receive a confirmation mail to the email address you've stated
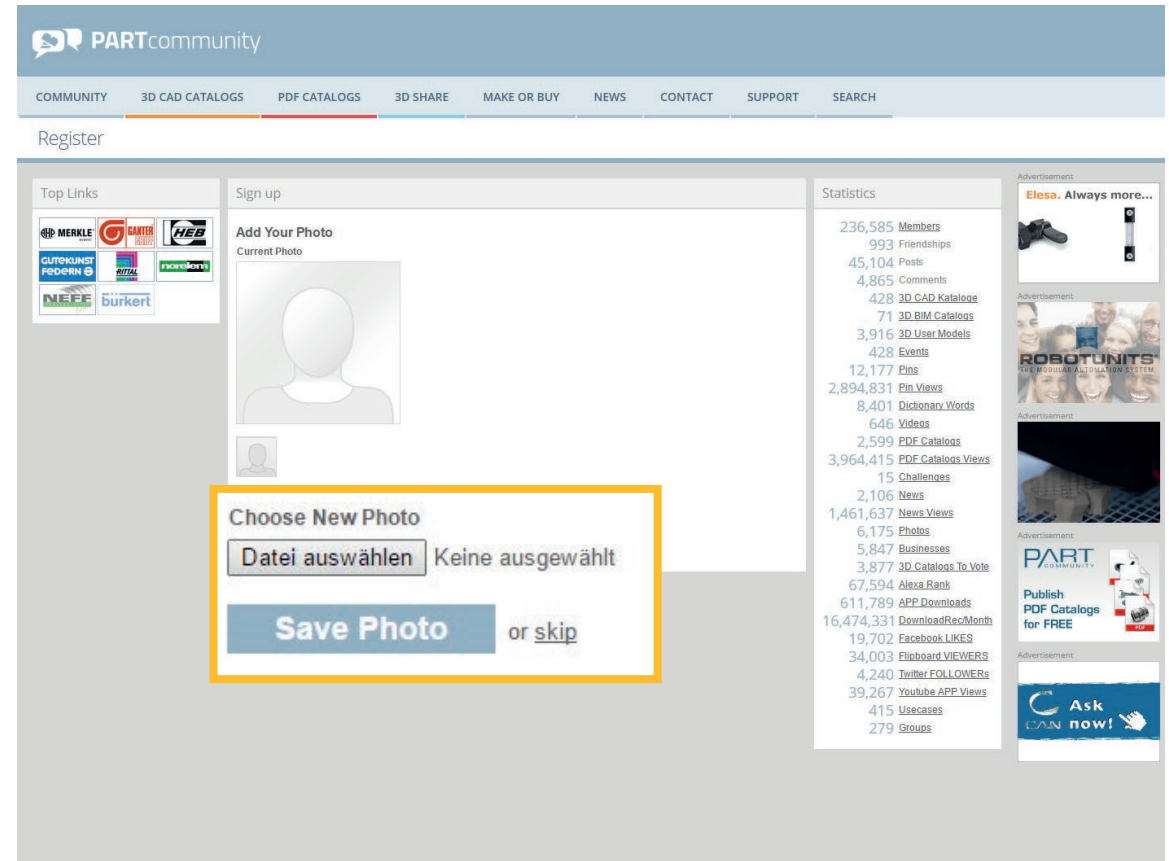
Login

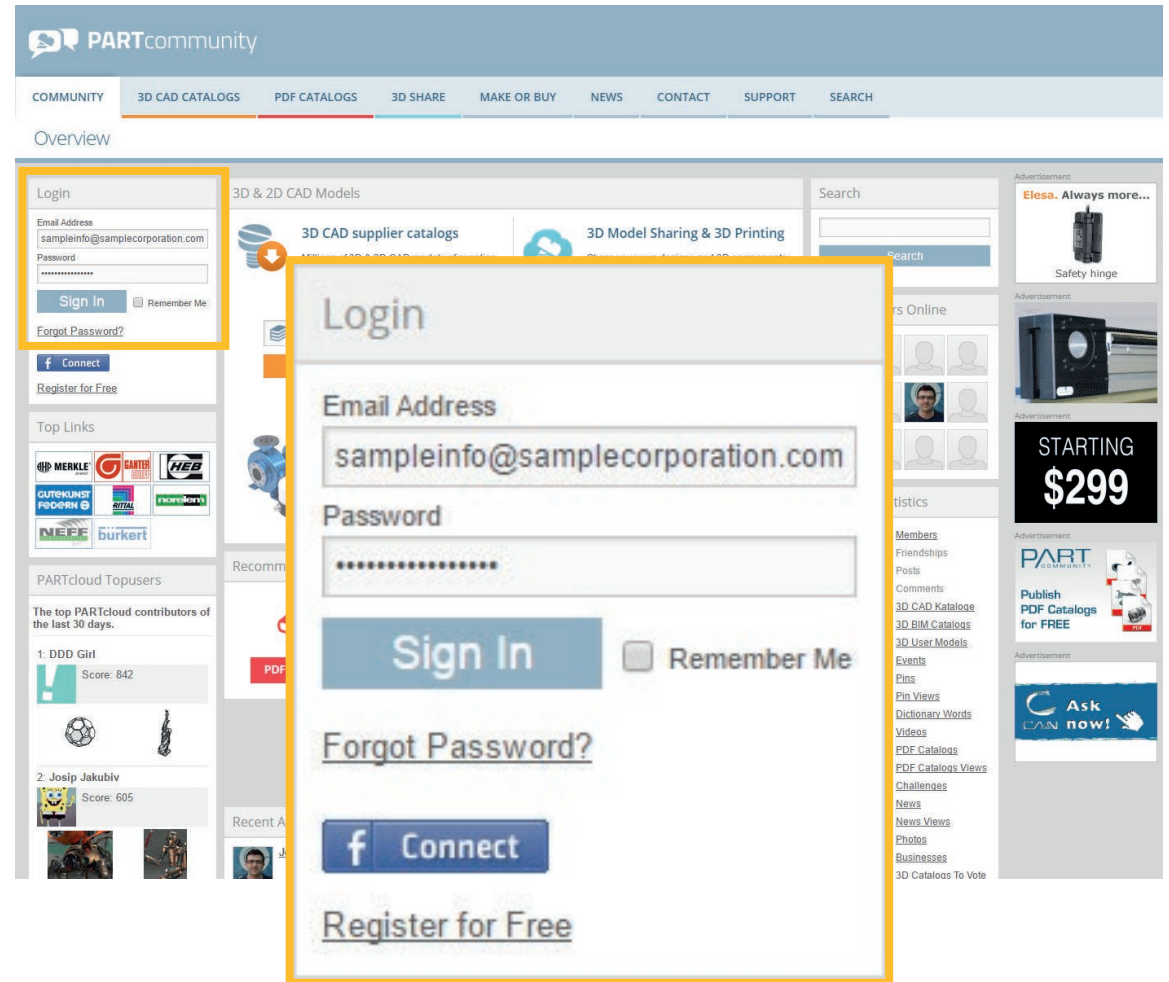## Login as registered user

1.   Go to www.partcommunity.com

2.   Enter your email address

3.   Enter your password

4.   Click **Sign In**

Note:

To be able to use all functions of the business news package to a full extent, you have to apply for an upgrade of your user rights. Please write an e-mail to Marketing@cadenas.de with the heading „Business News Package"

News & Blogs

Publish your press releases on PARTcommunity.See who is interested in your publications.
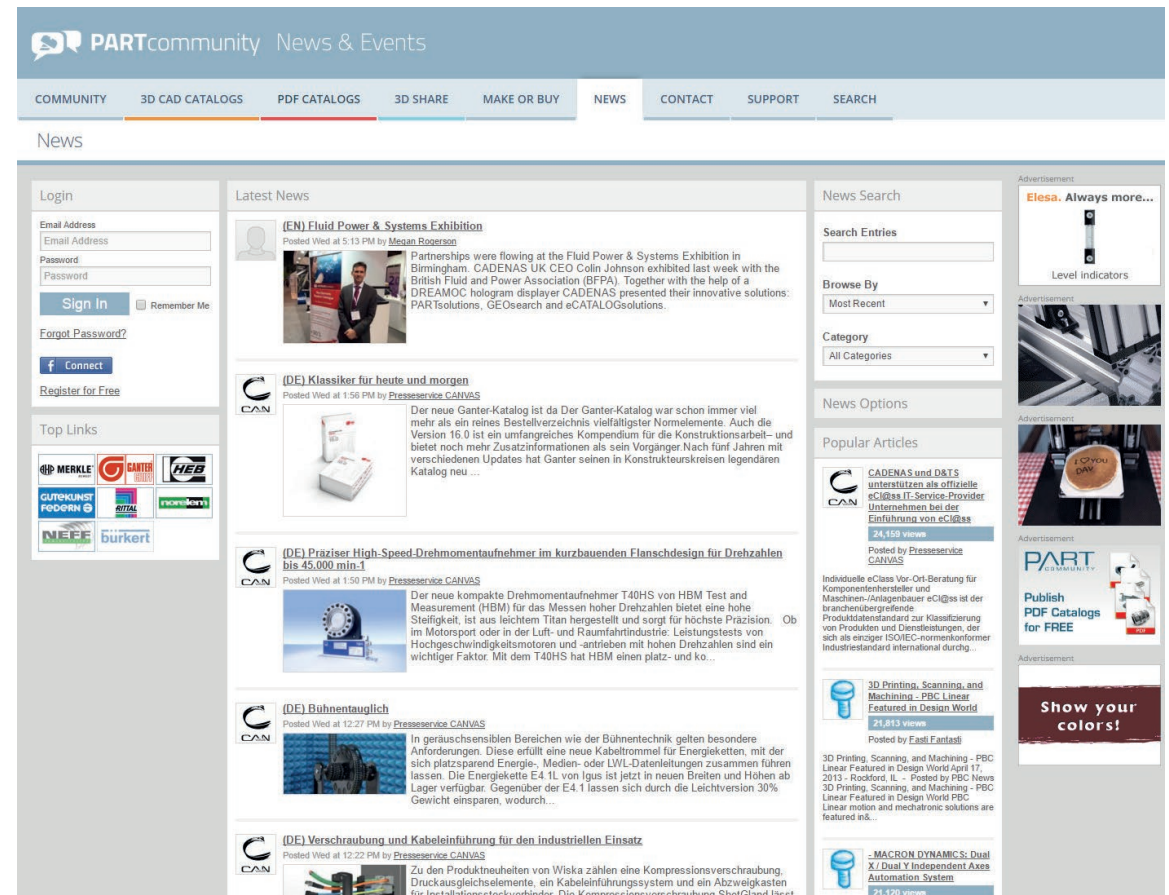
Criteria for publication:

- Adherence to the general press codex
- Adherence to the guidelines mentioned below
- Max. 3 publications a day

Guidelines:

- No commercial activity
- Do not address readers directly
- No call to action
- No exclamation marks
- No questions
- Continuous text only, no catchwords
- Complete address of the company
- No discrimination or offense

CANVAS GmbH reserves the right to delete any content, that does not comply with the above-mentioned guidelines.

News & Blogs

Create news reports

1. Login with your email address

2. Go to **NEWS > Write News Entry**

News & Blogs

Create news reports

3. Enter the **Title** of the report (max. 120 characters)

4. Enter **Tags** (keywords) for your report for a better sear-chability

5. Choose one of the available **Categories**

6. Enter the text in the editor

7. When you are finished, click **Post Entry**
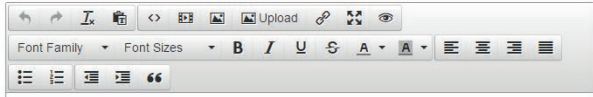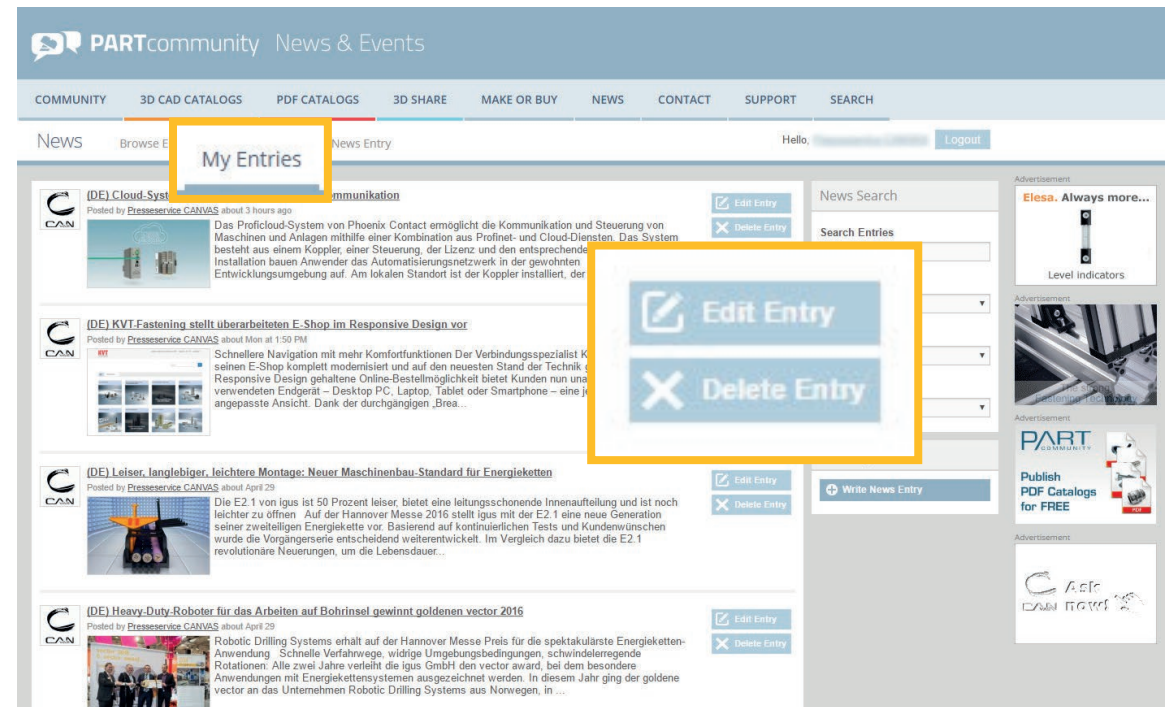
News & Blogs

Create news reports

8. Reports that have already been published can be edited at any time. Go to **My Entries**, choose the respective entry and then click **Edit Entry**
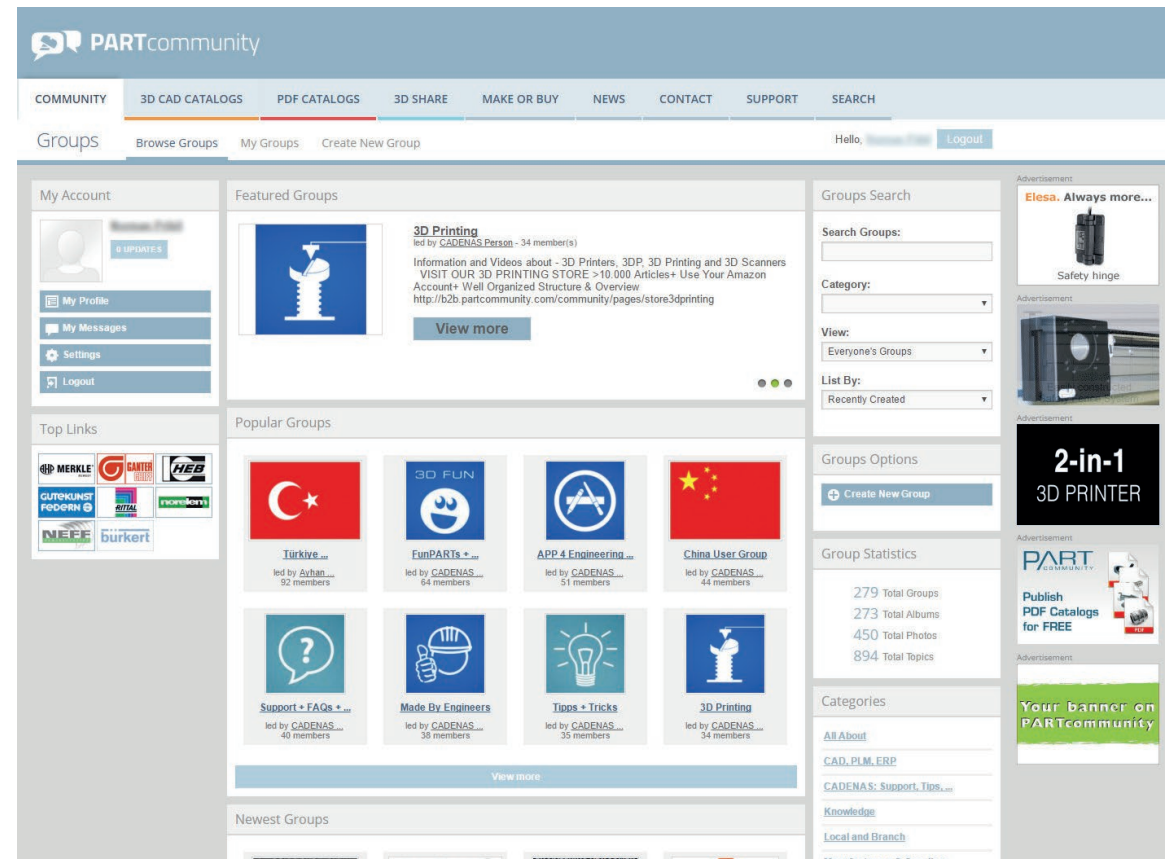
Groups

Look for direct contact to designers, engineers and buyers and start your own group on PARTcommunity.

Present your company and products with

many interesting features:
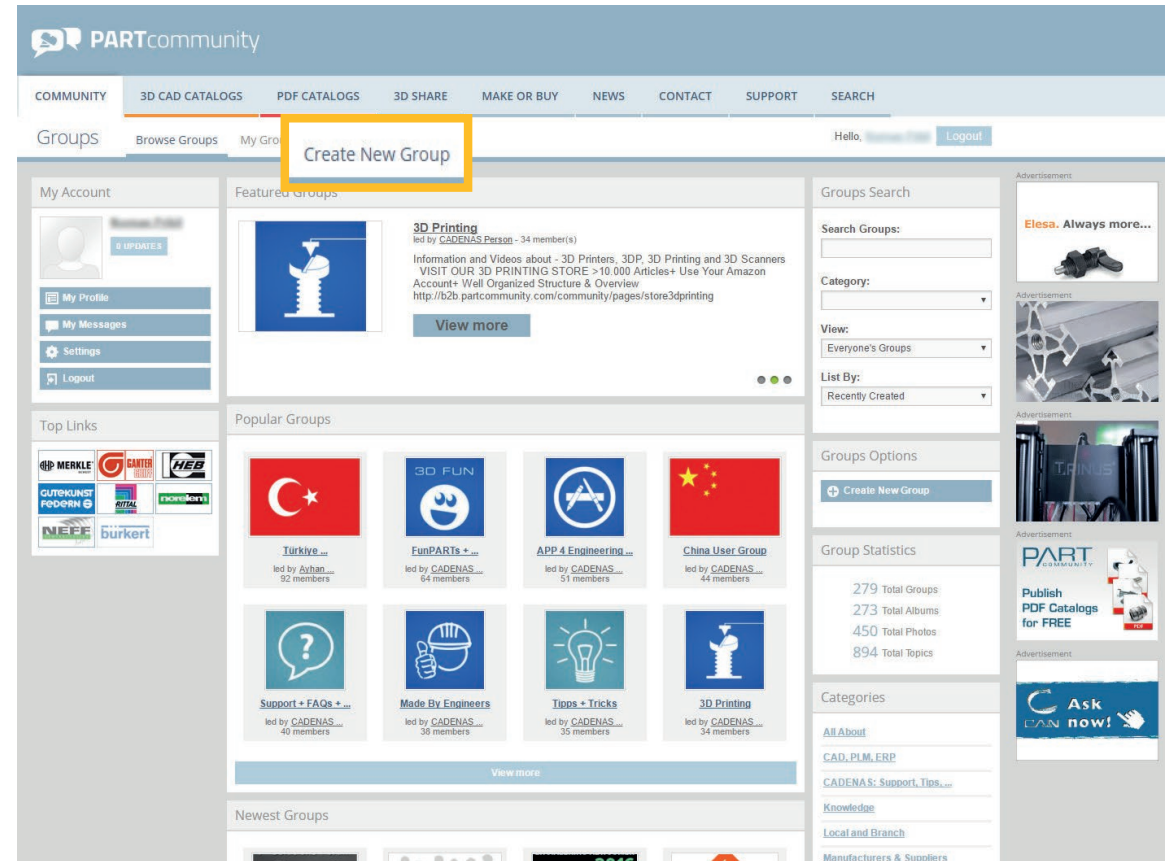
- Comments and use case examples
- Photos, photo albums and video linking
- Direct communication with customers and prospects
- Upload of PDF Catalogs
- Group events

Groups

Create a new group

1. Login with your email address

2. Go to **Groups**

3. Click **Create New Group**

Gruppen

Neue Gruppe starten

4.   Assign a **Group Name** for your group

5.   Create a short **Description**

6.   Upload a descriptive **Profile Photo** for your group
     (optimal size 180 x 180 px)

7.   Under **Approve members** you can decide, whether users can enter directly
     or if prior verification is necessary. This is recommended for groups with **trust-
     worthy content**.

8.   Under **View Privacy** you define, who is allowed to see the content of a group:

     ■   „Everybody": Even users who are not registered are allowed to see contents

     ■   „Registered members": Only registered PARTcommunity users may
         see the content

     ■   „All group members": Only confirmed group members may see the content

9.   Under **Comment Privacy**, **Photo Uploads**, **Event Creation** and
     PDF Catalogs Creation Privacy you can define, who may create contents in
     this group.

Groups

Invite members

1. After the group is created, open the group profile page

2. On the left side click **Invite Members** and choose the corresponding PARTcommunity users

3. Here you can also edit group details and send messages to group members.

Groups

Work with groups

In your group you have numerous possibilities for presentation and communication:

1. **Updates**
   Short comments, that are directly shown in the activity feed of the group

2. **Members**
   Display and administer group members
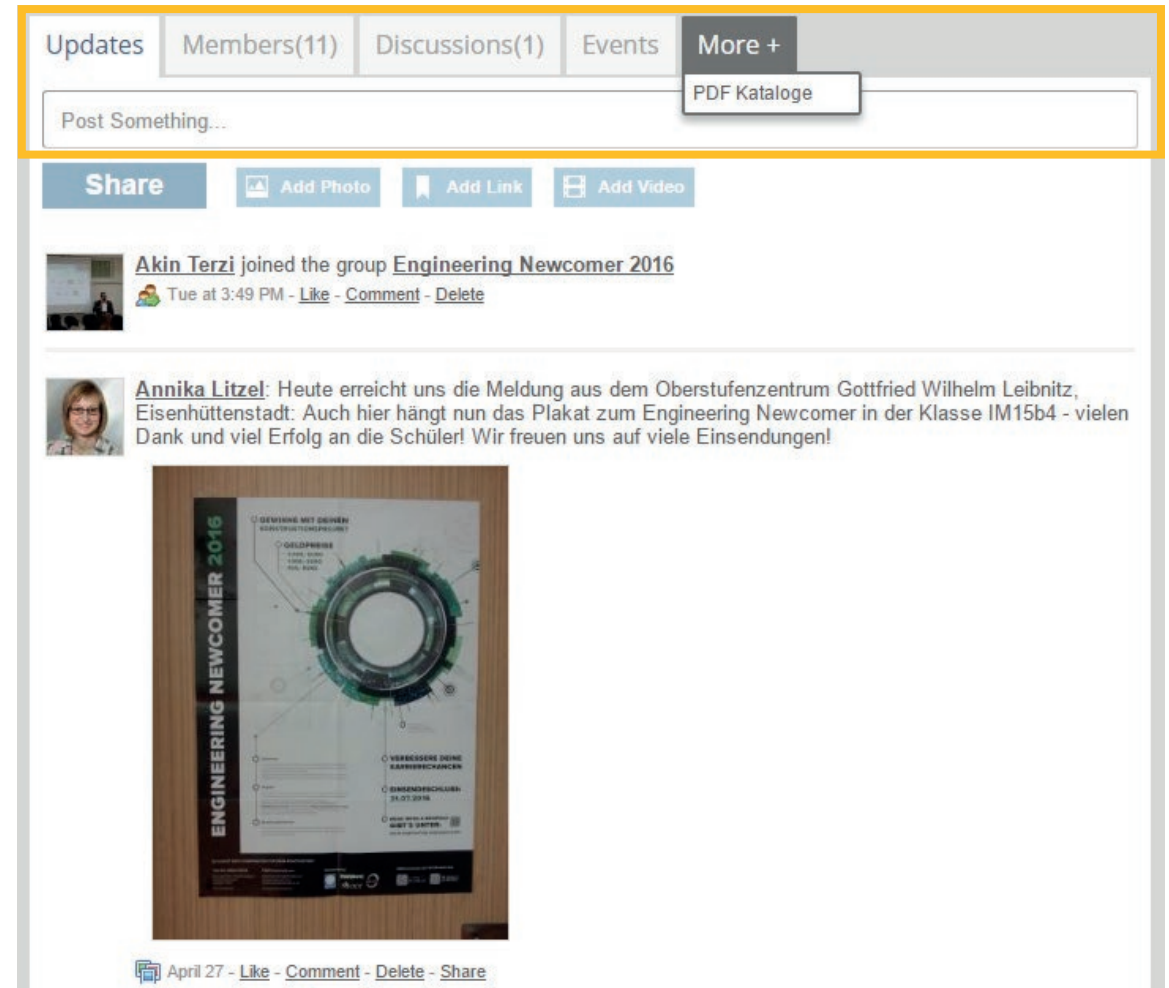
3. **Discussions**
   Display and create forum threads

4. **Events**
   Display and create group events
   > see Events

5. **More +**
   Display and upload PDF catalogs
   > see PDF catalogs

Events

Use PARTcommunity to promote events, trade fairs or trainings in the event area.

Publish all important detail about your events regarding topics like mechanical-, electrical- and electronic engineering, architecture and shipbuilding.

Features:
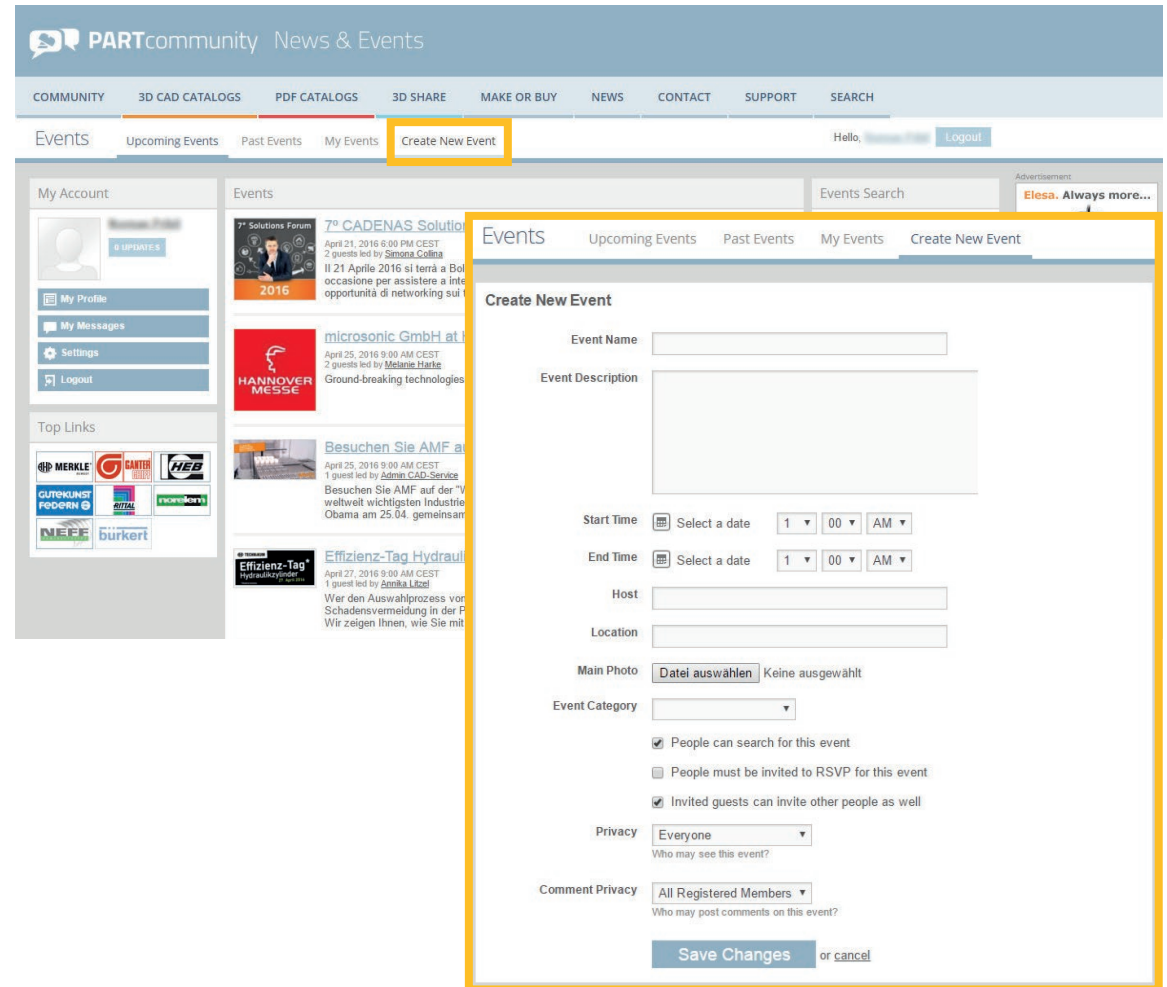
- Share your events with customers and prospects
- Comments and discussion forum
- Manage participants
- Upload and link photos

Events

Create appointments

1. Go to **NEWS > Events**

2. Click on the tab **Create New Event**

3. Assign an **Event Name**

4. Create an **Event Description** for your event

5. Enter **Date**, **Location** and the **Host** , e.g. your company name

6. You can assign a group profile picture to your event at the option **Main Photo**

7. Under **Privacy** and the invitation options you can pinpoint, who may see this event and if there should be any restrictions for the invitations. The standard settings allow any PARTcommunity user to take part at the event.

8. Under **Comment Privacy and Photo Uploads** you can restrict the options for event participants

9. Once you are finished click **Save Changes**

Events

Other Options

1. On the profile page of the events similar options as in groups are available:

   ▪ **Updates**

   ▪ **Guests**

   ▪ **Photos**

   ▪ **Discussions**

2. Moreover you have the possibility to invite guests or inform other PARTcommunity users, as well as editing event details.
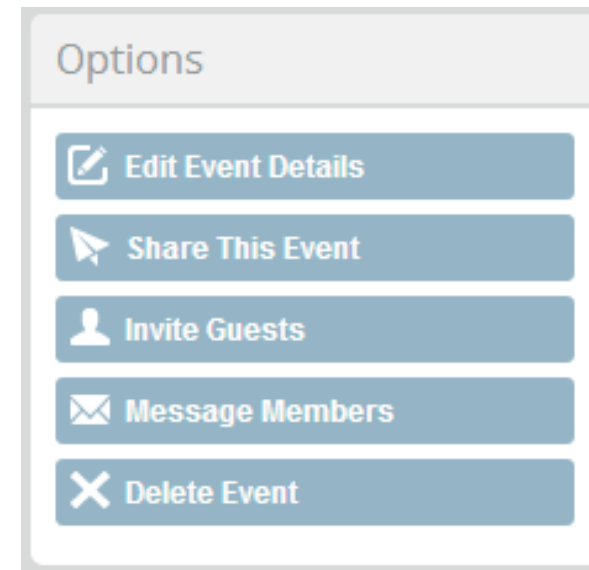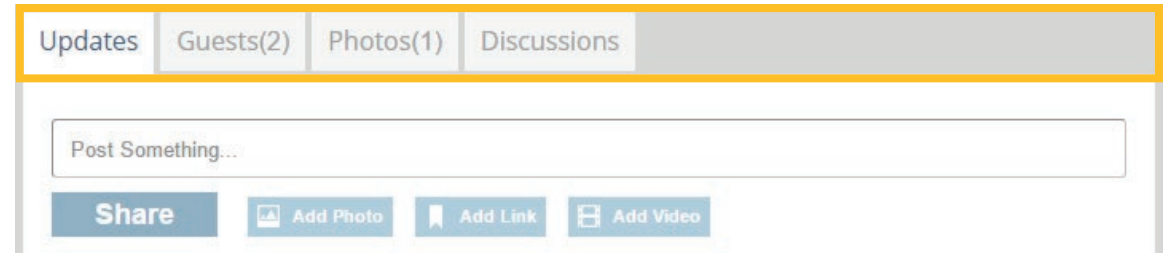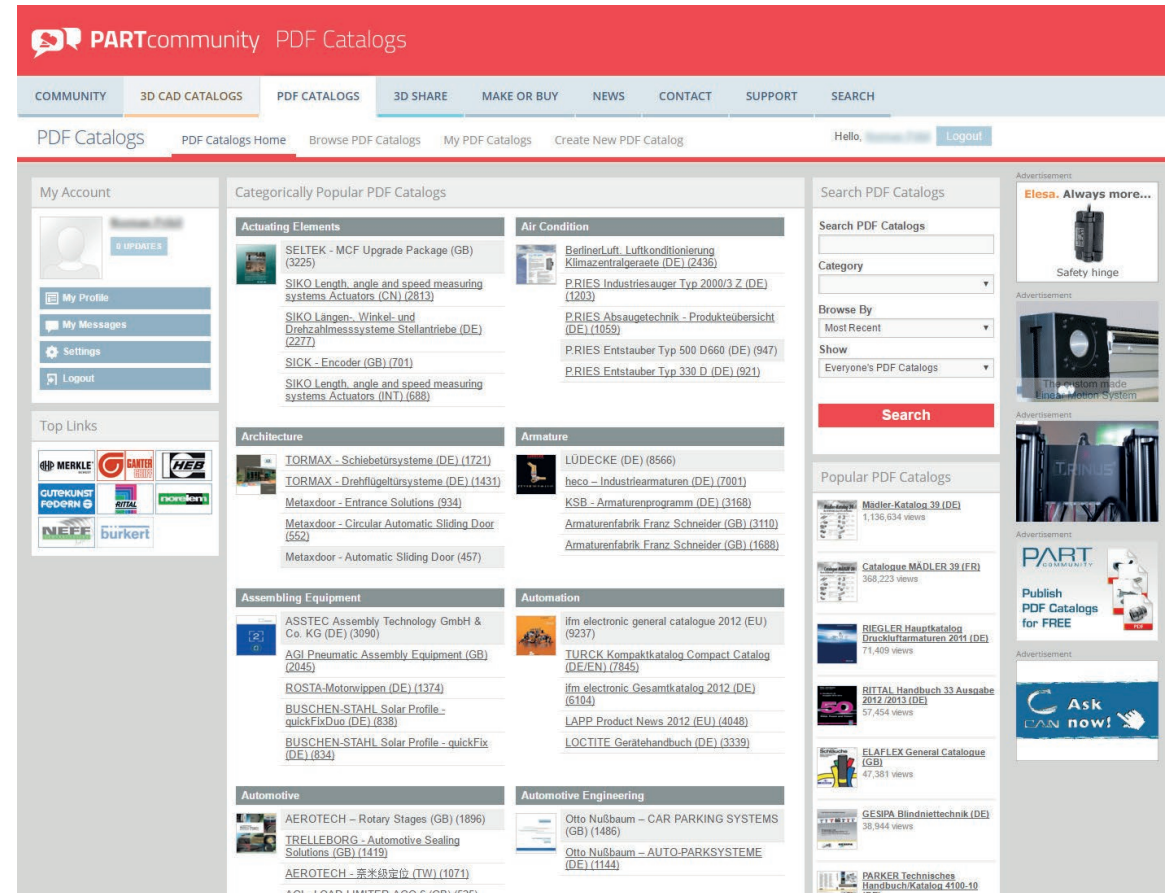
PDF Catalogs

Besides 3D CAD Models you can publish your PDF catalogs with additional information for engineers and purchasers for free on PARTcommunity. The PDF catalog upload is available even if you do not have a 3D CAD product catalog by CADENAS yet.

Features:
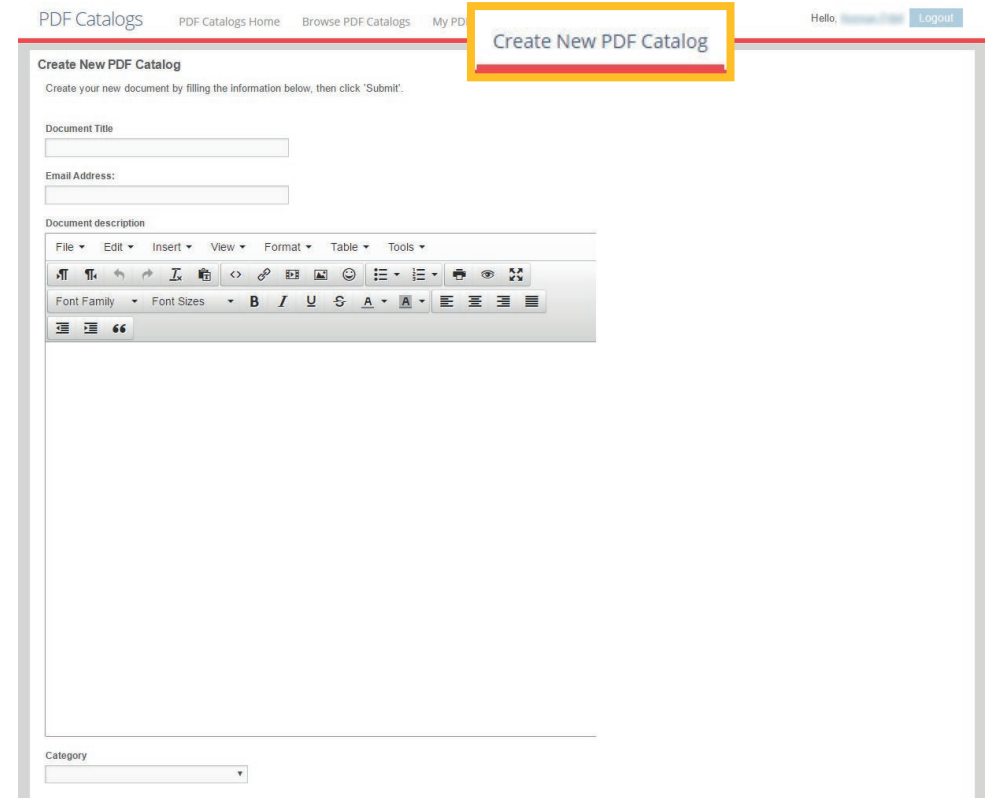
- Full-text search
- Highlighting catalogs that were opened frequently
- Share your catalog with customers and prospects
- Categorization of the catalogs
- Direct link to your 3D CAD download portal
- See who is interested in your PDF catalog
- Get direct enquiries about your PDF catalog or products via e-mail

PDF Catalogs

Create PDF Catalogs

1. Go to **PDF CATALOGS > Create New PDF Catalog**

2. Enter the Document Title. The title must contain the name of the manufacturer, the catalog and the language of the PDFs
   > e.g. (DE) for German, (EN) for English, etc. OR (EU) for European or (INT) for international editions.
   Example: Smith's Standard Parts 2014 (EN)

3. We recommend a **Document description** by inserting a table of contents and if necessary further information.

4. Please choose place the link to your CAD catalog in the field
   Insert > Insert link. It generates a link button leading the user to your product catalog immediately.

5. Choose a **Category** which describes the products of the PDF catalog the best. Unfortunately, only one category can be chosen.

6. Please insert the link to your PDF catalog in the field **Link**.
   This way a link button is generated that leads visitors directly to the electronic product catalog. In case you do not have an electronic product catalog, yet, please skip this step.

PDF Catalogs

Create PDF Catalogs

7. Please choose the **PDF document (max.100 MB)**, you would like to upload from your hard disc.

8. Enter a few **Tags (Keywords)**, separated by commas - this way your catalog will be found better by the search engine of the portal and by Google

9. Select the **Status** of your document

10. Pleas determine which users can see or comment your catalog in the **Privacy** settings

11. Confirm the upload with **Submit**

If necessary you can always edit your settings. (Under the menu of the corresponding PDF catalog you will find a button on the right side called **Edit Document**).

Pins

You have published interesting product photos on your website or your social media platform?

Now go forward pinning them onto your own pin board.

Pin boards are a source of inspiration for engineers, dealing with technics and product development.

Features:
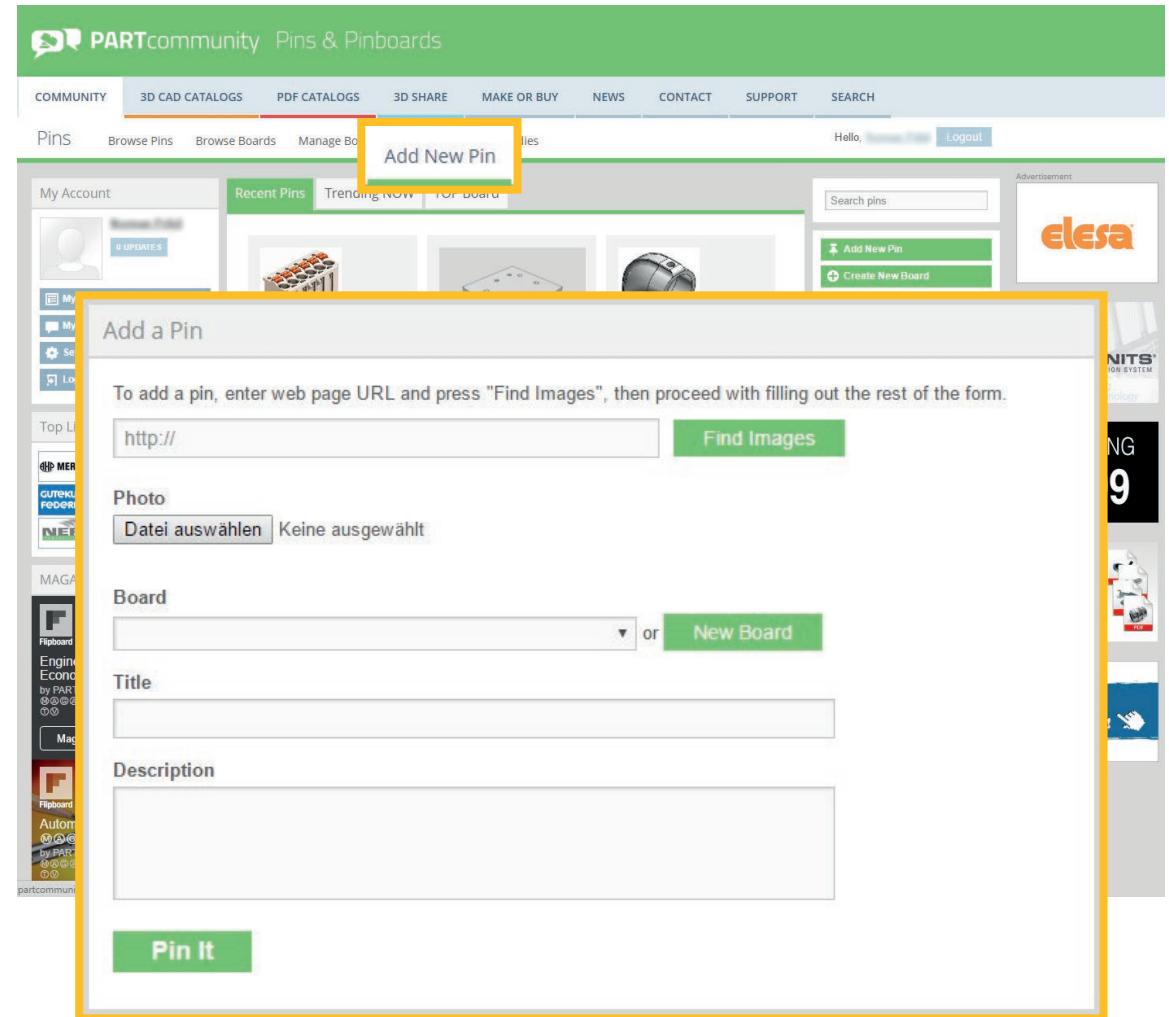
- Easy handling by drag & drop

- No need to upload pictures because pinned pictures are already published

- Pinned images link to the original source (e. g. your website)

Pins

How to create a new pin

1. Go to **PINS > Add New Pin**

2. To create a new pin fill in the URL of your site or pic in the field and confirm by **Find Images** or choose a file from your hard disk

3. Select on which board you want the pin to be published in the dropdown list underneath **Board** or generate a **New Board**. For creating a new pin board enter a name and click Save

4. Add a **Title** for your Pin

5. Add a **Description** to your pin

6. To post your pin click on the **Pin It** button

Pins

Generate a pin button

There is another more comfortable way to pin your pictures with a drag & drop function

1. Go to **PINS > + PIN IT Button**

2. To generate a Pin It button for your web browser click on the **Pin It** button and add it to your browsers bookmarks toolbar by drag and drop. By now you will be able to pin web content straight to your pin board just clicking the button and selecting the appropriate image from the pop up window.

3. Furthermore you have the option to create a **"Pin It" button** similar to Facebook's "like" button for installation on your web page. Therefore fill the URL of your page or image into the given field and click on **Generate Code**
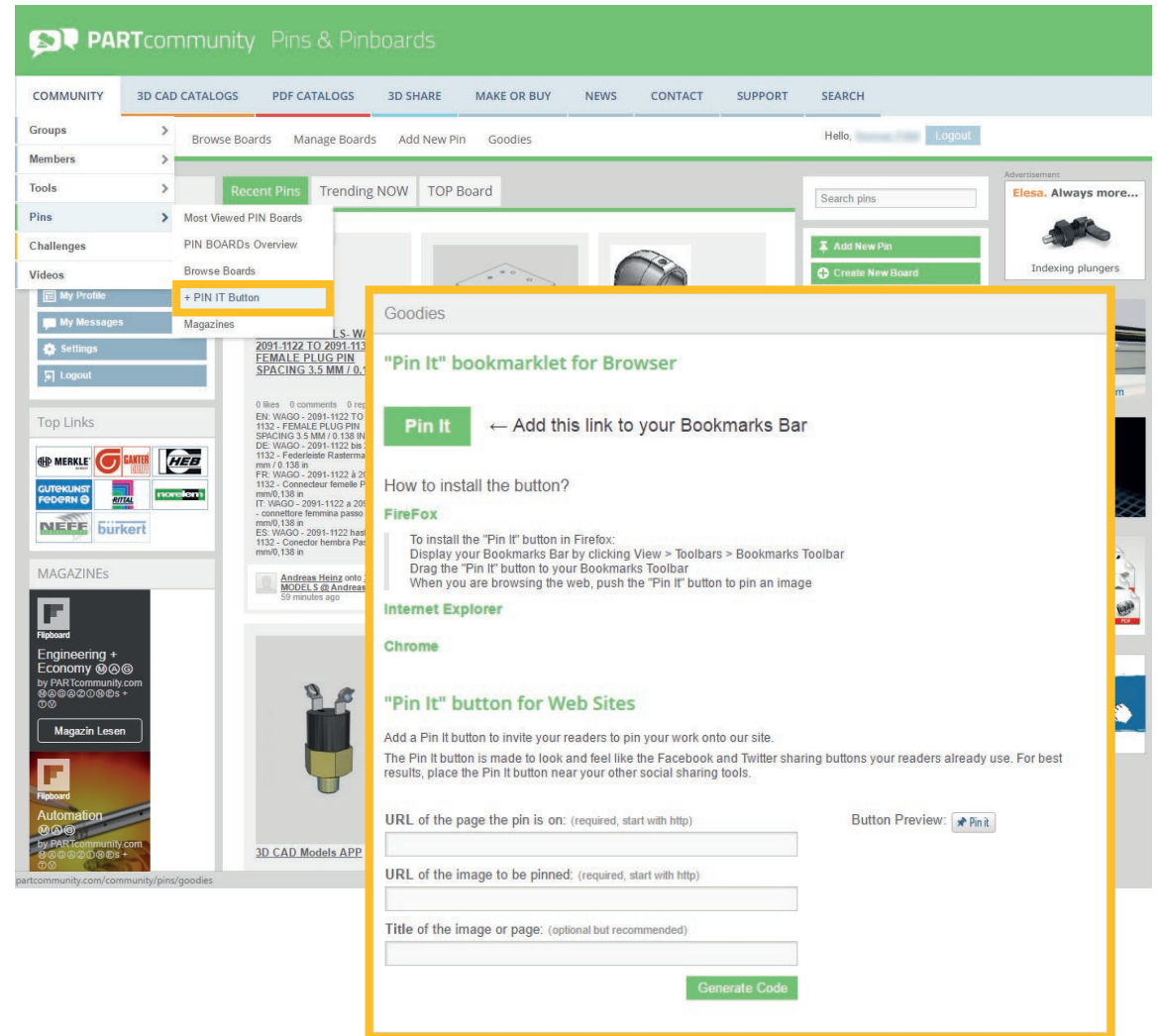
3D Share

PARTcloud enables PARTcommunity members to upload 3D CAD models of their own engineered parts. Those can be downloaded and used by friends and colleagues. Check out our community for promoting your parts and upload some of your own components to our 3D Sharing Plattform PARTcloud

Features:
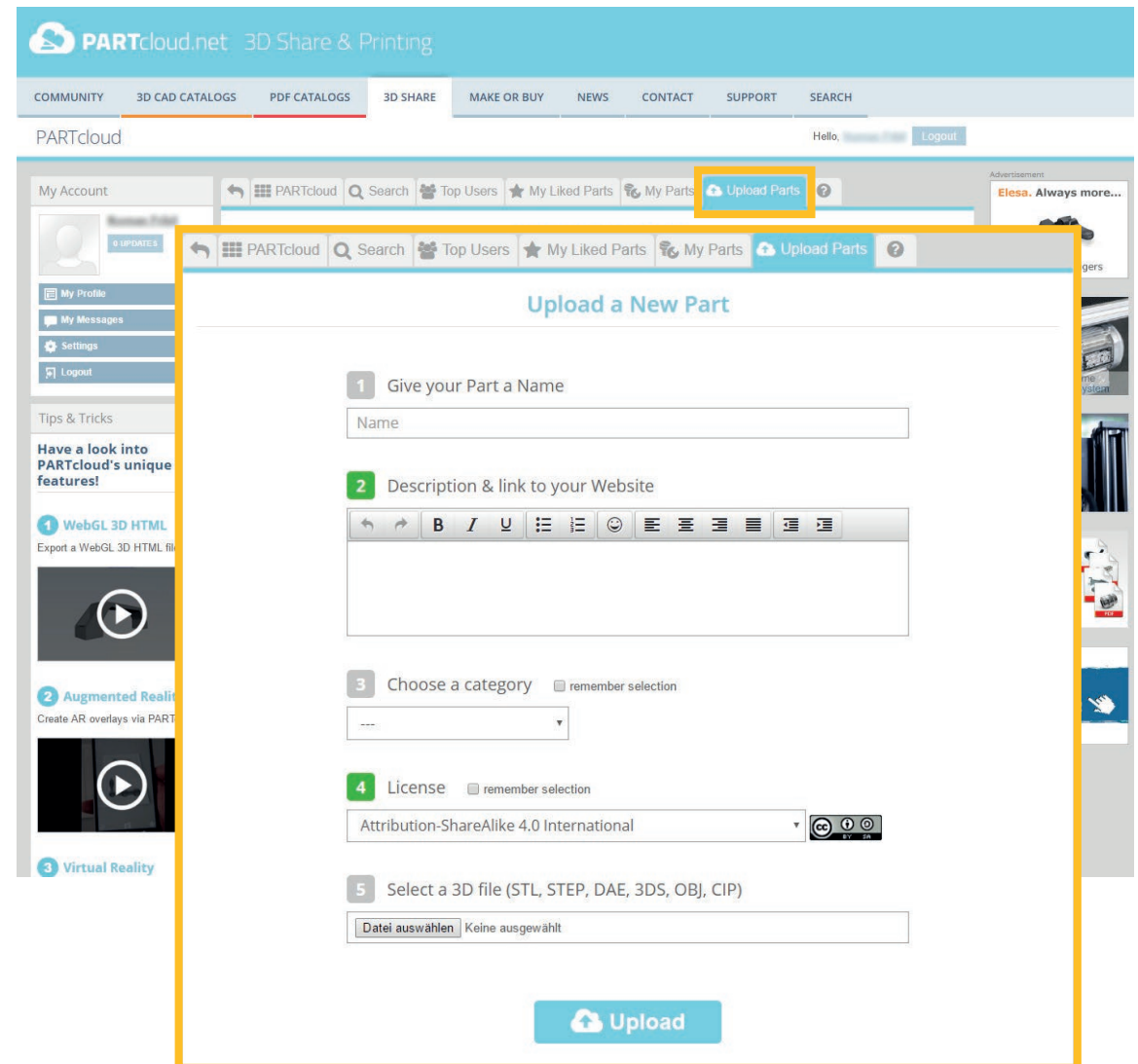
- Easy upload of components in STEP or STL formats
- Adding categories to your uploads is possible (architecture, engineering, …)
- Number of views and downloads of a part is displayed
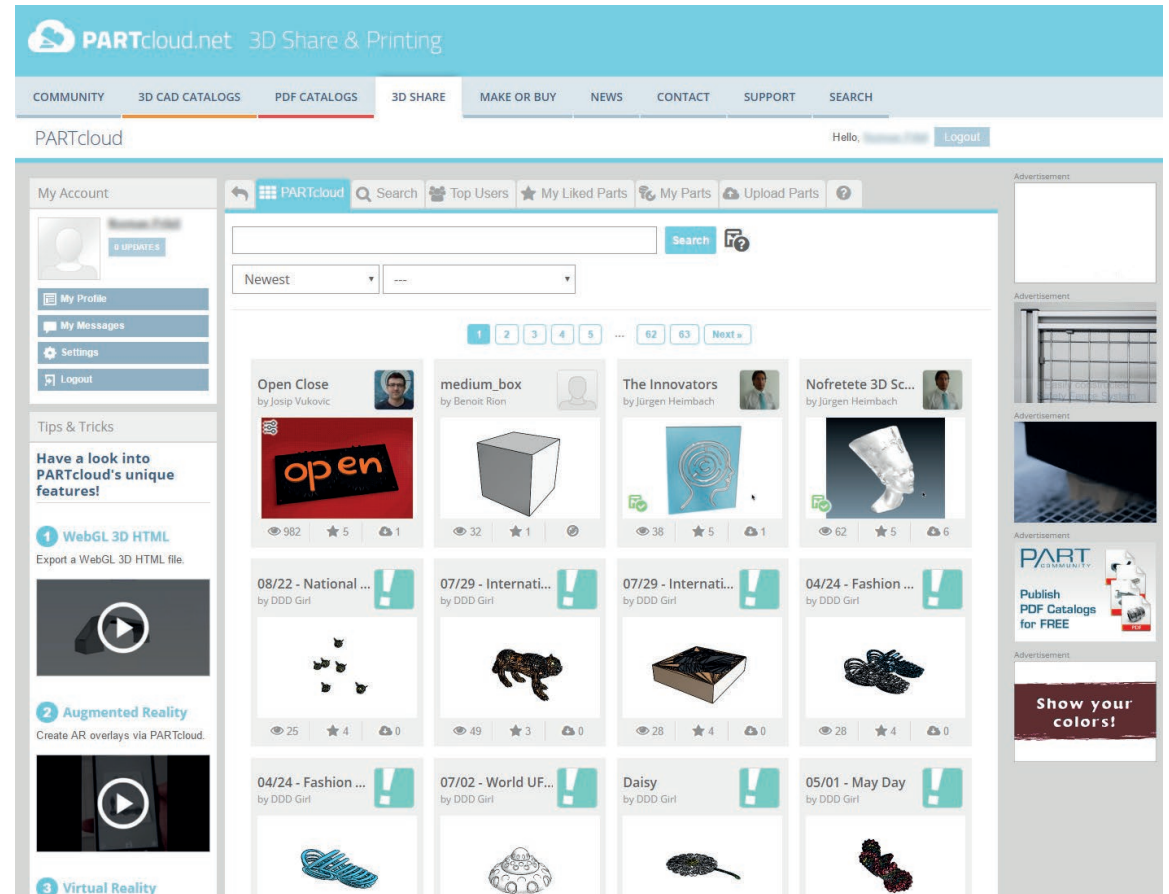
3D Share

Share parts at PARTcloud

1. Go to **3D Share > Upload Parts**

2. Fill in your parts' **Name** in field no. one

3. **Describe** your part and **link** it to your website.

4. **Choose a category** in the dropdown menu at no. 3

5. Specify the **license** of your component at field no. 4. If you don't place any information others will not be able to download your model

6. Place the **STL** or **STEP** file

7. By clicking the **Upload** button your 3D part will be shared

CONTACT

CANVAS – The agency for your advertising success

CANVAS supports you in target group-oriented communication with existing customers and in addressing new potential customers.

Why CANVAS?

As part of CADENAS GmbH we are specialized in the areas of CAD, mechanical engineering, automotive industry, electrical engineering and construction and therefore are very familiar with your target group. In combination with your specifications, we will hit the mark:

Target-oriented communication without scattering loss.

Media consulting / Sales

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