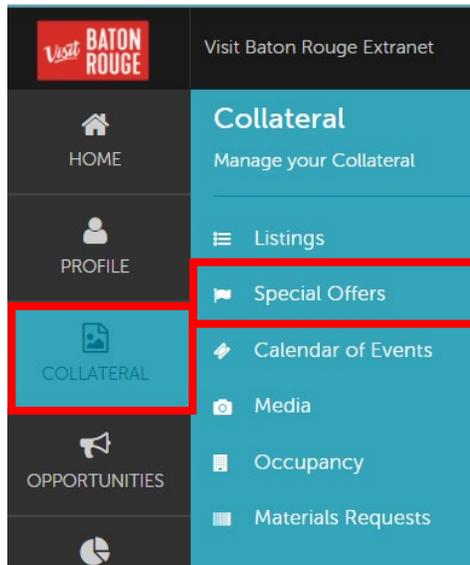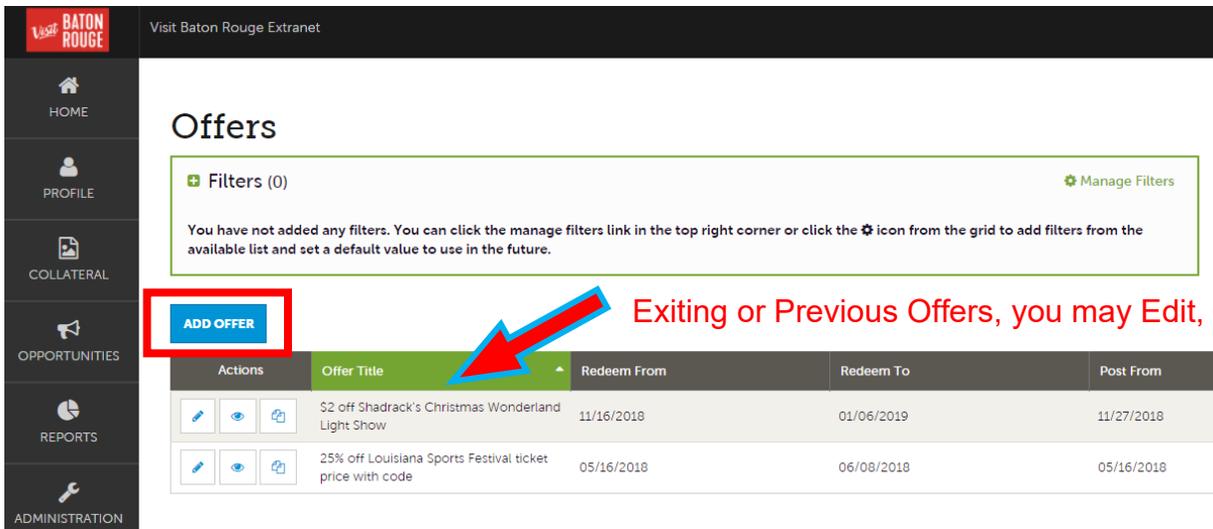# How To … Add Special Offers / Promotions

The Collateral Tab …

⭐ **HOT TIP:** Always add your images / pictures first before adding a Listing or Promos / Specials **

1) Click on the Collateral tab > Special Offers.

The Special Offers will present below with the choice to Edit View or Duplicate / Copy and existing Offer.

2) To add a new coupon, click on the **ADD OFFER**

Exiting or Previous Offers, you may Edit, Clone or Delete

Actions	Offer Title	Redeem From	Redeem To	Post From
✏ 👁 ⧉	$2 off Shadrack's Christmas Wonderland Light Show	11/16/2018	01/06/2019	11/27/2018
✏ 👁 ⧉	25% off Louisiana Sports Festival ticket price with code	05/16/2018	06/08/2018	05/16/2018

Icon Key

To **edit** a coupon, click ✏

To **clone** a coupon, click ⧉

To **delete** a coupon, click ❌

3) Offer Information to add

Account *(required field):* If you have access to multiple accounts, this is a good place to double check you are working in the intended Partner Account.

Offer Title *(required field):* The name of the coupon or special offer. The title displays on the website as the main header on the coupon and displays on the printable view. EX. *BOGO Night Free*
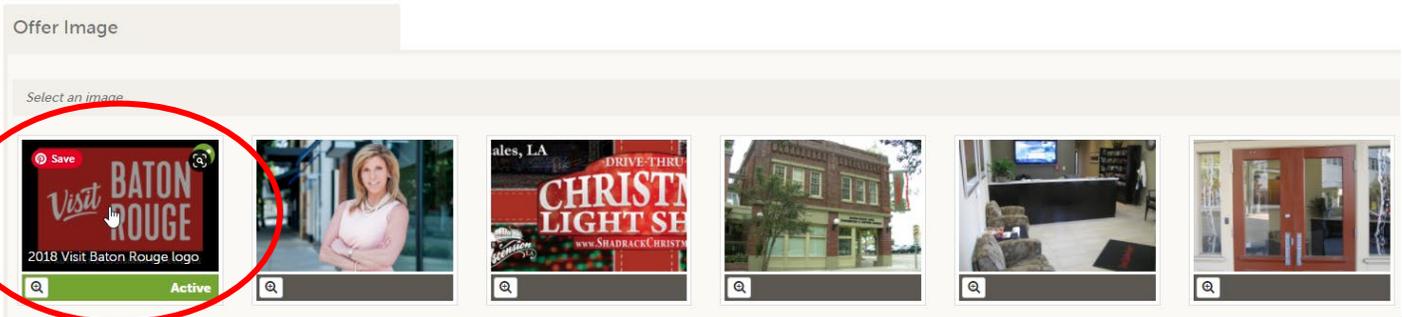
Offer Link: Insert the link to the offer page where users can get more detailed information.

Offer Text - Enter the description and additional information in this field.


4) Offer Image to add

Your Images / Pictures from your "Media Bank" will populate here.

** To save time, it is good to add as many pictures including seasonal into the "Media Bank". You are then able to update pictures for your Listing, Offers and Calendar of Events as you are adding or editing. These will all display on the website for your account.

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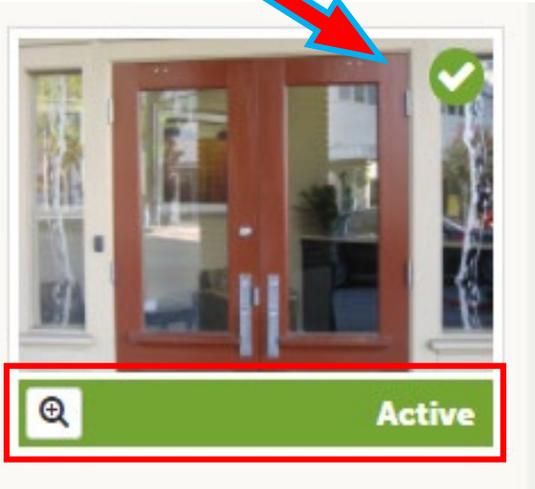
5) To **select** an image, click on the picture itself. A green box at the bottom with a green circle on the top right with a white check mark will appear indicating, it is active

Note: *If you decide that you would like a different image, click on the one you want. The green box will appear at the bottom with the check mark on the top right of the image of the new chosen image indicating this is the image that will be used..*

** Your original choice is automatically inactivated.

Note: Only one (1) image may be applied to the Special Offer. Use the graphic that you are promoting, by using that picture as your Image.

6) Offer Dates | Offer Categories | Offer Listing to add

Offer Dates

Redeem From:

Redeem To:

Post From:

Post To:

Offer Categories

Offer Categories:

CHOOSE AMONG THE FOLLOWING... ▾

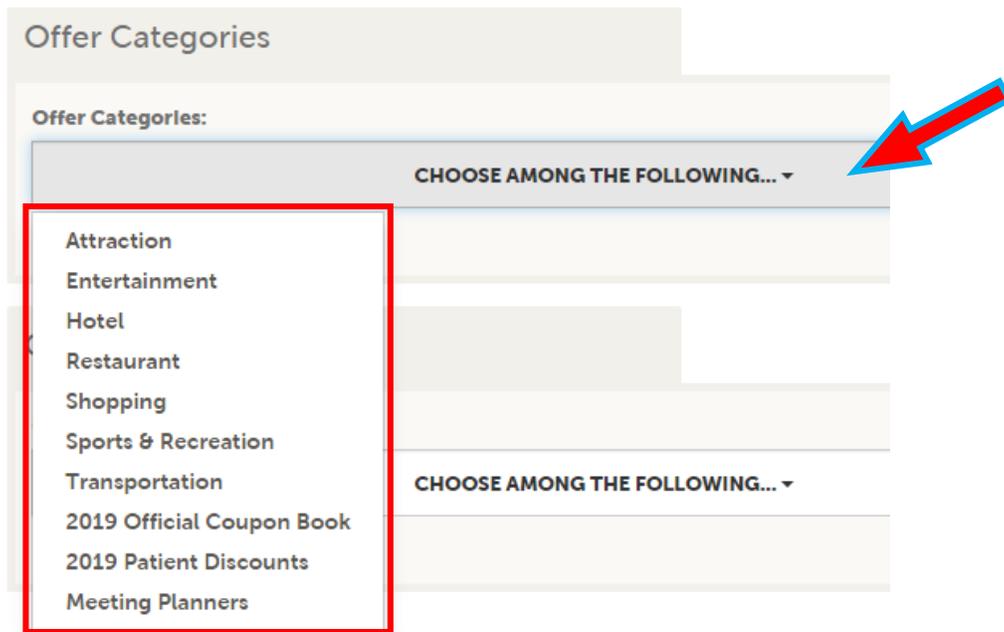Offer Listings

Offer Listings:

CHOOSE AMONG THE FOLLOWING... ▾

Redeem From | Redeem To: This is the first and last date the coupon can be redeemed.

Post From |Post To: This is the first and last date the coupon will be displayed on the website.

Coupon Categories: Assign the categories you wish the coupon to appear within. Multiple categories may be selected.

Add to Listing(s) - Select which listing (s) you would like the promo / coupon to be displayed with. Some Partners may have multiple listings with their Accounts.

⭐ **7)** When all *required* fields have been completed, you will be able to save the Promo / Coupon record by clicking **Save**.

****Note:** *If you click Close or Cancel, your work will not be saved.*

New Offer

SAVE

CANCEL

Sections:

Offer Information
Offer Image
Offer Dates
Offer Categories
Offer Listings

IMPORTANT NOTE: Any edits or adding of listings will *require approval from Visit Baton Rouge*. Upon saving your updates, Visit Baton Rouge will be notified of your changes/additions. Please allow ***24 to 48 working hours for approval***. If you need urgent attention, please contact Paulina Tavera, CRM Marketing Manager.

⭐**HOT TIP 2:** Always click on the **SAVE** button to submit & save your work.

For additional information, please email Paulina Tavera at
paulina@visitbatonrouge.com

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