

FAREHARBOR

SPARK

 OCTOBER 25TH 2021 



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Software Partnerships Manager, FareHarbor





Connect the Dots with Zapier's Data Automation (ER)



Rapid Fire

Before We Start:

A reasonable amount of tech savvy is ideal.

tip:

You will **get out** what you **put in.**









On the Agenda

- > Why Zapier?
- > What is Zapier
- > What FareHarbor Info is Sent
- > How to Set It Up
- > Use Cases



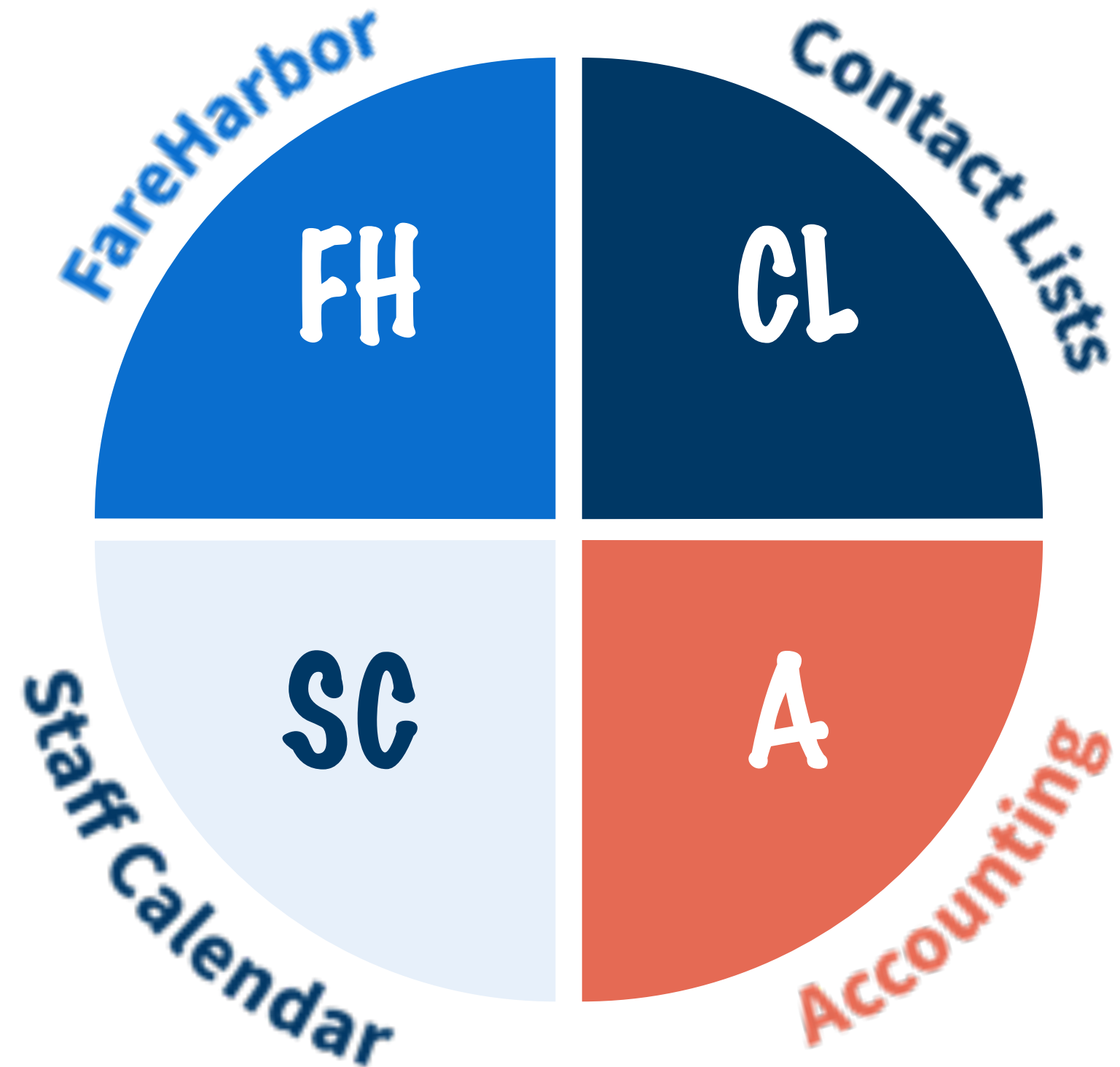


Why Zapier?

 Top-notch security Rest assured: The safety of your data is our top priority. Learn more.	 3,000+ integrations We support the apps you use , so you can automate your business end-to-end.	 99.9% uptime Count on us for your business-critical workflows —thousands of customers already do.
 Built-in actions Send emails, filter tasks, convert data, and more with Zapier's home-spun apps.	 Extendable workflow Automate multiple tasks with a single trigger.	 Branching logic Build intelligent workflows that take action based on conditions you set.



What's the Problem?



zapier*



What Is Zapier*

?

Zapier is an **automation tool** connecting hundreds of third-party apps.



Zapier Pricing

\$0 per month Free	\$19 per month, billed annually or \$228 for 12 months in advance	\$49 per month, billed annually or \$588 for 12 months in advance	\$299 per month, billed annually or \$3588 for 12 months in advance	\$599 per month, billed annually or \$7188 for 12 months in advance
Free	Starter	Professional	Team	Company
Anyone can automate their work. Start with the basics.	Unleash the power of automation.	Advanced tools to take your work to the next level.	Bring your team together to collaborate on automation.	Automation plus enterprise-grade features.
100 Tasks/mo	100 Tasks/mo	1,000 Tasks/mo	10,000 Tasks/mo	100,000 Tasks/mo
Try free	Try free	Try free	Try free	Try free
Free Plan Includes	Starter Plan Includes	Professional Plan Includes	Team Plan Includes	Company Plan Includes
<ul style="list-style-type: none">1 User15 min Update Time100 EventsSingle-step Zap	<ul style="list-style-type: none">20 Zaps15 min Update Time100 EventsMulti-step Zaps3 Premium AppsFilters and FormattersWebhooks Connections	<ul style="list-style-type: none">Unlimited Zaps2 min Update Time100 EventsMulti-step ZapsUnlimited Premium AppsFilters and FormattersWebhooks ConnectionsCustom Logic - PathsAuto-Reply	<ul style="list-style-type: none">Unlimited Zaps1 min Update TimeUnlimited UsersMulti-step ZapsUnlimited Premium AppsFilters and FormattersWebhooks ConnectionsCustom Logic - PathsAuto-ReplyPriority Support	<ul style="list-style-type: none">Unlimited Zaps1 min Update TimeUnlimited UsersMulti-step ZapsUnlimited Premium AppsFilters and FormattersWebhooks ConnectionsCustom Logic - PathsAuto-ReplyPriority Support



What Information *Transfers*?



What Transfers?



Dan Smith
123-543-5267 • Dan@test.com

Edit contact | 1 booking + | New booking for contact

Booking #88187604
Today @ 10:00am by Chelsea Lane (FAREHARBOR)

Scouter Tour
Thursday, July 22nd 2021 @ 10:30am - 11:30am

Payments: \$100.00
Booking total: \$100.00

Order Name: [Start new order](#)

Booking notes: [/](#)

Address: [/](#)

2 Adults not checked in (2 total)

Adult	+	\$43.48
Not checked in +		\$43.48
Do you have a promo code or gift certificate code? (adult)		/
Adult Email Address 1		/

Adult	+	\$43.48
Not checked in +		\$43.48
Do you have a promo code or gift certificate code? (adult)		/
Adult Email Address 1		/



Booking A

Search...

notes:
notes_safe_html:
time: 2021-07-22T10:15:00-0400

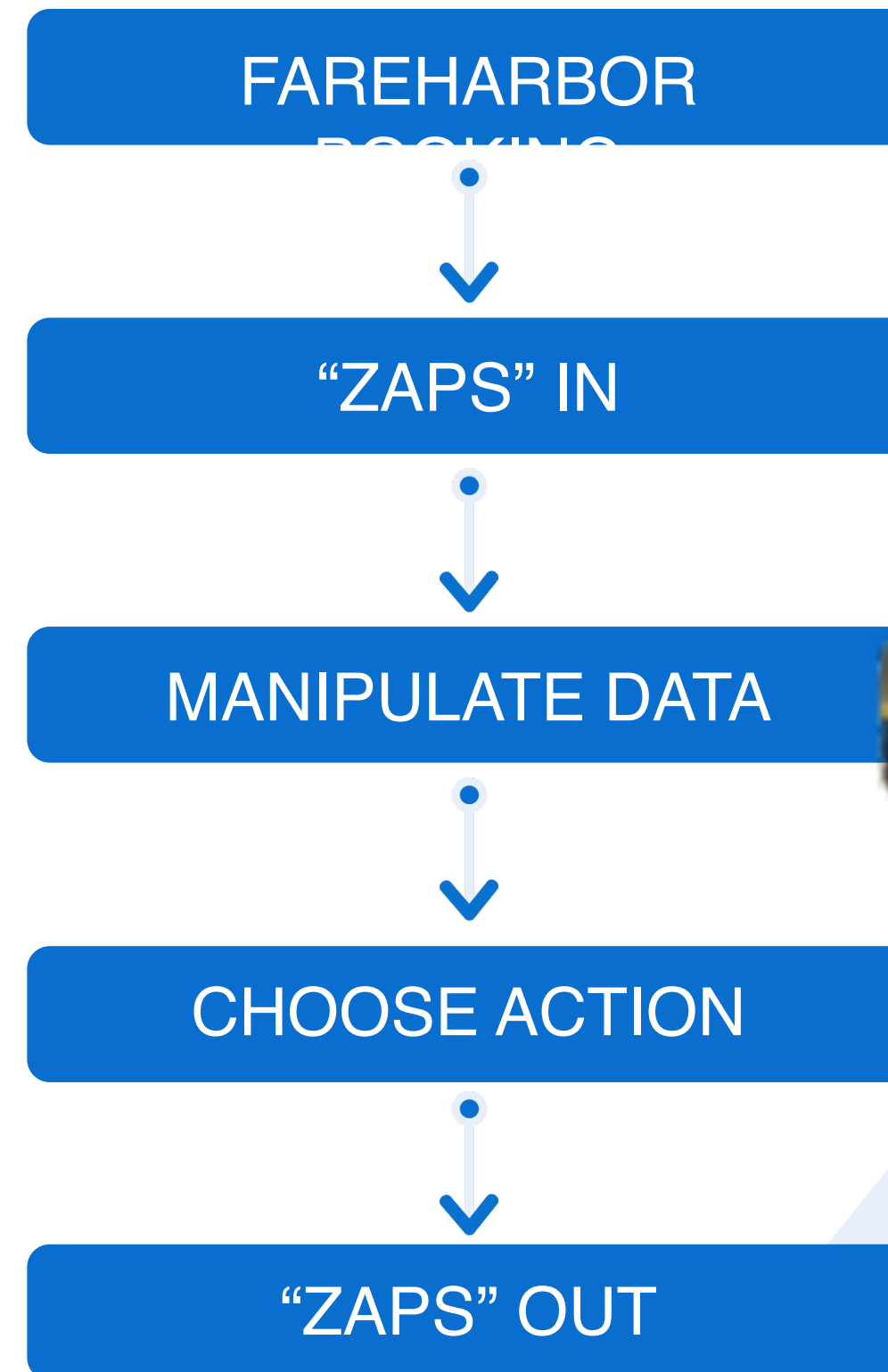
contact:
phone_country: US
name: Dan Smith
language: en-us
is_subscribed_for_email_updates: true
normalized_phone: 123-543-5267
phone: 123-543-5267
email: Dan@test.com

payments:
t:
status: succeeded
in_store_payment_type:
pk: 15415
name: cash



Direction of Information Flow

One-Way Street, information can only
leave FareHarbor.



Set Up





Create Zap

- Dashboard
- Zaps**
- My Apps
- Zap History
- Explore
- Get Help

1. Trigger
A trigger is an event that starts your Zap

App Event
Start the Zap when something happens in an app

Search apps...

Google Calendar	Google Contacts
Google Docs	Google Drive
Google Forms	Gmail
Google Sheets	Google Slides
Slack	WhatsApp

...and over 1,000 more

1. Trigger
A trigger is an event that starts your Zap

App Event
Start the Zap when something happens in an app

FareHarbor

- FareHarbor



Trigger
1. Updated Booking in FareHarbor

Choose app & event

FareHarbor Change

Trigger Event (required)

Updated Booking Cancel

New Booking
Triggers when a new booking is created.

Updated Booking
Triggers when a new booking is created, an existing booking is updated, or an existing booking is cancelled.

Cancelled Booking
Triggers when a booking is cancelled.

Trigger
1. Updated Booking in FareHarbor

Choose app & event

FareHarbor Change

Trigger Event (required)

Updated Booking Cancel

This is what starts the Zap.

Continue



Trigger
1. Updated Booking in FareHarbor

Choose app & event

Choose account

FareHarbor account (required) [Manage connected accounts](#)

Choose an account...

FareHarbor is a secure partner with Zapier. Your credentials are encrypted & can be removed at any time.

To continue, finish required fields

Allow Zapier to access your FareHarbor Account?

API Key (required)
[Help me locate my FareHarbor API key.](#)

Yes, Continue Cancel



← Users

John Smith
smith

Overview Account **API Keys**

+ Add API key

No API keys added yet

← Users

John Smith
smith

Overview Account **API Keys**

+ Add API key

Name

Create Zapier API key

Create

No API keys added yet



← Users

John Smith
smith

Overview Account **API Keys**

+ Add API key

Name	Key	Type	Webhook URL	Triggers
Zapier	115 [REDACTED]	Zapier		Edit

Allow Zapier to access your FareHarbor Account?

API Key **required**

[Help me locate my FareHarbor API key.](#)

Yes, Continue Cancel

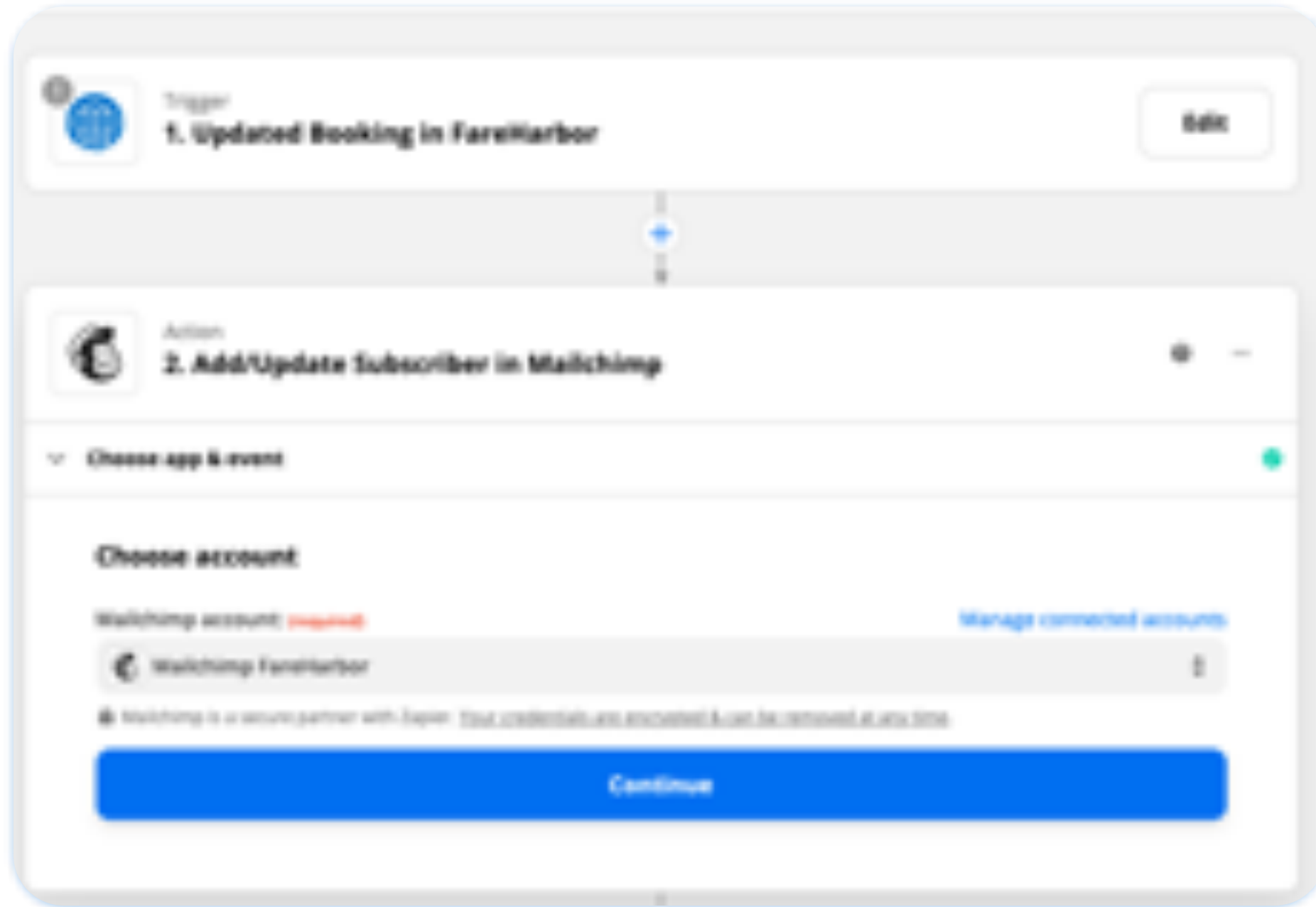


Use Cases



1

Connect Apps



2

Set Up Action

Action
2. Add/Update Subscriber in Mailchimp

Choose app & event

Choose account

Set up action

Audience (required)
Formfinder

Subscriber Email (required)
1. Booking Contact Email: test@first.com

The email address of the subscriber you want to subscribe to the audience. Please don't type an email address in this field, instead this should use a value from a previous step in your Zap. [Learn more here.](#)

Double Optin (0/1)
1. Booking Contact is Subscribed For Email updates: false

If yes, a confirmation email will be sent to the address before they appear on the chosen audience.

Update Existing (0/1)
Yes

If no, the Zap will skip this step if the subscriber exists, otherwise it creates data card.





Email Marketing

MailChimp, Constant Contact



CRM

Hubspot, Active Campaign, Salesforce



Calendar Tools

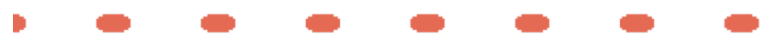
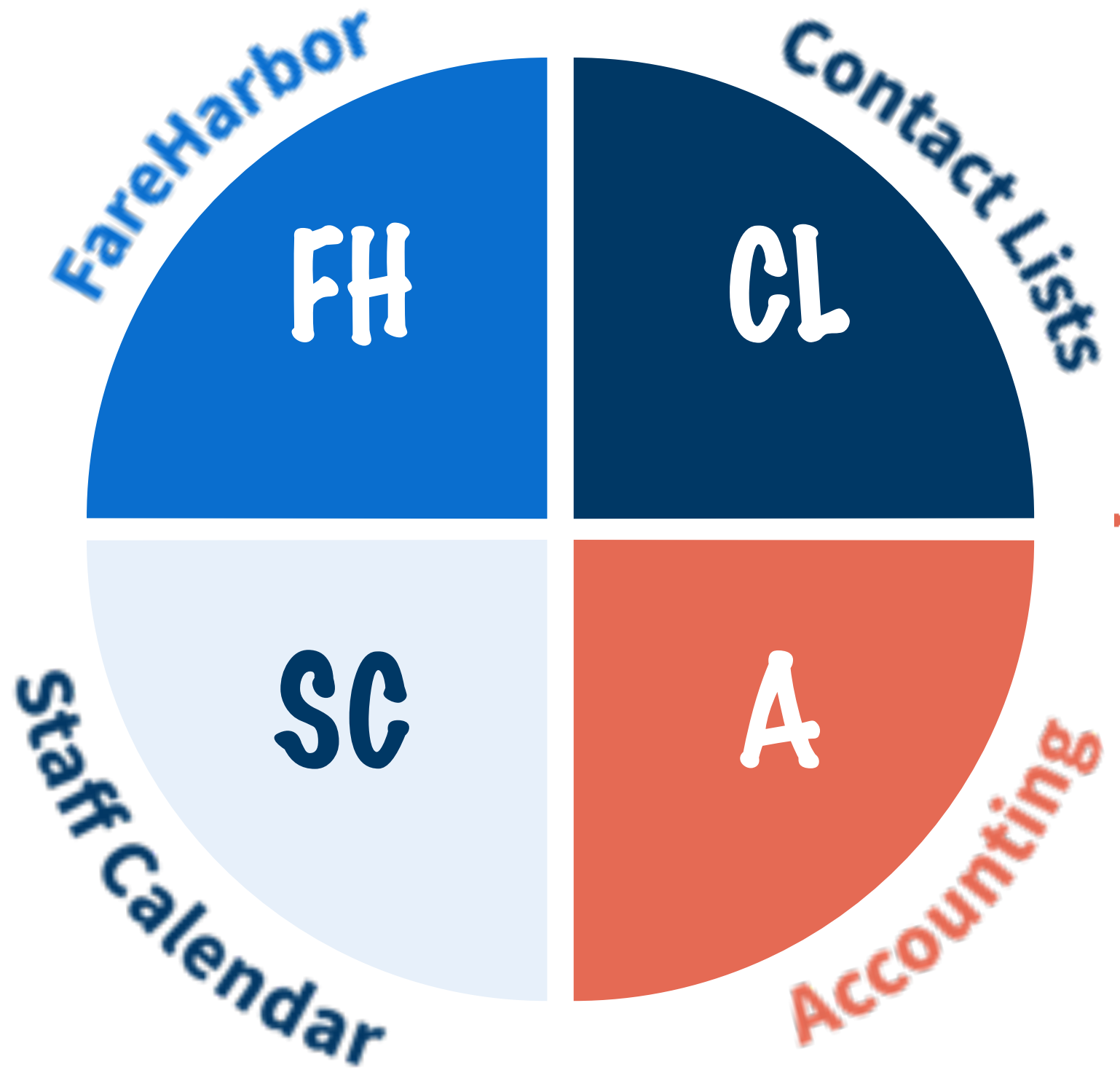
Google Calendar



Accounting

Quickbooks, Xero





zapier



Resources



FareHarbor

Check our help doc for more information!



Zapier Help

Check out Zapier's help center!

tip:

The Zapier integration **isn't magic** but there are a multitude of cool things you can accomplish with it.



Thank You 

