

FAREHARBOR  
webinars



# From Snowshoeing to Dog Sledding –

How to Make Your Winter  
Activities Stand Out!

January 25, 2022

A decorative background featuring a wooden signpost on the left with several directional signs pointing in various directions. The signs are made of wood and have handwritten text in different colors. The signs include: 'See Rafted', 'Lighthouse', 'See Food', 'See Wildlife', 'Cliff Jump', 'Swim w/ Rattle', 'Caves Tours', 'KAYAKS', and 'Mushrooms'. To the right of the signpost are several large, overlapping circles in shades of teal and light blue, some with a diagonal line pattern.

# Madi Ives

Account Manager  
FareHarbor Denver



# Chelsea Pedersen

Account Manager  
FareHarbor Denver



# Today's Agenda

**Photos**

**Custom  
Content**

**Booking  
Flows**



# Poll

**How often do you update photos on your website?**

- Quarterly
- Yearly
- Never
- Other



# Photos



Where and how often should you update your photos?

# Photos

## Item Photos

- People participating in the activity
- Equipment



## Landing Page

- Feature three of your most popular winter activities



# Photos

Item Photos



## Landing Page

## Landing Page

HOME TOURS ▼ SEASONS ^ ABOUT US MORE ▼

WINTER

SUMMER



### MULTI-DAY WINTER WOLF WATCHING TOUR

This all-inclusive wolf watching package is the ultimate way to experience Yellowstone's abundant wildlife and pristine beauty, each evening enjoying the comforts of your lodge, hearty meals and presentations from local experts.

BOOK NOW

LEARN MORE





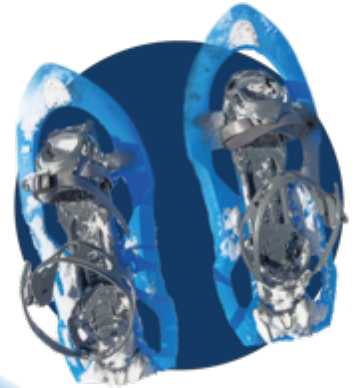
# Custom Content



# Poll

**Do you utilize custom content?**

- Yes
- No
- What is custom content?



What is custom content and why would you update it?

# Custom Content

- Info & Policies
- Canned Messages
- Listing
- Photos (again)
- Using Markdown

Markdown	Result
<b><code>**text**</code></b>	<b>Bold</b>
<i><code>*text*</code></i>	<i>Italics</i>
<b><i><code>***text***</code></i></b>	<b><i>Bold italics</i></b>
<ul style="list-style-type: none"><li><code>- text</code></li></ul>	Bullet point
<ol style="list-style-type: none"><li><code>1. text</code></li></ol>	Numbered list
<code>[link text](URL)</code>	<a href="#">Link</a>
<code>! [descriptive text] (image URL)</code>	Image
<code># Text</code>	H1 Header <a href="#">(example)</a>
<code>## Text</code>	H2 Header <a href="#">(example)</a>
<code>### Text</code>	H3 Header <a href="#">(example)</a>
<code>----</code>	Horizontal line <a href="#">(example)</a>



# Booking Flows



# Poll

## Do you edit your Booking Flows by Season?

- Yes!
- Not yet.
- How do I do that?



Booking flows allow you to organize your items into categories. Why is this important?

# Booking Flows

## Default Flows

- Includes all items

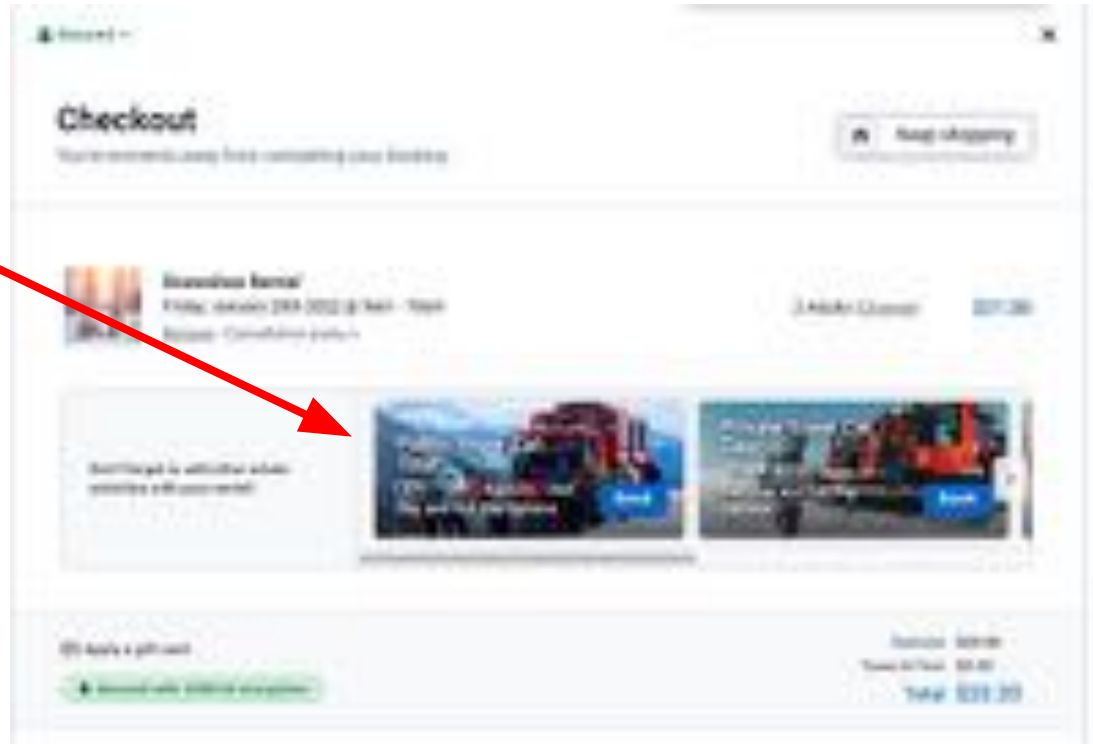
## Customized Flows

- Add blocks
- Make the winter activity block larger than the others
- Focus on photos



# Suggested Items

Suggested Items



Thank you!





***FareHarbor logos** for use as slide accents: **copy & paste; resize as necessary***



**FAREHARBOR**



**FAREHARBOR**



**FAREHARBOR**

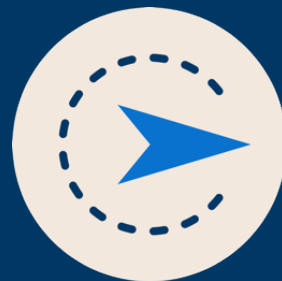


**FAREHARBOR**

*Meetups logos for use as slide accents: **copy & paste**; **resize as necessary***



*FareHarbor Compass logos for use as slide accents: copy & paste; resize as necessary*



***FareHarbor partnerships logos for use as slide accents: copy & paste; resize as necessary***



FareHarbor **brand patterns** for use as slide accents: **copy & paste; resize as necessary**



FareHarbor **activity icons** for use as slide accents: **copy & paste; resize as necessary**



*Misc. icons for use as slide accents: **copy & paste**; **resize as necessary***



*Misc. icons for use as slide accents: **copy & paste**; resize as necessary*





*Misc. icons for use as slide accents: **copy & paste**; resize as necessary*

