

TRAINING MANUAL

EXPLORELAWRENCE.COM
PARTNER PORTAL

**SPECIAL
OFFERS**



SPECIAL OFFERS

The screenshot shows the Explore Lawrence Partner Portal interface. The top navigation bar includes the Explore Lawrence logo, the text "eExplore Lawrence Partner Portal", the user email "ANDIRENAE@GMAIL.COM", a "Logout" link, a dropdown menu showing "Kim's Testing Hotel", and a search icon. The left sidebar contains a "Collateral" menu with options: "Manage your Collateral", "Listings", "Special Offers" (highlighted with a red arrow), "Calendar of Events", "Media", and "Materials Requests". Below this are sections for "HOME", "PROFILE", "COLLATERAL", "REPORTS", and "ADMINISTRATION". The main content area features a header "EXPLORE LAWRENCE PARTNER PORTAL" and a sub-header "ONE-STOP-SHOP FOR MANAGING YOUR BUSINESS'S PRESENCE ON EXPLORELAWRENCE.COM". Below this are four colored boxes: "Add visitor-friendly events to the Calendar of Events" (orange), "Add and update website listings" (yellow), "Add and update images to your listings" (teal), and "Partner Benefits" (green). The "Partner Benefits" box lists: "See how many people are viewing your listings and other benefits for partnering with us - like referrals and leads." Below these boxes is a "Post Board" section with a "All Bulletins" dropdown. It shows a list of bulletins, including "Meeting Space" (Not Read) and "Media" (Read: 07/27/2021). A pinned bulletin from "Explore Lawrence" by "Andrea Johnson" dated "07/15/2021" is also visible, with the text: "Welcome to the Explore Lawrence Partner Portal. Please let us know if you have any questions."

Click "Collateral" and then "Special Offers" to be presented with your property's coupons and deals. These special offers show up in the Special Offers or Daily Deals sections of explorelawrence.com

EXPLORELAWRENCE.COM PARTNER PORTAL

SPECIAL OFFERS

explore LAWRENCE

eXplore Lawrence Partner Portal

ANDIRENAE@GMAIL.COM Logout Kim's Testing Hotel

HOME

PROFILE

COLLATERAL

REPORTS

ADMINISTRATION





Offers

+ Filters (0) Manage Filters

You have not added any filters. You can click the manage filters link in the top right corner or click the ⚙ icon from the grid to add filters from the available list and set a default value to use in the future.

ADD OFFER

Page 1 of 1 Go to Page: 1

Actions	Offer Title	Redeem From	Redeem To	Post From	Post To	Pending	
  	Coupon Title for Test	10/22/2021	10/31/2021	10/19/2021	10/20/2021	No	

Page 1 of 1 Go to Page: 1

Most accounts will not have any current offers. If you do, it will be listed in the grid. You can take action to edit (pencil icon), view (eye icon), and duplicate (clone icon) your current offers. You can add a new offer by clicking the “Add Offer” button.

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SPECIAL OFFERS

explore LAWRENCE

eXplore Lawrence Partner Portal

ANDIRENAE@GMAIL.COM Logout Kim's Testing Hotel

HOME

PROFILE

COLLATERAL

REPORTS

ADMINISTRATION

New Offer

SAVE

CANCEL

Sections:

- [Offer Information](#)
- [Offer Image](#)
- [Offer Dates](#)
- [Offer Categories](#)
- [Offer Listings](#)

Offer Information

Account: Required

--Choose One--

Offer Title: Required

Offer Link:

Offer Text:

When you view, edit, or add an offer, you can quickly jump to a section on the page by clicking the blue links on the left of the page. If you are viewing an offer, the top left will display an Edit button. If you are editing an offer, the top left will display a Save button. You must click the Save button before changes are applied!

IMPORTANT NOTE: Any edits or adding of special offers will require approval from the eXplore Lawrence. You will receive email notification when special offers are approved or denied.

EXPLORELAWRENCE.COM PARTNER PORTAL

Adding/editing offer in portal

Update Offer

Offer Information

Account: Required **1** Free State Brewing Co.

Offer Title: Required **2** Coupon Title for Test

Offer Link: **3** http://explorelawrence.com

Offer Text: **4** Use this space to tell about your offer. Example: Buy one burger, get another for half-off! Present this offer to your server to redeem.

Sections:

- Offer Information
- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

Buttons: SAVE, CANCEL

Offer Information Section

1. Account – select from dropdown – this will populate the location on the offer on the site
2. Offer Title – Name your offer. This will appear as the title of the offer on the website
3. Offer link – Put a link where people can find more information about your offer. On the website it will populate the “Visit Website” button in the offer details.
4. Offer text – Write all the details of the offer. The most important information is what the offer is, and how the offer can be redeemed.

SPECIAL OFFERS

Offer on the site

2 Coupon Title for Test

Redeemable: Friday, Oct 22, 2021 – Sunday, Oct 31, 2021

3 [VISIT WEBSITE](#)

[PRINT COUPON](#)

1 Free State Brewing Co.
636 Massachusetts Street
Lawrence, KS 66044

ABOUT

4 Use this space to tell about your offer. Example: Buy one burger, get another for half-off! Present this offer to your server to redeem.

SPECIAL OFFERS

The screenshot shows the 'Offer Image' and 'Offer Dates' sections of the partner portal. In the 'Offer Image' section, there are two image thumbnails: one of a beer glass with a green checkmark and the word 'Active' below it, and another of a burger. A red number '5' is placed to the left of the first image. Below this, the 'Offer Dates' section has a heading and a subtext: 'Use this section to set what dates your offer is valid and what dates it should be shown on our website.' It contains four date input fields with calendar icons. A red number '6' is placed to the left of the 'Redeem From' field, which contains '10/22/2021'. A red number '7' is placed to the left of the 'Post From' field, which contains '10/19/2021'. On the far left, there is a sidebar with 'SAVE' and 'CANCEL' buttons, and a 'Sections:' menu with links for 'Offer Information', 'Offer Image', 'Offer Dates', 'Offer Categories', and 'Offer Listings'.

Offer Image Section

5. Select an image – Images that are already uploaded to your account will appear here. Choose one to be the image of your coupon. Review the Listings/Media training tutorial for help on adding images.

Offer Dates Section

6. Redeem From and Redeem To – Enter the first date that the offer is redeemable in the “Redeem From” section and the last date that the offer is redeemable in the “Redeem To” section.

7. Post From and Post To – Enter the first date (Post From) that you would like the offer to show on the explorelawrence.com and the last date (Post To) you would like it to show.

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The screenshot shows the final offer page for Free State Brewing Co. The page has a header with 'Edit' and 'SHARE' buttons. The main content area features a large image of a beer glass (labeled with a red '5') and a coupon title 'Coupon Title for Test' (labeled with a red '6'). Below the title, it says 'Redeemable: Friday, Oct 22, 2021 - Sunday, Oct 31, 2021'. There are two buttons: 'VISIT WEBSITE' and 'PRINT COUPON'. Below these, the address is listed: 'Free State Brewing Co. 636 Massachusetts Street Lawrence, KS 66044'. At the bottom, there is an 'ABOUT' section with a minus sign icon and a subtext: 'Use this space to tell about your offer. Example: Buy one burger, get another for half-off! Present this offer to your server to redeem.' A '1 OF 1' indicator is visible in the bottom right corner of the image area.

SPECIAL OFFERS

Offer Categories

Offer Categories:

RESTAURANTS ▼

Offer Listings

Offer Listings:

FREE STATE BREWING CO. (WEB: DINING: AMERICAN & BURGERS) ▼

OFFER CATEGORIES: Choose the category that your business fits into: Restaurants, Things to Do, Shopping, or Places to Stay. Other options here will be Daily Food Specials which show in it's own section of the website.

OFFER LISTINGS: Choose from the dropdown which listing your offer will be attached to. When this is chosen, your special offer will not only show on the offer page, but within your explorelawrence.com website listing.

DON'T FORGET TO CLICK SAVE IN THE UPPER LEFT! Your coupon will be reviewed and you will receive notification of approval or denial.

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