



Cross Marketing

2016 - Fall Edition

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Overview

Cross Marketing on your Clubessential website is promoting certain events, topics, or content in an area where a member would not expect to see this information. **Cross Marketing** can easily be added to: **Custom Event Notifications, Directory Disclaimer, Dynamic Sidebar Content Areas, and Online Member Statements.**

Use Case(s)

Cross Marketing is best used to promote upcoming events, or new features and pages on the website. By using **Cross Marketing**, we can ensure that users will see the information, especially if placed in high traffic areas. Furthermore, we can use cross marketing platforms as directional marketing to specific users based on interests, and/or past event attendance.

Using Cross Marketing Sections

Your Clubessential website has several areas that were specifically built for cross marketing. Those areas include: **Custom Event Notifications, Directory Disclaimer, Dynamic Sidebar Content Areas, and Online Member Statements.** Detailed instructions below review these areas and how to edit these sections.

Custom Event Notifications

Edit Default Event Notifications

Notification Type: Registration Received (Site Default)

Enabled:

Message Subject:


Send From Name:

Send From Email:

HTML Version: Dear ##MEMNAME##,

Thank you for registering!

Love Chocolate? Sign up for our Chocolate Lover's Event here.



Directory Disclaimer

DIRECTORY

Admin Bar:

- Club Members
- Staff
- My Profile
- Search
- Export
- Settings



Join us this Thursday for a special Chocolate Tasting!

Sidebar Marketing

GLOBAL SIDEBAR CROSS MARKETING SECTION

[CLICK TO EDIT](#)

Tee Times Availability Legend

Availability Guide

- Available for Booking
- Unavailable
- Held by another user
- Not yet available

Statement Window

Billing History X
Click on recent transactions or a statement below to view.

Work Orders
View work orders associated with Owner Contracts.
 [Work Orders](#)

Payment Center
Manage accounts, make and schedule online payments.
 [Bill Pay](#)

Search
Search all statements for a word or phrase.

Help Center
 [Click Here for a Short Video Instruction](#)

 THE SEA ISLAND CLUB AT GRAND KEY



Chocolate Lovers' Day

Don't forget about Chocolate Lovers on February 17th! [Click here to reserve your spot now.](#)

Cross Marketing in Event Notifications

Each time a member registers for an event, a confirmation email is sent to that member. The confirmation email presents a key opportunity to make an impression using Cross Marketing. Event Notifications can be edited globally for all confirmation emails, or individually per event notification. For larger events, it is best to place the **Cross Marketing** piece in the **Global Notifications** so all members receive the communication. For targeted marketing based on past events, groups, or type of member; it is best to edit the **Event Notification** individually.

Reservation Confirmation

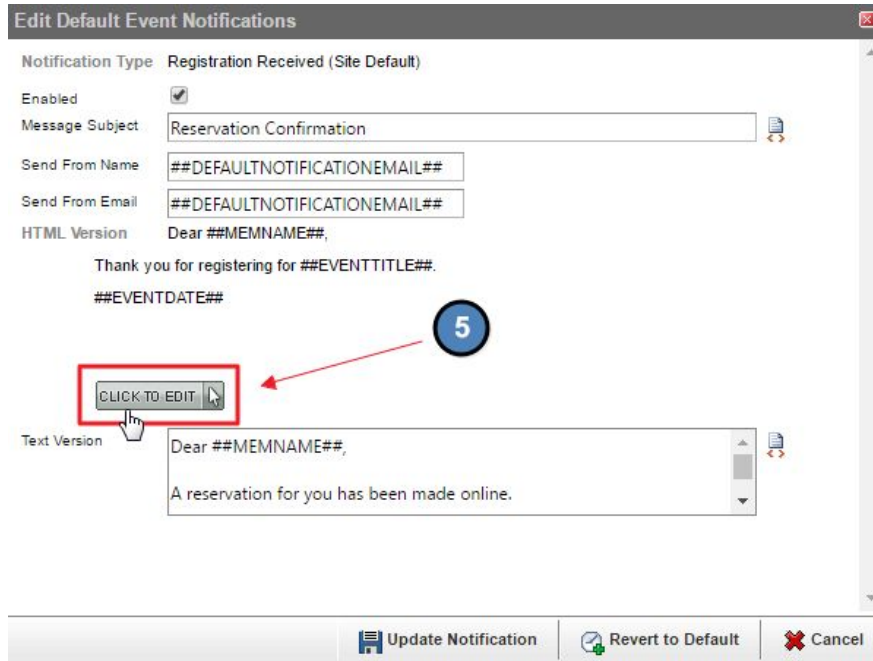
Dear Emily

Thank you for your Registration! We look forward to getting crafty with you.

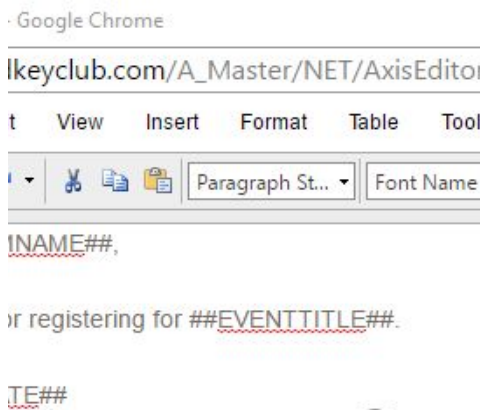
Do you also love chocolate? Register now for our next event: [Chocolate Lovers on February 17th!](#)



Edit Default Event Notifications by opening the **Click to Edit**.



This will open the **Editor**, with the **Default Notifications**. **Delete** the default and type your own, or **Add** additional content to the **Default Notification**.



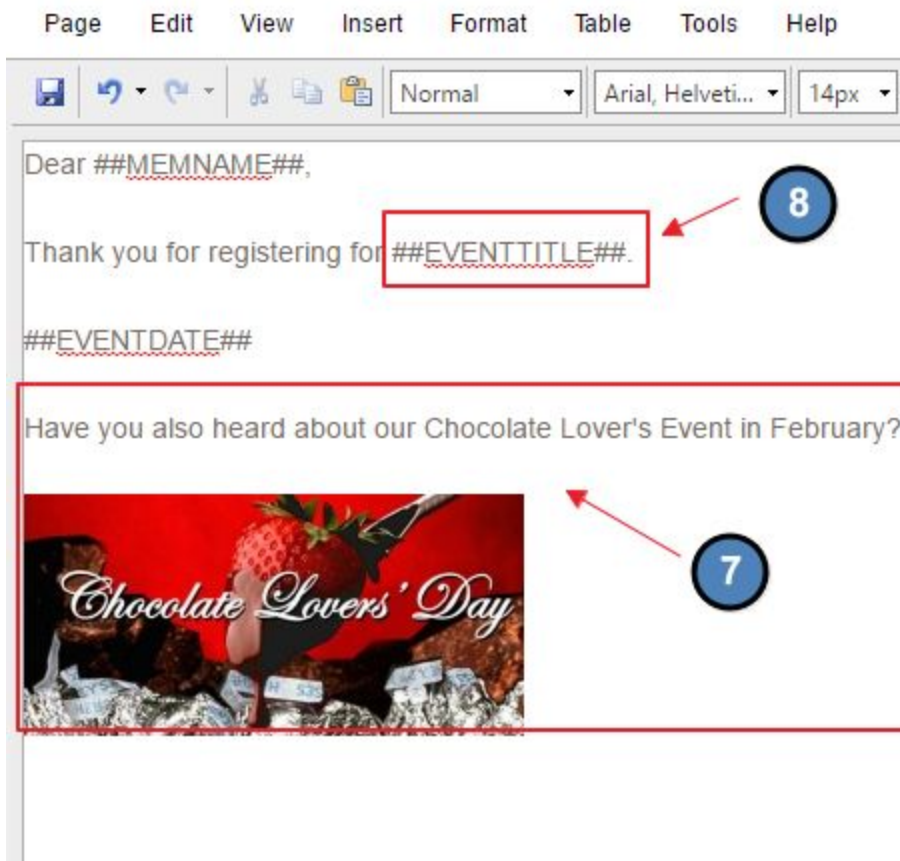
6

This editor works just like the **Editor** used throughout the website. You may add plain text, imagery, and hyperlinks.

It is recommended to use **Snippets** to personalize messages

- **Snippet Examples:**

- **##MEMNAME##** : this will add the member's name to the notification
- **##EVENTTITLE##**: this will add the event title name to the notification



The screenshot shows a rich text editor interface with a menu bar (Page, Edit, View, Insert, Format, Table, Tools, Help) and a toolbar with icons for undo, redo, cut, copy, paste, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and a font size dropdown set to 14px. The text area contains the following content:

Dear ##MEMNAME##,

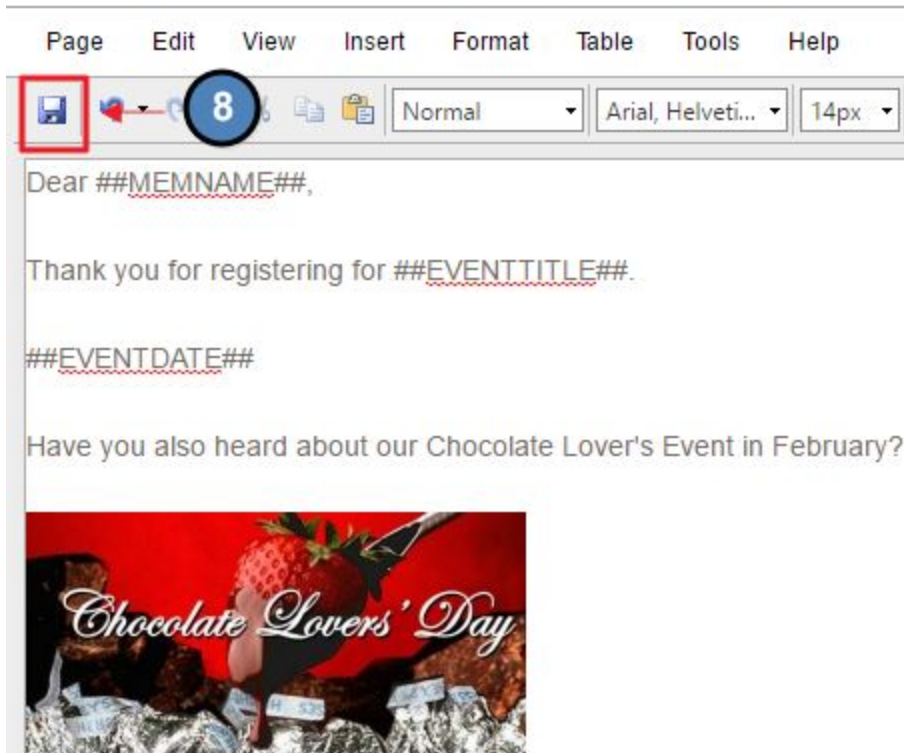
Thank you for registering for ##EVENTTITLE##.

##EVENTDATE##

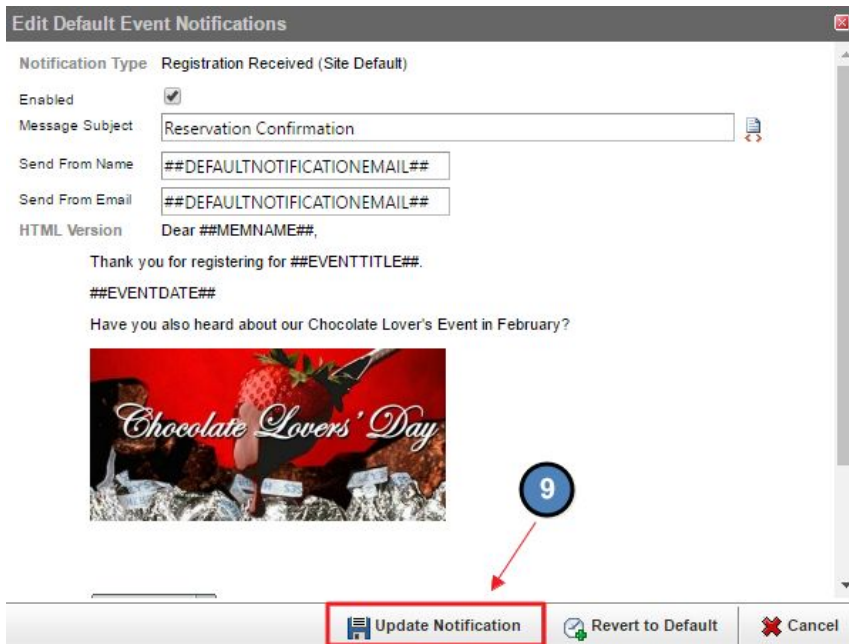
Have you also heard about our Chocolate Lover's Event in February?

Below the text is an image of a chocolate strawberry with the text "Chocolate Lovers' Day" overlaid in a cursive font. A red box highlights the image and the text above it. A red arrow points from a blue circle containing the number 7 to the image. Another red arrow points from a blue circle containing the number 8 to the ##EVENTTITLE## snippet.

Click **Save** once you've added your desired content.



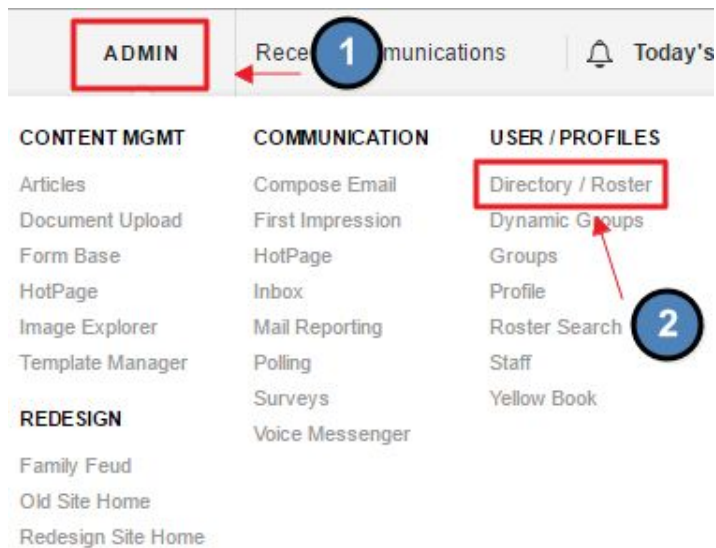
Click **Update Notification** for the custom notification to update.



Editing the Directory Disclaimer

The **Directory** is a highly trafficked area of the website. Members may use the **Directory** to access other member or staff information. Members are also likely to visit their own profile often to update information. The **Directory** offers prime real estate for **Cross Marketing** general events to members.

If you're an **Admin**, hover over the Admin tab and click on **Directory / Roster**.



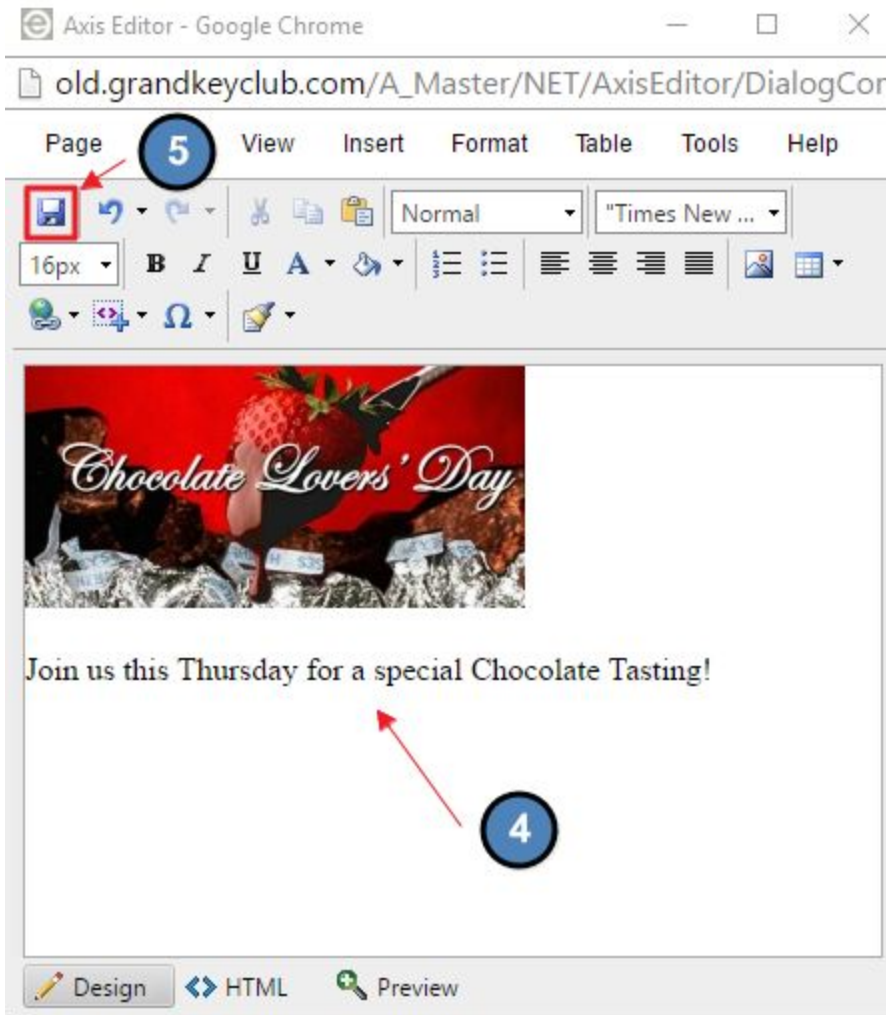
If you're an **Editor**, hover over the **Admin** link in the main navigation and click **Main Tools > Directory**.



Click **Edit Disclaimer Text** to edit.



Once the **Editor** is open, add text, imagery, and hyperlinks as desired. This works just like the **Editor** used throughout the website. **Click Save** once complete.




The **Cross Marketing** material will then show above the **Member List** in the **Directory**.

DIRECTORY

Admin Bar: Edit Field Settings

[Club Members](#) [Staff](#) [My Profile](#) [Search](#) [Export](#) [Settings](#) [User Statistics](#)



Join us this Thursday for a special Chocolate Tasting!

Last Name First Name Member Number Email Address Search

Editing Sidebar Content Areas

Sidebar Content Areas typically reside within the side panel of content pages on the website. These marketing areas can be global or page specific. For general **Cross Marketing**, edit the global sidebar content area. For targeted marketing, edit the page specific sidebar content area.

Global Sidebar Example:

An end of year club celebration which would appeal to the majority of members should be placed in the global sidebar content area so this information is available no matter what page the member travels to.

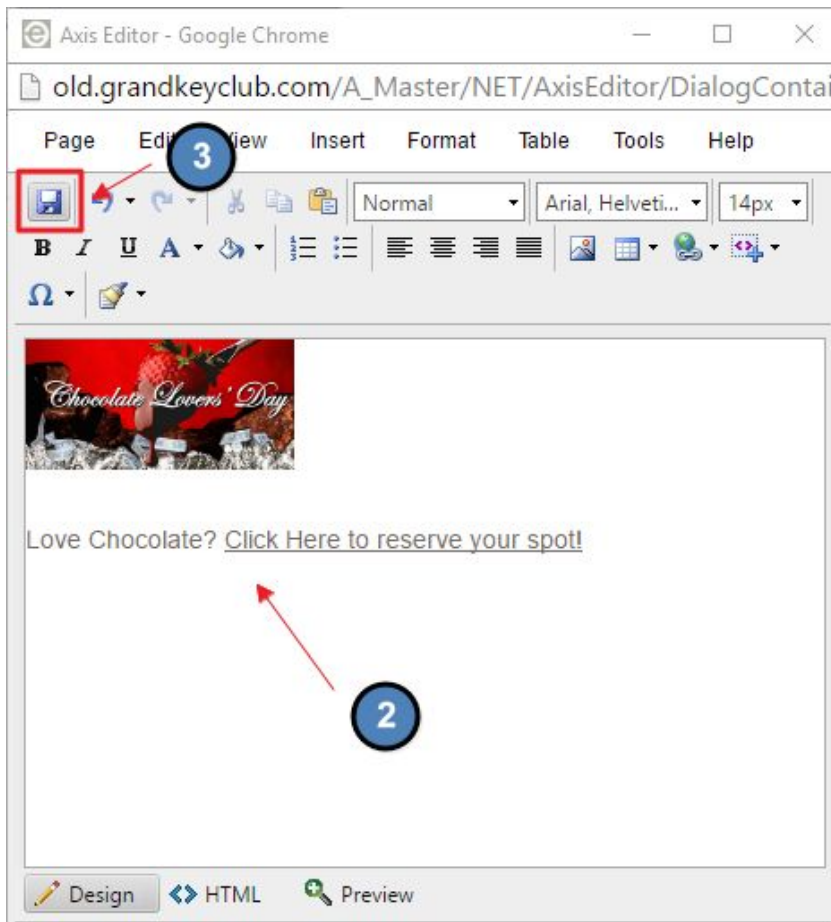
Page Specific Sidebar Example:

If you have a Golf Tournament coming up, it will be best to place this marketing information on Golf pages to attract Golf Members.

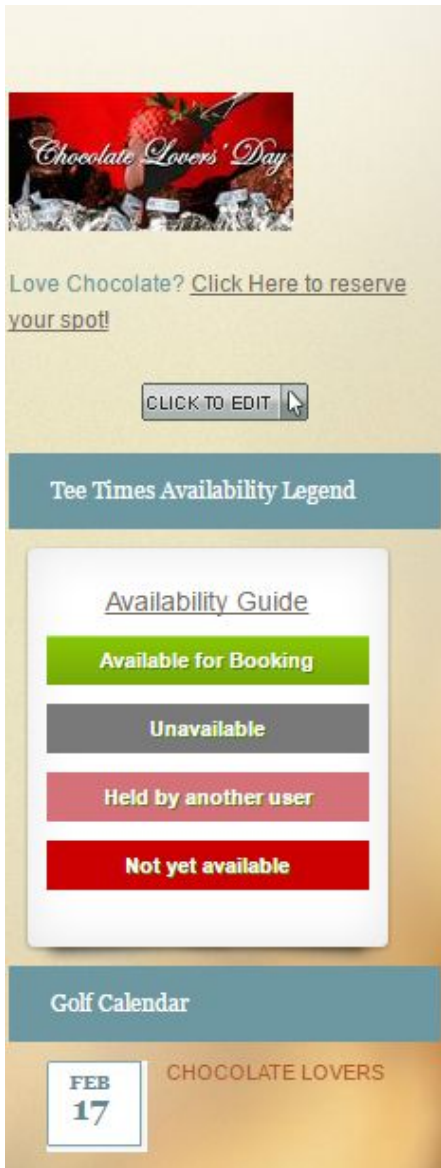
Navigate to the page in which you wish to add the **Cross Marketing Information**, and open the **Click to Edit** in the **Sidebar Area**.



This will open the **Editor**, which is the same editor used throughout the website. From here, you can add imagery, text, and hyperlinks. **Save** once complete.



Editing the **Global Sidebar** will show on all pages of the website, while editing the **Page Specific Sidebar** will only show on that specific page.



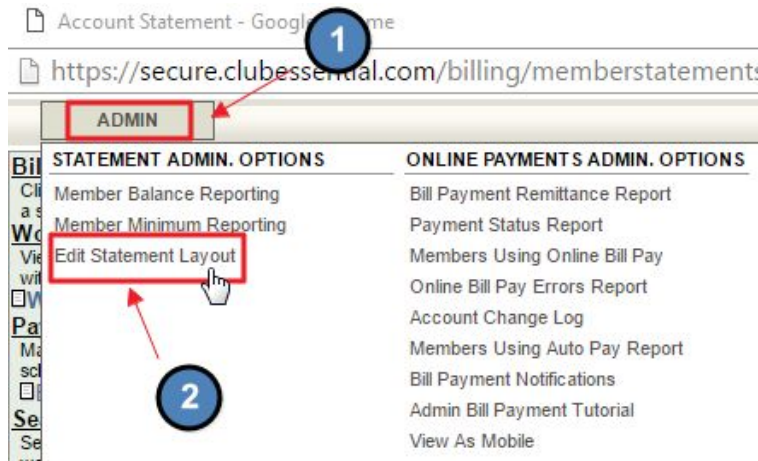
The screenshot shows a vertical sidebar with a light beige background. At the top is a red banner with the text "Chocolate Lovers' Day" in a white cursive font, accompanied by an image of chocolate. Below the banner is the text "Love Chocolate? [Click Here to reserve your spot!](#)". A "CLICK TO EDIT" button with a mouse cursor is positioned below the text. The sidebar is divided into sections by teal-colored headers: "Tee Times Availability Legend" and "Golf Calendar". The "Availability Guide" section contains four colored boxes: a green box for "Available for Booking", a grey box for "Unavailable", a pink box for "Held by another user", and a red box for "Not yet available". The "Golf Calendar" section shows a calendar grid with "FEB 17" highlighted in a white box, and the text "CHOCOLATE LOVERS" to its right.

Editing Online Member Statements

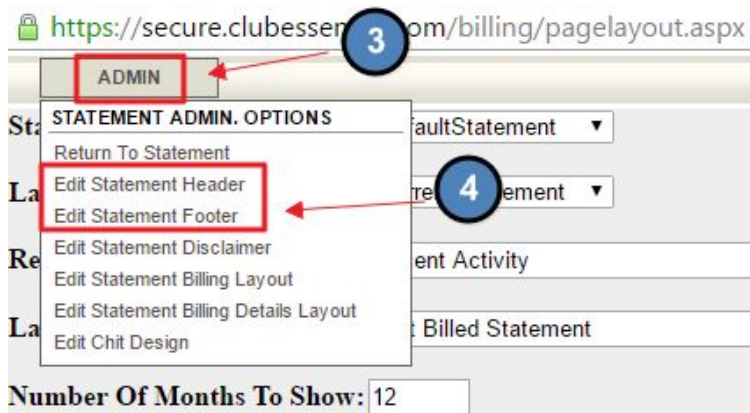
If your website is utilizing **Online Member Statements**, you may use this as another area to **Cross Market**. Some members may only use the website for statements and payments, making this another highly trafficked area on the website.

Access the **Online Member Statement** portal where it is located in the main navigation.

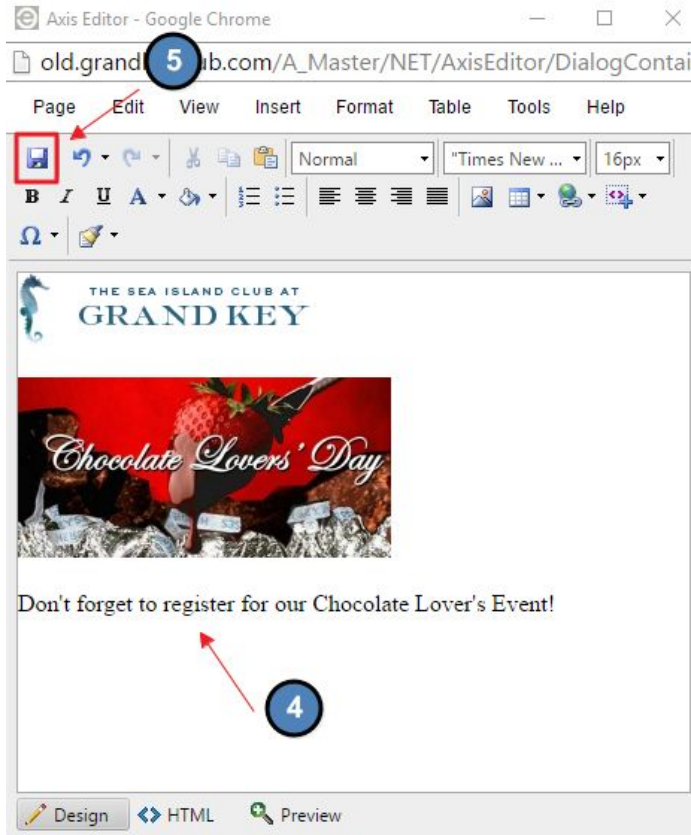
Once the **Statement** window is open, hover over **Admin** and select **Edit Statement Layout**.



Again, hover over **Admin**, and choose **Edit Statement Header** or **Edit Statement Footer**.



This will open the **Editor**, which is the same editor throughout the website. You can add text, imagery, and hyperlinks as desired. **Save** once finished.



The **Cross Marketing** material will then show in the **Statement Window**.



FAQs

Q: I want to cross market to specific members, but not all members. Where is the best place to cross market?

A: If you're trying to target certain members, you can try to cross marketing in a specific email campaign using target marketing. Set up appropriate groups that include the proper members. You may also want to place cross marketing pieces in page specific sidebars to market on pages that the type of member you're trying reach would access frequently (ex: market a Golf Tournament on the page specific sidebars on Golf Pages only).

Q: What happens if I'm not using my cross marketing sidebar?

A: This will be blank for members and they won't see anything. This does not throw off the design and only Admins/Editors can see the click to edits. You do not always need to have a cross marketing piece placed in these sections.

Best Practices

1. When utilizing Cross Marketing, it is best to try to be as directional as possible. Decide if the material you are Cross Marketing is best suited for all members, or specific types of members. Knowing to whom you are marketing should then help you decide whether to place this in global areas, or specific areas of the website.
2. Many of the Cross Marketing areas have limited space, so remember to size images appropriately and keep information short. Cross Marketing is most efficient when the message is short and enticing. It is also best to link to either the event or page you're trying to Cross Market so members can access the full information easily.
3. Keeping your Cross Marketing areas up to date helps keep the information informative and useful. Once an event is over, be sure to update the Cross Marketing section so old information is not being marketed.
4. Looking to enhance how, where, and when to market? Check out information on Site Statistics to lean on analytics to determine the best places on the website to market, along with the best day of the week and time of day. Information on Site Statistics is located here.