

SOUTHEND
BID
ON-SEA

MAKE THE MOST OF OUR BRAND NEW WEBSITE

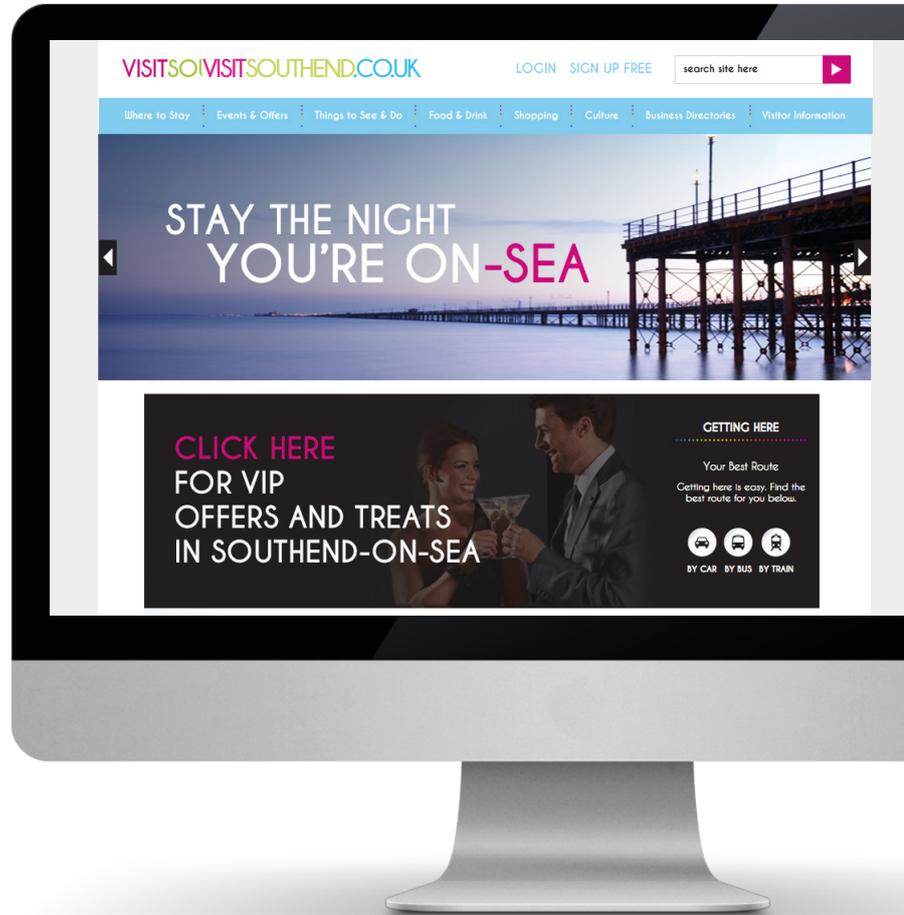
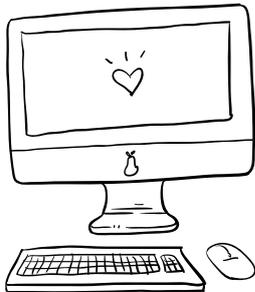
PROMOTE YOUR BUSINESS,
OFFERS & EVENTS FOR FREE



MAKE THE MOST OF OUR BRAND NEW WEBSITE!

Did you know, as a member of Southend BID, you have the ability to promote your business, offers and events on the new Visit Southend website - the official destination website for Southend.

The site receives between 60,000-90,000 visits each month, so if you want to increase the advertising reach of your business, then be sure to take full advantage.

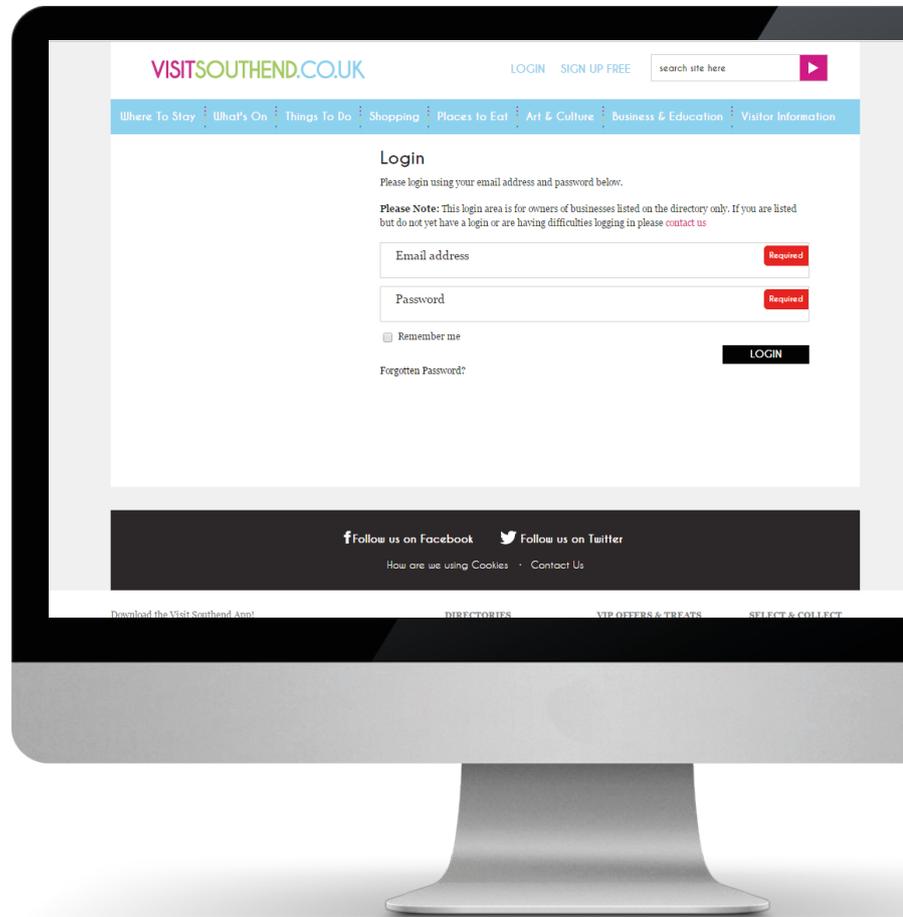


LOGGING IN TO THE SITE



If you haven't got a log in for the back end of the website or you've forgotten your password then email us at hello@southendbid.com and we'll set one up for you.

If you already have a log in, then just visit www.visitsouthend.co.uk/login enter your email address and password, and click Login!



UPDATING YOUR DETAILS

As soon as you log on you'll be greeted with this screen.

'Your Personal Details' at the top are private, and won't be advertised anywhere on your listing, so don't panic.

'Your Business Details' section is the publicly displayed information, so this needs to be up-to-date with address, telephone number, website and email address.

It's better if you include a logo too, as this will instantly draw attention to those that recognise your brand.



UPDATING YOUR DETAILS

Once you've added your address, contact details and logo...

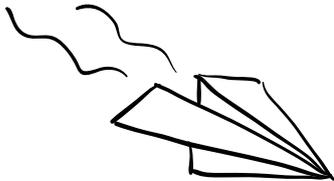
Click the 'Show Map' tick box. This will ensure that your business location is visible on a map in your business listing.

The 'Details' section is the space where you can tell the world about your business, what you do, and you can copy and paste any photos from your website here too.

Add your Twitter ID if you have one and your latest tweets will appear on your listing.

Add in your opening times by clicking on the clock to each side of the boxes.

Finally, just click **Submit** and your listing is live on our website.



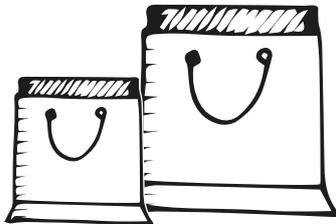
ADDING YOUR OFFERS

You're also able to add your business offers (sales/discounts/vouchers etc) to the website. If you click on the 'My VIP' tab on the left hand side of the screen this page will appear...

Here it'll show any active offers that you have already added to the website. You can also see the status of the offer, how many views, downloads and shares it's had.

To delete an existing offer, click on the dustbin icon next to the offer.

To add a new offer, you will need to click on the text 'add your offer here' in the first paragraph at the top of the page...

A screenshot of a computer monitor displaying the website VISITSOUTHEND.CO.UK. The page is titled 'MY VIP OFFERS'. On the left side, there are two vertical menus. The top menu, labeled 'DIRECTORIES', contains links for 'SHOPPING', 'EATING & DRINKING', 'THINGS TO DO', and 'PLACES TO STAY'. The bottom menu contains links for 'MY PROFILE', 'MY VIP', 'MY WHAT'S ON', and 'LOGOUT'. The main content area on the right shows a table of offers. Below the table, there is a note: 'Below are the offers you have submitted. If you would like to submit your own offer you can add your offer here. This will be sent to our administration team for approval. If you no longer wish for your offer to appear on the site you can click on the trash can icon next to the event below.'

Title	Start Date	End Date	Status	Views	D/loads	Shares	
COACH DRIVERS OFFER SOUTHEND PIER	04/08/2014	30/09/2014	Published	208	0	0	
Group discount	04/08/2014	01/01/2015	Published	231	2	0	
Winter Walk Offer £1	09/02/2014	31/03/2014	Published	44	2	0	
Winter Loyalty Card:	21/10/2014	31/03/2015	Published	1025	7	0	
Winter Loyalty Card: Get your 6th visit FREE!	17/01/2014	31/03/2014	Published	397	0	0	
Great Value Annual Passes	17/01/2014	31/03/2014	Published	753	0	0	

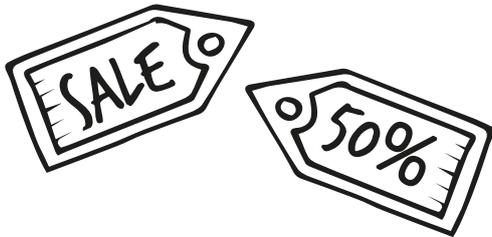
ADDING YOUR OFFERS

You'll then be greeted with this page.

Here you can add all the details about your new offers, including title, summary, when it's valid from and to and also any terms and conditions.

People are able to download or print offers, therefore if you would like to limit the number of redeemable offers, then be sure to add a 'Download limit'.

Once you've added all the information, just click **Submit** and it'll get sent to a Southend BID team member to approve before we publish it to the site.



ADDING YOUR EVENTS

You're also able to add your business events to the website. If you click on the 'My What's On' tab on the left hand side of the screen this page will appear...

Here it'll show any active events that you have already added to the website.

To edit existing events, click on the pencil icon in the right hand column, this will take you into the event details where you will be able to make amendments.

To delete an event, click on the dustbin icon next to the event.

To add a new event, you will need to click on the text 'add your event here' in the first paragraph at the top of the page...



VISITSOUTHEND.CO.UK

LOGOUT MY VIP search site here

Where To Stay What's On Things To Do Shopping Places To Eat Art & Culture Business & Education Visitor Information

DIRECTORIES

- SHOPPING
- EATING & DRINKING
- THINGS TO DO
- PLACES TO STAY

MY PROFILE

MY VIP

MY WHAT'S ON

LOGOUT

MY WHAT'S ON

Below are the events you have submitted. If you would like to submit your own event you can add your event here. This will be sent to our administration team for approval.

If you no longer wish for your event to appear on the site you can click on the trash can icon next to the event below.

Title	Start Date	End Date	Created On		
East 17 - 90's Club Classics Night	30/08/2015	30/08/2015	25/05/2015		
Christmas Entertainment	02/12/2016	24/12/2016	08/05/2015		

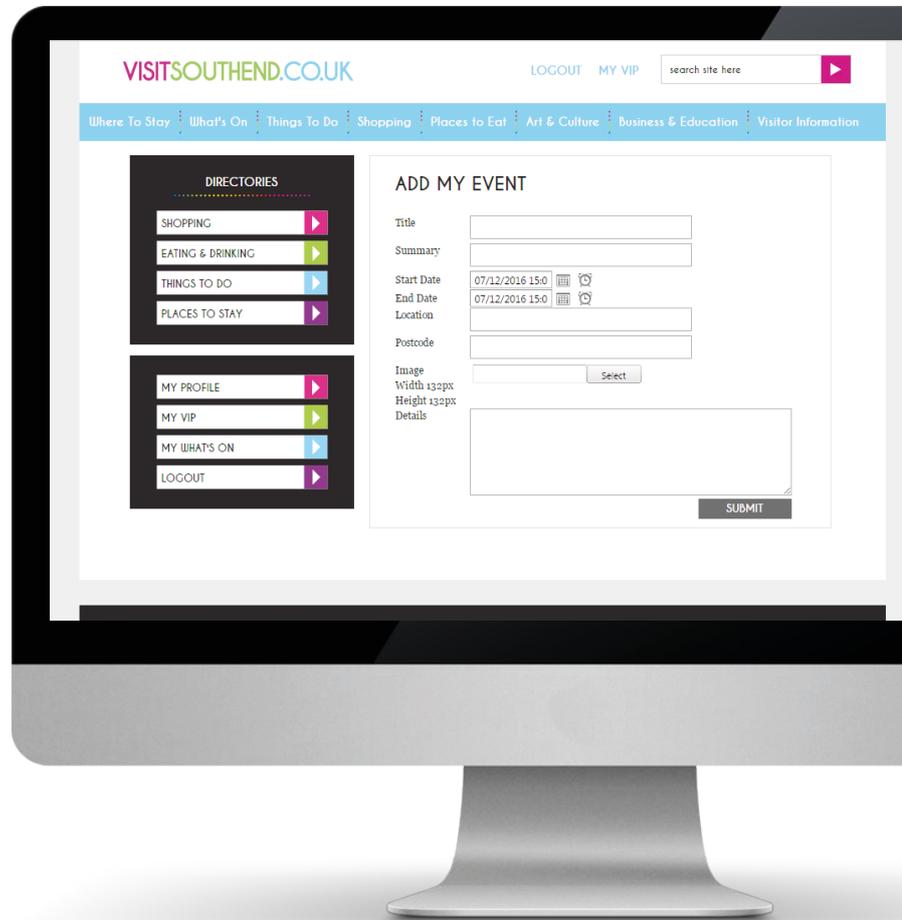
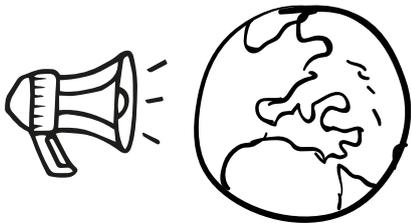
ADDING YOUR EVENTS

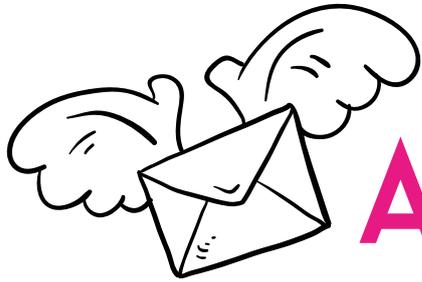
You'll then be greeted with this page.

Here you can add all the details about your event, including title, summary, location and the date and time, as well as details about the event. The more information you can add the better, as detailed information tends to encourage more people to attend.

Try and add a relevant image or logo too, as this will help it to stand out from the other events listed on the site.

Once you've added all the information, just click **Submit** and it'll get sent to a Southend BID team member to approve before we publish it to the site.





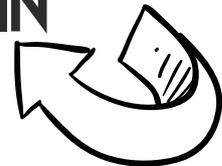
AND THAT'S IT!

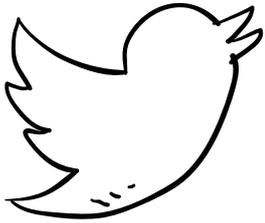
It really is as easy as that to get your business, events and offers promoted to thousands of people every day.

If you need a log in or have forgotten your password, just email hello@southendbid.com and we can get it sorted out for you.

But if you already have a log in, and you know your password then what are you waiting for?!

[VISITSOUTHEND.CO.UK/LOGIN](https://www.southendbid.co.uk/login)



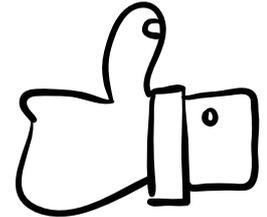


STAY SOCIAL

SOUTHEND BID

Southend BID are here to help support your business.
Follow us on social media for all the latest news and updates.

 /southendbid  @southendbid  Southend BID



VISIT SOUTHEND

With over 30,000 followers across Facebook, Twitter and Instagram,
Visit Southend is a great way to get your message out to the public.
Be sure to follow us and tag us in your posts and we'll share and retweet.

 /visitsouthendonsea  @visitsouthend  @visitsouthend

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