

# How to create a Content Offer in the Content Library?

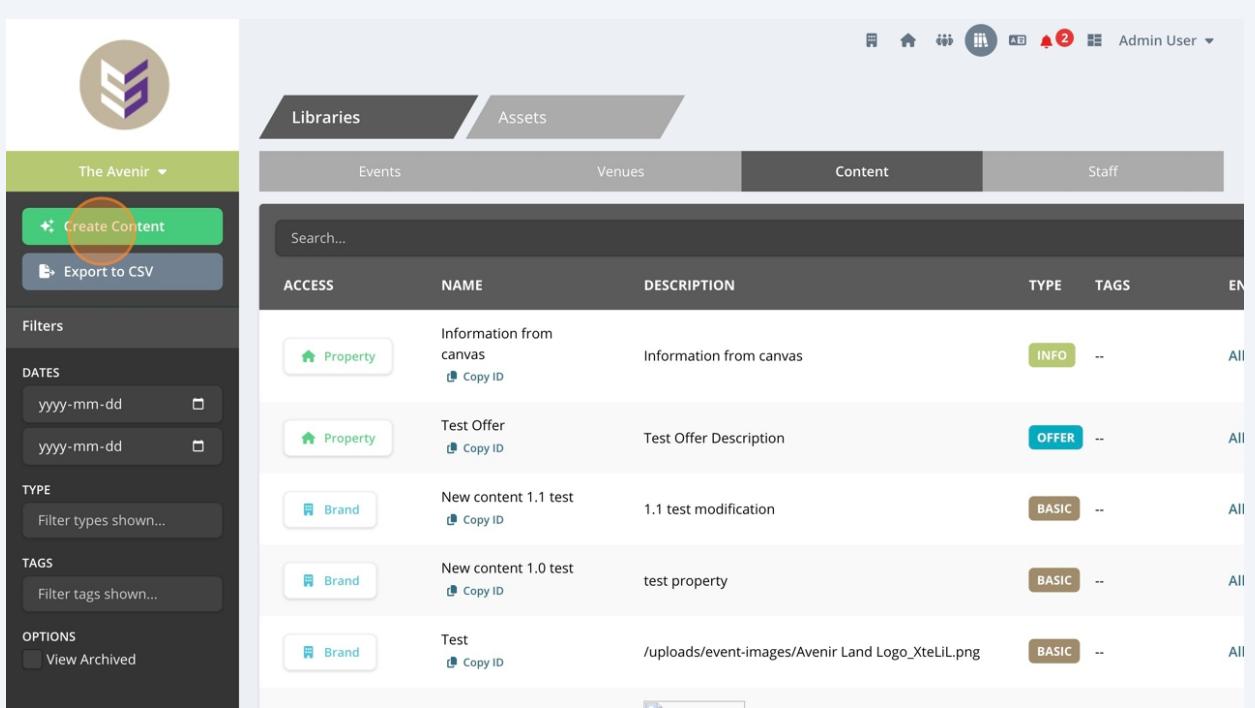


This guide is also available as a video. Click the link below to watch:

[scribehow.com/embed-preview/How\\_to\\_create\\_a\\_Con...](https://scribehow.com/embed-preview/How_to_create_a_Con...)

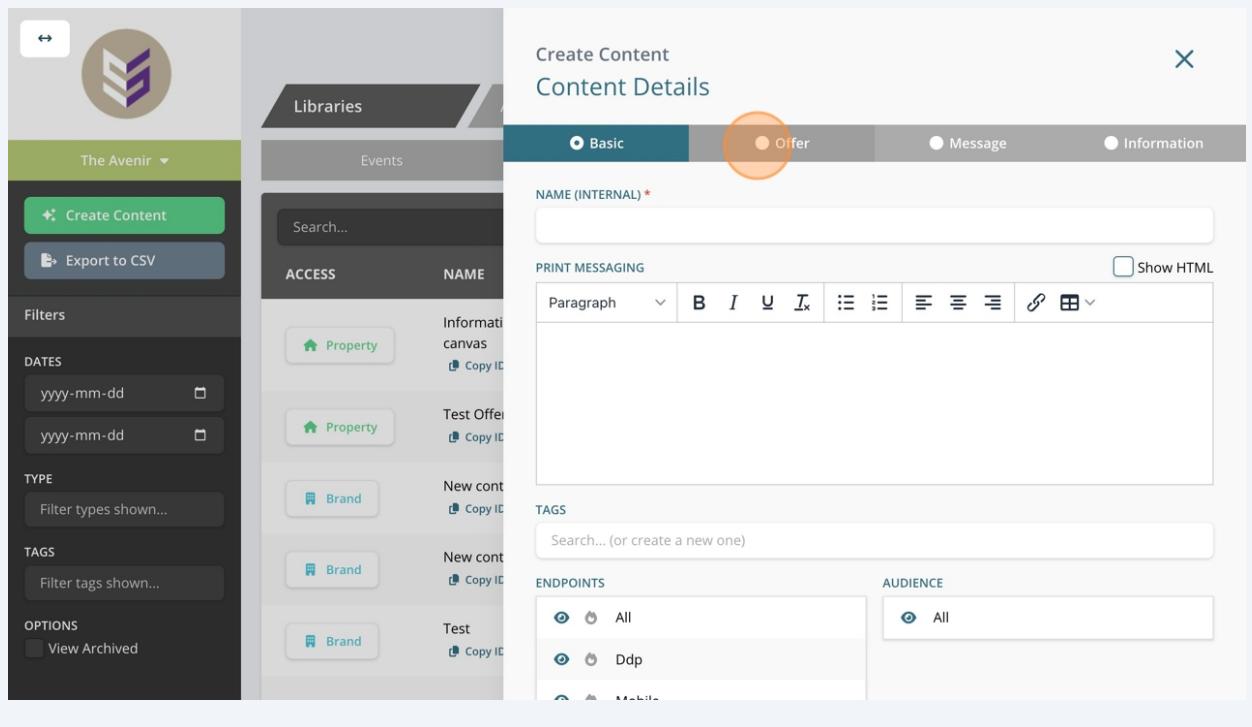
**This guide provides step-by-step instructions for creating a content offer in the Content Library, specifically aimed at promoting offers around your property or on your ship. By following these clear directions, users can effectively attract customers to their promotions, enhancing visibility and potential revenue.**

- 1 Click "Create Content" to create new content.

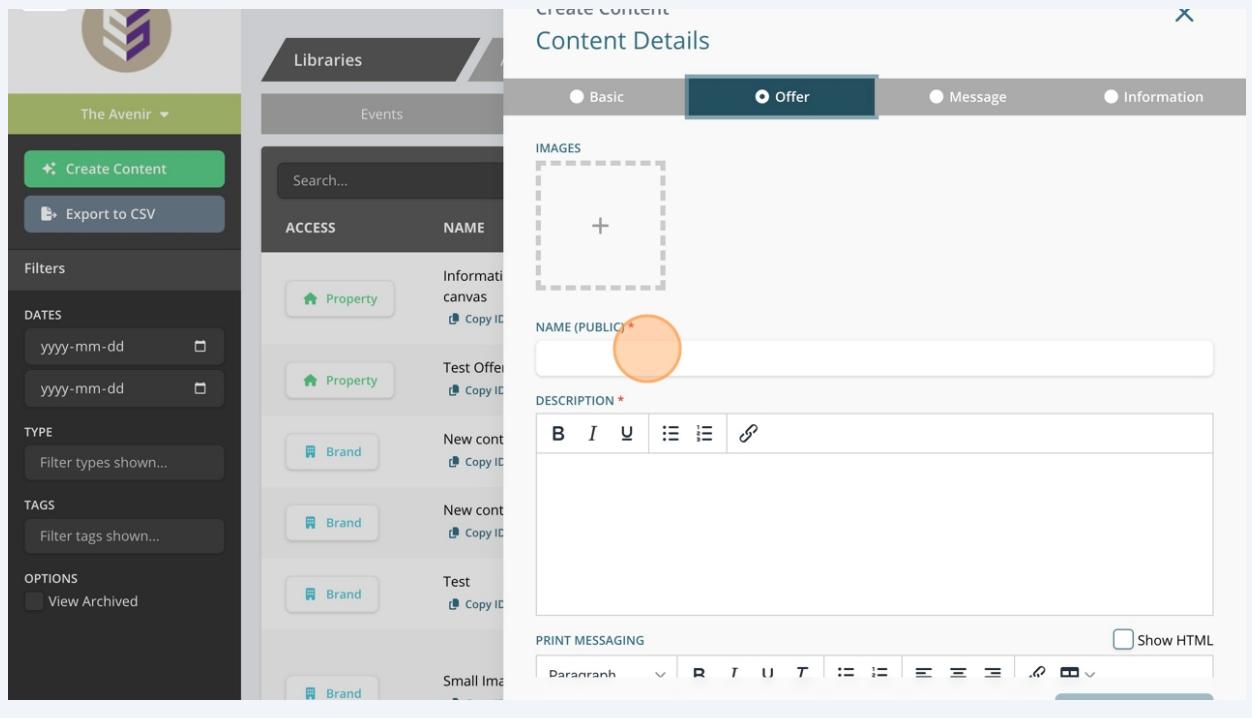


The screenshot shows the Scribe Content Library interface. On the left, there is a sidebar with a logo, the property name "The Avenir", and several filters: Dates (two date pickers), Type (button to "Filter types shown..."), Tags (button to "Filter tags shown..."), and Options (button to "View Archived"). In the center, there are tabs for "Libraries" and "Assets", with "Assets" selected. Below the tabs, there are sub-tabs: "Events", "Venues", "Content" (which is highlighted in blue), and "Staff". A search bar is present. The main area displays a table of content items with columns: ACCESS, NAME, DESCRIPTION, TYPE, TAGS, and EN. The first item is "Information from canvas" (INFO, All). The second item is "Test Offer" (OFFER, All). The third item is "New content 1.1 test" (BASIC, All). The fourth item is "New content 1.0 test" (BASIC, All). The fifth item is "Test" (BASIC, All). Each item has a "Copy ID" button next to its description.

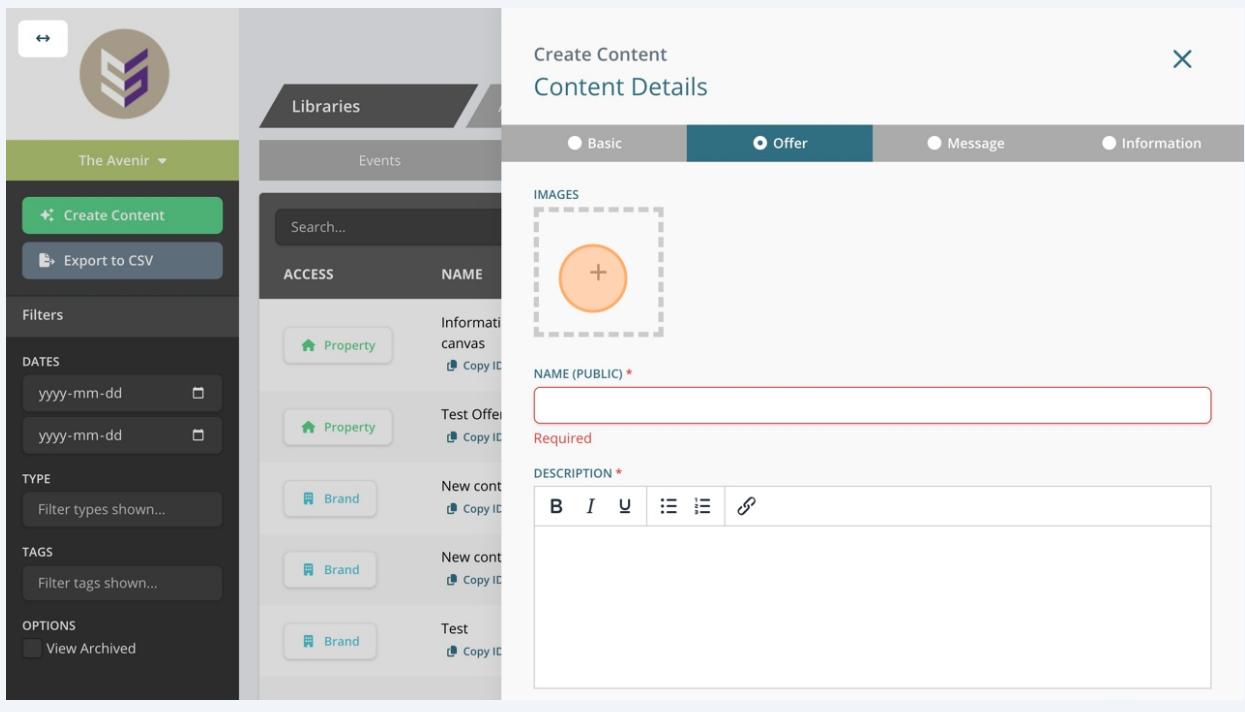
2 Click the "Offer" tab to create an offer.



3 Fill out the "Name" section for the offer title and the "Description" section to provide more details about the offer.



4 To add an image to the offer, click on the + sign inside the box.



 Tip! Adding an image is optional.

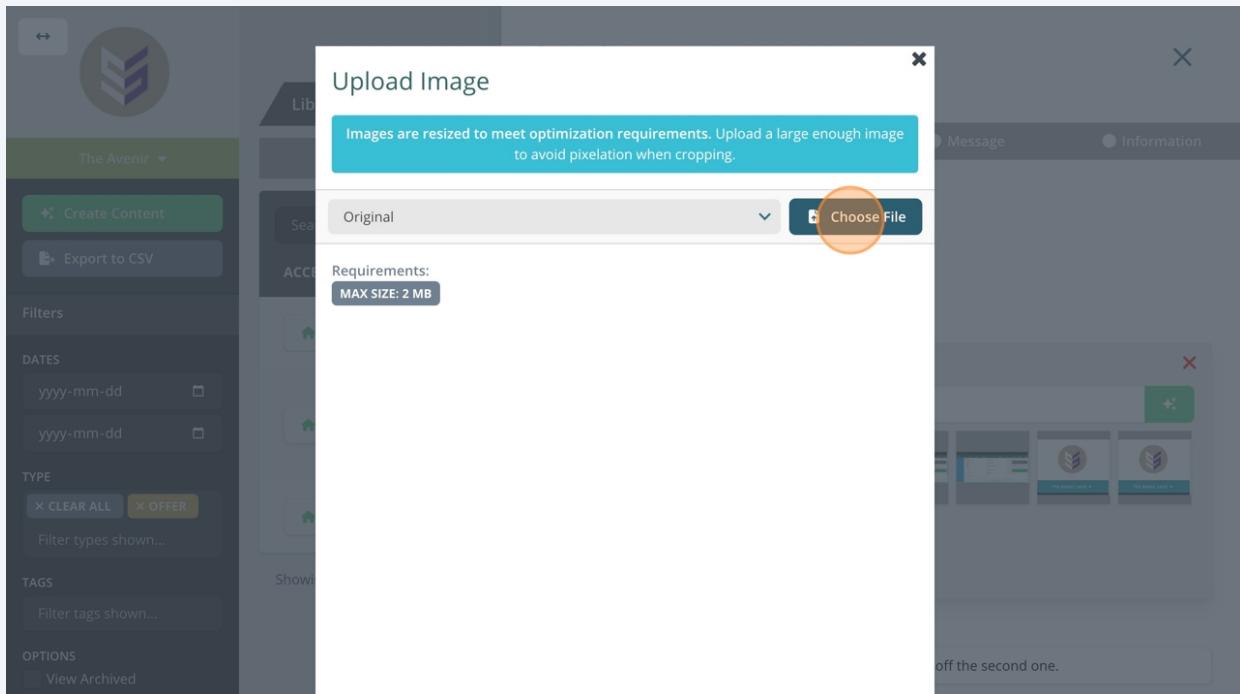
5 Use the search tab to search for an image by name (that is already in the Asset Library) or select one directly from the thumbnail preview.

The screenshot shows the 'Content Details' page for an 'Offer' type. The 'IMAGES' section has a dashed box around it. Inside, there is a search bar labeled 'IMAGE LIBRARY' with the placeholder 'Search...'. Below the search bar is a grid of image thumbnails. One specific thumbnail, which appears to be a green flag with a white 'X' on it, is highlighted with an orange circle. The page also includes fields for 'NAME (PUBLIC)' and 'DESCRIPTION'.

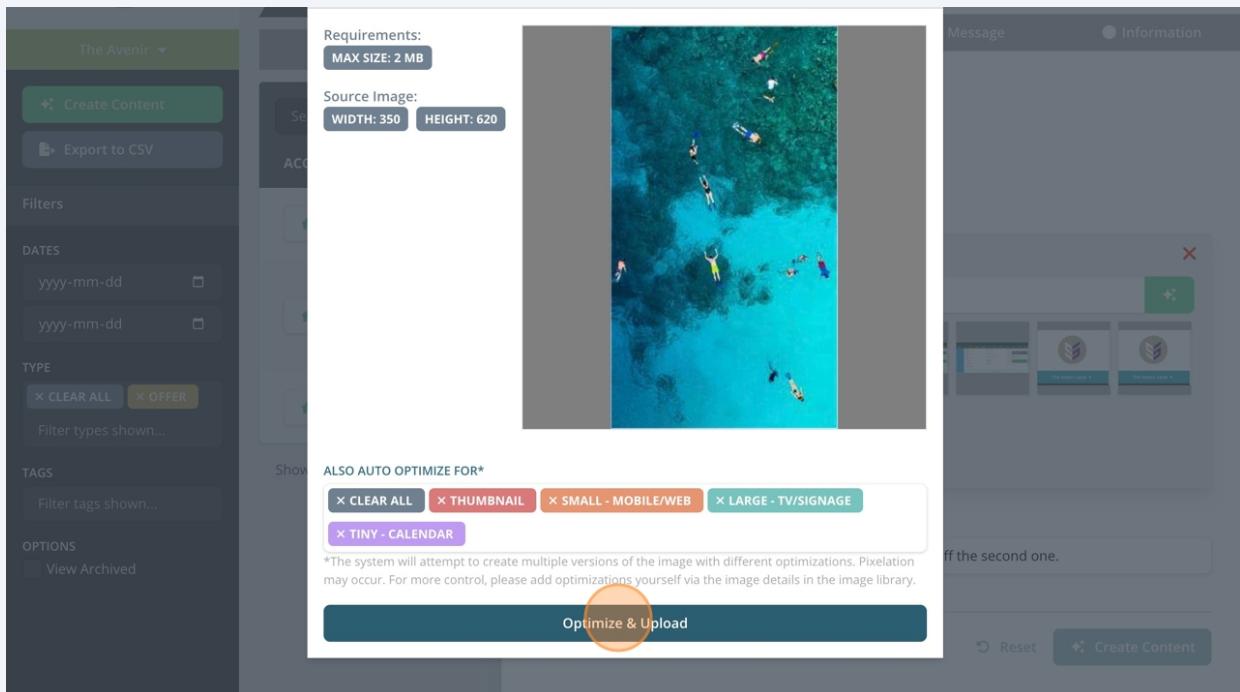
6 Click this button to add a new image.

The screenshot shows the 'Content Details' page for an 'Offer' type. The 'IMAGES' section has a dashed box around it. Below the search bar in the 'IMAGE LIBRARY' section, there is a green button with a white plus sign and the word 'Add'. This button is highlighted with an orange circle. The page also includes fields for 'NAME (PUBLIC)' and 'DESCRIPTION'.

7 Click "Choose File" to add an image from your files.



8 Click "Optimize & Upload" once you uploaded the image.



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In the Endpoints Section, select any endpoint that you would like to hide from guest view using the eye icon. You can choose to make an event "trending" by clicking on the flame icon.

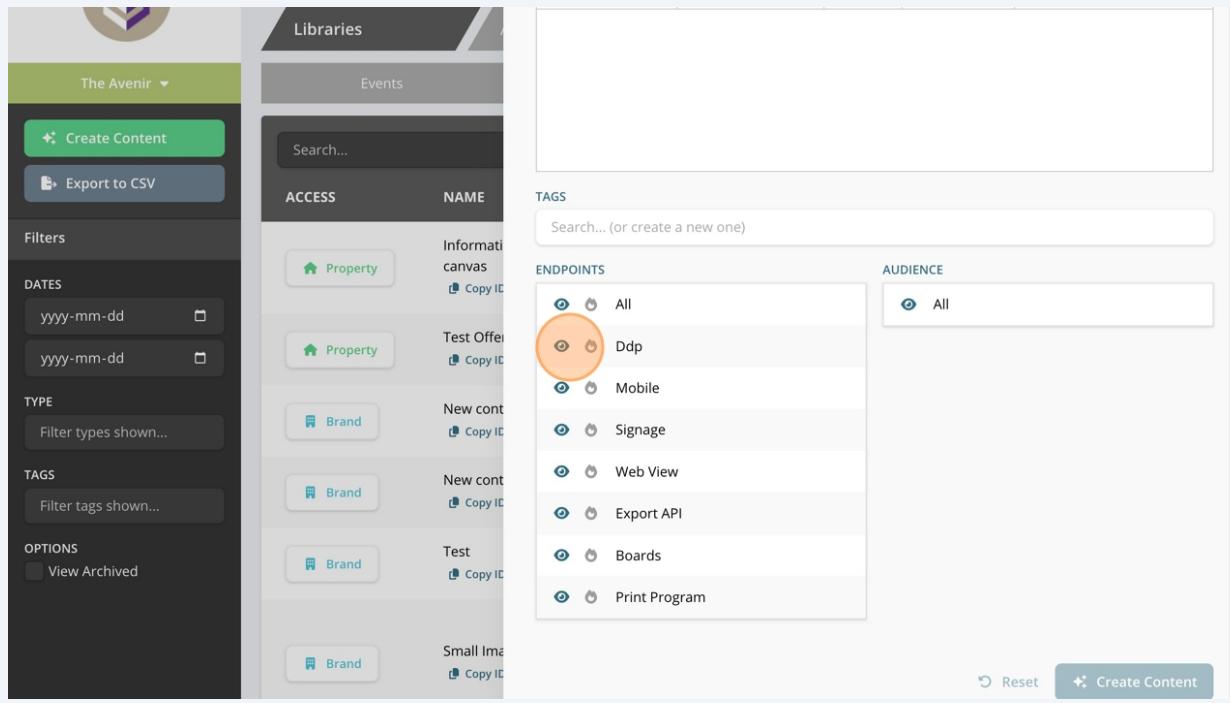
DDP = Digital Daily Program

Mobile = GO Mobile

Signage = TV Screens Digital Signage

Web View = Client Website View

Print Program = Daily Printed Program



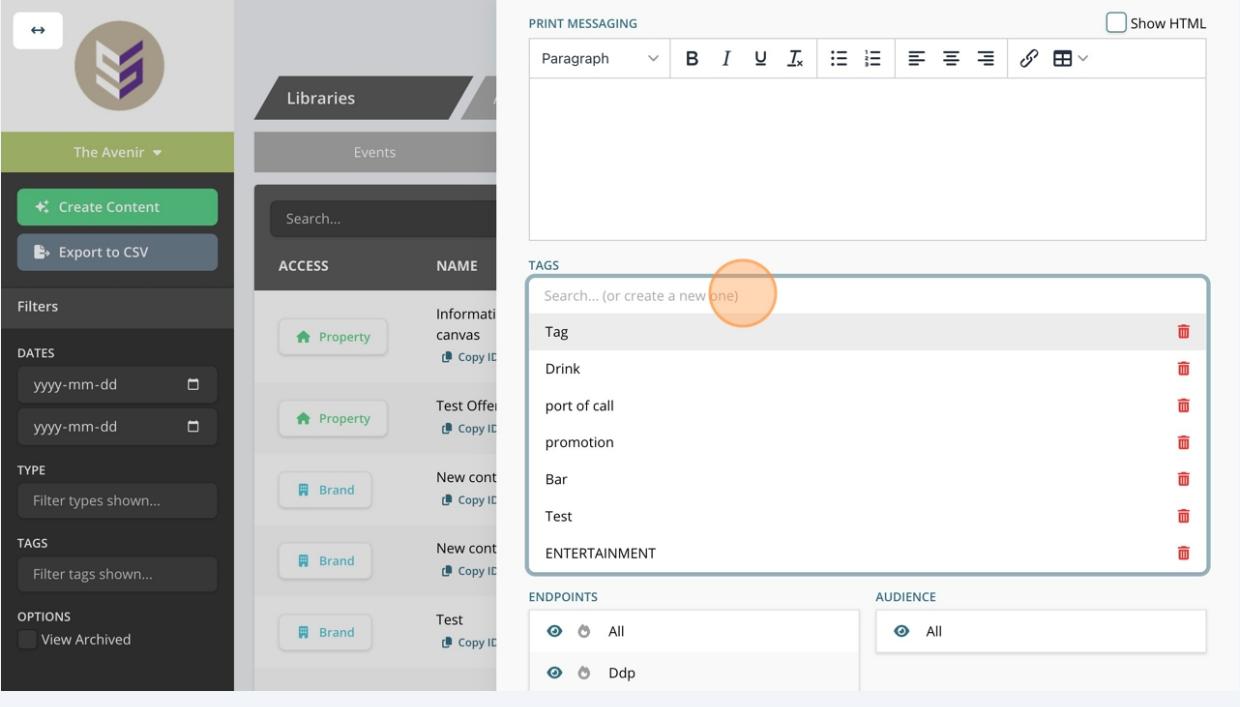
The screenshot shows the GO Content Management System interface. On the left, there's a sidebar with 'Create Content' and 'Export to CSV' buttons, and sections for 'Filters', 'DATES', 'TYPE', 'TAGS', and 'OPTIONS'. The main area is titled 'Libraries' and shows 'Events'. Below that is a search bar and a table with columns 'ACCESS' and 'NAME'. The table lists various content items like 'Information canvas', 'Test Offer', 'New cont', 'New cont', 'Test', and 'Small Image'. To the right of the table are sections for 'TAGS' (with a search bar), 'ENDPOINTS' (with a list including 'All', 'Ddp', 'Mobile', 'Signage', 'Web View', 'Export API', 'Boards', and 'Print Program', where 'Ddp' is circled in orange), and 'AUDIENCE' (with a 'All' button). At the bottom are 'Reset' and 'Create Content' buttons.



Reminder! Endpoints vary by client and how your GO environment is configured.

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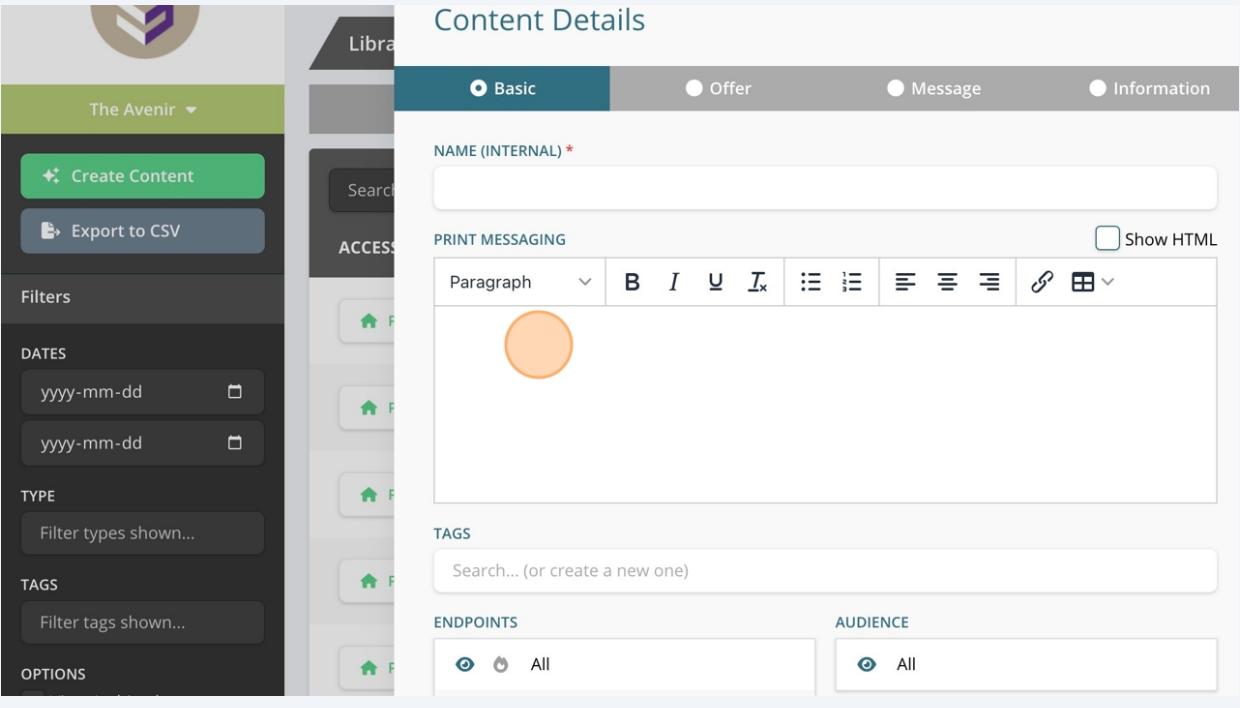
Add tags to differentiate the offers to a particular department or type of information. If the option is not available, please type the new one you would like to add.



The screenshot shows the 'Print Messaging' section of a software interface. At the top, there is a toolbar with 'Paragraph' and various styling icons (B, I, U, Ix, etc.). Below the toolbar is a large empty text area. To the right of the text area is a 'Show HTML' checkbox. Below the text area is a 'TAGS' section with a search bar labeled 'Search... (or create a new one)'. A list of tags is shown, each with a trash icon to its right. The tags listed are: Tag, Drink, port of call, promotion, Bar, Test, and ENTERTAINMENT. At the bottom of the section are 'ENDPOINTS' and 'AUDIENCE' filters, both currently set to 'All'.

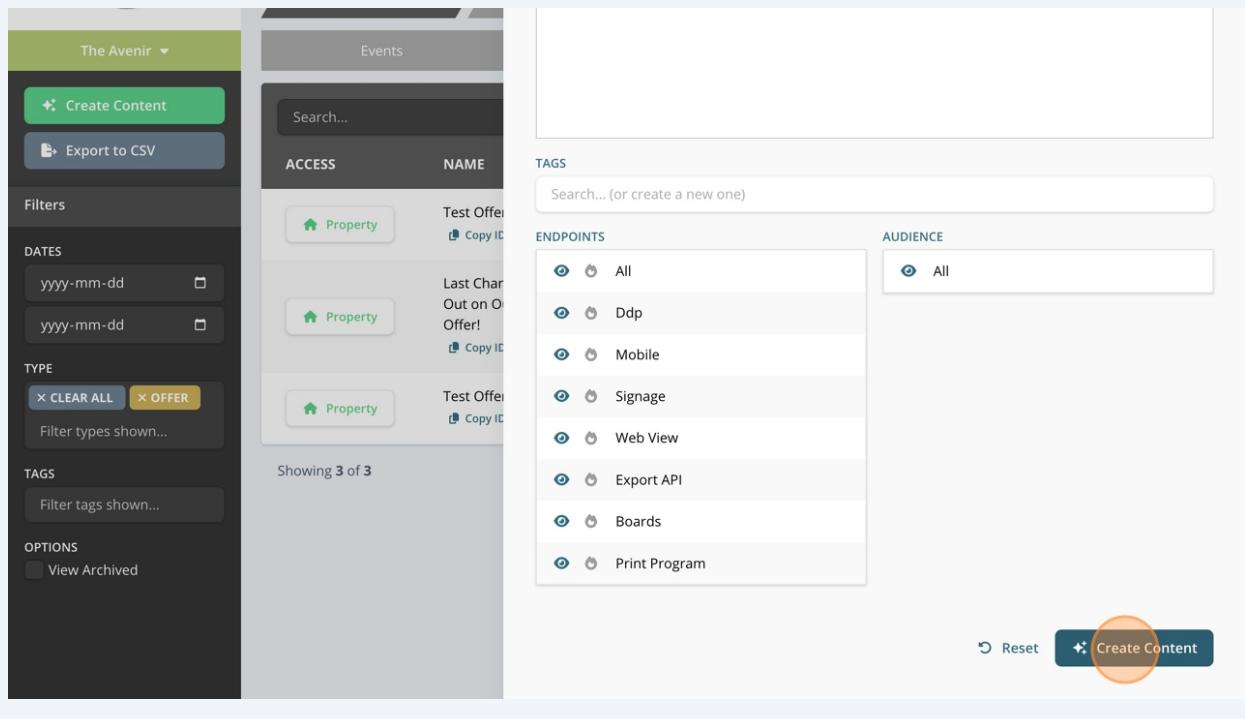
11

If you'd like the Content Offer to display in the print program you have to create the offer in the Print Messaging section as well. You will need to include the name of the offer and the description and then apply the applicable styling and formatting (as you would with Basic content) as how it is formatted here is how it will appear in the print program.



The screenshot shows the 'Content Details' section of a software interface. At the top, there is a navigation bar with tabs: 'Basic' (selected), 'Offer', 'Message', and 'Information'. Below the tabs is a 'NAME (INTERNAL)\*' input field. To the right of the input field is a 'Show HTML' checkbox. Below the input field is a 'PRINT MESSAGING' section with a toolbar and an empty text area. A trash icon is overlaid on the empty text area. Below the text area is a 'TAGS' section with a search bar labeled 'Search... (or create a new one)'. At the bottom of the section are 'ENDPOINTS' and 'AUDIENCE' filters, both currently set to 'All'.

12 Click "Create Content" when you are ready to finalize.



The screenshot shows the 'Events' section of a software interface. On the left, there is a sidebar with 'The Avenir' dropdown, 'Create Content' (highlighted with an orange circle), 'Export to CSV', 'Filters', 'DATES' (two date fields), 'TYPE' (CLEAR ALL, OFFER selected), 'TAGS' (Filter tags shown...), and 'OPTIONS' (View Archived). The main area has a 'Search...' bar and a table with columns 'ACCESS' and 'NAME'. The table contains three rows: 'Test Offer' (Property), 'Last Char' (Property), and 'Test Offer' (Property). To the right are sections for 'TAGS' (Search... or create a new one), 'ENDPOINTS' (All, Ddp, Mobile, Signage, Web View, Export API, Boards, Print Program), and 'AUDIENCE' (All). At the bottom right are 'Reset' and 'Create Content' buttons, with 'Create Content' also highlighted with an orange circle.