

**SONOMA COUNTY**  
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**SONOMACOUNTY.COM**

**How to submit a special offer to the  
Sonoma County Tourism  
Hospitality Hub**

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

## Add special offers for marketing campaigns

Offer travelers a reason to visit your business by listing it for free in the Deals section of SonomaCounty.com  
<https://www.sonomacounty.com/sonoma-listings/deals>

The marketing campaigns generally promote our destination to West Coast markets and are supported by online advertising. It is free to participate. To submit your offer add it through the Hospitality Hub using your login.

You should be ready with:

Name of the offer

Details and any terms and conditions

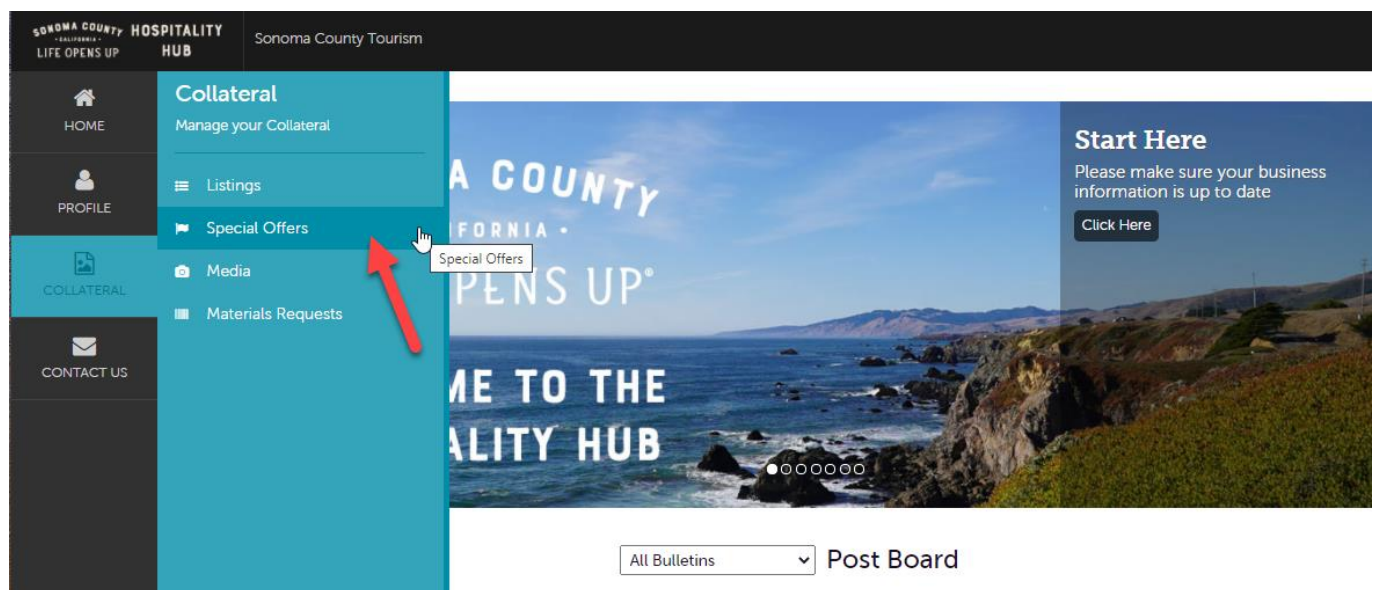
Cost

Link to book the offer

Dates that the offer is valid

An image we can use of your business or product

Log in to the Hospitality Hub: <https://sonoma.extranet.simpleviewcrm.com/login>



### 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.

### 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. If you want a new photo for the offer, you will need to upload it first.

**Landscape images at 600 by 450 pixels display best.**

### 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. Or, if this is an image to be displayed only for the special offer and you do not want it to display on your normal business listing, do not select a 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.**

### **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)
  - 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.**