

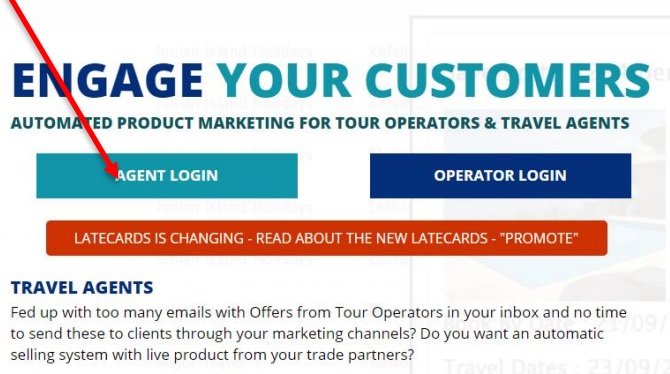


Agent User Guide

Logging In

URL: www.latecards.co.uk

- Click on 'Agent Login'



- Enter your Username & Password

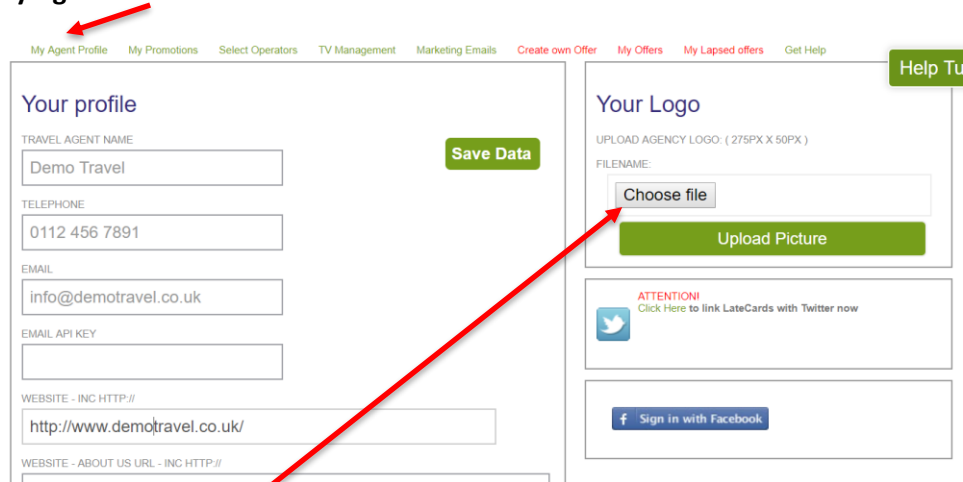
First Time You Login

You will see the following options on your menu bar.



Checking/ Updating your Profile Information

Click on 'My Agent Profile'



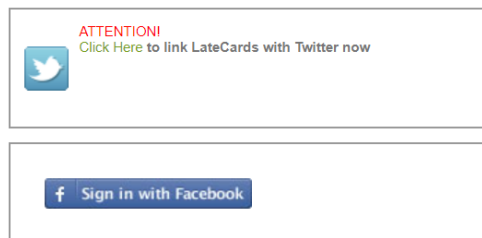
The screenshot shows a web interface for an agent's profile. At the top, a navigation bar contains links: 'My Agent Profile', 'My Promotions', 'Select Operators', 'TV Management', 'Marketing Emails', 'Create own Offer', 'My Offers', 'My Lapsed offers', and 'Get Help'. A green 'Help Tu' button is on the far right. The main content area is divided into two columns. The left column, titled 'Your profile', contains form fields for 'TRAVEL AGENT NAME' (filled with 'Demo Travel'), 'TELEPHONE' (filled with '0112 456 7891'), 'EMAIL' (filled with 'info@demotravel.co.uk'), 'EMAIL API KEY' (empty), 'WEBSITE - INC HTTP://', and 'WEBSITE - ABOUT US URL - INC HTTP://'. A green 'Save Data' button is positioned to the right of the first three fields. The right column, titled 'Your Logo', contains an 'UPLOAD AGENCY LOGO: (275PX X 50PX)' section with a 'FILENAME:' label, a 'Choose file' button, and a green 'Upload Picture' button. Below this is an 'ATTENTION!' box with a Twitter icon and the text 'Click Here to link LateCards with Twitter now'. At the bottom of the right column is a blue 'Sign in with Facebook' button. Two red arrows are overlaid on the image: one points from the text 'Click on 'My Agent Profile'' to the 'My Agent Profile' link in the navigation bar, and the other points from the text 'Your logo should already be loaded however this can be added or updated at any time by selecting 'Choose File'' to the 'Choose file' button.

Check the fields display the correct information. If you need to update them, ensure you select '**Save Data**'.

Your logo should already be loaded however this can be added or updated at any time by selecting '**Choose File**'.

Connecting to Social Media

You will need to link up your social media accounts by clicking on the relevant link.

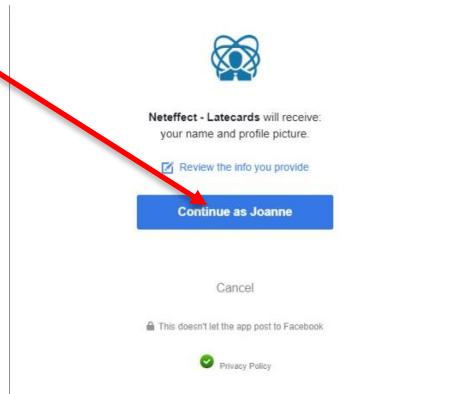


The screenshot shows two separate boxes for social media connection. The top box contains a Twitter icon, the text 'ATTENTION!', and a green link 'Click Here to link LateCards with Twitter now'. The bottom box contains a Facebook icon and a blue button labeled 'Sign in with Facebook'.

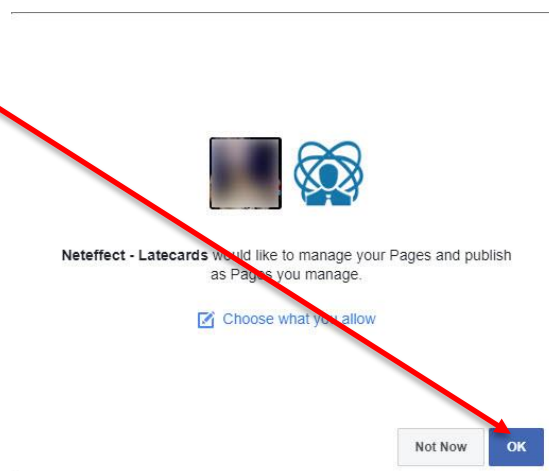
Facebook

As business accounts are linked to personal accounts, your personal account details will show first. Follow the steps below:

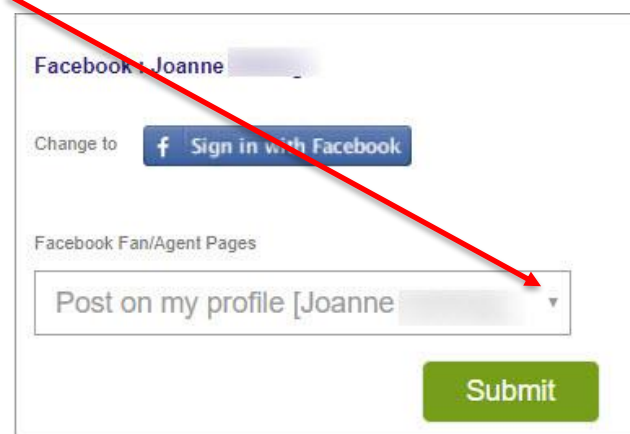
Select **'Continue as xxxxx'**



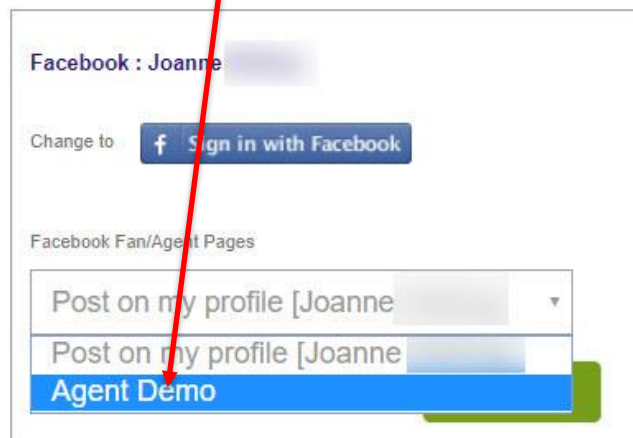
Click **'OK'**




Click on the drop-down arrow next to the profile name to show list of profiles



Select the profile with your branch/ agency name



Facebook : Joanne [profile picture]

Change to  Sign in with Facebook

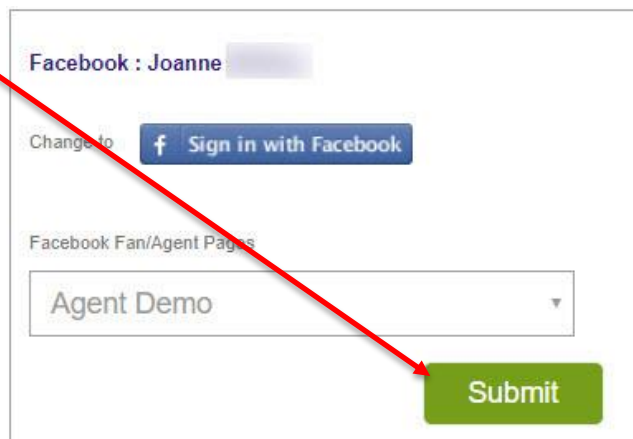
Facebook Fan/Agent Pages

Post on my profile [Joanne [profile picture]]


Post on my profile [Joanne [profile picture]]

Agent Demo

Click 'Submit'



Facebook : Joanne [profile picture]

Change to  Sign in with Facebook

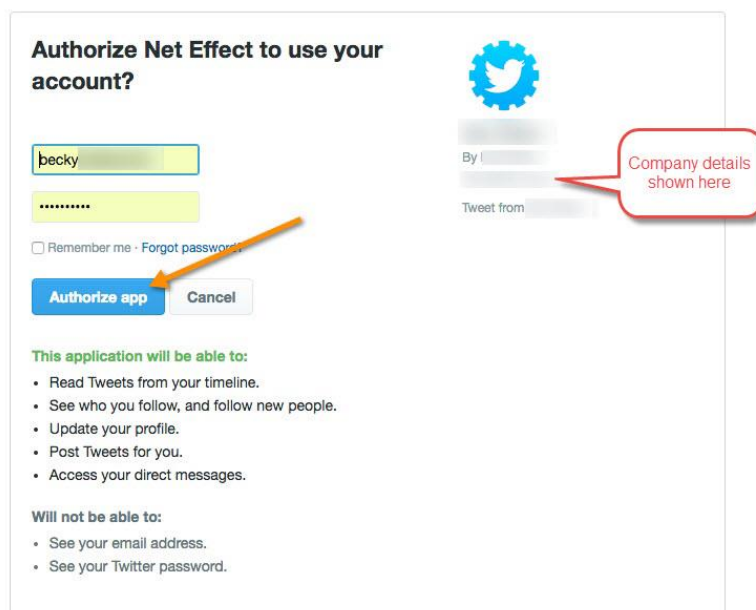
Facebook Fan/Agent Pages

Agent Demo

Submit

Twitter

Check you company details show the press 'Authorise app'



Authorize Net Effect to use your account?

becky

.....

☐ Remember me · [Forgot password](#)

Authorize app Cancel

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.

Will not be able to:

- See your email address.
- See your Twitter password.

By [redacted]

Tweet from [redacted]

Company details shown here

Choosing your Suppliers

This option allows you to select operators that you wish to receive promotions from. You have complete freedom over which operators you choose to work with.

If you are a member of a Consortia then you will automatically receive unique Consortia offers that may be loaded by Head Office as these are fed through automatically and not via this tab.

Click on **'Select Operators'**

My Agent Profile My Promotions **Select Operators** TV Management Marketing Emails Create own Offer My Offers My Lapsed offers Get Help

Please selected Operators from the list on the right. Once selected ALL offers from these operators will

1. Automatically be sent to your website offers page
2. Automatically be sent to your offers tab on Facebook
3. Become available to send to Twitter and your agency Facebook wall
4. Be available to print

Be sure to check back for new operators added to the Promote platform.

Selected Operators

Add All

Remove All

Id	Company Name	Selected
BSC	Battered Suitcase	✓
BCT	Beachcomber Tours	✓
CVE	Cape Verde Experience	✓
CT	Caribtours	✓

Operators are listed on the right-hand side. The ID codes shown on offers are also shown here. If they show a green tick, they have been selected and will be active within your website. You will also be able to send offers to social media platforms, display them on a TV screen and create e-shots for e-mail distribution.

To remove an operator, click on the name

CVE	Cape Verde Experience	✓
CT	Caribtours	✓
CCH	Classic Collection Holidays	✓

Select **'Remove this Operator from my list'**

OPERATOR NAME
Caribtours

AGENCY SALES CONTACT
Rebecca

TELEPHONE
020 3642 6797

EMAIL
lauren.mack@caribtours.co.uk

WEBSITE
<http://www.caribtours.co.uk/>

COMPANY BIO
HELLO & WELCOME TO OUR BEAUTIFUL WORLD Caribtours is a privately owned holiday company specialising in luxury tailor-made holidays to the Caribbean, Mexico, Europe, USA, Indian Ocean, Arabia and now South Africa and Costa Rica. We have excellent relationships with the best hotels in the world and offer the highest levels of personal service, intimate knowledge of every resort featured and a true love for luxury travel.

DESTINATIONS
Caribbean Europe USA Mexico Costa Rica South Africa Indian Ocean Arabia

BROCHURE DOWNLOAD

COMMISSION

COMPANY CODE
CT

Remove this Operator from my list

The Operator has been unticked and you will not be shown any offers.

CVE	Cape Verde Experience	✓
CT	Caribtours	
CCH	Classic Collection Holidays	✓

To add them back to the list, click on the Operator name and select **'Add this to my Operator list'**

Selecting Offers for Social Media & Window Cards

Select **'My Promotions'** from the menu bar.

To search for a specific offer a customer has seen, enter the reference number (excluding the operator ID)

Quick Search - Enter reference number only (does not require code e.g. add 12345)

Goto

Holiday Type: Show me all

Order By: Most Recent

Operator: Show me all

Departing from: Show me all

Destination: Show me all

Travel Date: Show me all

Id	Promotion Title	Promotion Operator	Destination	Sent	Incentive	Preview
60060	Treasures of the Danube	Crystal Cruises	Danube			<div>Preview</div> <div>Full Details</div>
60059	Splendors of the Rhine	Crystal Cruises	Rhine			<div>Preview</div> <div>Full Details</div>
60058	Wonders of the Danube	Crystal Cruises	Danube			<div>Preview</div> <div>Full Details</div>
60057	Treasures of the Danube	Crystal Cruises	Danube			<div>Preview</div> <div>Full Details</div>

To search for specific types of offers, use the search criteria boxes to narrow your search

When you have found an offer you wish to promote, click on **'Full Details'**

Social Media

You will be taken to a page where you can preview how a Tweet or Facebook post of the selected offer will look.

Fares include £770 discount - Treasures of the Danube

Your Tweet will look like this



Your Agency Name @beckymelbourne

Crystal River Cruises have released a new offer on selected March/April voyages which gives your guests an additional saving of up to £770 per person on four select river voyages... but hurry, this offer is only valid until the 28 February 2019. - <https://l8card.co.uk>



Today's Selection

You have not yet chosen any Promotions today.

[Send to Facebook & Twitter](#)

Shortened URL for this Promotion

<http://bit.ly/2TYByQz>
[Download this post as PDF](#)

or use Buffer Scheduling to promote this



Print Options

If you are using Internet Explorer you will need to have Adobe Reader installed on your computer to open any PDF from the web, not just PROMOTE. This is a simple process and can be

Your Facebook wall post will look like this



05 Feb at 08:53 · Neteffect - Latecards

Crystal River Cruises have released a new offer on selected March/April voyages which gives your guests an additional saving of up to £770 per person on four select river voyages... but hurry, this offer is only valid until the 28 February 2019.



Treasures of the Danube

Trip Information The pastoral beauty of the Wachau Valley enchants with the abbey of Melk, the cultural creativity of Linz and the charms of Passau, while overnights in the regal powerhouses of Vienna and Budapest put dazzling architecture o

You are also given the option to customise your posts should you wish to change what is currently there.

At this point you can choose to '**Send to Facebook & Twitter**'. We have integrated with Buffer.com should you wish to use this to schedule your posts.

Alternatively, you can **'Get Shortened URL'** and add this straight into your social media platform with any additional text. You can then schedule your post directly within the social media platform.

The screenshot shows a web interface with several buttons and sections. At the top, there are two green buttons: 'Send to Facebook & Twitter' and 'Get Shortened URL'. Below these is a section for Buffer scheduling. Further down is a 'Print Options' section with a paragraph of text and a link. At the bottom, there is a box containing another 'Send to Facebook & Twitter' button, the text 'Shortened URL for this Promotion', a shortened URL 'http://bit.ly/2TYByQz', and a link to 'Download this post as PDF'. A red arrow points from the text 'Alternatively, you can 'Get Shortened URL'' to the 'Get Shortened URL' button. A red circle highlights the bottom box, and a red line points from the top of this circle to the 'Print Options' section.

Send to Facebook & Twitter

Get Shortened URL

or use Buffer Scheduling to promote this

Buffer

Print Options

If you are using Internet Explorer you will need to have Adobe Reader installed on your computer to open any PDF from the web, not just PROMOTE. This is a simple process and can be downloaded here - <https://get.adobe.com/reader/>

Send to Facebook & Twitter

Shortened URL for this Promotion

<http://bit.ly/2TYByQz>
[Download this post as PDF](#)

Window Cards

To print window cards, you will need to use the **'Print Options'** section of this page.

The screenshot shows the 'Print Options' section. It includes a paragraph of text and a link. Below this is a box titled 'Confirm airport for print options'. Inside this box is a dropdown menu showing 'UK-London Airports, England £3736' and a green button labeled 'Confirm Airport'. A red arrow points from the text 'You can select your preferred departure from the drop-down list.' to the dropdown menu.

Print Options

If you are using Internet Explorer you will need to have Adobe Reader installed on your computer to open any PDF from the web, not just PROMOTE. This is a simple process and can be downloaded here - <https://get.adobe.com/reader/>

Confirm airport for print options

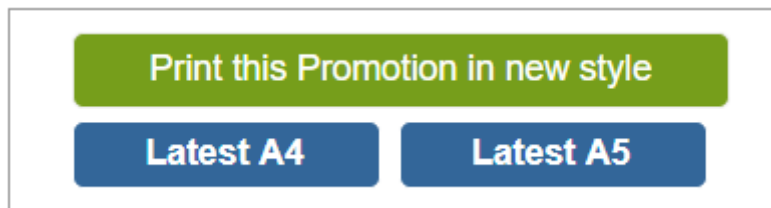
UK-London Airports, England £3736

Confirm Airport

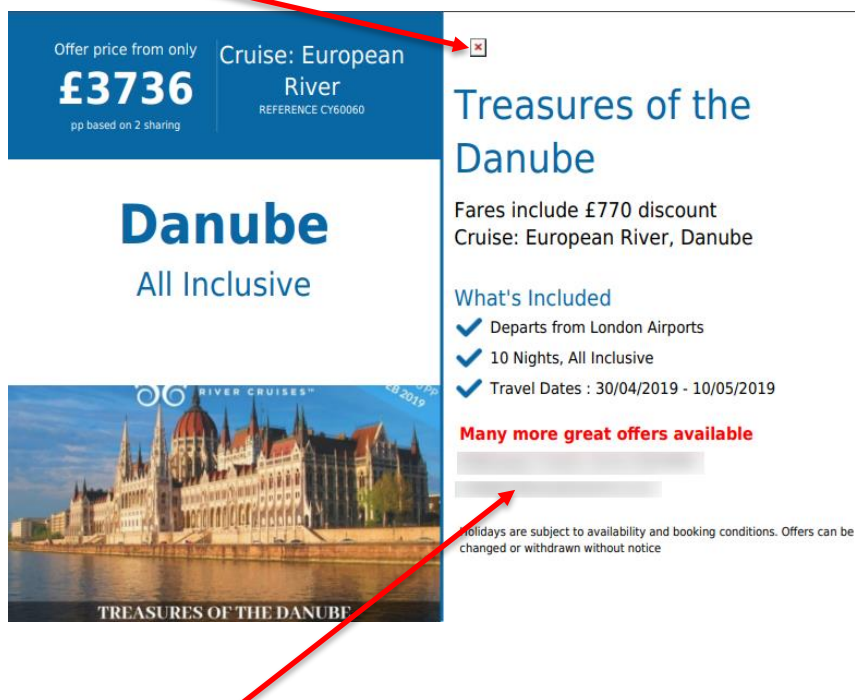
You can select your preferred departure from the drop-down list. The number of options will depend on what has been loaded by the Operator.

Once you have chosen your preferred departure point, select **'Confirm Airport'**

You will be given the option of printing the offer as an A4 or A5 window card.



Your branch logo will show here

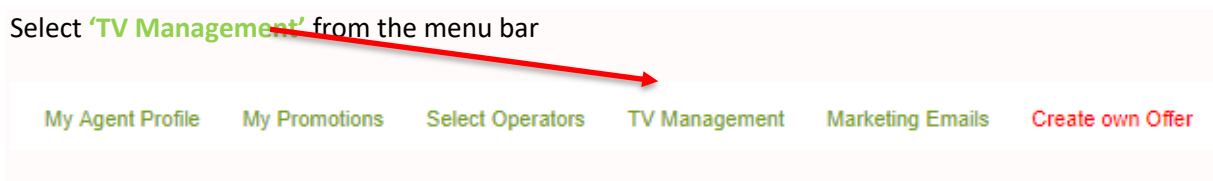


Your branch contact details will show here

Displaying Offers Electronically

You can play a selection of Promotions on TV screens, computers, iPads or any screen in store or at an event.

Select **'TV Management'** from the menu bar



You can select multiple departure points and holiday types so you can target your audience accordingly.

When making your selections, click on the first option e.g. Birmingham, then press your **CTRL** key and keep it pressed down while you select additional departure points. Take your finger off the **CTRL** key once you have finished making your selections.

Repeat for Holiday Type.

TV Management - View Site

TV URL:

Select multiple airports:

- Show me all
- Aberdeen Scotland - ABZ
- Belfast Northern Ireland - BFS
- Belfast City Ireland - BHD
- Birmingham England - BHX
- Bristol England - BRS
- Cardiff Wales - CWL

Press Ctrl and select multiple airports.

Select Holiday Type:

- Adventure & Safari
- All Inclusive
- Apartment Holiday
- Battlefield Tours
- Beach Breaks & Hotels

Press Ctrl and select multiple holiday types.

Page Refresh After: [Minutes]

Page Time:

Border Colour:

Footer Text Colour:

Banner Colour:

[Save Data](#)

This screen also allows you to set the defaults for how often offers are refreshed as well as other branding options. We recommend 'Page Time' is set to medium.

Press 'Save Data'. Once saved, go to the top of the page and select 'View Site'. Your offers will then be displayed on the screen and will rotate automatically.

TV Management - View Site

TV URL:

- Show me all
- Aberdeen Scotland - ABZ
- Belfast Northern Ireland - BFS
- Belfast City Ireland - BHD

Creating E-shots & Newsletters

This functionality can be used in conjunction with bulk e-mail distribution companies such as MailChimp.

Select **'Marketing E-mails'** from the menu bar.

Enter a title and body text.

STEP 1: Write Newsletter
STEP 2: Select Offers
STEP 3: Preview & Export

Email Pre Header Text

All about The Canaries

Email Header Text

This text is about the Canary Islands. Introduce the islands and then why not add some offers?

body p

Then press **'Save & Next Step'**

Holiday Type:

Show me all

Operator:

Show me all

Destination:

Show me all

Order By:

Most Recent

Departing from:

Show me all

Travel Date:

Show me all

Deselect All

Check	Id	LateCard Title	LateCard Operator	Destination	Preview
<input type="checkbox"/>	60090	Special Offer: 4-star Seville Short Brea	Osprey Holidays	Seville	Preview
<input type="checkbox"/>	60088	Phokaia Beach Resort	Mark Warner	Turkey	Preview
<input type="checkbox"/>	60086	New York & Barbados Twin Centre	Funway Holidays	New York	Preview
<input checked="" type="checkbox"/>	60085	4* Blue Waters Inn	Funway Holidays	Tobago	Preview
<input type="checkbox"/>	60084	Magdalena Grand Beach & Golf Resort	Funway Holidays	Tobago	Preview
<input checked="" type="checkbox"/>	60082	3* Hawksbill by Rex Resorts	Funway Holidays	Antigua	Preview
<input type="checkbox"/>	60080	Save up to 45%	Funway Holidays	Mexico	Preview
<input type="checkbox"/>	60079	5* Bellagio	Funway Holidays	Las Vegas	Preview
<input type="checkbox"/>	60078	4* Luxor Hotel & Casino	Funway Holidays	Las Vegas	Preview
<input type="checkbox"/>	60076	4* Luxor Hotel & Casino	Funway Holidays	Las Vegas	Preview

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Use the search criteria to find the right offers for your newsletter. You can select up to 10 offers by ticking the box on the left-hand side next to each offer.

When you have chosen your offers, go to the bottom of the screen and press **'Go to step 3 to preview your work'**.

You will then have a number of options:

Send a test e-mail to a chosen address in your branch or click **'Open in another window'** to view the e-mail.

The screenshot shows a user interface for configuring an email campaign. It includes a 'SEND TEST EMAIL' section with an input field 'Enter your email here' and a 'Send email to me' button. A 'COPY URL' section displays the URL 'https://goo.gl/ssdd1q' and a 'Click to Copy HTML Code' button. On the right, there is a green button labeled 'Click to : Open in another window' and an orange button labeled 'Go Back to Step 2 to change offers'. Red arrows point from the text above to the 'SEND TEST EMAIL' section, the 'COPY URL' section, and the 'Click to : Open in another window' button.

If you need the URL or HTML for your e-mail application, you can also obtain these.

Alternatively, you can use TravelMail Pro.

The screenshot shows the 'TRAVELMAIL PRO INTEGRATION' section. It contains a text block explaining that users can send emails directly to their queue using an API key. To the right, there is a 'Send Email' interface with a progress bar showing 'STEP 1' as the active step, followed by 'STEP 2' and 'STEP 3'. Below the progress bar is a 'Campaign Name' input field and a 'Save Campaign Name' button.

You will need to sign-up to the CRM system from Net Effect in order to use this functionality. Please request further information if you are interested in this option.