

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%20to%20create%20a%20Con...)

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 displays the Scribe Content Library interface. On the left sidebar, the 'Create Content' button is highlighted with an orange circle. The main area shows a table of content items with columns for Access, Name, Description, Type, Tags, and EN. The table lists several items, including 'Information from canvas', 'Test Offer', 'New content 1.1 test', 'New content 1.0 test', and 'Test'.

ACCESS	NAME	DESCRIPTION	TYPE	TAGS	EN
Property	Information from canvas Copy ID	Information from canvas	INFO	--	All
Property	Test Offer Copy ID	Test Offer Description	OFFER	--	All
Brand	New content 1.1 test Copy ID	1.1 test modification	BASIC	--	All
Brand	New content 1.0 test Copy ID	test property	BASIC	--	All
Brand	Test Copy ID	/uploads/event-images/Avenir Land Logo_XteLiL.png	BASIC	--	All

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


The screenshot shows the 'Create Content' dialog with the 'Offer' tab selected. The left sidebar contains filters for dates, type, tags, and options. The main content area is divided into sections: 'NAME (INTERNAL)*', 'PRINT MESSAGING' (with a 'Show HTML' checkbox), 'TAGS', 'ENDPOINTS', and 'AUDIENCE'. The 'Offer' tab is highlighted with an orange circle.

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

The screenshot shows the 'Create Content' dialog with the 'Offer' tab selected. The 'NAME (PUBLIC)*' field is highlighted with an orange circle. The 'DESCRIPTION' field is also visible. The left sidebar contains filters for dates, type, tags, and options. The main content area is divided into sections: 'IMAGES', 'NAME (PUBLIC)*', 'DESCRIPTION', 'PRINT MESSAGING' (with a 'Show HTML' checkbox), and 'TAGS'.

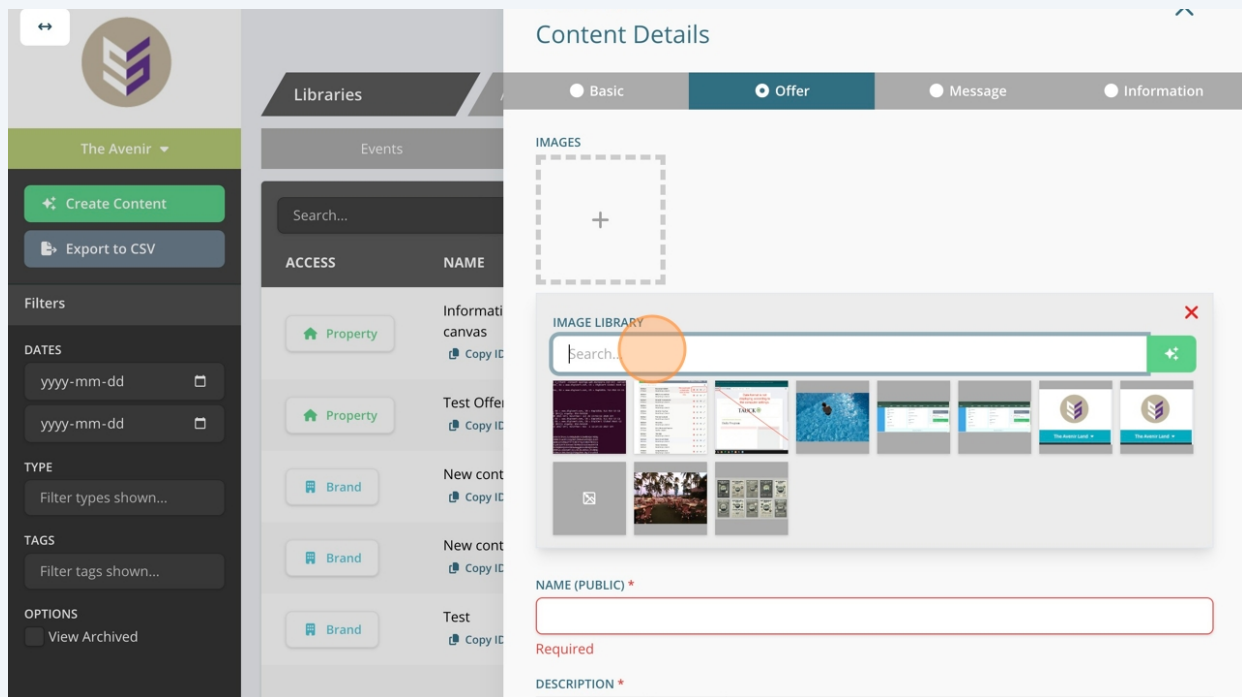
4 To add an image to the offer, click on the + sign inside the box.

The screenshot shows a web application interface. On the left is a sidebar with a logo, a 'Create Content' button, an 'Export to CSV' button, and filter sections for DATES, TYPE, TAGS, and OPTIONS. The main area is divided into a central panel and a right-hand modal. The central panel has a 'Libraries' section with a search bar and a table with columns 'ACCESS' and 'NAME'. The right-hand modal is titled 'Create Content' and 'Content Details'. It has tabs for 'Basic', 'Offer', 'Message', and 'Information', with 'Offer' selected. The 'Offer' tab contains an 'IMAGES' section with a dashed box containing a plus sign. Below this is a 'NAME (PUBLIC) *' field with a red border and a 'Required' label. Below that is a 'DESCRIPTION *' field with a rich text editor toolbar (B, I, U, list, link) and a large text area.

 Tip! Adding an image is optional.

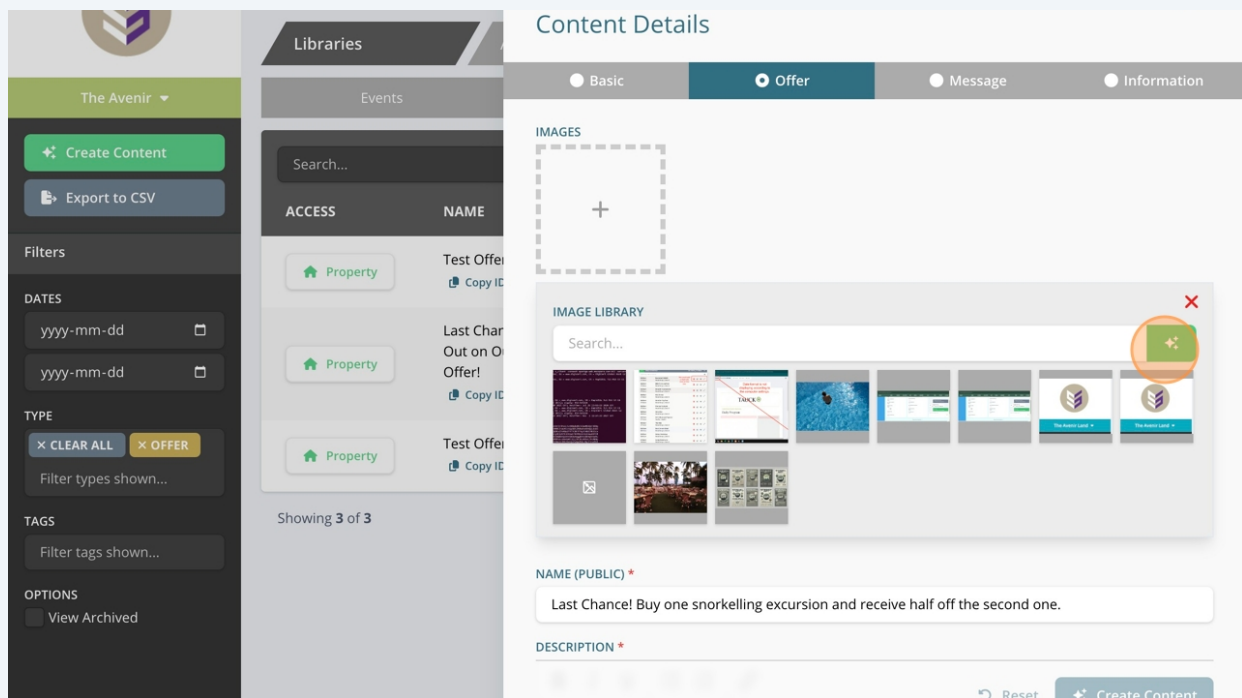
5

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.

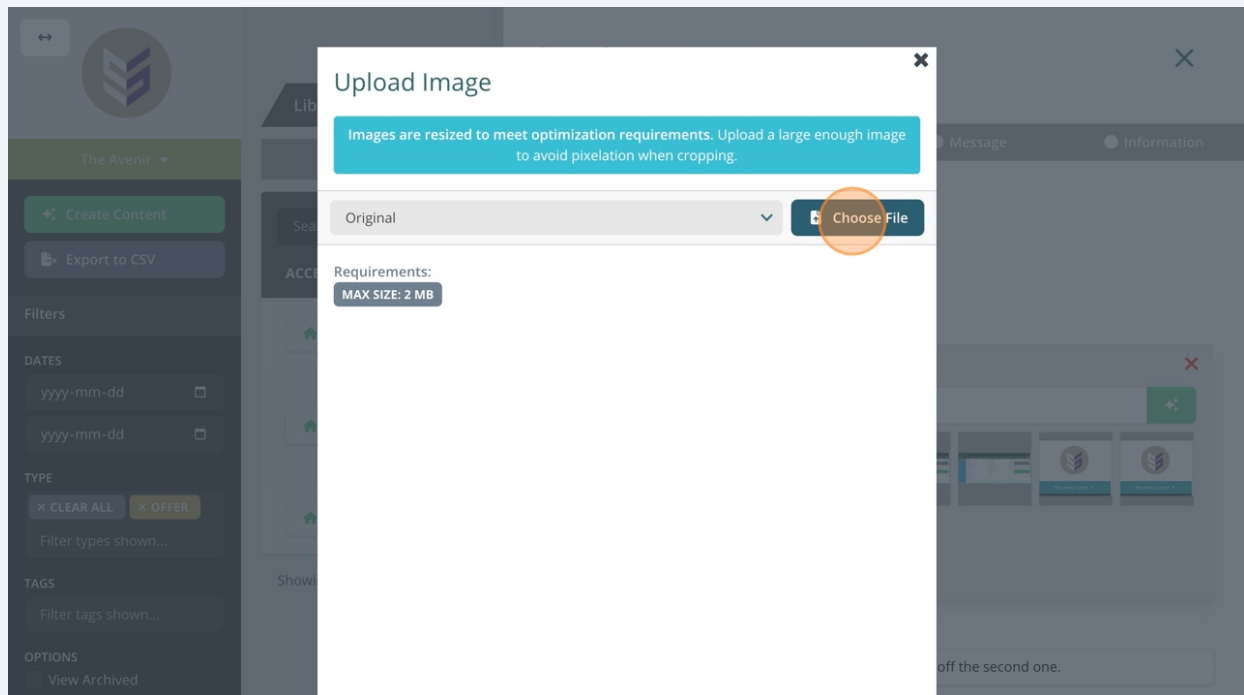


6

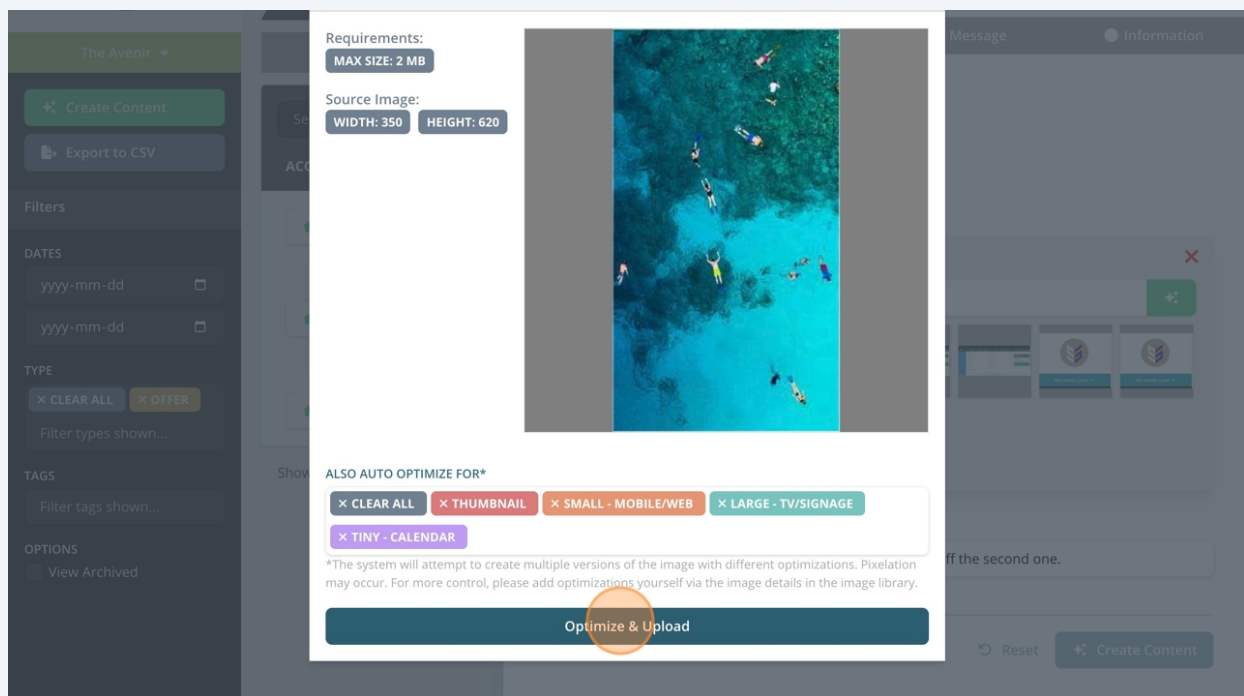
Click this button to add a new image.



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



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



9

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.

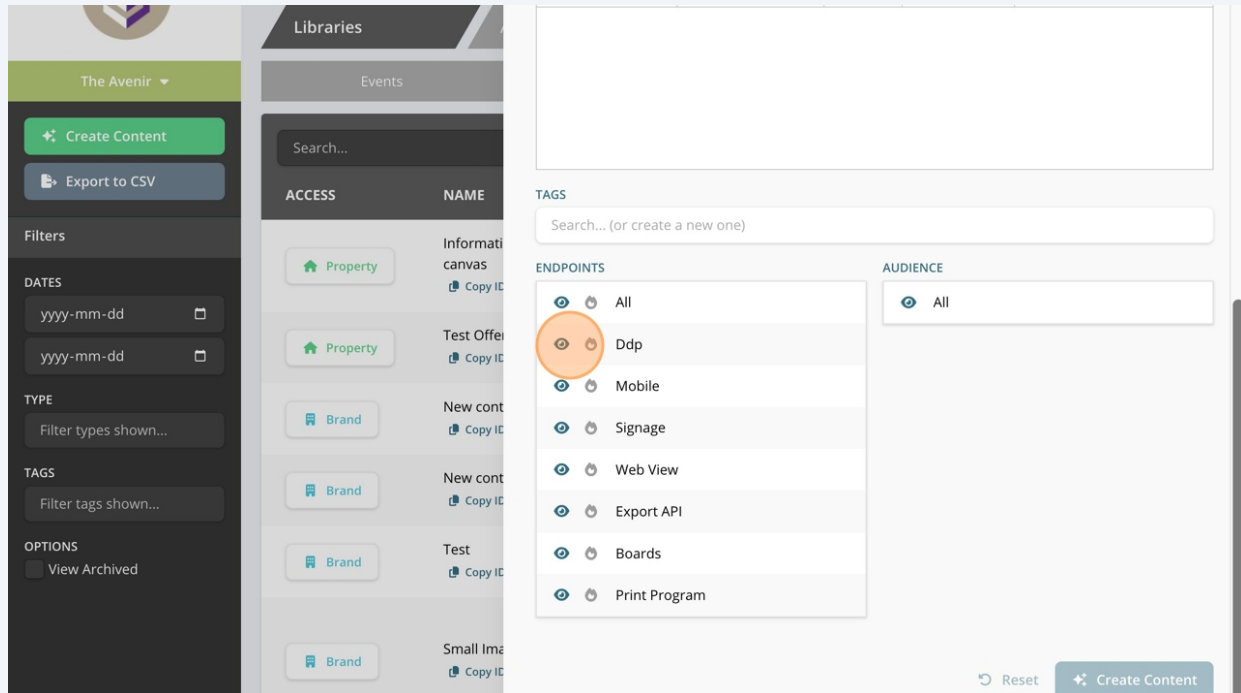
DDP = Digital Daily Program

Mobile = GO Mobile

Signage = TV Screens Digital Signage

Web View = Client Website View

Print Program = Daily Printed Program



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

10

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 a content management system interface. On the left is a sidebar with filters for DATES, TYPE, TAGS, and OPTIONS. The main area displays a table of content items. A modal window titled 'PRINT MESSAGING' is open, showing a rich text editor. Below the editor is a 'TAGS' section with a search bar (highlighted by an orange circle) and a list of tags: Tag, Drink, port of call, promotion, Bar, Test, and ENTERTAINMENT. Each tag has a red trash icon. The 'PRINT MESSAGING' section also includes a 'Show HTML' checkbox and a list of endpoints (All, Ddp) and an audience (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' form. The 'Basic' tab is selected. The form includes a 'NAME (INTERNAL)*' field, a 'PRINT MESSAGING' section with a rich text editor, a 'TAGS' section with a search bar (highlighted by an orange circle), and 'ENDPOINTS' and 'AUDIENCE' sections. The 'PRINT MESSAGING' section also includes a 'Show HTML' checkbox and a list of endpoints (All, Ddp) and an audience (All).

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

