Brookdale BrandWorks
Detailed User Guide

https://marcomcentral.app.pti.com/rjyoung/brookdale/login.aspx?company_id=17868

Apps   Manager   C Dashboard   Printable   Insperity   Compupay Central   FontPalace   seeklogo   Adobe Kuler   https MarcomCentral   StockPhoto   ATT

BROOKDALE
SENIOR LIVING SOLUTIONS
ALL THE PLACES LIFE CAN GO™

RJYoung
Your productivity is our solution.

Sign In

User Id	99998
Password	••••••

Forgot My Password

Login

Contact Information
RJ Young Company • 809 Division Street, Nashville, TN 37203 • (800) 347-1955
Account Manager: Scott McCormick • scott.mccormick@rjyoung.com • Phone: (615) 620-4107 • Fax: (615) 255-5420
Site Administrator: Jon White • jon.white@rjyoung.com • Phone: (615) 669-2070
© 1999 - 2014 PTI Marketing Technologies®, MarcomCentral®

securityMETRICS
✓Certified

Sign-In Page

1. Go to the URL: brookdalebrandworks.com
2. Click the "Log In" button.
3. Enter your User ID (your community BU number)
4. Enter your Password (default password is: welcome)
5. Click the "Login" button

If you ever forget your password, click the Forgot My Password link and you will have the option to answer a security question and then reset your password. The security question is chosen by you on the initial log-in to the store.

ATTENTION:
Please remember to only use the in-store navigation.

My Profile Page

This page will pop-up the first time that you login to the storefront. On this page you will set your security question (for if you lose your password), and you can also select your Default Ship to Address from the Address Book.

1. Choose your security question from the drop-down list.
2. Enter the answer twice for verification
3. Click the Apply Changes button
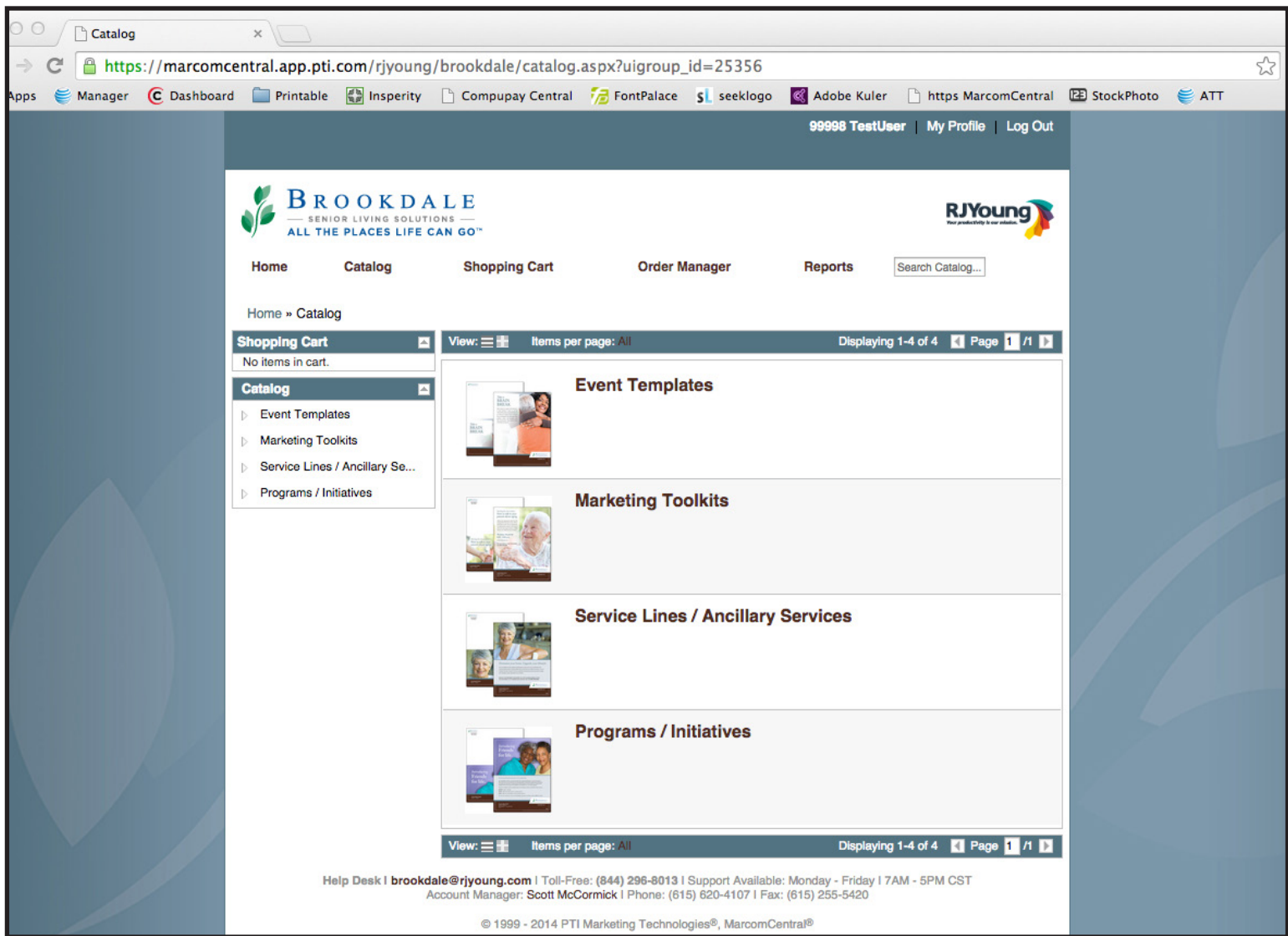4. Once the screen resets, click the Address Book button

5. Select your address from the list. You may have to click through multiple pages to find your community address
6. When the tiny pop-up box opens, click the Save Ship Default button
7. Then click the Save & Continue button to complete your profile

Main Catalog Page

On this page you can scroll down and see all of the catalogs contained within the storefront. There are two ways to maneuver this page.

1. For general navigation, in the center-right of the page you can scroll down until you locate the catalog that contains the product template that you are looking for. Then click the image or the catalog name link to go to that catalog page.

2. For more precise navigation, on the left there is a navigation box that shows all of the catalogs, and if the arrow is clicked you can see any of the sub-catalogs contained within the catalog. Click any of the text links, and it will take you directly to the catalog/sub-catalog page you select.

In this example, we will be visiting the Events catalog page.
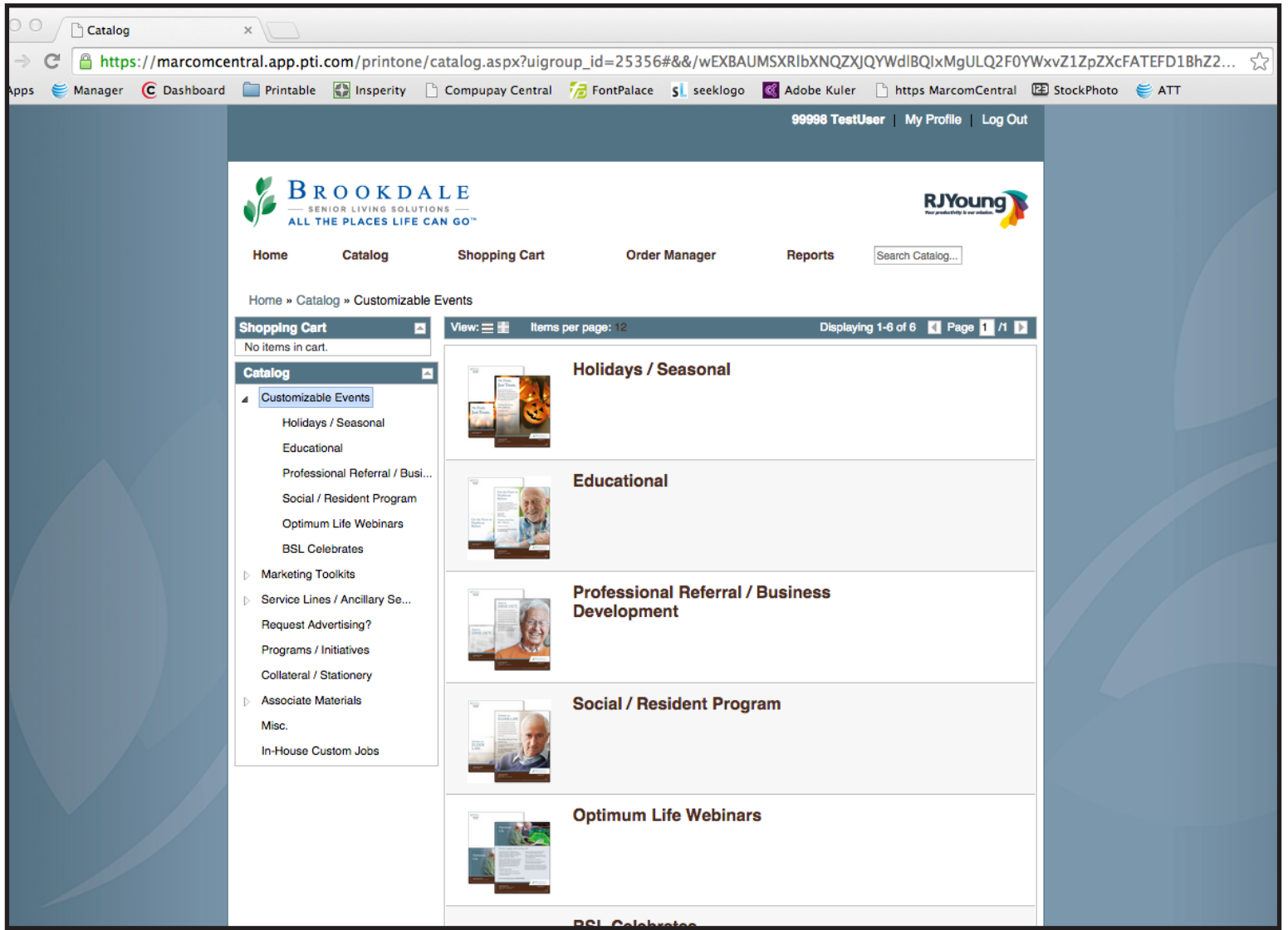
Events Catalog Page

On this page you can scroll down and see all of the sub-catalogs contained within the catalog. Not all catalogs will contain sub-catalogs, because some will only contain product templates.

For this example, we will scroll down and click on the Social/Resident Program sub-catalog.
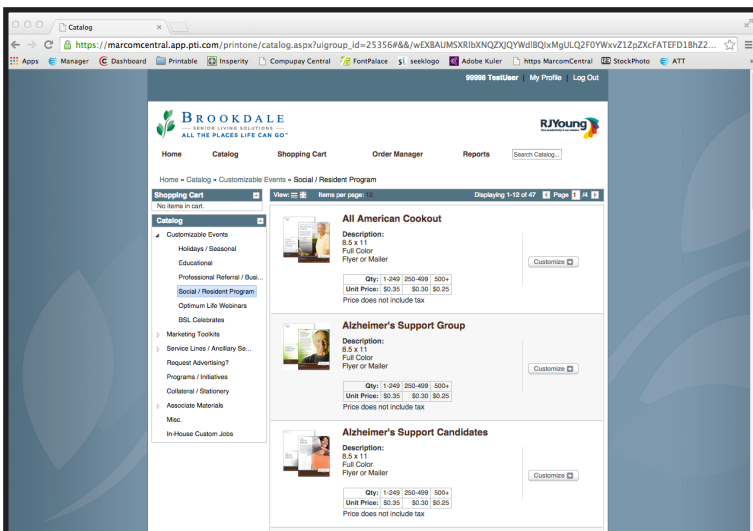
Social / Resident Program Sub-Catalog Page

On this page you can scroll down and see all of the product templates available within the sub-catalog.

For this example, we will scroll down and click on the Alzheimer's Support Group product template.

https://marcomcentral.app.pti.com/rjyoung/brookdale/addToCart.aspx?uigroup_id=25356&product_id=21&node_id=1248752

Apps | Manager | Dashboard | Printable | Insperity | Compupay Central | FontPalace | seeklogo | Adobe Kuler | https MarcomCentral | Stoc

99998 TestUser · My Profile · Log Out

BROOKDALE
SENIOR LIVING SOLUTIONS
ALL THE PLACES LIFE CAN GO™

RJYoung

Home | Catalog | Shopping Cart | Order Manager | Reports | Search Catalog...

Home » Catalog » Event Templates » Social / Resident Program » Alzheimer's Support Candidates

Product Information

Alzheimer's Support Candidates

Description:
8.5 x 11
Full Color
Flyer or Mailer

Instructions:

STEP 1: Additional Materials request for Email Blast, Ads, Radio Spots & Purchased Mailing Lists. This step MUST be completed & sent to your Account Executive before ordering your template. Click your Account Executives link below and fill out the REQUIRED Additional Materials Request Form.

Tonya Mennino • Amanda Kelley • Katie Zielasko • Taylor Turner • Hannah White

STEP 2: Fill out Template Form below.
All Required Fields MUST be filled out.

1. Choose back option.
2. Select an image from the Gallery.
3. Add the Date & Time.
4. Edit the Event Details.
5. Add the RSVP Info.
6. Edit your Community Info.
7. Select the preferred Order Type.
Once the form is complete, click the green refresh button for a digital proof.
If all information is correct, select a quantity, check agreement text, and Add to Cart.

Attach A Mailing List (Optional)
Scroll to the bottom of the form and locate the Attachments section. Click Attach Files, and browse to your data file.

Rate Your Template / Submit A Template Idea

Version This Product

Required Fields

Form
Complete the form below and preview your results to the right.

Proof

Back Options
Choose Back* [Mailer ⬍]

Additional Materials
Choose Option* [Email Blast/Ad ⬍]
Please indicate which Additional Materials you selected above in STEP 1.
Verification* [Yes ⬍]
Did you click your Account Executives name in STEP 1 and complete the questionnaire found in the email?

Choose Image
Front Image* AlzheimersSupportCandidates2
[⊞ Gallery...]

Event Information
Weekday* [Tuesday ⬍]
Month [December ⬍]
Day [23 ⬍]
Start Time [3:00 ⬍]
End Time [5:00 p.m. ⬍]
Event Details [Complimentary admission]
Phone Number [(615) 555-1212]

Community Information
Community Name [Brookdale - Brentwood]
Services One* [Alzheimer's & Dementia Care ⬍]
Services Two [Assisted Living ⬍]
Services Three [Independent Living ⬍]
Services Four [⬍]
Street Address [111 Westwood Place, Suite 400]
City State Zip [Brentwood, TN 37027]
Facility Number [ ]

Method of Output
Order Type [⬍]
Please choose one of the options above.
1. Printed - we will print the order and ship it to you.
2. Download - you can download the print file and run the job on your equipment.
3. Third-Party - we will send the print file to a local printshop you designate below.

Attachments
[Attach Files]

Delivery and Output
Download: * PDF - High Res

Order Information

Lead Time: 3 Business Days

Qty:	1-249	250-499	500+
Unit Price:	$0.35	$0.30	$0.25

Price does not include tax

Qty: [ ]
Minimum: 1

☐ By checking this box, I approve that all information is correct on this order.

[➕ Add to Cart]

Required Fields

Help Desk | brookdale@rjyoung.com | Toll-Free: (844) 296-8013 | Support Available: Monday - Friday | 7AM - 5PM CST
Account Manager: Scott McCormick | Phone: (615) 620-4107 | Fax: (615) 255-5420

© 1999 - 2014 PTI Marketing Technologies®, MarcomCentral®

securityMETRICS Certified

Additional Materials Request

Message | Options

[Send] [Attach] [Picture]
Calibri | 14
B I U ABC A ABC

To: tturner2@brookdale.com
Cc:
Bcc:
Subject: Additional Materials Request

Which type of additional materials do you need?

Which template will this tie in with?

What is the time and date of the event?

What is the featured speakers name?

Please list in order of importance the objectives of your communication:

Additional Material Request

Digital Proof

Ask The Experts Product Template Page

On this page you will have the opportunity to input event specific text that is contained within the product template through the use of the Version This Product Form. First, you should notice that some of the information has already been pre-filled for you. The Community Name, Street Address, City State Zip, Phone Number, and Facility Number (if applicable) are tied to your community User ID. These pre-filled fields are able to be edited as needed.

Step 1. - Additional Materials Request
Determine if you will need any Additional Materials to go along with the product template you are about to order. (Email Blasts, Ads, Radio Spots, & Purchased Mailing Lists.) If you require any Additional Materials, you will need to follow the Step 1 instructions. Click on the name of your Account Executive and fill out the REQUIRED Additional Materials Request form contained in the pop-up email. This request must be made BEFORE you place the order for the product template.

Step 2. - Complete Template Form
1. Click the Choose Back drop-down list, and select between Mailer or Blank. If you select Mailer, the product template will be printed two-sided with address info for mailing. If you choose Blank, the product template will be one-sided and used as a flyer.

Additional Materials
2. Select the Additional Materials that you requested above in Step 1. If you don't need any, select "None".
3. Verify that you clicked on your Account Executives name and completed the Additional Materials Request form contained in the email pop-up.

Choose Image
4. Click the Front Image Gallery button to choose from the available background images for the product template. When the pop-up window display, click the image you would like for the background. Some product templates have static imagery and may not have the option to choose a background image.

Event Information
5. Select the event date and time information from the drop-down lists.
6. Edit the Event Details if needed.
7. Verify listed phone number is the direct line you want the reader to contact for info.

Community Information
8. Verify all the pre-filled information is correct.
9. Choose the service lines that your community offers. You can choose up to 4 from the drop-down lists. If you don't need all 4, select all that you need and leave the others unselected.
10. Facility number is only required in a few states (FL, TX, CA). If you are not in one of these 3 states, please leave this field blank.

Method of Output
11. Select whether you want the order Printed and shipped to your community, if you want to Download the print file to print on-site, or sent to a Third-Party local print shop. For consistency in corporate branding, the Download and Third-Party options should only be used in an emergency time-constraint situation. The print file will be generated and able to download once you complete the order on the Order Summary page. (It will take a few moments for the file generation to complete)

Digital Proof
12. Once you have completed the entire form, click the green refresh button on the right-hand side of the screen. A digital proof will generate below, and you should verify that all information is accurate and displaying properly. You can zoom in and out by clicking the Magnifying Glass button, or by clicking directly on the area you want to see. If you chose the Mailer option, you can toggle between the front and back pages of the file to verify accuracy. If you see an inaccuracy, correct the form and then click the green refresh button to see an updated proof.

Order Information
13. Enter a quantity.
14. Once the proof has been verified to be correct, click the Approval Text Checkbox.
15. This will activate the Add to Cart button. Once you click that button you will be taken to the Shopping Cart page.
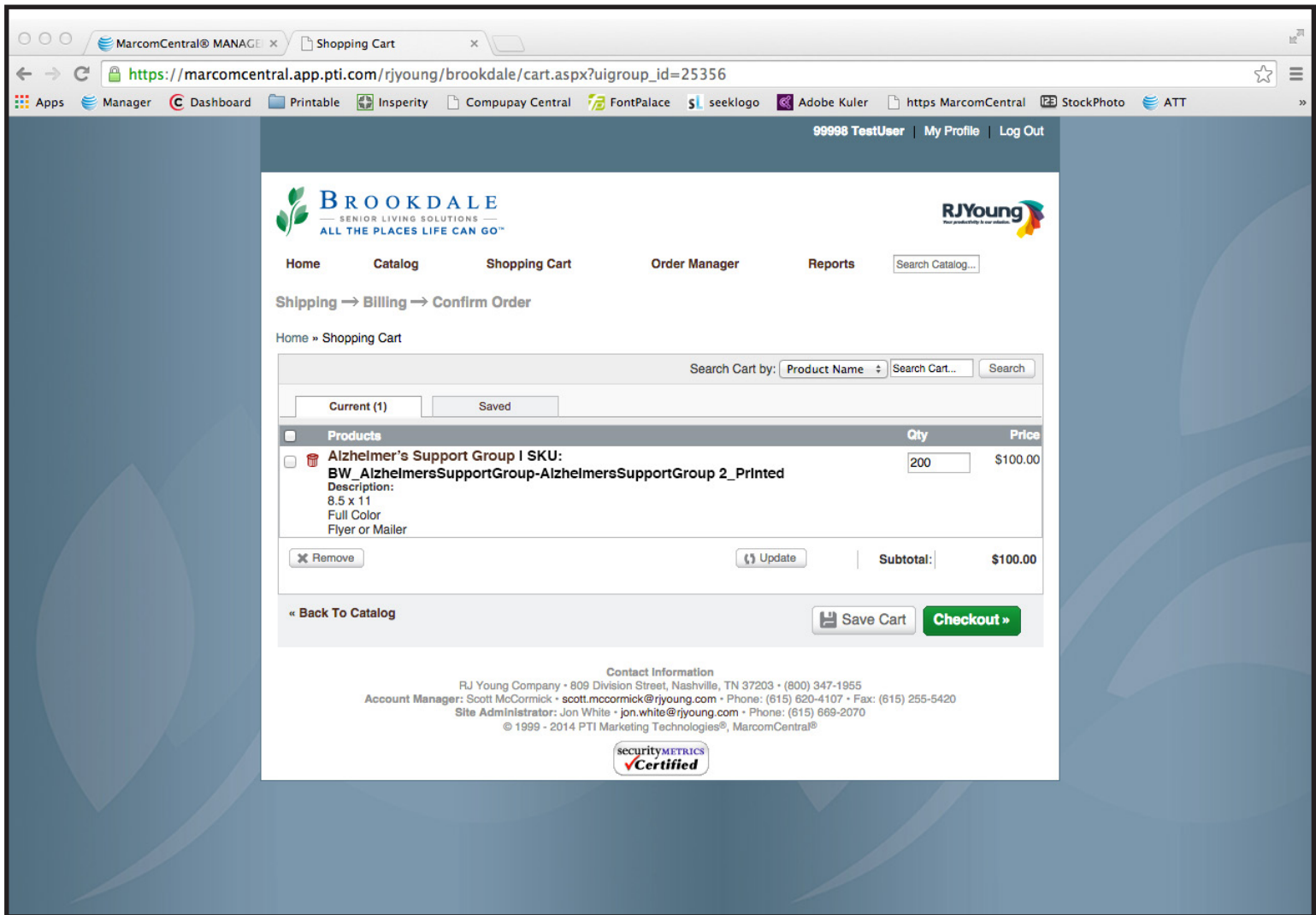
Shopping Cart Page

This page is used to display what product templates you are including with your current order.

1.If you only need one product template with this order, click the green Checkout button to proceed to the Shipping page.

2. If you would like to add other product templates to add to this order, you can click the Catalog link at the top-left of the page (under the Brookdale logo) or the <<Back To Catalog link under the product listing. Then just repeat the process of customizing the product templates, until you are ready to complete the order. Then click the green Checkout button to proceed to the Shipping page.

Shipping Page

This page is used to display what designate where you would like to have your order shipped once it has completed the print production process.

Choose Shipping Address
1. If you selected the community address at the My Profile page, it should automatically populate on the left-hand side of the screen under the Use an Existing Address heading. If you have a different address that you would prefer the order be shipped to, click the Use A New Address radio button and fill in the new address info.

Choose Shipping/ Delivery Method
2. Click the drop-down list and select your chosen method of delivery. Once chosen you may need to click the Recalculate button to update the Shipping charges. If you are in need of Mailing Services, select either First Class Mailing Services or Standard Mailing Services. The charges for Mailing Services and Postage will not be included on this order, but will be included on your final invoice. Please see the Mailing Service catalog for rates, charges and an explanation of services. If you have chosen to Download your print file, select Download from the drop-down.

Instructions
3. Enter any information that you would like communicated to the print production crew.

Once you a verify all information is correct, click the green Continue button.

Confirm Order Page

This page displays all info needed to complete the order. Verify the Current Ship To Address is correct, and make sure all of the product template information is correct.

Once you are ready to finalize the order, click the green Complete Order button.

Order Summary Page

When you see this page, that means that the order has been completed. You may generate a receipt by clicking the Print this Page link displayed to the right of the Order Number. In this case the Order Number was BW00001. Shortly after completing your order, you will receive an email notification that will be sent to the email address associated with your community User ID.

Please see the next page to view an example of the Order Accepted email notification.

This completes the MarcomCentral User Manual for Brookdale BrandWorks print services.

Message

Order Accepted – Order Number: BW00001

Order Notification

Sent: Wednesday, November 12, 2014 at 1:50 PM
To: Jon White

ℹ Completed on Wednesday, November 12, 2014.

Thank you for doing business with RJ Young.
Your Order Number BW00001 has been accepted.

Order Placed By: 99998 TestUser
Purchaser's Email: jon.white@rjyoung.com

Ship to:
Brookdale

111 Westwood Place, Suite 400
Brentwood, TN 37027
US
(615) 564-8085

Order Number: BW00001

Ordered Items:

Quantity: 200
SKU Name: BW_AlzheimersSupportGroup_AlzheimersSupportGroup 2_Printed
SKU Description:
8.5 x 11
Full Color
Flyer or Mailer
- AlzheimersSupportGroup 2_Printed
Product Name: Alzheimer's Support Group
Product Description:
8.5 x 11
Full Color
Flyer or Mailer

Shipping Instructions:
Shipping Method: N/A
Price: $100.00

Required Date: 11/13/2014

Subtotal: $100.00
Shipping: $0.00
Tax: $0.00

Order Accepted Email Notification