

Extranet Guide for Coupons/Specials on VisitEstesPark.com:

1. To create or edit coupons/specials for the www.visitestespark.com website, log into the Extranet and, under the Account Details page, click on the “Web” and then “Coupons” sub-tab

Figure A: Extranet Account Detail page - Web tab, Coupons tab

The screenshot displays the Extranet Account Detail page for the Web tab, specifically the Coupons section. At the top, there are three address fields for 1200 Graves Avenue, Estes Park, CO 80517, UNITED STATES. Below this is an 'Additional Fields' section with an 'Account UDF Group' field and an 'Alternate Email' field. The navigation tabs include 'Contacts', 'Listings', 'Web', 'Amenities', 'Benefits Summary', and 'Social Media'. The 'Coupons' tab is active, showing a 'Media' section with an 'Upload new images' button. To the right is an 'Add New Coupon' button. Below the navigation is a filter section with 'All Coupons' and '--Any Type--'. A table of offers is displayed with columns: Action, Offer Title, Pending, Redeem Start, Redeem End, Post Start, and Post End. One offer is listed: 'Save \$3 on Entry Fee to Estes Park!' with a pending status of 'No', redeem dates from 04/01/2015 to 12/31/2015, and post dates from 04/01/2015 to 12/31/2015. Below the table are buttons for 'Edit Icon', 'Clone Icon', and 'Edit'.

2. Any past offers you have posted will be listed in this screen
 - a. You can filter these offers so that only the pending specials show and/or by category. Offers can also be sorted by clicking the column headers
3. To add a new special, click on the “Add New Coupon” button on the right
4. Complete the fields on the form (For additional direction on listing selection and categories, please refer to the chart below.)
 - a. **Offer Title:** Enter the name or headline of your coupon. This will be listed in bold on the coupons page(s), so making it intriguing, descriptive and relevant is important.
 - b. **Offer Link:** Please link to the page on your website that specifically details this offer and/or allows them to book the offer.
 - c. **Offer Text:** Description/details of the offer – include benefits, price, restriction dates and how to redeem offer if applicable
 - i. **Specials MUST offer value to the consumer.** Examples include: Percentage or dollar amount savings; Free gift or free add-on service with purchase; Quantity – Buy three tours/nights, get the 4th free, etc. Specials that do not offer value to consumers will be deactivated and notice will be sent to the Contact/Account associated with the listing/coupon.
 - ii. **Be sure your offer text is relevant to the category where it will appear.** Each Special can be associated to only one Listing Section. For example, a Special pertaining only to tours should not be listed in “Where to Stay” Category and should not be linked to listings in the “Lodging” sections. Potential guests/customers benefit from having relevant offers appear in the area they are looking for.
 - d. **Coupon Image:** (See *Figure B* below) You may add a photo to your coupon by selecting from the dropdown list of existing images in the “Media” section of your account. To upload new images, save your coupon and go to the “Media” tab (see *Figure A* above), upload the new image under the “image” (not “logo”) category. **Images must be photos with NO TEXT in order to properly display.** Once approved, the new image will appear on the image dropdown list in the coupons edit window.
 - e. **Coupon Dates:** (See *Figure C* below)
 - i. **Enter “Redeem From” & “Redeem To” Dates** – these will print on the coupon to indicate the date range in which the coupon is valid (e.g. expiration date).

- ii. **Enter “Post From” and “Post To” dates** – your coupon will only show on the website during this date period and will automatically be removed on the day after the “Post To” date.
 - f. **Coupon Categories:** Select the category by clicking the arrow button, moving the Category to the right hand column. (See *Figure C* below - “Centennial” & “What to Do” Categories are selected)
 - i. Each coupon can be associated with only one “Permanent” category and one “Promotion” category. You may make coupons for multiple, different categories, but please tailor the title and description to the category in which it appears. NOTE: If two categories are selected, the coupon may show twice on the associated listing(s).
 - ii. Refer to the chart below for examples of Categories. “Promotion” categories are temporary and typically will be placed on VisitEstesPark.com landing pages where Visit Estes Park advertising and promotion will direct consumers.
 - g. **Add to Listing(s):** Select the listing(s) that you want your coupon to be linked to by clicking in the box next to the listing(s) – see *Figure C* below. The listings need to be in the Listing Section associated with the Category you selected AND **all selected listings must be in the same Listing Section** – refer to the chart below if unsure.
 - h. **Click “Save” to submit** the coupon to the DMO for approval
5. Upon approval, your offer will appear on the selected linked listing(s), as well as on a page listing the selected specials Category. See the chart below for details.
 6. To edit the coupon, go to the “Coupons” tab in the “Web” section and click on the Pencil (edit) icon (See *Figure A* above) to the left of your coupon, and make the desired changes in the edit window. You can also start from an existing coupon by clicking the “Clone” icon.

COUPON CATEGORY DETAIL CHART

Category	Listing Section	Category Type	Webpage
What to Do	Things To Do	Permanent	Specials
Where to Stay	Lodging	Permanent	Specials
Where to Eat	Dining	Permanent	Specials
Wedding Specials	Weddings	Permanent	Wedding Specials
Reunion Specials	Reunions	Permanent	Reunion Specials
Meeting Specials	Meetings	Permanent	Meeting Specials
Centennial Specials	Lodging, Things to Do, OR Dining	2015 Promotion	Centennial Landing Page
Extend Your Stay	Lodging	2015 Spring Promotion	Vacation Landing Page

NOTES:

- ‘Promotion’ categories are temporary and typically associated with a specific event and/or promotion that Visit Estes Park is marketing. Additional ‘Promotion’ categories will be added for special events, holidays, campaigns, etc. We will do our best to communicate them via the Stakeholder Newsletter and these categories will appear in the drop-down when adding or editing coupons.
- Coupon webpages may not be “live” if there are not any active coupons in that category.
- Only 2 categories may be added to a coupon: 1 Permanent and 1 Promotion. Be aware that if two categories are selected, the coupon may appear twice on the associated listing.
- Only 1 Listing Section may be linked per coupon; however the coupon may be linked to all listings in that section.

Figure B: Top of coupon add/edit window

ACCOUNT DETAIL: VISIT ESTES PARK

COUPON: UPDATE COUPON FOR VISIT ESTES PARK

Colored fields are required.

Coupon Information

Offer Title:

Offer Link:

Offer Text:

Coupon Image

Selected Image:

Coupon Dates

Figure C: Bottom half of Coupon add/edit window

Coupon Dates

Redeem From: **Redeem To:**

Post From: **Post To:**

Coupon Categories

Available	Selected
<input type="checkbox"/> Extend Your Stay	<input checked="" type="checkbox"/> Centennial Packages & Special Offers
<input type="checkbox"/> Where to Eat	<input type="checkbox"/> What to Do
<input type="checkbox"/> Where to Stay	
<input type="checkbox"/> Wedding Specials	
<input type="checkbox"/> Meeting Specials	
<input type="checkbox"/> Reunion Specials	

Add To Listing(s)

Visit Estes Park (Website: Things to Do: Outdoor Adventure)

Colored fields are required.

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