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SONOMACOUNTY.COM

**Guide to the
Sonoma County Tourism Partner Extranet**

**Sonoma County Tourism
400 Aviation Blvd, Suite 500
Santa Rosa, CA 95403
707-522-5800**

Guide to the Sonoma County Tourism Partner Extranet

The information you provide will be used to update your listing on SonomaCounty.com, the Sonoma County Visitor Guide, various marketing programs, meetings, and group travel. And because we assist hundreds of journalists per year, we will use it to tell your story to travel and business media.

Quick Reference Guide: How to quickly find what you want to do

Add or Edit:

Business Description:

Photos and Video:

Special Offers:

Order Visitor Guides:

Business Contact:

Business Amenities:

Contacts:

Journalist Handbook:

Where to find:

[Collateral – Listings](#)

[Collateral – Media](#)

[Collateral – Special Offers](#)

[Collateral – Materials Requests](#)

[Profile - Account](#)

[Profile – Account – Manage Amenities](#)

[Profile - Contacts](#)

[Profile – Account – Manage Amenities – Journalist Handbook](#)

The screenshot shows the Sonoma County CRM Partners extranet interface. The top navigation bar includes the Sonoma County logo and the text "Sonoma County CRM Partners". The main navigation menu on the left has four categories: HOME, PROFILE, COLLATERAL, and OPPORTUNITIES. The "PROFILE" section is currently selected, displaying "Manage your Accounts" and two sub-items: "Accounts" and "Contacts". The main content area features a large image of several sailboats in a harbor. Overlaid on the right side of the image is a "Post Your Events" section with the text: "Showcase your event by adding it to the online calendar." and a button labeled "Submit events here".

The screenshot shows the Sonoma County CRM Partners extranet interface. The top navigation bar includes the Sonoma County logo and the text "Sonoma County CRM Partners". The main navigation menu on the left has four categories: HOME, PROFILE, COLLATERAL, and CONTACT US. The "COLLATERAL" section is currently selected, displaying "Manage your Collateral" and three sub-items: "Listings", "Special Offers", and "Media". The main content area features a large image of a giraffe interacting with a person on a yellow safari vehicle. Overlaid on the right side of the image is a "The Strength of a Partnership" section with the text: "Learn more about marketing opportunities and resources - help Sonoma County Tourism spread the word about your business." and a button labeled "Resources for partners".

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PROFILE

Profile is where you view and edit your business/account information and contacts.

Accounts: Your business contact information is found in Profile > Accounts. Some profiles are associated with multiple business accounts so you need to choose which business account you would like to review.

1. To view or edit your business information, click on the account name.
2. Review the account details to make sure your address, URL, business email, and phone number are correct.
3. To make changes, click the edit button on the top left. Changes will go directly to your listing, but it may take several hours to appear on the website.
4. NOTE: The account name cannot be edited through the extranet. If you need to change the business name, email kwest@sonomacounty.com
5. Add complete URLs for social media, such as <https://www.facebook.com/sonomacountyca> for Facebook, Pinterest, Twitter, YouTube and Instagram.

Addresses:

- Physical address: this is what will appear on your business listing on the website and in the visitor guide. If you do not want your address displayed, enter "Contact us directly" and the city (which must be completed)
- Billing Address: this is your mailing address and may be a P.O. Box.
- Shipping Address: this is where visitor guides and maps will be sent and cannot be a P.O. Box.

Related Details: Manage Amenities and Manage Meeting Space (Under Account Details, on the left side)

The screenshot displays the 'Account Details' page in the Sonoma County CRM Partners system. The page is divided into several sections. At the top, there are 'EDIT' and 'RETURN' buttons. Below these are 'Sections:' and 'Related Details:'. The 'Sections:' list includes 'Account Information', 'Address Information', 'Phone Information', and 'Social Media'. The 'Related Details:' list includes 'Manage Amenities' and 'Manage Meeting Space', both of which are highlighted with red arrows. The 'Account Information' section contains the following data:

Account ID	3990
Status	Active
Account	Rosewood Cottage
Extranet Parent	
Email	info@rosewood.com
Website	http://www.rosewood.com

The 'Address Information' section is partially visible at the bottom of the page.

1. Click on Manage Amenities to view and edit information that applies to your business. **PLEASE COMPLETE AS MUCH INFORMATION AS YOU CAN.** The information is also used for the Visitor Guide and media requests. (The description of your property is included in the Listing section; instructions are below)
2. Save when you are finished.

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Contacts:

- To add a new Contact, click the “Add Contact” button. Required fields are in red.
 - Complete any appropriate fields, the essential information is First/Last name; Type (Primary is for the main contact, Secondary for all else), Email, and Phone (if different from the main phone number).
 - Remember to click “save” in order to finalize your new contact. The system will not allow you to save a new contact unless the required entry fields are filled in.
- To update an existing contact, edit the contact by clicking the edit/pencil icon to the left of the contact.
 - IMPORTANT NOTE:** If a contact leaves the property, you will need to edit the contact and change their “Contact Type” field to “Inactive.”
 - New contacts:** use the “add new contact” button instead of replacing a contact that is no longer there (See note above).

COLLATERAL

There are four sections under Collateral: Listings, Special Offers, Media (photos and video), and Materials Requests.

Note: Listings, Special Offers and Media (images and videos) need to be approved before they go live and before you can edit them.

Listings:

Listings show which page your business will appear on the website and is where your description is entered. There will be one listing category for every page your business is displayed on. For instance, if you have a hotel, with a restaurant and a spa, you will have three separate listings.

- In the listing you can add or edit your business description and view all media that are with that listing.
- To add or edit your description, click on the pencil edit icon to the left of the listing category. Make your changes and click save.

TIP: The first sentence, determined by a period and space, will display at the top of your listing directly underneath your business name. Make your first sentence compelling. Use HTML in your description, adding email address and links.

The screenshot shows the 'Update Listing' interface. On the left is a dark sidebar with navigation options: HOME, PROFILE, COLLATERAL (selected), OPPORTUNITIES, and CONTACT US. The main content area has a header 'Update Listing' with 'SAVE' and 'CANCEL' buttons. Below this is a 'Sections' menu with 'Listing Information' selected. The 'Listing Information' form includes: 'Account' (Rosewood Cottage, marked as required), 'Type' (website, marked as required), and 'Contacts' (Douglas Fir). The 'Description' field contains a rich text editor with the text: 'Situating in the beautiful Russian River Valley, the farm has fruit trees and gardens filled with vegetables, herbs and berries. Fresh eggs are gathered daily and there is always plenty of honey from the hives. Imagine relaxing in a rocker on the deck of the lodge, surrounded by acres of orchard, pasture and woodland. Enjoy breakfast fresh from the farm.'

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Media: Images and YouTube Video

To add an image or YouTube video to your listing(s), click on Collateral > Media. If you have any images already uploaded, you will see them there.

To add new images:

1. Click on “Add New Media” button at the top of the media list.
2. For your photo gallery images choose “image” for Type.
3. The Required fields (Account, Type and Title) need to be completed before the Drag-and-Drop function is available.
4. Drag and drop the image file into the drag and drop box or click on the Browse button to find the file on your computer.
5. Click on the drop-down box under “Listings” for the page you would like the image to appear on. You can select more than one listing.
6. Click “Save” to save your image to your account.
7. Once approved, click the pencil icon to edit your image, and the red X to delete an image.

NOTE: Photos should be landscape layout. 600 x 450 pixels is best. Portrait-oriented photos will be distorted.

YouTube: Follow the same instructions above to upload a video from YouTube. Select YouTube under “type” and instead of uploading from your computer, copy and paste in the YouTube link.

Note: Videos must be YouTube links, Vimeo or other videos will not display.

Special Offers:

NOTE: To add a photo to your offer, the photo must first be uploaded in the “Media – Add Image” section

1. Click on Collateral > Special Offers.
2. Any past offers you have posted will be listed in this screen.
3. To add a new offer, click on the “Add Offer” button.
4. Complete the fields on the form.
 - a. Assign Offer to the Appropriate Account
 - b. Offer Title: this will be the URL and the heading
 - c. Offer Link: the web page on your site that specifically details this offer
 - d. Offer Text: Description/details of the offer – include general business description, benefits, price, restriction dates and how to redeem offer if applicable.
 - e. Coupon Image: Select from the gallery of images previously uploaded to your account.
 - f. The “Redeem From” & “Redeem To” Dates: These will print on the coupon as dates which the coupon is valid (e.g. expiration date)

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- g. The “Post To” and “Post From” Dates: Determined by you, your coupon will only show up on the website during these dates. It will automatically be removed on the day after the “Post From” date.
- h. Select **ONE** category of your listing from the “Offer Categories” drop down box. Coupons will be listed on the website in categories, such as lodging, restaurant, spa etc. to make them easy to find by visitors.
- i. Select the listing you want your coupon attached to.
- j. Click “Save” to submit the coupon for approval.

Note: Listings, Coupons and Media (images and videos) need to be approved before they go live and before you can edit them.

5. Upon approval, your offer will appear on your individual listing, as well as on a page listing all Coupons/Special Offers that Partners have available.
6. To edit the coupon, click on the edit/pencil icon to the left of the offer, and make the desired changes.

Materials Requests:

The Sonoma County Visitor Guide and Map are available to Sonoma County hospitality and tourism businesses, free of charge.

1. Go to Collateral > Materials Requests > Add Materials Request (blue button)
2. Check your contact information and shipping address
3. Enter the number of boxes of maps or guides you would like (Visitor Guides come 40 per box and Maps come 225 per box)
4. Click SAVE

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Sonoma County Journalist Handbook

Because you make Sonoma County a desirable travel destination, we want you to be involved in our efforts to attract more media, resulting in positive travel stories being generated worldwide. See recent Sonoma County coverage [here](#).

This is your chance to showcase your business to an even larger number of journalists. Those who receive the handbook have been qualified by our PR team and will contact you directly to redeem the offers.

For questions relating to media requests, please contact Birgitt “Biggi” Vaughan, Domestic Media Relations Manager at 707-522-5826 or bvaughan@sonomacounty.com.

Thank you for your support in hosting journalists and helping to bring more visitors to Sonoma County.

Adding a Journalist Offer

1. To access the Journalist Offer section, click on Profile > Accounts > Your Account > Manage Amenities.
2. Click on “Journalist Handbook.” This will take you to the handbook form.
3. Complete the form with as much information as you can. Fields with question marks provide help tips on what to provide. Be sure to save your information.

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SAVE
CANCEL

Accommodation
Journalist Handbook
Journalist Offer

Rate Range:

Journalist Handbook

Journalist Offer

This offer will be used in the Sonoma County Journalist Handbook. This is your opportunity to get your business information in front of media and influencers who are interested in visiting Sonoma County. It's also your invitation to them to experience your business through your offer.

Offer Title:
Russian River Lodging for Media

Offer Category:
Accommodations

Date Updated:
09/06/2018

Offer Text:
Free stay Sunday through Thursday, up to two nights depending on availability; 35 percent off Friday through Sunday stays. Some blackout dates may apply.

Information About Your Business:
Relax at the Russian River with all the comforts of home. Located in the Russian River Valley, amidst vineyards, oak groves, walnut orchards and fruit trees, the Snow Lodge is designed with hand-crafted artistry providing an atmosphere to nourish the soul

Redemption Instructions:
Please contact Katja to make arrangements.

Media Contact (Name):
Katja West

Media Contact (Title):
Operations Manager

Media Contact (Email):
kwest@sonomacounty.com

Media Contact (Phone):
707-522-5811

A few notes:

- Only one offer can be added as a Journalist offer. If you have several offers, you will need to combine them into one.
- If your offer expires, or if you have a new media contact, please make sure to update your offer.

Once you have added and saved your offer, it will be reviewed by one of our staff and will be included in the Journalist Handbook. If you have questions about your offer, please contact Birgitt Vaughan, Director of Global Media Relations, bvaughan@sonomacounty.com.