TOURISM SANTA FE

Working with TOURISM Santa Fe

Sign Up

Anyone may sign up for an account in order to add events to the santafe.org calendar.

Any tourism-related business with a business license and a website may sign up to add events to the santafe.org calendar, and to add their business listing, specials, and promotional offers to santafe.org.

To sign up:

- Go to http://www.santafe.org
- Select **Login** From the **Industry** menu at the top of the website
- Click on **Create Account**
- Fill out the form and click **Sign Up**

After signing up, you will receive a confirmation email from *business@santafe.org*; you will need to click the link in the email to complete your account setup. Be sure to add *business@santafe.org* to your white list to make sure you receive communications about your events, listing, specials, and offers.

Sign In

Once your account has been validated, you may sign in.

To sign in:

- Go to http://www.santafe.org
- Select **Login** From the **Industry** menu at the top of the website
- Enter your username and password in their respective fields
- Click **Sign In** to sign into your account

Once you have signed in, you will be taken to your Industry Partner Dashboard.

Managing your Business Listings

Adding a Listing

In order to add a business listing to santafe.org, you must have a valid business license and a website. To add a business listing, click on **ADD A NEW BUSINESS LISTING**.

1. Fill out the first form with your business name, business license, information, the category of your business, and the URL of your website, then click **CONTINUE**
2. Fill out the second form with as much detail as you can. Fields marked with a * are required. When you are ready, click **ADD LISTING** to submit your business listing.

Once you have submitted your listing, it will be reviewed, and if approved, posted to the site the next business day. If it is not approved, you will receive an email explaining why it was not approved, and how to fix your submission.

Hints and Tips

Business Categories

- Choose your primary business category appropriately (i.e. whether it is a Historic Site, a Spa, an Accommodations business, an Art Gallery, etc.).
- Depending on the primary category you choose on the first form, you will be able to select up to three different sub categories on the second form to further target your business listing.
    - *Ex: if you choose Art Gallery as your primary category, you can then choose up to three of the following subcategories: Asian, Antiques, Contemporary, Designer Jewelry, Hispanic, Native American Art, Photography, Private Dealer, Spanish Colonial, and Traditional.*
- Selecting the proper primary category and sub categories is important to help site visitors find your business using search and browsing.

Physical Address

- If you do not have a physical address where customers can visit your business, please click on the check box. This will remove the address info from your listing card.

A Welcoming Business Description

- Describe your business with positive details and strongly encourage people to visit. Engage with your potential visitors by providing four or five lines of text that highlight the key elements which relate your business to your chosen categories. Descriptions which are not appropriate to the categories in which the business is listed will minimize potential referral traffic from santafe.org.

An Enticing Photo

- You must submit a photo with your business listing or it will not be approved.
- Your picture should encourage visitors to come to your place of business.
    - *Ex: if you sell handmade merchandise, use a picture of your most eye-catching pieces.*
- Do NOT use logos or photos of your storefront.

IMPORTANT: All photos should be horizontal and should be at least 300 pixels wide by 200 pixels tall. If you upload a photo that does not meet these dimensions, it will be automatically adjusted and could compromise the quality of your photo. Please try to keep the file names short. After you submit your listing, it is a good idea to review the image when it appears on your Industry Partner Dashboard.

Plot your Address

- Plotting the location of your business on the map is optional, but enables extra functionality for your business listing.

- To plot your location, make sure the address, city, state, and zip are correct in the GEO MAPPING section, and then click **Plot!**

IMPORTANT: Plotting your business location on the map allows santafe.org to automatically include a map to your location in your business listing. Additionally, certain promotional offers may not be available to you on the site unless your business is plotted on the map.

Website Address
- You must have a website in order to have a business listing, as santafe.org automatically links to your website from your business listing.
- Facebook URLs are acceptable as websites.

IMPORTANT: once you have submitted your website, you may not change it. To change your website, please contact the administrator (see Help and Support).

Restaurants and Accommodations ONLY
In addition to the up-to-three subcategory choices you are allowed for your business listing, listings in the Restaurants and Accommodations categories are able to select amenities that fit your business and enhance its appeal. Only check the amenities that apply to your business to increase your exposure.

IMPORTANT: if you have both an accommodation and a restaurant, you are able to submit a listing for each one, as long as they each have a different website.

- Restaurants may choose from amenities like outdoor dining, pet-friendly, group facilities, entertainment, and cocktail lounge.
- Accommodations may choose from amenities like pet-friendly, restaurant, pool, spa, fireplaces, meeting facilities, kitchenettes, and cocktail lounge.

Add Social Media Accounts to Your Listing
To help increase exposure to your business, add your social media accounts to your business listing by including them in the spaces provided on the business listing form.

Update Your Listing Seasonally
Change your business listing picture and description with the season to add impact and relatability.

- *Ex: In winter add a photo of something warm and inviting, like soup or a cozy hotel room with a fireplace.*

Buy Advertising on santafe.org
For information, go to http://santafe.org/advertise/

- Your ad will link directly to your website at a link of your choice
- Click-through numbers will be emailed to you at the beginning of every month
- For further information, contact advertise@santafe.org and download the internet advertising agreement and exhibit at https://www.santafe.org/images/Embed/5/435-Internet_Advertising_Agreement_and_Exhibit1.pdf

Connect with TOURISM Santa Fe on Social Media

- Be our *fan* on **Facebook**: http://www.facebook.com/SantaFeTourism
- *Follow* us on **Pinterest**: http://pinterest.com/cityofsantafe/
- *Follow* us on **Instagram**: http://instagram.com/CityofSantaFe
- *Follow* us on **Twitter**: https://twitter.com/CityofSantaFe/
- *Subscribe* to our **YouTube** channel: http://www.youtube.com/VisitSantaFeNM
- *Read* our **Blog**: http://santafe.org/blog/

Modifying a Listing

Once you have submitted a business listing, you may make changes to it as you desire. To make a change to your business listing, click the **EDIT LISTING** button for the business listing you want to edit. Make your changes, and then click **Modify Listing** to submit your changes for approval.

Once you have submitted your changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

Managing Specials

Each of your listings can have one or more specials. A special offers a discount or something free to visitors for a specified duration of time.

To add a special to your listing:

- Click the **SPECIALS** button on the appropriate business listing
- Click **CREATE A NEW SPECIAL**
- Fill out the form
  - Note that the image requirements are the same as for your business listings, and the same issues about automatic image resizing apply.
- Click **submit your special** to submit your special for approval

To modify an existing special:

- Click the **SPECIALS** button on the appropriate business listing
- Click the **edit this special** link for the desired special
- Make the desired changes
- Click **update your special** to submit your changes

Once you have submitted your specials or changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

IMPORTANT: Specials must be valid for at least 60 days from the time they are submitted to the site

IMPORTANT: Only one special at a time will be displayed on the site. If you have multiple specials, only the special which expires the soonest will be shown. When it expires, it will be automatically deactivated, and the next-soonest-expiring special will take its place.

IMPORTANT: Restaurant and Accommodations business listing may have two specials which will be displayed simultaneously on the site, based on their expiration dates.

Managing Meeting Planner Services

If your business supports services for meeting planners, you may add that information to your business listing.

To add meeting planner services to your business listing:

- Click the **MEETING PLANNER SERVICES** button on the appropriate business listing
- Select the appropriate category and click **CONTINUE**
- Fill in the form and click **CLICK HERE to Submit Your Information Now** to submit your services

To edit your meeting planner services for a business listing:

- Click the **MEETING PLANNER SERVICES** button on the appropriate business listing
- Click **CLICK HERE to update your information**
- Make your changes and click **CLICK HERE to Submit Your Information Now** to submit your changes

Once you have submitted your services or changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

Managing Meeting Rooms

You may add meeting rooms to your business listing. They will be displayed along with the meeting planner services you have entered.

To add meeting rooms to your listing:

- Click the **MEETING ROOMS** button on the appropriate business listing
- Click ADD NEW MEETING ROOM
- Fill out the form and click **CLICK HERE to Submit Your Information Now** to submit your room

To edit existing meeting rooms:

- Click the **MEETING ROOMS** button on the appropriate business listing
- Click **edit** next to the desired room
- Make your changes and click **CLICK HERE to Submit Your Information Now** to submit your changes

To remove existing meeting rooms:

- Click the **MEETING ROOMS** button on the appropriate business listing
- Click **remove** next to the desired room

Once you have submitted your meeting rooms or changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

Managing Promotional Offers

TOURISM Santa Fe runs various promotions on the site. If you have the ability to add an offer to a promotion, you will see the name of the promotion and a special promotional button show up on each of your business listings.

Example:

NEW: 2016 SPRING BREAK PROMOTION

ADD YOUR SPRING BREAK OFFERS (0)

To add a promotional offer to your business listing:

- Click the special promotional button
- Click **ADD A NEW OFFER**
- Fill out the form and click **ADD OFFER** to submit your offer

To edit a promotional offer for a business listing:

- Click the special promotional button
- Click **EDIT** next to the desired promotional offer
- Fill out the form and click **SAVE CHANGES** to submit your changes

Once you have submitted your promotional offers or changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

IMPORTANT: Pay close attention to the image requirements for the offer. If you upload a photo that does not meet the size requirements, it will be automatically adjusted and could compromise the quality of your photo. Once you have submitted an offer, you can preview it by clicking the special promotional button on the desired business listing and then clicking the **PREVIEW** button next to the offer.

Managing Events

Any user with an account may add events to the santafe.org calendar.

To add an event to the calendar:

- Click **MANAGE MY EVENTS**

- Click **ADD A NEW EVENT**
- Fill out the form and click **ADD EVENT** to submit your event

To modify an existing event:

- Click **MANAGE MY EVENTS**
- Click **EDIT** next to the desired event
- Make your changes and click **SAVE CHANGES** to submit your changes

Once you have submitted your events or changes, they will be reviewed, and if approved, posted to the site the next business day. If they are not approved, you will receive an email explaining why they were not approved, and how to fix your submission.

Editing your Account Profile

You can update your account information, including name, contact information, subscriptions, and password.

To update your account:

- Click **EDIT MY ACCOUNT PROFILE**
- Make your changes and click **UPDATE PROFILE** to submit your changes

IMPORTANT: User profile changes take place immediately and do not need to be approved.

Adding Report Recipients

Signing up for an account on santafe.org allows you to sign up for the various newsletters which TOURISM Santa Fe sends. If you would like other people in your organization to receive these newsletters as well, you may sign them up or unsubscribe them.

To sign someone up to receive newsletters:

- Click **ADD REPORT RECIPIENTS**
- Fill out the form
- Select Subscribe from the drop down list
- Click **Go**

To unsubscribe someone from receiving newsletters:

- Click **ADD REPORT RECIPIENTS**
- Fill out the form
- Select Unsubscribe from the drop down list
- Click **Go**

Help and Support

For help with any of these functions, or for any questions, contact: business@santafe.org.