



## Retail-Rental

Welcome to Concierge!

For your convenience and quick reference, save these instructions on your computer desktop.

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### Linking Your Website to Concierge

In the Signup Confirmation email you received from AdventureDirect, you received a Concierge Link code that looks like this:

```
<a href="http://www.adventuredirect.com/ps.php?pt=entry&id=XXXX">
```

That code will link your website to your Concierge wherever you place it. Have your webmaster copy your Concierge Link and paste it wherever you want it, like for instance redirecting your “Contact Us” button.

You can also create a free-standing text link with this code:

```
<a href="http://www.adventuredirect.com/ps.php?pt=entry&id=XXXX">Concierge</a>
```

Or, you can create an animated graphic link with this:

```
<a href="http://www.adventuredirect.com/ps.php?pt=entry&id=XXXX"></a>
```

## How to Manage Your AdventureDirect® Concierge Account – Page 2

### Accessing your Admin Panel

Go to <http://www.adventuredirect.com> and click Log In.

USERNAME: Your *Email Address*

PASSWORD: The *Password* you were emailed when you signed up.

If you lose or forget your Password, email [support@adventuredirect.com](mailto:support@adventuredirect.com)

### Your Admin Panel

On the left side of your screen in the Menu of functions you can control from your suite:

Modify Listing

Modify Message Board

Contact Log

Email Contact List (**Available only in Deluxe Concierge Version**)

Edit Prices

Coupon

Manage Gallery

Log Out

Manage Storefront (**Available only in Deluxe Concierge Version**)

To access a function, click it, and the admin screen will display on the right.

### Modify Listing

To modify your listing, delete the old text and type in the new. *Be sure that your Email and Website address are accurate, to ensure that you continue to get traffic and leads.*

To ensure that you can get email leads, keep your *Enable Reservations* set on “By Email.”

To change your picture, follow the procedure on Page 3. We recommend, for maximum brand impact that you use your logo for your graphic, similar to the Yellow Pages. You have your 20-picture Gallery for all the other pictures you might want to show.

For your *Open/Close Dates*: if you are open year round, click Year Round. If you are open seasonally, click and enter your Open/Close Dates.

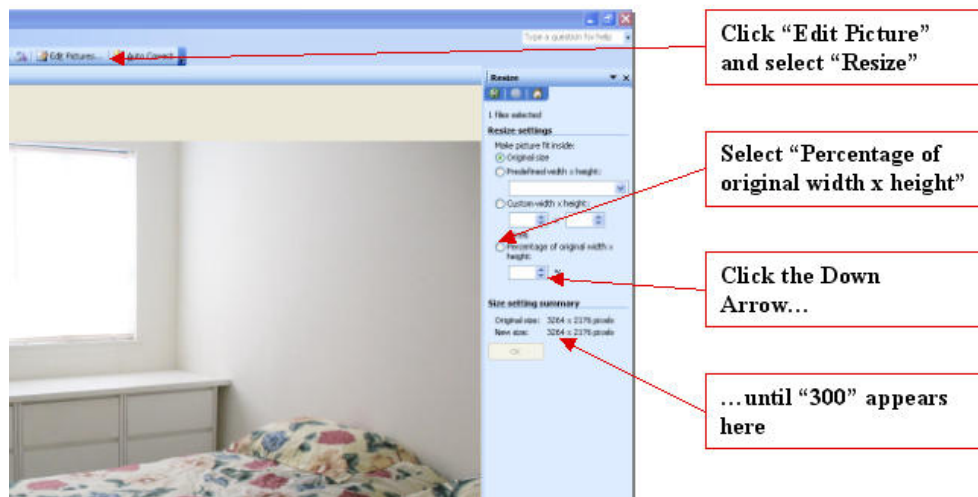
Click  to enter changes.

### Important: How to Handle Graphics

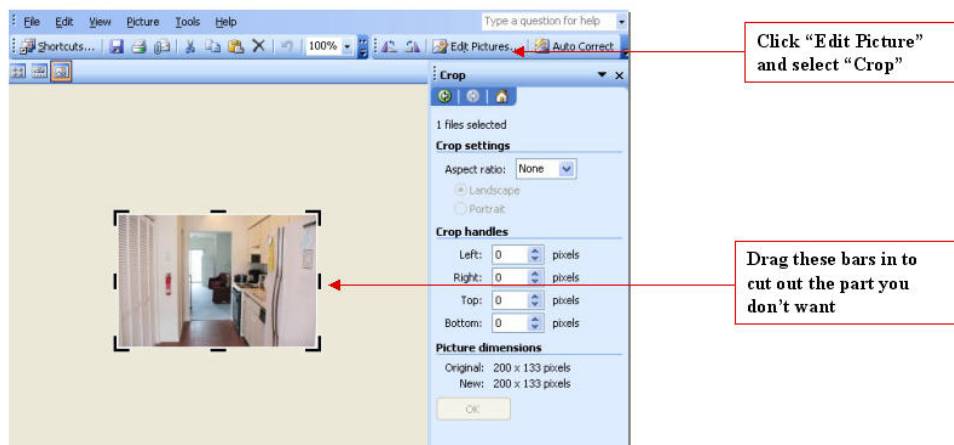
Your Concierge artwork is stored in a shared folder. That means each graphic file in the folder must have a unique name or it will be overwritten. (There cannot be two files titled “porch”) Therefore, to protect your content:

1. *Make sure that each graphic file you use is titled with your name. We suggest something very basic, like (YourBusinessName)1, (YourBusinessName)2.*
2. *Store all files in a folder on your hard drive named “Concierge.”*

Concierge uses relatively small graphics to fit the scale of the screen. For best transmission, handling and clarity, your artwork should be no larger than 300 pixels wide. To **Resize** a graphic file, use any photo editing file like Microsoft Office Picture Manager:



To **Crop** a picture to the shape and format you want, use your photo editing file



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### Post Availability

This function allows you to display dates with vacancies. All you have to do is click *Sold Out Dates* on the calendar. The program will not display these dates as available.

When prospects enter a date range, the program will either display “Vacancy” if the dates are open or “Alternate Dates Open” if one or more dates are sold out. If a prospect enters dates when you are closed, the program will display “Booking for Next Season.”

To display a date as Sold Out, click it on the calendar, and it will display in boldface. If a sold out date opens up, click the boldface date in question and it will revert to regular face.

To move forward and backward to different months, click plus | minus | current.

*IMPORTANT: It is critically important that you click No Change, if there is no change in status from week to week. Otherwise, you run the risk of your vacancies not displaying*

### Modify Message Board

The message board allows you to post announcements, specials, or features on a timely basis. It is designed for brief announcements, no longer than 75 characters each, on each of five lines.

To modify a message, delete the old text and type in the new.

Click  to update.

### Contact Log

Your contact log is a record of all the prospects who have used the standard response form to request a reservation. All their information is stored in a searchable database that you can use to manage their requests and communicate with them.

Your log displays in seven columns: *Name, Arrive Date, Depart Date, Lodging Preference, Party (Adults-Children), Date and Time the request was received, and Best Time to Contact*. Clicking the *Name* will bring up a small window with all the prospect’s data, including phone number. The window also has a live link to the prospect’s email so you can contact them right from your screen.

For your convenience, you can sort your log by Arrive Date to show most current dates first. To sort, just click *Arrive*.

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### Email Contact List (Available only in Deluxe Concierge Version)

Concierge stores the email addresses of all prospects who have contacted you by email, either on the reservation form or by signing up for *Updates*. You can see how many addresses you currently have on file by clicking next to the number.

You can send an email newsletter (email blast) to your email contact list, whenever you want, just by following these steps.

Type your message in the box and click [Save Message](#).

The Concierge will show you the message as it will go out. Included in the mailing is a text message that allows the recipient to contact you, or remove their name from your list. (This is a legal requirement.) If you want to revise your message, click your *Back* arrow.

Click [Send Test Message](#) to send the mailing to your email for you to review.

If everything looks OK, click [Send Email Blast](#).

### Coupon

**To Add a Coupon:** Click *Add New Coupon*. Type in Name of the Coupon (“Two for One”) and Description. (Be sure to include any term limits to the offer: one per customer, expires on DD/MM/YY.) Click [Add Item](#)

**To Edit a Coupon:** Click *Edit*. Edit text. Click [Edit Item](#)

**To Delete a Coupon:** Click *Delete*. Click [Delete Item](#)

### Manage Gallery

**To Upload an Image:** Click *Browse*, select graphic file from your computer Concierge folder (see Page 3) and click [Upload Image](#)

**To Delete an Image:** Check the box opposite the image and click [Delete Checked Images](#)

**To Caption an Image:** In the box corresponding to the image, type in the caption and click [Submit Caption Edits](#)

**To Edit a Caption:** Highlight the text, rewrite and click [Submit Caption Edits](#)

**To Delete a Caption:** Delete text and click [Submit Caption Edits](#)

## How to Manage Your AdventureDirect® Concierge Account – Page 6

### Manage Storefront (Available only in Deluxe Concierge Version)

**IMPORTANT:** You cannot operate your Concierge Online Storefront without a PayPal account. Concierge is set up to transfer all orders to PayPal for processing and payment. If you've dealt with eBay, you may already have an account. It is one of the safest, fastest merchant processing services available. Before you contact them, be sure you have one of your checks handy so you can provide the routing information, so PayPal can transfer payments to your account. You can set your PayPal account up in minutes by going to

<https://www.paypal.com/us/mrb/pal=9UWUZAGMA7LFC>

**It is also critically important that you use the same email address for your PayPal account that you use for your Concierge account, so the two can communicate.**

**To Add an Item:** click *Add New Item*.

- Select a Category
- Type in the Name of the item
- Type in a description of the item
- Click  to select a picture of the item from your computer Concierge folder (see Page 3). Once you have selected the picture, click  For Gift Certificates, we suggest you use your logo, to give your certificates your unique brand identity.
- Enter the Price in dollars & cents: eg, 15.00) (It is not necessary to enter a \$ sign. It is supplied by the program.
- Enter the Shipping & Handling charge (where applicable)
- Enter the tax rate (if applicable)
- If there is a Color Selection, enter the color(s) (If multiple, list them separated by a semicolon: "Blue;Red;Black" If there is no selection, type in N
- If there is a Size Selection, enter the sizes separated by a semicolon ("Small;Medium;Large") If there is no selection type in an N
- Click

**To Edit an Item:** check *Edit* opposite the item you want to edit. Make the changes you want, then click

**To Delete an Item:** check *Delete* opposite the item you want to delete. Click .

**To Process an Order:**

- You will get an Order Confirmation and Payment Notification from PayPal, and you can access details in your PayPal account.
- You will be responsible for confirming payment, shipping the order and notifying your customer. The easiest way to do this is to forward your PayPal notification to the customer.