

SOUTHEND  
**BID**  
ON-SEA

# MAKE THE MOST OF OUR BRAND NEW WEBSITE

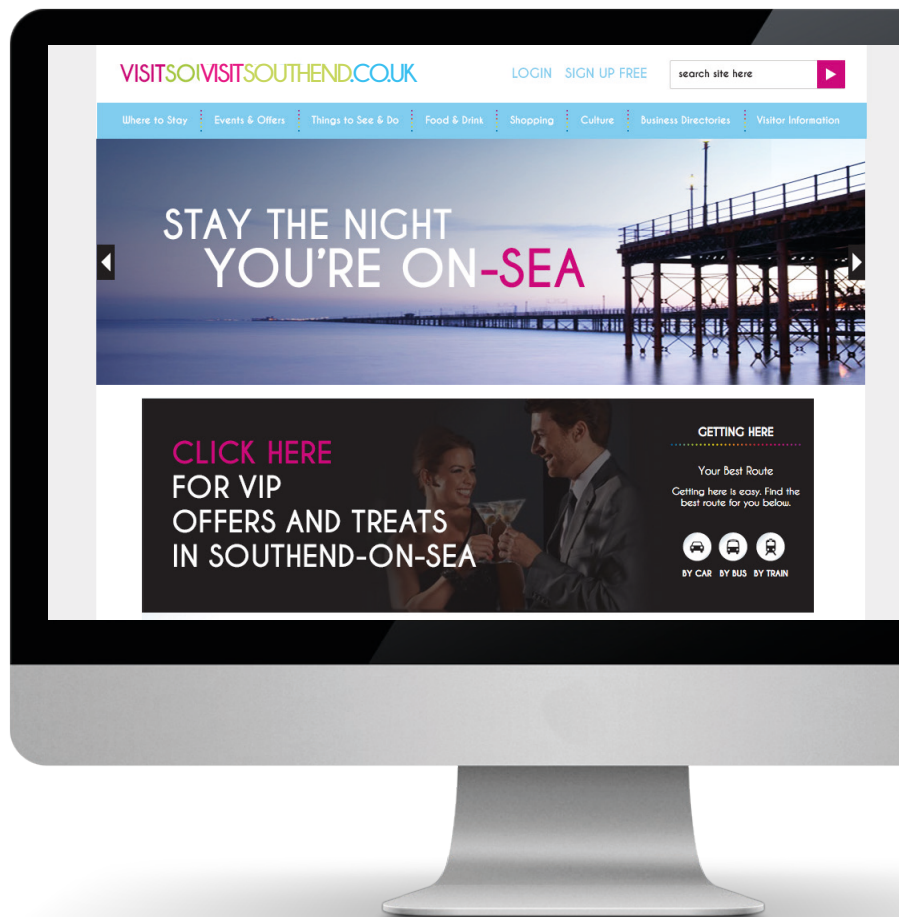
PROMOTE YOUR BUSINESS,  
OFFERS & EVENTS FOR FREE



# MAKE THE MOST OF OUR BRAND NEW WEBSITE!

Did you know, as a member of Southend BID, you have the ability to promote your business, offers and events on the new Visit Southend website - the official destination website for Southend.

The site receives between 60,000-90,000 visits each month, so if you want to increase the advertising reach of your business, then be sure to take full advantage.

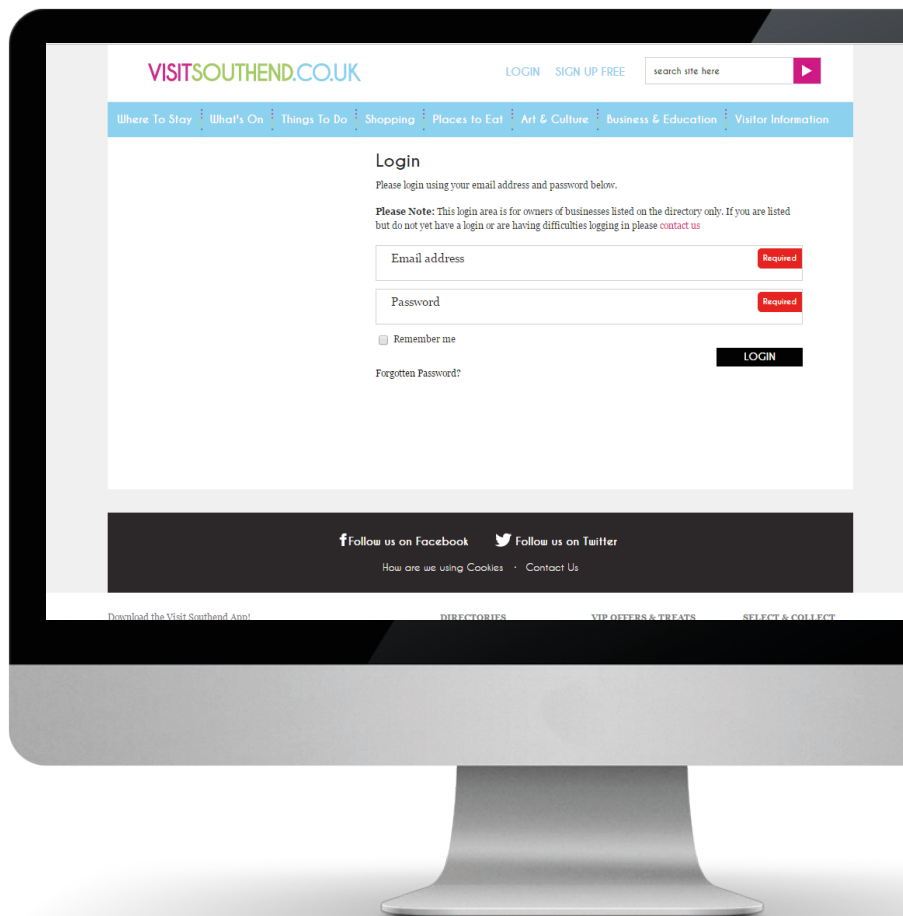


# LOGGING IN TO THE SITE



If you haven't got a log in for the back end of the website or you've forgotten your password then email us at [hello@southendbid.com](mailto:hello@southendbid.com) and we'll set one up for you.

If you already have a log in, then just visit [www.visitsouthend.co.uk/login](http://www.visitsouthend.co.uk/login) enter your email address and password, and click Login!



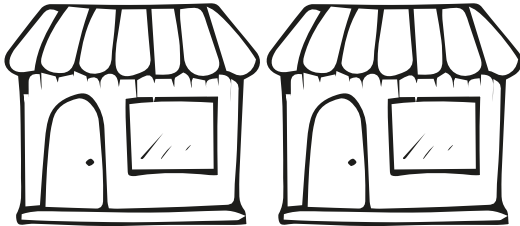
# UPDATING YOUR DETAILS

As soon as you log on you'll be greeted with this screen.

'Your Personal Details' at the top are private, and won't be advertised anywhere on your listing, so don't panic.

'Your Business Details' section is the publicly displayed information, so this needs to be up-to-date with address, telephone number, website and email address.

It's better if you include a logo too, as this will instantly draw attention to those that recognise your brand.

A screenshot of a web browser displaying a profile management page. On the left, a dark sidebar contains a menu with four items: 'MY PROFILE' (highlighted with a pink arrow), 'MY VIP' (green arrow), 'MY WHAT'S ON' (blue arrow), and 'LOGOUT' (purple arrow). The main content area is titled 'YOUR PROFILE' and includes a brief instruction: 'Below is the profile for your business. These details are what people searching for your business see so please remember to keep them up-to-date. You can update any aspects of your profile at any time. Simply update and click on submit.' The form is divided into two sections: 'Your Personal Details' and 'Your Business Details'. The 'Personal Details' section includes fields for 'First Name' (James), 'Last Name' (Holmes), and 'Email Address' (jamesholmes@southend.gov.uk). The 'Business Details' section includes fields for 'Name' (White Bus), 'Address 1' (The Old Waterworks), 'Address 2' (North Rd.), 'Town' (Southend-on-Sea), 'County' (Essex), 'Postcode' (SS0 7AB), 'Telephone' (07981 824283), 'Website', and 'Email Address'. At the bottom of the business details section, there is a 'Logo' section with a 'Max Width: 150px, Max Height: 150px' label and an 'Image' field with a 'Select' button. The entire interface is displayed on a computer monitor.

# UPDATING YOUR DETAILS

Once you've added your address, contact details and logo...

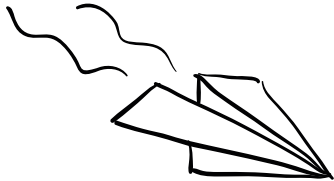
Click the 'Show Map' tick box. This will ensure that your business location is visible on a map in your business listing.

The 'Details' section is the space where you can tell the world about your business, what you do, and you can copy and paste any photos from your website here too.

Add your Twitter ID if you have one and your latest tweets will appear on your listing.

Add in your opening times by clicking on the clock to each side of the boxes.

Finally, just click **Submit** and your listing is live on our website.



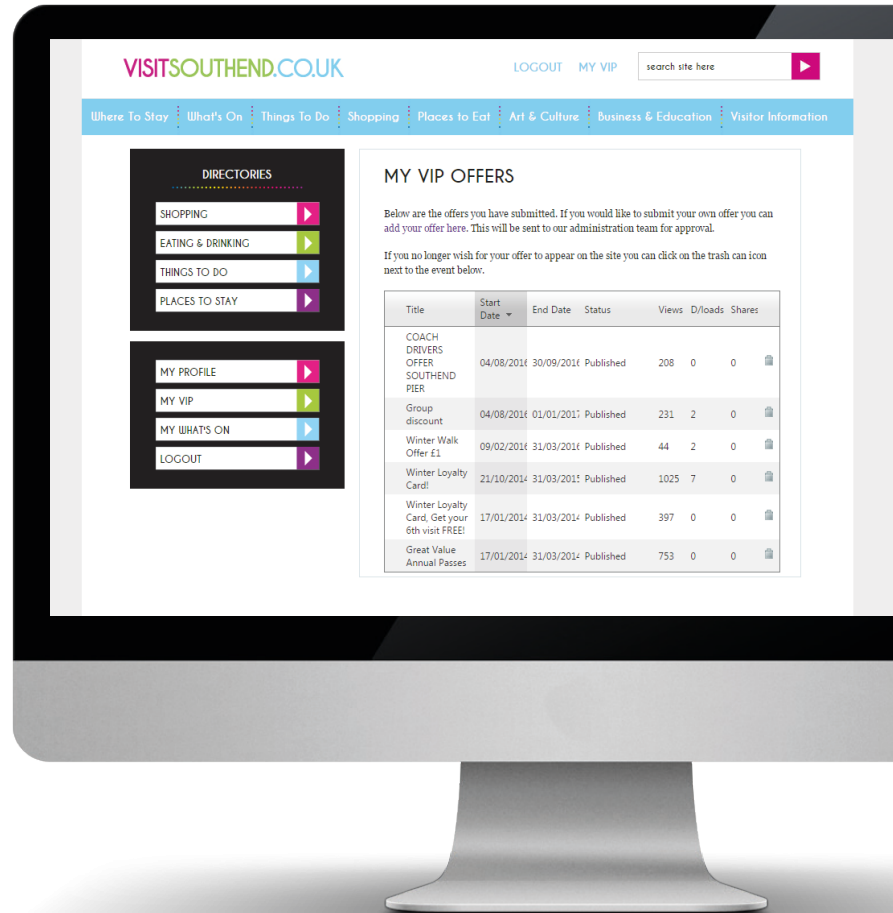
# ADDING YOUR OFFERS

You're also able to add your business offers (sales/discounts/vouchers etc) to the website. If you click on the 'My VIP' tab on the left hand side of the screen this page will appear...

Here it'll show any active offers that you have already added to the website. You can also see the status of the offer, how many views, downloads and shares it's had.

**To delete an existing offer,** click on the dustbin icon next to the offer.

**To add a new offer,** you will need to click on the text 'add your offer here' in the first paragraph at the top of the page...



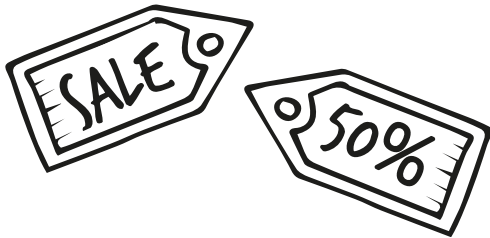
# ADDING YOUR OFFERS

You'll then be greeted with this page.

Here you can add all the details about your new offers, including title, summary, when it's valid from and to and also any terms and conditions.

People are able to download or print offers, therefore if you would like to limit the number of redeemable offers, then be sure to add a 'Download limit'.

Once you've added all the information, just click **Submit** and it'll get sent to a Southend BID team member to approve before we publish it to the site.



The image shows a computer monitor displaying a web form titled "ADD VIP OFFER". The form is divided into two main sections: "DIRECTORIES" and "ADD VIP OFFER".

**DIRECTORIES**

- SHOPPING
- EATING & DRINKING
- THINGS TO DO
- PLACES TO STAY

**ADD VIP OFFER**

Below is the profile for your business. These details are what people searching for your business see so please remember to keep them up-to-date.

You can update any aspects of your profile at any time. Simply update and click on submit.

**VIP Offer Details**

Offer title:

Offer Summary:

Valid From:

Valid To:

Terms & Conditions:

Download Limit: (0 = unlimited)

Exclusive offer? ☐

If your offer is exclusive to this website we can give it some additional promotion for you

**SUBMIT**

# ADDING YOUR EVENTS

You're also able to add your business events to the website. If you click on the 'My What's On' tab on the left hand side of the screen this page will appear...

Here it'll show any active events that you have already added to the website.

**To edit existing events**, click on the pencil icon in the right hand column, this will take you into the event details where you will be able to make amendments.

**To delete an event**, click on the dustbin icon next to the event.

**To add a new event**, you will need to click on the text 'add your event here' in the first paragraph at the top of the page...





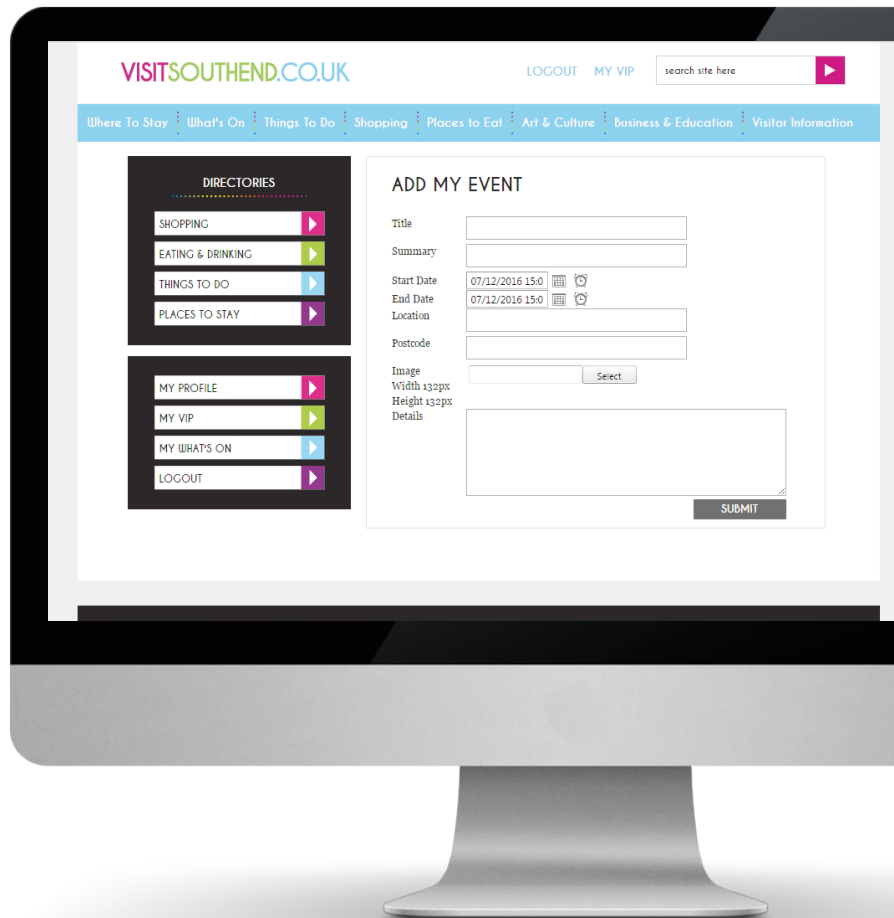
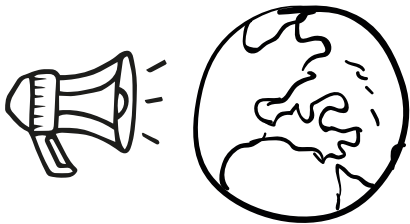
# ADDING YOUR EVENTS

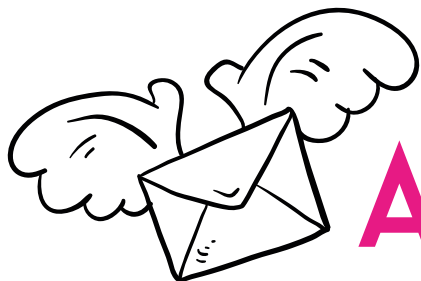
You'll then be greeted with this page.

Here you can add all the details about your event, including title, summary, location and the date and time, as well as details about the event. The more information you can add the better, as detailed information tends to encourage more people to attend.

Try and add a relevant image or logo too, as this will help it to stand out from the other events listed on the site.

Once you've added all the information, just click **Submit** and it'll get sent to a Southend BID team member to approve before we publish it to the site.





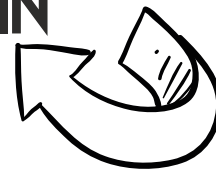
# AND THAT'S IT!

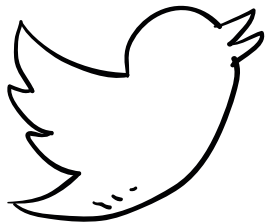
It really is as easy as that to get your business, events and offers promoted to thousands of people every day.

If you need a log in or have forgotten your password, just email [hello@southendbid.com](mailto:hello@southendbid.com) and we can get it sorted out for you.

But if you already have a log in, and you know your password then what are you waiting for?!

**VISITSOUTHEND.CO.UK/LOGIN**



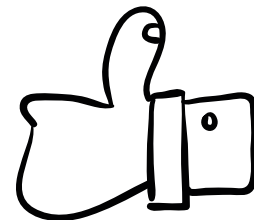


# STAY SOCIAL

## SOUTHEND BID

Southend BID are here to help support your business.  
Follow us on social media for all the latest news and updates.

 /southendbid  @southendbid  Southend BID



## VISIT SOUTHEND

With over 30,000 followers across Facebook, Twitter and Instagram,  
Visit Southend is a great way to get your message out to the public.  
Be sure to follow us and tag us in your posts and we'll share and retweet.

 /visitsouthendonsea  @visitsouthend  @visitsouthend

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