

# How to create and schedule a Content Offer in the Canvas and the Feed Editor?

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

[scribehow.com/embed-preview/How to create and s...](https://scribehow.com/embed-preview/How%20to%20create%20and%20s...)

This guide provides a step-by-step process for creating a Content Offer in the Canvas and the Feed Editor. By following this guide, you'll streamline content delivery and improve engagement with your target audience, all while utilizing various digital platforms effectively.

1 Click on the "Home" icon.

The screenshot displays the Scribe application interface. On the left is a sidebar with a logo, a date selector (2025-08-21), a 'Load Days' button, and a 'Manage' section with an 'Edit Itineraries' button. The top navigation bar includes a 'Home' icon (highlighted with an orange circle), a user profile icon, a notification bell with a '2' badge, and the text 'Admin User'. Below the navigation bar are three tabs: 'Itinerary' (active), 'Templates', and 'Settings'. The main content area is a table with columns: SAILING, DATE, DAY, LOCATION, ARRIVAL, DEPARTURE, TEMPLATES, and MARKERS. The table is divided into two sections: 'COZUMEL 30' (orange background) and 'RIVIERA MAYA 30' (blue background). The 'COZUMEL 30' section contains 8 rows of data, and the 'RIVIERA MAYA 30' section contains 2 rows. Each row includes a date, day, location, arrival and departure times, template options (E, VD, C, P), and a 'No markers' button.

SAILING	DATE	DAY	LOCATION	ARRIVAL	DEPARTURE	TEMPLATES	MARKERS
COZUMEL 30	8/11/2025	1	Miami	--	04:00pm	— E — VD — C — P	No markers
	8/12/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/13/2025	3	Isla de Roatan	12:00pm	06:00pm	— E — VD — C — P	No markers
	8/14/2025	4	Costa Maya	08:00am	06:00pm	— E — VD — C — P	No markers
	8/15/2025	5	Cozumel	07:00am	06:00pm	— E — VD — C — P	No markers
	8/16/2025	6	At Sea	--	--	— E — VD — C — P	No markers
	8/17/2025	7	At Sea	--	--	— E — VD — C — P	No markers
	8/18/2025	8	Miami	07:00am	--	— E — VD — C — P	No markers
RIVIERA MAYA 30	8/18/2025	1	Miami	--	05:00pm	— E — VD — C — P	No markers
	8/19/2025	2	At Sea	--	--	— E — VD — C — P	No markers

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Click here to open the Canvas (Daily Calendar) for the specific day you would like to create the offer on.

The Avenir ▾	DATE	DAY	LOCATION	ARRIVAL	DEPARTURE	TEMPLATES	MARKERS
2025-08-21	8/15/2025	5	Cozumel	07:00am	06:00pm	— E — VD — C — P	No markers
← Load Days →	8/16/2025	6	At Sea	--	--	— E — VD — C — P	No markers
Manage	8/17/2025	7	At Sea	--	--	— E — VD — C — P	No markers
Edit Itineraries	8/18/2025	8	Miami	07:00am	--	— E — VD — C — P	No markers
	8/18/2025	1	Miami	--	05:00pm	— E — VD — C — P	No markers
	8/19/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/20/2025	3	Cozumel	08:00am	04:00pm	🔍 E 🔍 VD 🔍 C 🔍 P	No markers
	8/21/2025	4	Miami	07:00am	--	— E — VD — C — P	No markers
	8/21/2025	1	Miami	--	04:00pm	— E — VD — C — P	No markers
	8/22/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/23/2025	3	Isla de Roatan	12:00pm	06:00pm	— E — VD — C — P	No markers
	8/24/2025	4	Costa Maya	08:00am	06:00pm	— E — VD — C — P	No markers

3

Click this button.

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#### 4 Click "Content"

The screenshot shows the software interface for 'The Avenir' on 8/20/2025 at the 'Cozumel' location. The main panel displays a calendar for 'RIVIERA MAYA 30 (Day 3)' with a time slot from 10:00 AM to 4:15 PM. The left sidebar contains navigation options like 'Add Event', 'Export Schedule', and 'View Staff Report'. The right sidebar, titled 'DAILY SCHEDULE', has three tabs: 'Events', 'Venues', and 'Content'. The 'Content' tab is currently selected, showing a list of events including 'Quiet the Mind Yoga', 'Monopoly Tournament', 'Exotic Mimosa Bar', 'FIT Bootcamp', 'Basketball', and 'Dodge Ball'. A red circle highlights the 'Content' tab.

#### 5 Click the "+" icon to add/create a Content Offer.

This screenshot shows the same software interface as the previous one, but with the 'Content' tab selected in the 'DAILY SCHEDULE' panel. The 'Content' tab now displays a list of content offers, including 'info qa card' and 'This is a message!!'. A red circle highlights the '+' icon in the top left corner of the 'Content' tab, indicating where to click to add a new content offer.

## 6

9/3/2025PUBLISHEDLOCATION: Costa Maya

Admin User

Add Content

1. Select Content

Offer

Message

Information

NAME (PUBLIC) \*

DESCRIPTION

TAGS

Search... (or create a new one)

AUDIENCE

All

Create a New Content

Use an Existing Content

Use the form located in the left column to filter existing contents. The list will be further filtered as you input information into each field within the form.

☐ Test Offer

☐ Test Offer 2

☐ Last Chance! Buy one snorkelling excursion and receive the second one at half price.

☐ Test Content Offer

☐ Offer content 1.0

☐ Offer content 2.0

## 7

The Avenir

←

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→

+ Add Event

📄 Export Schedule

👤 View Staff Report

⌵ Collapse Actions

Event Filters

Venue Filters

Search...

All Hotel

All Bar

All Dining

All Revenue

All Entertainment

✓ All Recreation

✓ Reception, Tour Desk

✓ Butler Suites

Azul Restaurant

🍷

Add Content

1. Select Content

● Offer

● Message

● Information

IMAGES

+

NAME (PUBLIC) \*

DESCRIPTION \*

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PRINT MESSAGING

Paragraph

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Create a New Content

Complete the new content details by using the form in the left column. Once finished, click the button below to create and select this content.

Create & Select New Content

● Use an Existing Content

## 8 Fill in the Name and Description fields.

All other fields are optional, but here you can add an image, call to actions, tags, and define the guest-channels.

9/3/2025 PUBLISHED LOCATION: Costa Maya

**Offer** Message Information

**IMAGES**

NAME (PUBLIC) \*

Happy Hour

DESCRIPTION \*

**B I U** [List Icons] [Link Icon]

Come and join us for Happy Hour!

PRINT MESSAGING [Show HTML]

Paragraph [Rich Text Icons]

**Create a New Content**

Complete the new content details by using the form in the left column. Once finished, click the button below to create and select this content.

**Create & Select New Content**

## 9 Click "Create & Select New Content" when done.

9/3/2025 PUBLISHED LOCATION: Costa Maya

**Offer** Message Information

PRINT MESSAGING [Show HTML]

Paragraph [Rich Text Icons]

**TAGS**

Search... (or create a new one)

**CALL TO ACTIONS**

+ Add Call to Action

**ENDPOINTS**

All Ddp Mobile Signage Web View

**AUDIENCE**

All

**Create a New Content**

Complete the new content details by using the form in the left column. Once finished, click the button below to create and select this content.

**Create & Select New Content**

## 10 Click "Next: Enter Content Details"

Happy Hour

[Duplicate this Content](#)

### Content Details

☒ Offer ☐ Message ☐ Information

IMAGES

NAME (PUBLIC) \*

Happy Hour

DESCRIPTION \*

**B** *I* U

- 

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[Link](#)

Come and join us for Happy Hour!

PRINT MESSAGING

Content Selected: Happy Hour

Typeahead Filter Mode: Any

**Next: Enter Content Details**

Use the form located in the left column to filter existing contents. The list will be further filtered as you input information into each field within the form.

☒ Happy Hour

Content

7:45 PM

8:00 PM

## 11 In this section, you can:

- **Schedule visibility:** Set when the offer becomes visible to guests by entering a start and end time.
- **Associate a venue:** Choose the relevant venue from the dropdown list.
- **Add a Call to Action:** Include a link and label to guide guests.
- **Select channels:** Use the Endpoints section to decide where the information will appear on guest-facing channels.

When done, click “Finish: Create Content.”

The screenshot shows a web application interface for creating content. On the left is a sidebar with navigation options like 'Add Event', 'Export Schedule', and 'View Staff Report'. The main area is titled 'Add Content' and '2. Enter Day Details'. It is divided into two tabs: 'Instance Information' (active) and 'Merged Variables'. Under 'Instance Information', there are fields for 'START TIME' (06:00 AM) and 'END TIME' (05:59 AM), a 'VENUE' dropdown menu (currently showing 'Reception, Tour Desk'), and a 'CALL TO ACTIONS' section. The 'CALL TO ACTIONS' section includes a checkbox for 'Default to Library', a 'LINK\*' field (containing 'https://docs.sparkgo.co/'), a 'LABEL' field (containing 'Click Here'), and a 'NEW TAB' checkbox. Below this is a note about ensuring links start with http:// or https://. At the bottom, there are 'ENDPOINTS' and 'AUDIENCE' sections, both with a 'Default to Library' checkbox and a list of options (All, Ddp).



Tip! If you'd like to create a Content Offer from the Feed Editor follow the below instructions.



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To create a Content Offer in the Feed Editor, navigate to the Feed Editor and click the red icon highlighted below.

The screenshot shows the Feed Editor interface for 'the AVENIR'. The top navigation bar includes the date '8/18/2025', location 'Miami', and various icons. The main content area displays a grid of items, including 'The Spa' and 'THE Entertainment'. A red icon is highlighted in the top right corner of the main area. The right sidebar shows a list of widgets: EVENT RUNDOWN, VENUE RUNDOWN, MEAL PERIODS RUNDOWN, and CURRENT DATE WIDGET.

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Click the "+" icon and then follow steps 6 through 11 from above.

The screenshot shows the Feed Editor interface with the 'DAILY SCHEDULE' modal open. The modal has tabs for 'Events', 'Venues', and 'Content'. The 'Content' tab is selected, and a red '+' icon is highlighted in the top left corner of the modal. The main area shows a schedule for '06:00am' with a 'MESSAGE' button and 'Inclimate Weather' text. The right sidebar shows the same list of widgets as in the previous screenshot.