

strategy | profile "admin" side



profile contacts:

Advertiser: [Add](#) | [Assign](#) | [Edit](#)
NEWENGLA02 (GPID)
Meg Rabinowitz (Advertiser)
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(617) 973-6553

CTM Contact: CTM Media New England
Chris DePiero
cdepiero@ctmmmedia.com
781-935-6690

We would like to add the ability to "duplicate" an existing profile (generating a new unique profile ID for the new one) and then simply make copy/address edits for attractions, retailers and restaurants with multiple locations.

basics:

[Duplicate This Profile](#)

- **1 (Profile ID)**
- **New England Aquarium** (Profile Name)
- **Dive in the amazing world of water at the New England Aquarium with thousands of species** (100 Char Description)
- **Boston** (Destination* Drop Down— Use current)
- **Aquariums** (Primary category* Drop Down—Use current)
- **Attractions, Family Fun** (Associated Categories) *Currently called "Profile Category," allows multiple category picks from drop-down*
- **Map & directions** (full address | latitude/longitude coordinates)
- **Multiple Locations | Add profile IDs associated with this profile**
- **Booking information** web | mobile | phone ** (if none provided, contact info will populate)
- **Contact information** web | phone | e-mail
- **Page Title | Description | Keywords** (SEO Fields)

There are some "chain" restaurants and retailers with multiple locations within the same destination, some only a few miles from profiles in their same EB network. Perhaps there would be a way to indicate that a business has multiple locations by adding a line/field for the other profiles which would also plot the additional locator points on their map? Maybe we could do this by associating other profile IDs?

media library

- **Photo folder**
- **Video folder** (optional)
- **PDF document folder** (optional) |
Assign as: Menu Brochure Schedule Map Other
Only 1 radio button to assign which one appears on EB
- **Ad folder** (if applicable)
Client's Web banner ads | Mobile banner ads | EB banner ads | Take-over ads

Similar to the photos folder, we would like to add the ability to store multiple ad files associated with a client/profile. This could include screen take-over files,, ExploreBoard banner ads and web or mobile banner ads. Many clients are seasonal but use the same ad files upon renewal and we do not have a current way to manage the materials inside of Etractions for them. Ideally we would be able to activate the banner ad materials and schedule them as campaigns for specific date ranges.

Each profile should use the same 5 photos (and 1 optional EB thumbnail image) on all platforms. We do not need separate image loading for web and ExploreBoard images. However, we would like to have the ability to upload more than 5 photos to a profile and keep them stored for later use, as some clients like to switch out seasonal images. Also, some clients are particular about specific order in which their profile photos appear, so we will want the ability to specifically number the photo order without having to load each photo individually. Drag and drop order is fine as long as it is easy to identify the order and see which photos are selected for publishing.

All photos are the 502 x 270 and should be 150 dpi if possible. Is there a tool available (an API like Aviary perhaps?) that would allow minimal photo editing from the upload panel? We would like to make sure that all images meet our orientation, size and quality standards and that client has permission to use the photos they are loading

recommendations:

- **Advertiser: | Which best describes your customer?** (Limit 2 picks)
 - Thrill-seekers, adventurers
 - Intellectuals
 - Outdoor/nature-lovers
 - Couples/romantics
 - Families
 - Friends
- **Etractions Staff: Assign Travel Guide** (No limit)
 - Thrills & Adventure
 - History & Culture
 - Nature
 - Romance
 - Family Fun
 - Fun with Friends
- **Advertiser: | Which best describes the experience you offer?**
 - Authentic to the area
 - A Good Value
 - Calming, relaxing time
 - Evening Fun
 - Unconventional, out-of the ordinary
 - Indulgent
- **Etractions Staff: Assign Travel Badge** (No limit)
 - Authentic local experience
 - Good Deal/Value
 - Relaxing/Worry-free
 - Night Time Fun
 - Quirky/Offbeat Fun
 - Treat Yourself

profile copy:

- **Advertiser:** | Describe the authentic experience you offer: [Show client's answer here](#)
- **Advertiser: What sets you apart?** [Show client's answer here](#)
- **Ettractions Staff: What to expect/Why to go?** [Replaces current "description" text box](#)
Needs translation option and password protection to publish | Only editable by content team

Our effort to streamline many current user defined fields and essentially replacing the current "Business Features" content box. Instead of writing all the bullet points out, the advertiser or Ettractions employee will be able to check boxes for the specific amenities and features they provide. Only the selected data (checked boxes) will appear on the profile. See categories on the roadmap document.

what they should know:

Open: Year-Round
 Seasonally: Jan Feb March April May June
 July Aug Sept Oct Nov Dec
 Evenings
 Closed on: Mon Tues Weds Thurs Fri Sat Sun

Hours: (OPTIONAL) Use existing

Cost: Free > \$25 >\$50 >\$75 >\$100 >\$150 >\$200 \$200+

Payment: Cash Check Travelers Check MC Visa AMEX Discover
 ATM On-Site Currency Exchange Available

Discounts: Children Seniors Students Groups AAA Members

Access: Wheelchair Public Transportation Service Animals Pets Bicycle

Parking: Free On-site Paid On-site Street Valet Bus Bicycle

Available: Audio Tour Self-Guided Tour Guided Tour Private Tour Free Samples
 Café Restaurant Bar Concessions Vending Machines Private Dining Patio Dining
 Stroller Rentals Babysitting Kids Activities Family Restroom Changing Station
 Shuttle Service Wheelchair Rentals Meeting/Conference Rooms Banquet Facilities
 Wi-fi Business Center Concierge Multilingual Staff Gift Shop Souvenirs
 Lockers Bike Storage Ski/Board Storage Pool Fitness Equipment Spa Services

- **Insider info** | [Show client's answer\(s\)](#)
- **Ettractions version:**
- **Fun fact** | [Show client's answer\(s\)](#)
- **Ettractions version:**
- **Social media links/feeds**
- **Facebook** _____
- **Twitter** @ _____
- **YouTube Channel** _____
- **Upcoming events** (optional) Text only with date ranges
- **Specials** (optional) Text only with date ranges for start & expiration

ExploreBoard Fields

Dynamic Category	<input type="checkbox"/> None <input type="checkbox"/> Shop (BOS-5705 Cape Cod Visitor Network) <input type="checkbox"/> Shop (BOS-5719 Boston Visitor Network) <input type="checkbox"/> Shop (NE-SPORT-5715 New England Sport Network)
Headline	New England Aquarium 15/35
Punch Line	35/35
Booking Info	English <input type="button" value="EDIT"/> <input type="checkbox"/> ALL <input type="checkbox"/> DE <input type="checkbox"/> ES <input type="checkbox"/> FR <input type="checkbox"/> PT <input type="checkbox"/> ZH <input type="button" value="TRANSLATE"/> 250/250
RSS Feeds	
RSS Feed	_____ e.g. Snow Report
RSS Feed URL	_____ e.g. http://www.onthesnow.com/vermont/snow.rss



profiles:

- collecting e-mail address from profile partners, ideally assigning a contact when the contract is signed and sending them the survey link
- add survey page to expedite collecting data about advertisers
- photo & video upload needs a release option to approve use/ownership
- photo upload should allow a sort order for published ones and media library for photos that may be switched out seasonally
- should be easier to load photos without having to delete and re-load just to change one out
- add a link for clients to purchase stock photos if they need better images?
- could we get an api or photo uploader that allows clients to crop to our specs/edit pictures?
- clients/CTM employees should be able to easily preview unpublished content and be notified if we are missing content that is preventing publishing
- no copy/pasting from other web sites and no html code should be copied over
- special offers should be text only so they can appear on all devices
- ability to duplicate profiles and make edits—especially for clients with multiple locations
- improve options for visitors to share profile content or “like” profile and TRACK these stats
- ability to manage campaigns with start and end dates
- option to show multiple addresses
- option to duplicate profile and make edits

suitcase:

- encourage visitors to bookmark their profile picks for later review/reference

ad units:

- can we bring the banner ad serving back into Etractions and serve/track ads within our management system instead of AdButler?

tracking user engagements:

- can we track more “impressions”?
- better tracking of specific clicks on web pages
- number of times profiles appear on EB, “around here” or “more like this”
- number of “likes” or “shares” or “recommends” a profile gets



Sample profile content 1

Media content box for 5 photos & 1 video
Map & Directions would also appear here if clicked

View PDF options?

Watch Video

Boston Duck Tours

53 Huntington Avenue
Boston, MA 02112 USA ([Map & directions](#))
[List other locations here?](#)

Book now:

[Website \(link\)](#)
617-267-3825 (click to call)
Info@BostonDuckTours.com (link)

Contact :

[Website \(link\)](#)
617-267-3825 (click to call)
Info@BostonDuckTours.com (link)

"LIKE" + SHARE OPTIONS? | SEND TO ME
Save | Add to itinerary Options

What to expect | Why you should go:

The fun begins as you board one of the many colorful "DUCK", W.W.II style amphibious landing vehicles in the fleet... perhaps you'll end up on "South End Sara" or "Fenway Fanny." Your colorful tour ConDUCKtor (with a name like Paul Reverse, Penny Wise or Hardly Davidson) will take you by land to all the places that make Boston the birthplace of freedom and a city of firsts, from the golden-domed State House to Bunker Hill and the TD Banknorth Garden, Boston Common and Copley Square to the Big Dig, Government Center Newbury Street, Quincy Market to the Prudential Tower, and more. The big fun comes with your "Splashdown" into the Charles River for a breathtaking view of the Boston and Cambridge skylines, the kind of view you just won't get anywhere else. Tours depart from Museum of Science, New England Aquarium or Shops at Prudential

Boston Duck Tours is a 2013 TripAdvisor Service of Excellence Winner and is a great way for Boston visitors to familiarize themselves with the city's top sites with a lighthearted 60-90 minute tour.

Ettractions pick for:

Ettractions Travel Guide or Our Pick
recommendations icons appear (if any)



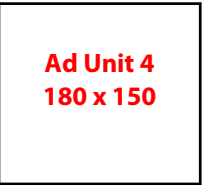
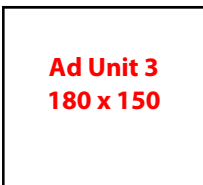
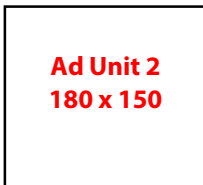
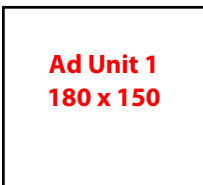
What you should know:

- Open:** Seasonally: April—October
- Hours:** 9 a.m.– 6 p.m. daily
- Payment:** Cash, Master Card, American Express, Discover
- Discounts:** Seniors, Students, Groups
- Access:** Wheelchair, Public Transportation, Service Animals
- Parking:** Paid On-Site, Street, Bicycle
- Available:** Guided Tour, Private Tour, Concessions, Souvenirs

Around Here:

List the 5 profiles
closest to this |
geoware—any
category

Can we track
impressions of how
many times a profile
shows up here?



Insider info:

Ask about a "Passport to Savings" with discounts to the Museum of Science's Omni Theater, Riverview Café and Museum Store. When purchasing a Boston Duck Tour ticket you'll also save \$5 per ticket with a discounted combo ticket online to the Museum of Science Exhibit Halls.

Fun fact:

Duck Tour boats carried World Series Champion Red Sox and the Stanley Cup Champion Boston Bruins during their championship parades throughout Boston.

Upcoming events:

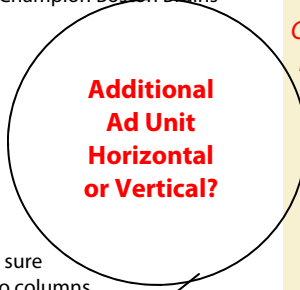
None available at this time, but would feed "soonest" events first

Specials:

None available at this time, but specials feed would appear here

Follow Boston Duck Tours:

(optional) Add a widget that can show feeds? FB/Twitter/YouTube channel for sure ... Use the same wide box to show feeds - do not separate the boxes out into columns. Click social media icon or name to switch feeds.



More Like This:

List the 5 profiles
closest to this in same
category

Can we track
impressions of how
many times a profile
shows up here?

Sample profile content 2

Media content box for 5 photos & 1 video
Map & Directions would also appear here if clicked

Boston Duck Tours

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[List other locations here?](#)

Book now:

[Website \(link\)](#)
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"LIKE" + SHARE OPTIONS? | SEND TO ME
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Attractions pick for:

[Attractions Travel Guide](#) or [Our Pick](#) recommendations icons appear (if any)



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Around Here:

List the 5 profiles closest to this | [geoaware](#)—any category
[Can we track impressions of how many times a profile shows up here?](#)

Insider info: (1)

Fun fact: (1)

Upcoming events: (0)

Specials: (3)

More Like This:

List the 5 profiles closest to this in same category
[Can we track impressions of how many times a profile shows up here?](#)

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(optional) Add a widget that can show feeds? FB/Twitter/YouTube channel for sure
.... Use the same wide box to show feeds - do not separate the boxes out into columns.
Click social media icon or name to switch feeds

<http://www.youtube.com/user/bostonducktours?feature=watch>

Ad Unit 1
180 x 150

Ad Unit 2
180 x 150

Ad Unit 3
180 x 150

Ad Unit 4
180 x 150

Ad Unit 5
180 x 150

Ad Unit
Skyscraper
160 x 600

↓