



Working with TOURISM Santa Fe

Any *tourism-related* business with City of Santa Fe business license and a website may sign up for a free account to add a Business Listing, Event(s), Special Offers, and Meeting Planner Services to santafe.org.

Adding Events: Anyone can sign up for an account and submit events to the calendar. You do not need a Business Listing or Santa Fe Business License to submit events to the calendar.

To get started, you must first **Sign Up** for an account. After completing the account setup, **Sign In** to your Business Partner Dashboard and follow the appropriate instructions for each section.

1) Sign Up

To sign up for an account:

- Go to <http://www.santafe.org>
- Hover over the word **Industry** at the top of the homepage menu at select **Login**
- Click **New to santafe.org? 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 confirmation email to complete your account setup.**

2) Sign In

Once you have completed your account setup, you may sign in:

- Go to <https://santafe.org/>
- Hover over the word **Industry** at the top of the homepage menu at select **Login**
- Enter your username and password
- Click **Sign In** to sign into your account
- Once you have signed in, you will be taken to your **Business Partner Dashboard**

A. Add and Manage Events

Add an Event(s) to the Event Calendar

In order to add an event to the santafe.org Event Calendar, you must first follow the instructions to **Sign Up** and **Sign In** to an account. Any user with an account may add events to the santafe.org calendar. To add an event to the calendar:

1. Sign in to your account
2. Once signed in, you will be taken to your Business Partner Dashboard

3. Click **MANAGE MY EVENTS**
4. Click **ADD A NEW EVENT**
5. Fill out the form and click **ADD EVENT** to submit your event

Modify an Existing Event

1. Click **MANAGE MY EVENTS**
2. Click **EDIT** next to the event you would like to edit
3. Make the 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.

B. Add and Manage your Business Listing

Add a Business Listing

In order to add a Business Listing to santafe.org, you must have a valid Santa Fe business license and a website. To add a Business Listing:

1. Sign in to your account
2. Once signed in, you will be taken to your Business Partner Dashboard
3. Click **ADD A NEW BUSINESS LISTING**
4. Fill out the first form with your business name, Santa Fe business license number and expiration date, the category of your business, and the URL of your website, then click **CONTINUE**
5. Fill out the second form. Fields marked with * are required. When you are ready, click **ADD LISTING** to submit your Business Listing

Once you have submitted your Business 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

For helpful tips in creating a Business Listing, see **Section G, Tips for Creating Your Business Listing.*

Modify an Existing Business Listing

Once you have submitted a Business Listing and it has been validated, you may modify it. To make a change to your Business Listing:

- 1) Click **EDIT LISTING** on the appropriate Business Listing
- 2) Make the changes and 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.

C. Add and Manage Specials

Once you have an approved Business Listing, you may add special offers for each of your Business Listings. The Special must contain a discount or something free to visitors for a specified duration of time. Approved Specials will appear on the [Deals & Specials page](#) on santafe.org.

By adding a Special, your business will also have the opportunity to be featured in our monthly *Deals and Specials* Newsletter.

Add Special(s) to your Business Listing

1. Sign in to your account
2. Once signed in, you will be taken to your Business Partner Dashboard.
3. Click **SPECIALS** on the appropriate Business Listing
4. Click **ADD NEW SPECIAL**
5. Fill out the form and click **ADD SPECIAL** to submit your special for approval

Modify an Existing Special

1. Click **SPECIALS** on the appropriate business listing
2. Click **EDIT THIS SPECIAL** (or **DELETE** if you would like to delete the Special)
3. Make the changes and click **SAVE CHANGES** to submit your changes for approval

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.

Tips for Adding and Managing Specials

- The maximum time a Special can be valid is one year from the start date.
- We recommend your Special last more than 60 days. Specials that last fewer than 60 days will not be considered for inclusion in the monthly *Deals and Specials* newsletter.
- The Specials page shows only one Special at a time and is selected out of all your active Specials. If you have entered multiple Specials, the soonest expiring active Special will be shown on the [Main Specials page](#) regardless of the category you have selected (see exception below).
- *Exception:* If your Business Listings is in the *Restaurant* or *Accommodations* categories, you may have up to two Specials displayed at time on the Main Specials page and two Specials displayed on the individual Category page.

D. Add and Manage Program Offers (e.g. Kids Free Spring Break)

TOURISM Santa Fe promotes seasonal, citywide programs on landing pages on santafe.org (e.g. *Kids Free Spring Break, Santa Fe Artists in Residence*). To participate in the program(s) and have a presence on the landing page, you must submit your offers from the Business Partner Dashboard.

Add Program Offers to your Business Listing

Note: Most programs are seasonal and you may not see the buttons referenced below if the program is not currently running.

- 1) Sign in to your account
- 2) Once signed in, you will be taken to your Business Partner Dashboard
- 3) Click the button* that corresponds with the Program name
- 4) Before completing the form, please read the instructions
- 5) Fill out the form and click **ADD OFFER** to submit your offer for approval



**Example of Kids Free Spring Break Program button*

Modify a Program Offer

- 1) Click the button that corresponds with the Program name
- 2) Click **EDIT** next to the desired program offering
- 3) Make the changes and click **SUBMIT** to submit your changes

Once you have submitted your program 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.

E. Add and Manage Meeting Planner Services

If your business supports services for meeting planners (e.g. group lodging, meeting space, catering, a unique venue, destination management, decorating services), you may add that information to your Business Listing.

Add Meeting Planner Services to your Business Listing

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **MEETING PLANNER SERVICES** on the appropriate Business Listing
- Select the appropriate category and click **CONTINUE**
- Fill in the form and select **CLICK HERE to Submit Your Information Now**

Modify Meeting Planner Services

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **MEETING PLANNER SERVICES** on the appropriate Business Listing
- Select **CLICK HERE to update your information**
- Make your changes and select **CLICK HERE to Submit Your Information Now**

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.

F. Manage Meeting Rooms

You may add Meeting Rooms to your Business Listing. They will be displayed along with the meeting planner services you have entered.

Add Meeting Rooms to your Business Listing

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **MEETING PLANNER SERVICES** on the appropriate Business Listing
- Click **ADD NEW ROOM**
- Fill out the form and select **CLICK HERE to Submit Your Information Now** to submit your room

Modify Meeting Rooms

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **MEETING PLANNER SERVICES** on the appropriate business listing
- Click **EDIT** next to the desired room (or **REMOVE** if would like to remove the room)
- Make your changes and select **CLICK HERE to Submit Your Information Now** to submit your changes

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.

G. Tips for Creating Your Business Listing

1) Santa Fe Business License

- You must have a Santa Fe Business License before adding a Business Listing on santafe.org.
- Information on applying for a Business License may be found here - https://www.santafenm.gov/doing_business_with_the_city.

2) Business Categories

- Choose your primary business category appropriately (i.e. whether it is a Restaurant, Spa, Accommodations, Gallery or Studio, etc.). In the business category section, you will be able to view a complete list of categories and subcategories.
- Depending on the primary category you choose, you will be able to select up to three different subcategories to further target your Business Listing.
 - *Ex: if you choose 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 subcategories is important to help site visitors find your business using search and browsing.

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 Business 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.

3) Business Website

- 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 URL, you may not change it. To change your website URL, contact us at business@santafe.org.

4) Business Photo

- You must submit a photo with your Business Listing or it will not be approved.
- Logos, images that include a logo, or images with text will not be approved. It should not look like an ad.
- Do not use photos of your storefront.
- Your photo should encourage visitors to come to your place of business.
 - *Ex: if you sell handmade merchandise, use a picture of your merchandise or people shopping at your store.*

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.

5) 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.

6) Physical Address

- Enter the complete address of the physical location of the business.
- If you do not have a physical location, check the box that says, *No, my business does not have a physical location*. This will remove the address info from your listing card.
- If wayfinding instructions are necessary, include them in the Business Description.

7) Add Social Media Accounts to Your Business 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.

8) Map Your Location / Geo Mapping

- Plotting the location of your business is optional, but doing so allows santafe.org to automatically include a map to your location in your Business Listing.
- To plot your location, be sure the address, city, state, and zip are filled out in the GEO MAPPING section, and then click **Plot!**
- Only Business Listings which have plotted their location on the map can be selected as a location for events. If you cannot find your location on the *Add Event* form, make sure that you have plotted your location on the map.

9) 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.*

H. Advertise on santafe.org

TOURISM Santa Fe offers businesses several advertising opportunities. For more information, visit <http://santafe.org/advertise>.

- **Header Banner Ads**

- Large, colorful Banner Ads on santafe.org that click directly to your website and have very high click-through responses
- **Santa Fe Gift Guide**
 - Feature spot in a special e-newsletter sent to more than 60,000 subscribers
- **TOURISM Santa Fe E-Newsletter Advertising**
 - In line banner ads in *Santa Fe Happenings* and *Santa Fe Deals & Specials* e-newsletters

I. Manage your Account Profile & Report Recipients

You can manage the user information associated with your account on santafe.org. Updates to your Account Profile should be made in the event there are personnel changes at your business (i.e. the person who manages the account is no longer with the business).

Update your account

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **EDIT MY ACCOUNT PROFILE**
- Make your changes and click **UPDATE PROFILE** to submit your changes
- Be sure to subscribe to our e-newsletter to stay up to date with

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

Add Report Recipients

Signing up for an account on santafe.org allows you to sign up to receive the TOURISM Santa Fe Marketing and Sales Reports. If you would like other people in your organization to receive these reports as well, you may sign them up or unsubscribe them.

To add someone to the distribution list:

- Sign in to your account
- Once signed in, you will be taken to your Business Partner Dashboard
- Click **ADD REPORT RECIPIENTS**
- Fill out the form
- Select Subscribe from the drop down list
- Click **Go**

To unsubscribe someone from the distribution list:

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

Help and Support

If you need any assistance, contact us at business@santafe.org.