

FAREHARBOR

SPARK 

 VIRTUAL 2022 



# Increase your automated bookings with **ASN BOOK Buttons**

(A **BOOK BUTTON** embedded on an **AFFILIATE** website)





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# What do you need?



## ASN Book Buttons



# THE AGENDA

- 1 - **What** is an ASN?
- 2 - **Benefits**
- 3 - **Examples** of ASN
- 4 - **How** do I **get ASN** for my affiliates?
- 5 - **How** do I **motivate** my partners?
- 6 - **How** to build my **strategy**?
- 7 - **Bonus**



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## What is an ASN Button?

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It's NOT an API!

Affiliate

Short

Name

Basically...

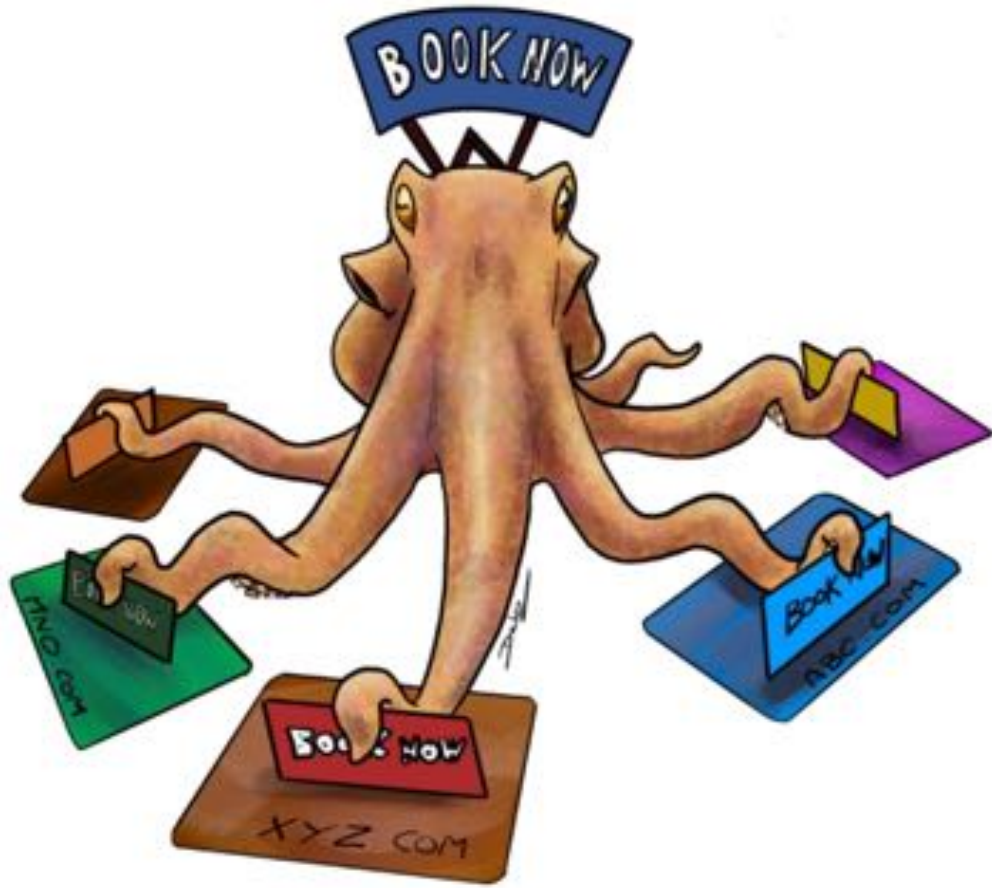
a **Book Button**

BOOK NOW

hosted

on an affiliate's website





How does a booking made through an ASN button **look like?**

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Like any **Online bookings** except...



An **affiliate** is automatically **tagged** on the booking



The booking mentions the **commission amount** you owe to the affiliate

**Note:** the booking is subjected to the online fee





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## Benefits

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**Instant  
bookings**

**Immediate  
payment**

**You decide the  
commission**

**Reliable and  
Hassle-free**

**Run reports**



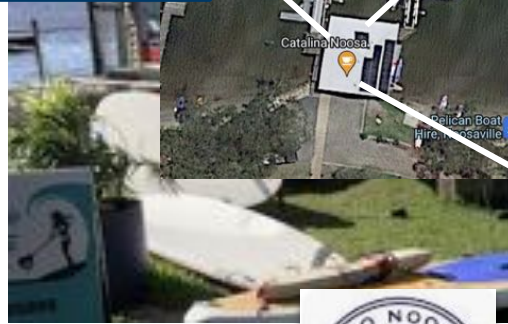
3

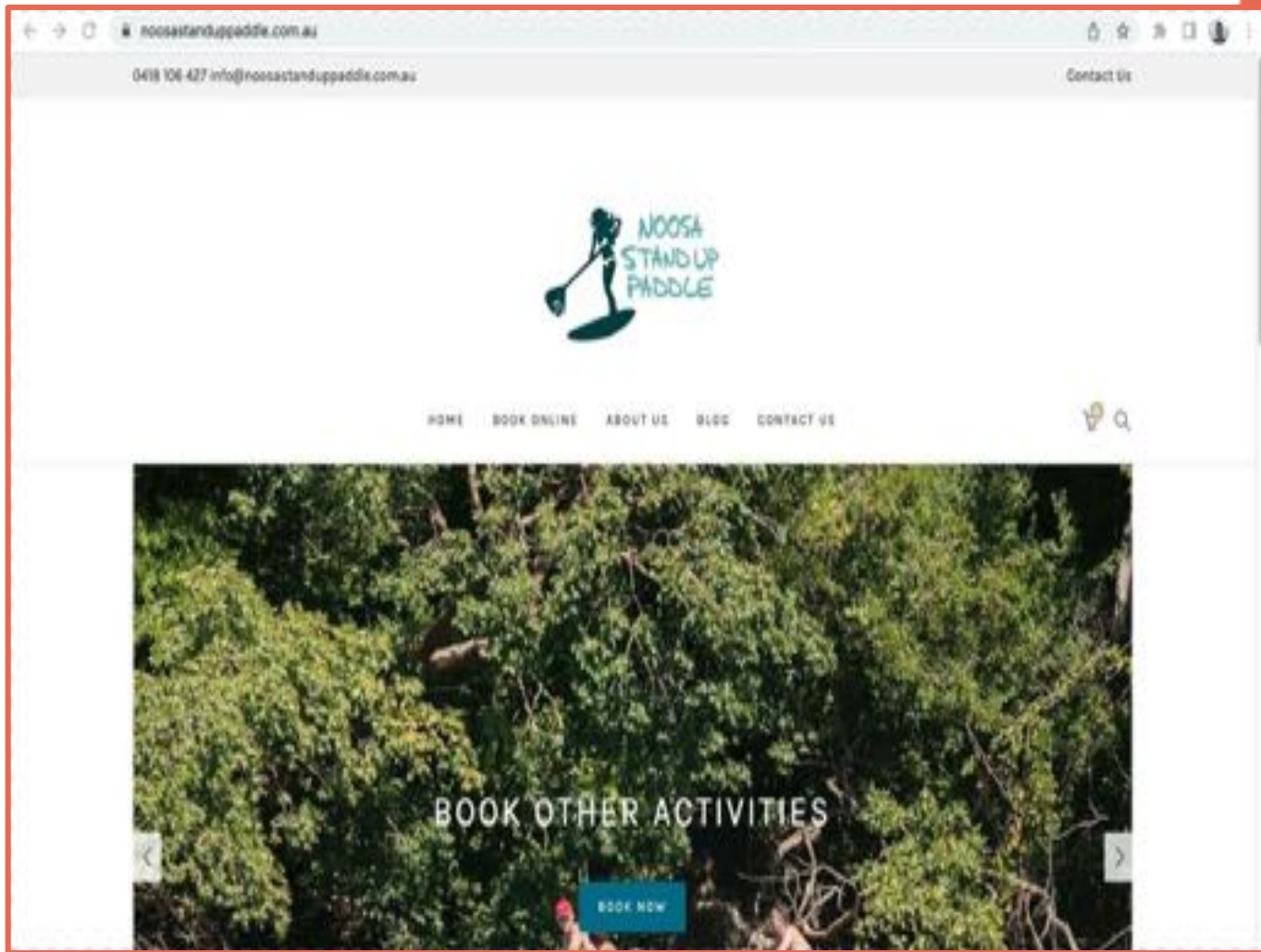
# Examples

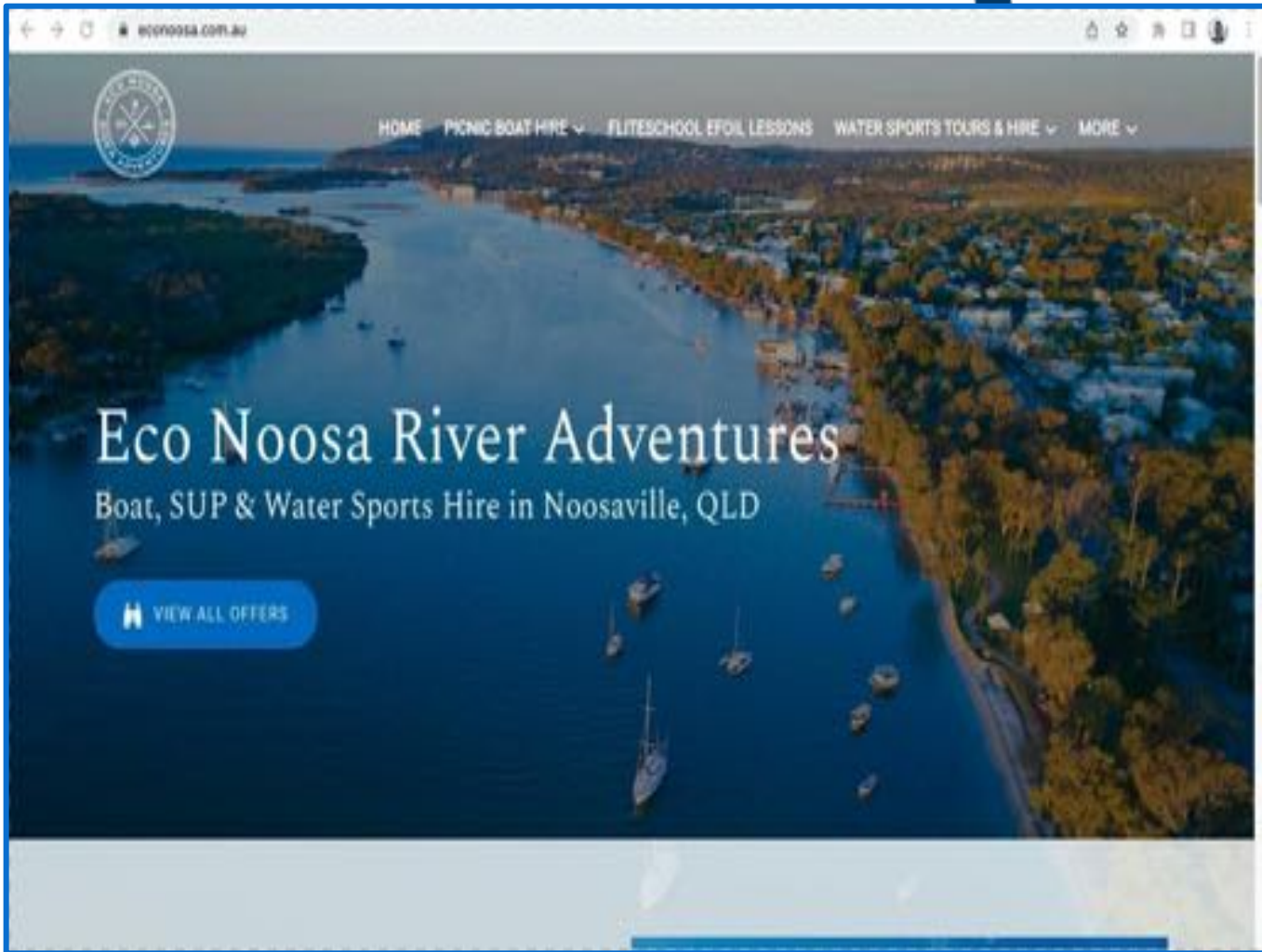
## Noosa Heads

3 businesses on the same pier

FLITESCHOOL  
Noosa











## A website which tells you what to do in NZ

Landing page

Customized button





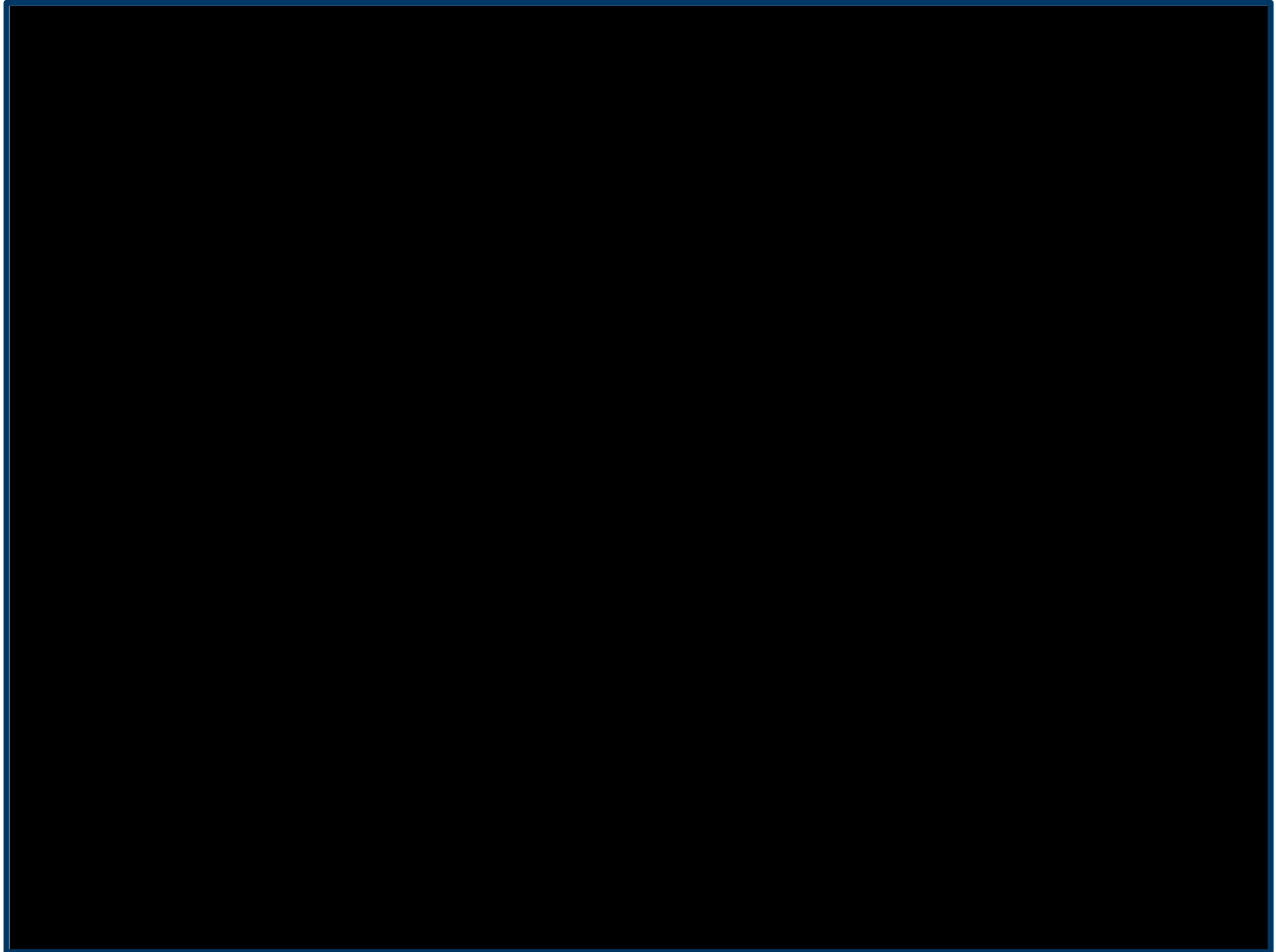
## A website promoting aboriginal culture and experiences

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**Noteworthy:**

Landing page

lightframe





## Everything to do in Cairns

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**Noteworthy:**

Promocode

lightframe



## Sum-up

### Different types of resellers:

- Operators reselling each other
- Aggregator websites
- Blogs
- Tourism websites
- “What to do in...” websites



Welcome To Our Travel Blog!

10 Most Popular Places For Canyoning In Australia  
In The Summer Of 2022



### With listings based on:

- Location
- Themes:
  - food
  - Culture
  - Any type of activity
  - ...





At this stage,

You may *WONDER*

...



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## How do I get an ASN Button for my affiliates?

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**1 Discuss** with the affiliate

Agree on a **commission**

**2 Contact** FH Support

- Affiliate 'ZYX'
- X % commission
- Email address

**3 Channel Support Team:**

- **We create** an *ASN link*
- **We send** it to the affiliate

The affiliate **embeds** the link on his website.



Can Fareharbor  
**embed** the ASN  
Button into the  
**affiliate website?**

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**YES!**

**We just need...**

**From you:**

- Picture
- Text/Caption
- Which tours?

**From your affiliate:**

- Their website back-end **login**
- **Where** do they want the button?



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How do I **Motivate** my partners to embed an ASN on their website?

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Passive Income  
(Hassle-free)

They can offer  
Connected activities



They can  
Track their sales



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# How to build an effective strategy?

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## **SET**

Realistic /reachable  
goals



## **TARGET**

The right partners  
for you!



## **DISCUSS**

With them about  
your partnership



7

(Bonus)

Transform  
**ASN**  
into  
**QR codes**

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### Find local affiliates:

- Hotels
- Booking Bays
- Restaurants
- Bars & Pubs
- Shops
- Visitor Centres



### Be visible:

- Counter
- Flyers
- brochures



# Wrap-up

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**Engage discussion**  
with your best partners

**Motivate your partners**  
Passive income, diverse offer...

**Contact Fareharbor support**

- Name of the affiliate
- Commission rate (%)
- Their email
- (ASN or QR code)



# VOILA!



Thanks for attending



Any questions?





# Questions' time



# How we create an ASN button

The screenshot shows the admin interface for DeelWity Snorkeling on the FareHarbor platform. The browser address bar displays `demo.fareharbor.com/identity/middleware/permissions/permissions`. The top navigation bar includes links for Bookings, Manifest, Reports, Home, Settings, and Help, along with the user name 'Tomas Landa, EN' and the company name 'DeelWity Snorkeling'.

The left sidebar contains a search bar and a menu with the following items: Overview, Users & Permissions, **Bank & Payments** (highlighted), Recent Activity, Contact, Communication, Translations, Info & Policies, Canned Messages, Public Headlines, Locations, Online Booking, Book Buttons & Embeds, Analytics & Tracking, Booking Flows, Suggested Items, Booking Restrictions, FareHarbor Profile, Build, Customer Types, and Custom Fields.

The main content area features a warning banner: **To process payments, complete the dashboard action checklist**. Below this is the company logo 'DY Snorkeling' and the name 'DeelWity Snorkeling'. It also shows the text 'Joined FareHarbor in January 2020' and 'Time zone: Australia/Torrey', with a 'FareHarbor ID: 1,127'.

The right sidebar, titled 'Changelog', lists updates:

- Tuesday, June 27th 2022**  
**Offline QR scanning for the FareHarbor iOS app**  
Scanning QR codes offline allows you to check in customers even in unstable or poor internet connections.  
[Learn more](#)
- Tuesday, February 8th 2022**  
**Custom field table view**  
Keep your custom fields organized with the new Table view in your Dashboard settings.  
[Learn more](#)
- Thursday, February 3rd 2022**  
**Payment processing reports**  
Report on all relevant credit card processing fees charged within a select period of time.  
[Learn more](#)  
[Go to Payment Processing Documents report](#)

At the bottom of the changelog, there are expandable sections for the years 2021 and 2020.

