Visit Myrtle Beach Amplified Marketing Programs (AMP)
Marketplace User Guide

General

Any questions regarding the application or accounts can be directed to Johanna Hodge at johanna.hodge@visitmyrtlebeach.com.

How to Create an Account

In order to participate in the Visit Myrtle Beach partner program, partners must register in the Marketplace to view programs and place orders. If you do not have a username and password or have misplaced your credentials, please contact johanna.hodge@visitmyrtlebeach.com. A system administrator will ensure your partner business is added within the application and will send a registration invitation link to you via email. From there, you will be able to create a password for your account and enter your organization's contact information.

How to Log In

To sign in to the application, visit coop.visitmyrtlebeach.com and enter your login information.

If you forget your password, you can reset it by selecting "I've forgotten my password." You will receive an email with a link to enter a new password.

How to Navigate the Marketplace Application

The following is a description of each application tab and its functionality.
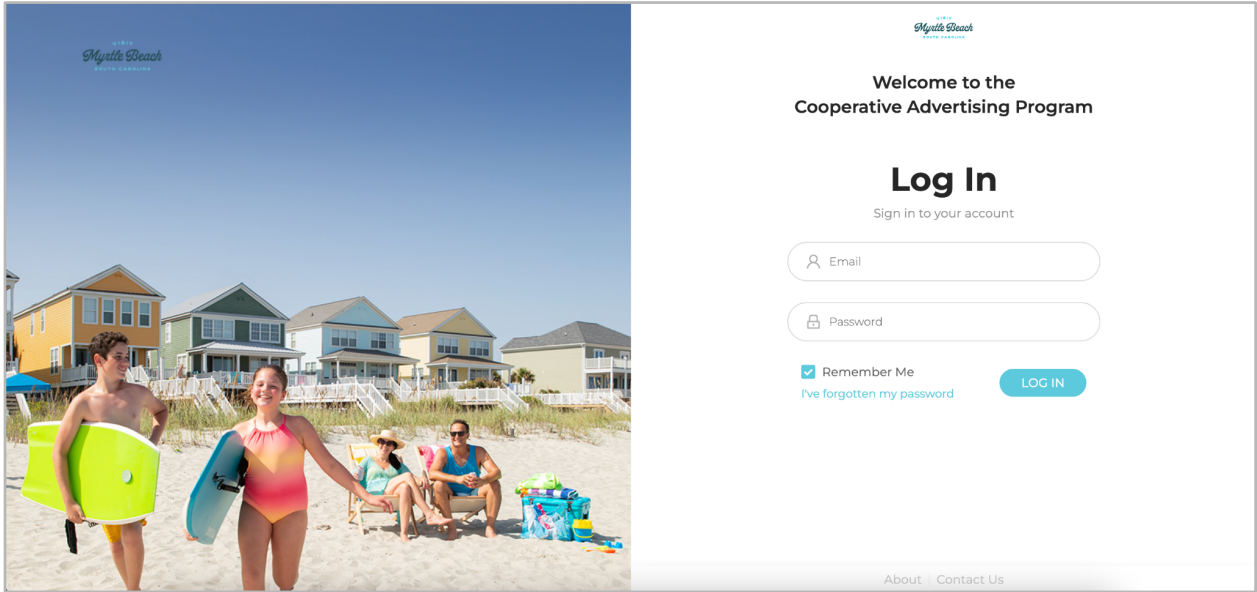
1. **Programs**
    a. The "Programs" tab lists all programs available for purchase. You can search by program name, program group, status, start date and end date. There will be a message at the top of the page advising whether the application is currently accepting orders or detailing the next time it will be enabled for ordering.
        i. Within the A La Carte program group, you may select one or multiple programs to add to your cart. Note that you must purchase one of the tiered programs to be eligible for the A La Carte programs.
        ii. Tiered program groups will be listed in bold text with each included program listed in subsequent blue text on a gray field. Tiered program groups are all-inclusive and require purchase of all included programs.
        iii. You can use the checkboxes to select the programs and bulk add to your cart.

b. Before registration opens, you can browse the application to see what programs are offered, view the program descriptions and save programs to your order.

    i. To learn more about an individual program, click on the blue text to view the program overview page. Here you will see information such as estimated start and end date, space deadline, materials deadline, rate, estimated impressions, maximum participants and program descriptions. You can open and save a PDF version of the program overview by clicking on the red PDF icon in the bottom right corner of a program overview page.

c. During the registration window, you can save orders to your cart, click "Continue" in the bottom right corner, add/confirm your contact information and check out.

    i. A program is available to be purchased until the Space Deadline. After the Space Deadline has passed, that program will not show in the program listing page.

Anna Lowry ⌄

Test Partner ⌄

PROGRAMS   ORDERED PROGRAMS   METRIC REPORTS   ORDERS   ACCOUNTING   PARTNER ACCOUNT(S)

Home > Programs > Confirm Order

← Order Programs

ⓘ Confirm ALL partner contact information is up-to-date before clicking "Submit Order."

Partner Business Addresses

⟳ Refresh

Address 1 ✎

⚇ Business Name

⌂ 12334

⚲ Myrtle Beach, SC, 29572

Add New

Program Name	Rate
Mobile Display: Past Visitor Targeting	$ 5,060.00
TOTAL	**$ 5,060.00**

Submit Order

Marketing Contact Information
This contact will receive alerts to submit materials, approve copy, etc.

Address 1 ✎

⚇ First Last

✉ alowry@mmgy.com

☎ (555) 555-5555

⌂ 12345

⚲ Myrtle Beach, SC, 29572

Add New

Billing Contact Information
This contact will receive all invoices and payment alerts.

Address 1 ✎

⚇ First Last

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d. You will receive a confirmation email that your order request was successfully submitted for review, but your order is not final until the system administrator completes the program assignments after the registration window (space deadline) ends. At that time, you will receive another email that will outline which programs you have been accepted into and if you were waitlisted for any programs. Then you will log in to the application to confirm your order and accept terms. This happens in the "Orders" tab. If you do not have any changes to your order, click the blue "Continue" button, read the terms and select "Accept." At this point your order is official. An invoice will be automatically sent to your billing contact.

2. Ordered Programs

    a. In the "Ordered Programs" tab, you can view all of the programs that you are currently participating in or have participated in previously. You can search by program name or filter by program status. Programs appearing in red require your attention and action, such as submitting materials, or reviewing and approving creative.

    b. You can click into each program to view more specific information about that program, including the description, materials, creative and revision history.

c. If action is needed to submit materials, click into the program and then click on the "Materials" tab. Here you will see directions to submit the required materials. Note some fields have character counts or image guidelines that must be followed. You might receive automated email reminders from the application if you have not submitted materials and the materials deadline is approaching.

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PROGRAMS   ORDERED PROGRAMS   METRIC REPORTS   ORDERS   ACCOUNTING   PARTNER ACCOUNT(S)

Home > Ordered Programs > Ordered Program Detail

← **Ordered Program Detail**

⤓ Materials

General | Materials | Revision History

ⓘ Please submit your materials for this program here. Materials marked with a red star are required.

300x250 Banner Image or
Large High-Quality Image

:*

+
Select Image

Please upload a high-resolution photo of your property.
Must be JPG or GIF format. Recommended image
specs for a 300x250 banner are 300x116 pixels You
may also upload a large image here for us to crop and
use in each banner size)

160x600 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property.
Must be JPG or GIF format. Recommended image
specs for banner are 160x245 pixels

300x600 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property.
Must be JPG or GIF format. Recommended image
specs for banner are 300x245 pixels

728x90 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property.
Must be JPG or GIF format. Recommended image
specs for banner are 229x90 pixels

Business Name:*

[   ]   (100)

This is how your property name will display in the
advertisement.

Headline:*

[   ]   (100)

Grab the users attention here EXAMPLE: Voted Best
beach rentals 46 characters max (includes spaces)

Description/Offer:*

[   ]   (100)

Best assets of your business or a great offer Direct
Response Messaging Highly Encouraged 55 characters
max (includes spaces)

CTA:*

[   ]   (100)

Call to Action Convince users to interact/click on your
banner. EXAMPLE: Book Now 20 charcters max (includes
spaces)

Website Link:*

[   ]

Enter the link to your website or promotion. 500
characters max

Date	User	Note	Remarks

No Data

Save   Submit

d. You will receive an automated email notification when the system administrator has uploaded creative for your approval. To review and approve creative, click into the program and then click on the "Creative" tab. The creative section is where the system administrator will upload the creative files or share a URL to view the creative, and further instructions may be included. You might receive automated email reminders from the application if you have not reviewed and approved the creative and the creative deadline is approaching.

    i. Click the blue "Approve" button to signify creative has been reviewed and approved.

    ii. If the creative requires changes, click on the red "Disapprove" button and input feedback on required edits.

3. Metric Reports

    a. In the "Metric Reports" tab, you will see reports for the programs you have participated in. You will receive an email notification if a report has been added with a link to view.

PROGRAMS	ORDERED PROGRAMS	**METRIC REPORTS**	ORDERS	ACCOUNTING	PARTNER ACCOUNT(S)

Home > Metrics

Metrics

ⓘ The following metric reports have been submitted for this partner account.

Report Type	Report Dates	Report Name
Consolidated	06/07/2022	Summary for May 2022 to June 2022
Monthly	06/07/2022	Summary for June 2022

< **1** >

b. The reports will be listed in order of most to least recent. You can click on a report in the list to view the data such as impressions, partner clicks, click rate, media investment, etc. Metrics will vary based on the program. You can download a copy of the report by clicking on the green Excel spreadsheet icon or the red PDF icon in the top right corner of the report page.

4. Orders

    a. In the "Orders" tab, you can access a record of all your orders that have been placed via the application with details including the order ID number, order date, order status, a downloadable invoice PDF for approved orders and the invoice date.

b. You can click into each order to view the order detail page that lists the individual programs and costs. You can also view the order's history such as the date it was submitted, the date the system administrator approved it, the date you confirmed the order and the date the order was completed.

5. Accounting

a. In the "Accounting" tab, you can access all transactional information including date, transaction amount, transaction type, notes and total pending balance.

Cooperative Advertising Program

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Test Partner ⌄

PROGRAMS   ORDERED PROGRAMS   METRIC REPORTS   ORDERS   ACCOUNTING   PARTNER ACCOUNT(S)

Accounting Listing

Accounting Listing

ⓘ See below for all financial transactions for this partner.

For specific order details, click on the corresponding order in the "Orders" tab and then click on "Revision History."

⚇ **Partner Name:** Test Partner

Pay Date/Order Date	Transaction Amount	Transaction Type	Notes/Order Description	Total Pending Balance
12/12/2022	$23,100.00	Deposit	Invoice #4388	$0.00
12/12/2022	$23,100.00	Withdraw	Order Confirmed #4388	$23,100.00

‹ 1 ›

Remaining Balance: $0.00

6. Partner Account(s)

a. In the "Partner Account(s)" tab, you can edit your contact information by clicking on the pencil icon under the action column.