

Simpleguide

# Marketplace

Engage your partners in destination promotion

## Marketplace is a whole new way to engage with your partners.

Its promotion of packaged service and campaign opportunities makes it easier for your DMO's members, partners and local businesses to coordinate participation in these activities.

Marketplace also allows for more efficient communication with your DMO's stakeholders. Available within the CRM Marketing User Group in your CRM, Marketplace enables your DMO to build promotions that increase partner engagement, streamline data collection and simplify online payments.

## BUILT JUST FOR YOU!

### USE MARKETPLACE TO:

-  Offer membership/partnership signup on the web
-  Promote packaged-service opportunities such as pay-to-play and sponsored ad options to your partners
-  Collect listings, contact and coupon data
-  Benefit from robust reporting across one or multiple promotions
-  Accept online payments
-  **SAVE TIME AND MONEY**



## Form configurations put you in control

You may configure your promotions for public view, extranet view or both; by contact tags, account status or by invitation only. Manage approvals for participation and gain visibility for each state of a promotional signup with participant tracking. And to ensure you reach the right audience, use Marketplace to control the promotion display and layout; email communications settings; and how costs are packaged, displayed and paid.

## How Marketplace makes **YOUR** job easier



Marketplace enables you to create promotions in your extranet that will help increase partner engagement, while reducing training requirements.

Marketplace also syncs to your member/partner group. The information entered into the promotions you build automatically feeds into your CRM, thus making data compilation more efficient, cutting down on staff data entry requirements and avoiding account duplication.

- Get more members through the door with a **membership signup** process that's now automated
- Collect assets for **promotional campaigns** (e.g. Restaurant Week) seamlessly
- **Streamline the data collection** for your visitor guide, newsletters and more
- Promote **co-op advertising** opportunities and collect payment on the same platform

### Q: What Field Types Can I Use with Marketplace?

A: The robust tool puts you in the driver's seat with building promotions specific to your needs. Marketplace configurations enable you to select from five member/partner field types – Listings, Coupons, Amenities, Contacts and Media – that tie to the member/partner account or ad-hoc fields in the CRM Marketing User Group only.

*\*One active promotion is available free to all CRM users. Multiple promotions are available for an annual fee.*

## How it makes **YOUR** customers' jobs easier

Quite simply, Marketplace makes it easier for your customers – members, partners, local businesses – to engage with you, the DMO. By using designated, consistent promotions that you configure, they can provide business information, update that information as needed, opt into promotions and make payments.

### Q: What Promotions Can My Customers Take Advantage Of?\*

- A: Here are a few Marketplace thought-starters for your stakeholders:
- Provide business information and amenity updates for visitors guides, membership/partnership applications and listings
  - Update contact/employee information
  - Elect to participate in special promotions, such as Restaurant Week or Spa Month
  - Choose to take part in co-op ad opportunities
  - Sign Up for Membership/Partnership online
  - Pay for multiple promotions at once in the extranet shopping cart

### Q: Why Marketplace?

A: Marketplace automates more than 20 processes commonly managed by membership/partnership departments in their Simpleview CRM and extranet. If you're looking to save time and money in getting members through the door, all the while learning more about them than ever before, then Marketplace is for you!

## Questions?

Contact [accountmanagers@simpleviewinc.com](mailto:accountmanagers@simpleviewinc.com) or **520.575.1151**

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