



Love is in the Air

Marketing Your Activities to Couples!



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Today's Agenda

**New
Items/Custom
Fields**

**Promo
Codes**

**Gift
Cards**



Poll

Do you offer special items for different times of the year?

- Yes
- No
- How would I do that?



Private Items & Custom Fields



Create a unique experience with private items and custom fields.

Private Items & Custom Fields

Private Items

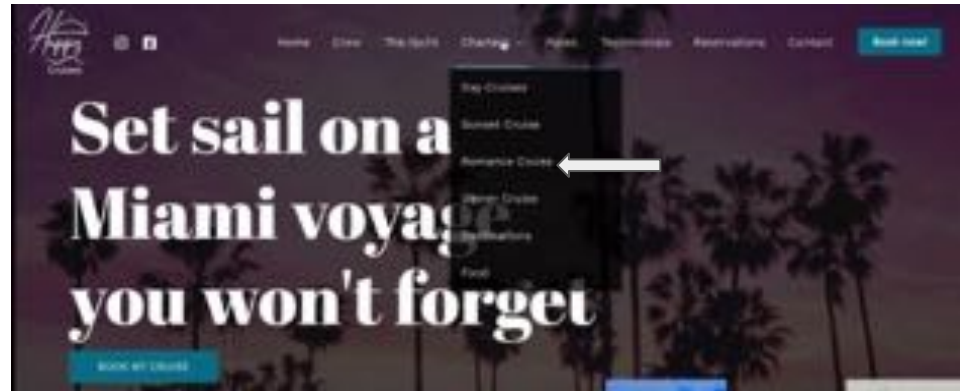
- Unique items that can be turned off and on during different parts of the year

Custom Fields

- Wine
- Champagne
- Red Rose
- Heart-shaped pizza
- A professional photo



Examples



Promo Codes



Poll

Do you utilize promo codes?

- Yes
- No
- What are promo codes?



Offer a discount
or incentive
through a
promo code.

Promo Codes

Promo Codes

- Offer a discount or special offer
- Valentine's Day only deal
- Groupon deal



Examples

Saint-Valentin

-25% pour la Saint-Valentin

Codes Settings



+ Import or generate codes

⚙️ 🔍 Find

| 1 of 1 code | Uses | Maximum Uses | Edit |
|----------------|------|--------------|----------------------|
| Saint-Valentin | | Unlimited | Edit |

Saint-Valentin

-25% pour la Saint-Valentin

Codes Settings

Added to 2 custom fields

| | |
|---|--|
| Name | <input type="text" value="Saint-Valentin"/> |
| Summary | <input type="text" value="-25% pour la Saint-Valentin"/> |
| Code prefix | <input type="text" value="Saint-Valentin"/> |
| <input type="button" value="Save"/> <input type="button" value="Delete this campaign"/> | |

+ Add valid or blackout dates

Valid dates

| For | When | Days | |
|------------|------------------|------|------------------------|
| Booking on | 2/1/22 - 2/28/22 | | Delete |



Gift Cards



Poll

Do you currently offer gift cards?

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



Allow your customers to purchase and send gift cards directly from your website.

Gift Cards

Gift Cards

- Reach out to FareHarbor to add gift cards to your website.
- Customers then purchase and send directly from your website.



We buy with our eyes, so make sure your items are visually appealing.

Final Tips!

Visuals

- Pop-up banners that highlight a promotion
- Blogs that promote your activity as a good “date night” idea
- Photos that show couples enjoying your activities



Thank you!



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



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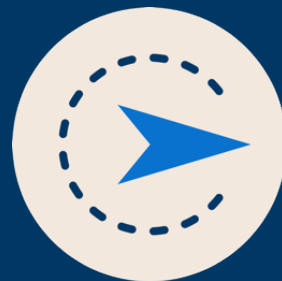


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FareHarbor Compass logos for use as slide accents: copy & paste; resize as necessary



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**



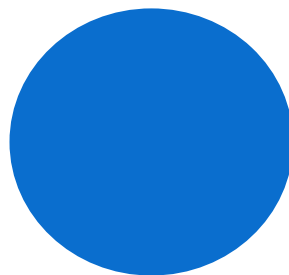
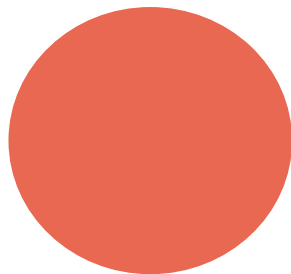
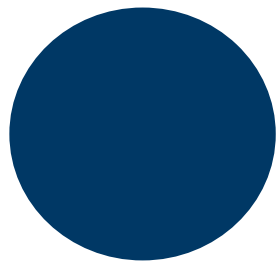
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webinars



