

GrowthZone

Working with Web Content

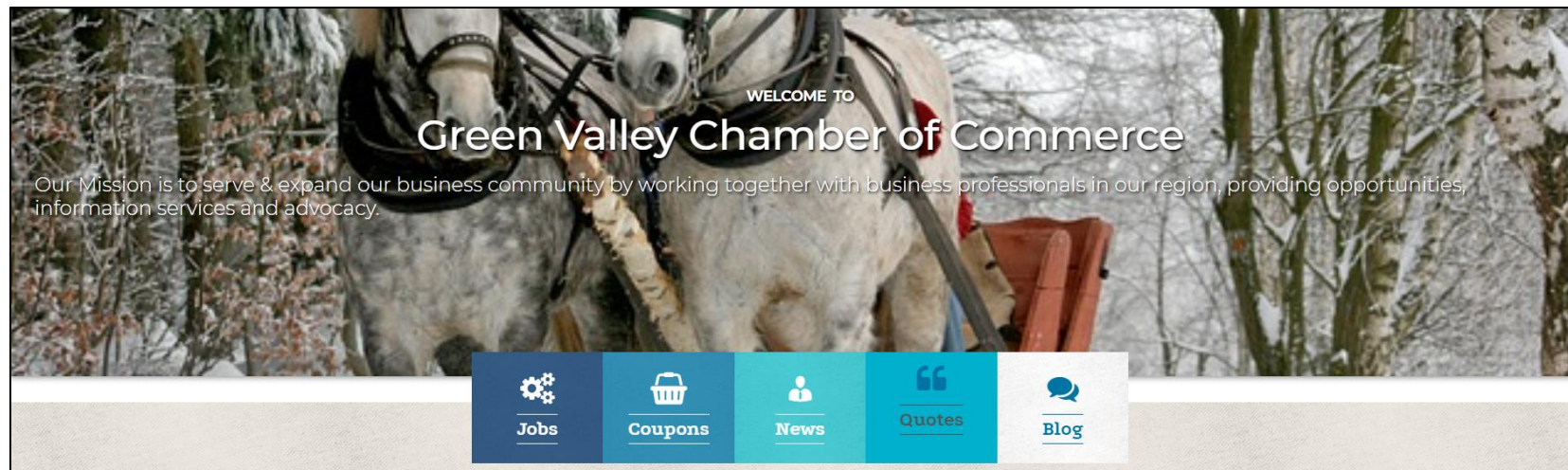


Setting Up Web Content Lists/Categories

Add Web Content From the Back Office

Add Web Content From the Info Hub

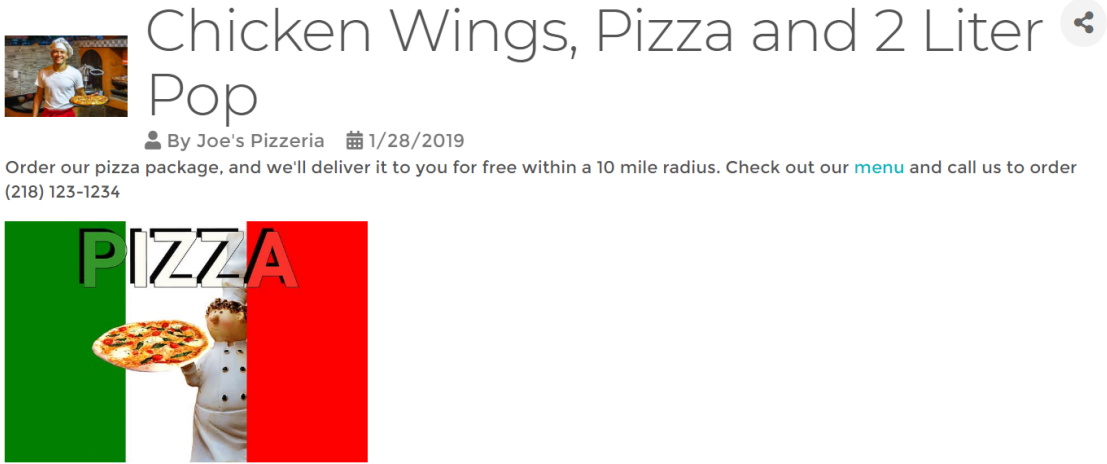
Approving Web Content Submissions



What is the Web Content Module?

- The Web Content Module allows you to create web-site pages Hot Deals, Job Postings, Blogs, News Releases and Testimonials
- This is a great way to support and promote your members, and organization!

[Back to Coupons](#)



Chicken Wings, Pizza and 2 Liter Pop

By Joe's Pizzeria 1/28/2019

Order our pizza package, and we'll deliver it to you for free within a 10 mile radius. Check out our [menu](#) and call us to order (218) 123-1234

Additional Info

Expire Date : 2/28/2019

Promo Code : FreePop

Web Content Types

Job Postings

- List of employment opportunities in your area

Coupons/Deals

- List of specials and on-line coupons

News

- List of announcements, articles, newsletters, etc.

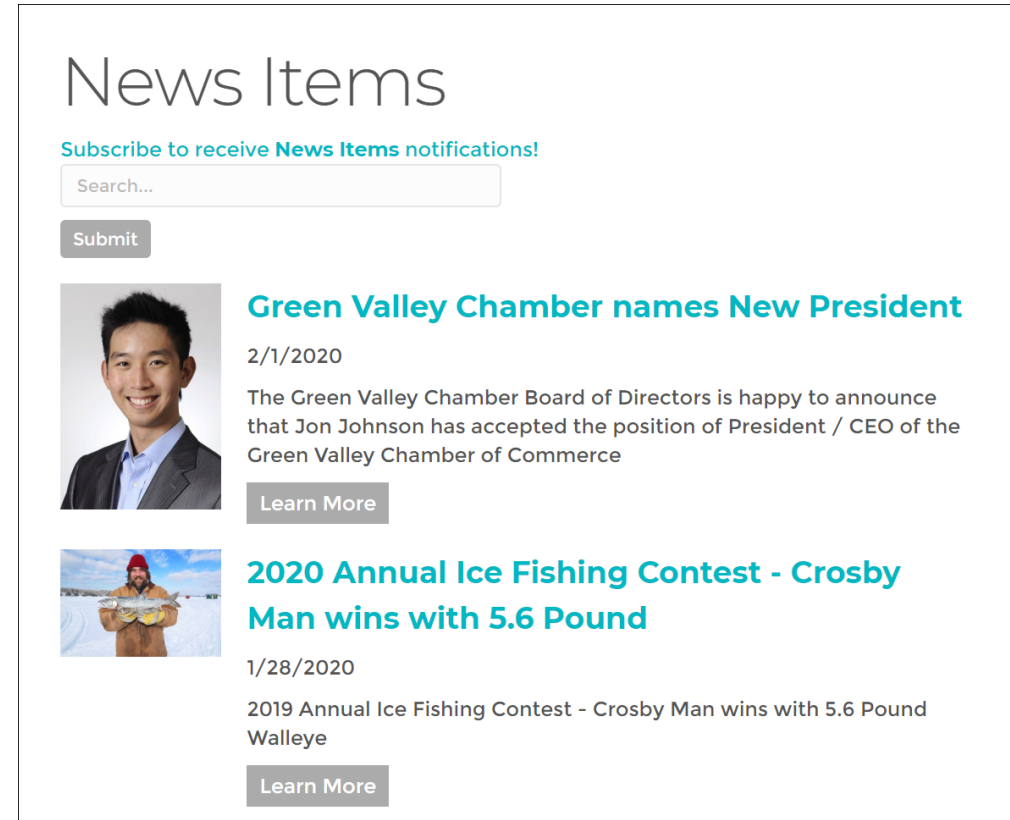
Blog

- A simple posting feature for blog posts

Testimonials

- Share your membership success stories

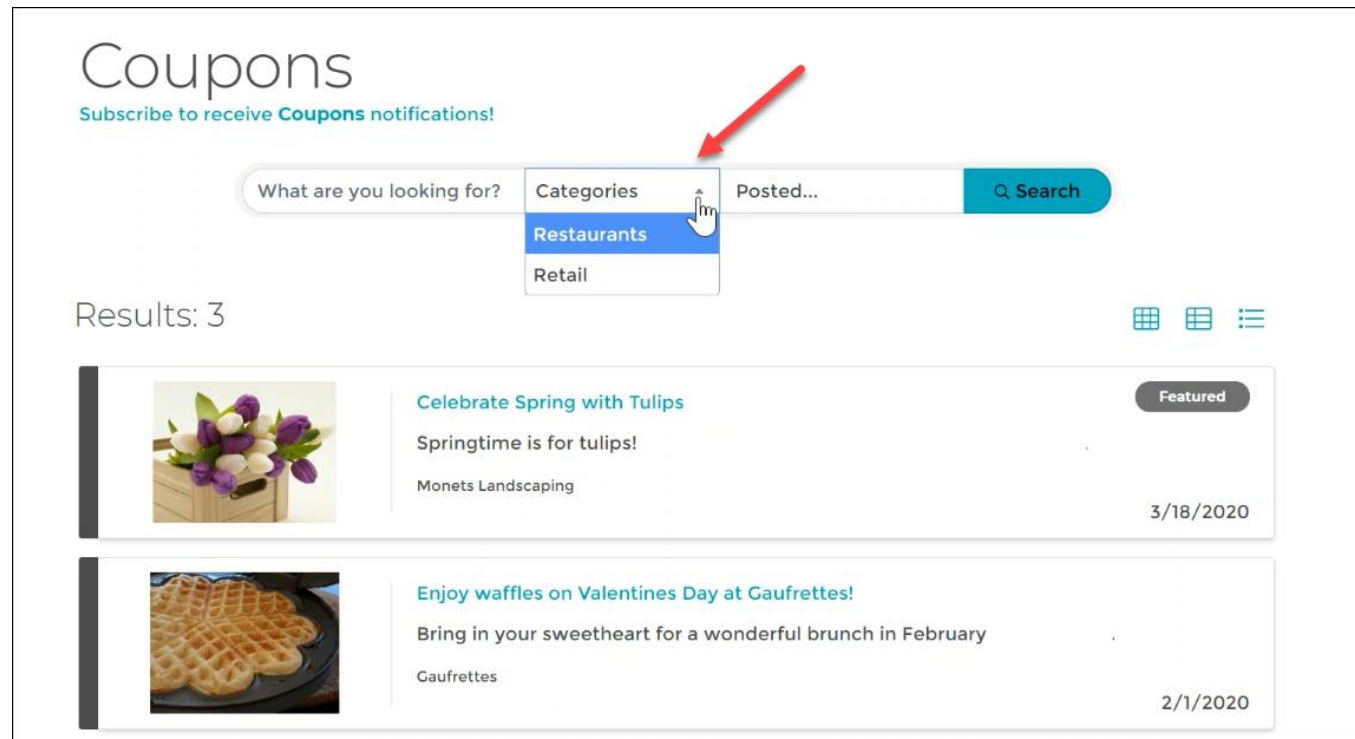
And...You can include as many of each of these content types as needed!



The screenshot shows a 'News Items' section on a website. At the top, there is a heading 'News Items' and a link 'Subscribe to receive News Items notifications!'. Below this is a search bar with the placeholder text 'Search...' and a 'Submit' button. The first news item features a portrait of a man and the title 'Green Valley Chamber names New President'. The date '2/1/2020' is displayed below the title. The text of the article states: 'The Green Valley Chamber Board of Directors is happy to announce that Jon Johnson has accepted the position of President / CEO of the Green Valley Chamber of Commerce'. A 'Learn More' button is located at the bottom of the article. The second news item features a photo of a man holding a large fish and the title '2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound'. The date '1/28/2020' is displayed below the title. The text of the article states: '2019 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound Walleye'. A 'Learn More' button is located at the bottom of the article.

Pre-req...Setup Web Content Categories


- Categories are used to organize your web content to make it easy for visitors to your web-site to find just what they are looking for
- KB: [Setup Web Content Categories](#)



The screenshot shows a website interface for "Coupons". At the top, there is a search bar with the placeholder text "What are you looking for?". A dropdown menu is open under the "Categories" label, showing three options: "Categories", "Restaurants", and "Retail". A red arrow points to the "Restaurants" option. To the right of the search bar is a "Search" button. Below the search bar, the text "Results: 3" is displayed. There are two coupon cards visible. The first card is titled "Celebrate Spring with Tulips" and features a photo of tulips. The second card is titled "Enjoy waffles on Valentines Day at Gaufrettes!" and features a photo of waffles. Both cards include a date and a "Featured" badge.

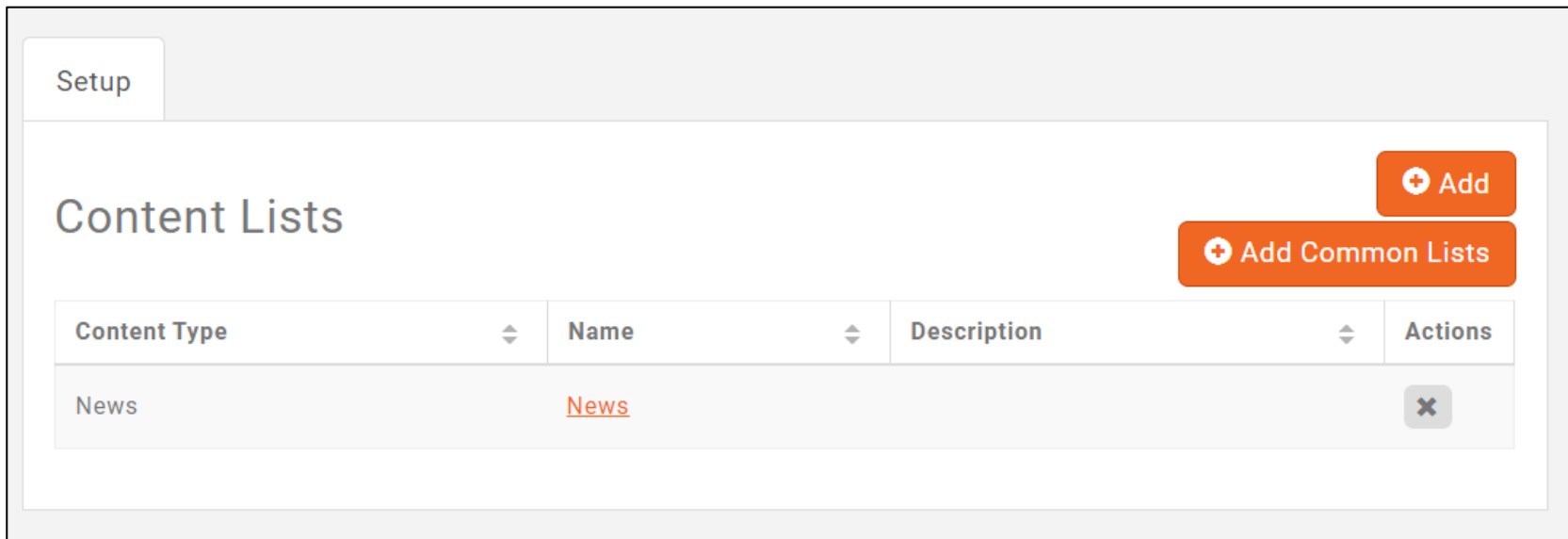
Pre-req...Setup Goods/Service

- You can offer web content to your members as a great benefit at no charge, or if you wish to generate non-dues revenue, you will need to setup a goods/service to tie to your content
- KB: [Setup Goods/Services](#)


Publishing Packages 			
Published Duration (Days)	Display Name	Price	Actions
5	5 Days - \$10.00 - Job Posting	\$10.00	
10	10 Days - \$18.00 - Job Posting	\$18.00	
15	15 Days - \$25.00 - 15 Day Package	\$25.00	
3	3 Days - \$0.00 - 3 Day Package	\$0.00	

Setting Up Web Content

- Content Types are used to organize your content on the web, as well as report and filter within the software
- On installation of the software, standard content types (Job Postings, Coupons/Deals, News, Blog and Testimonial) are in your database

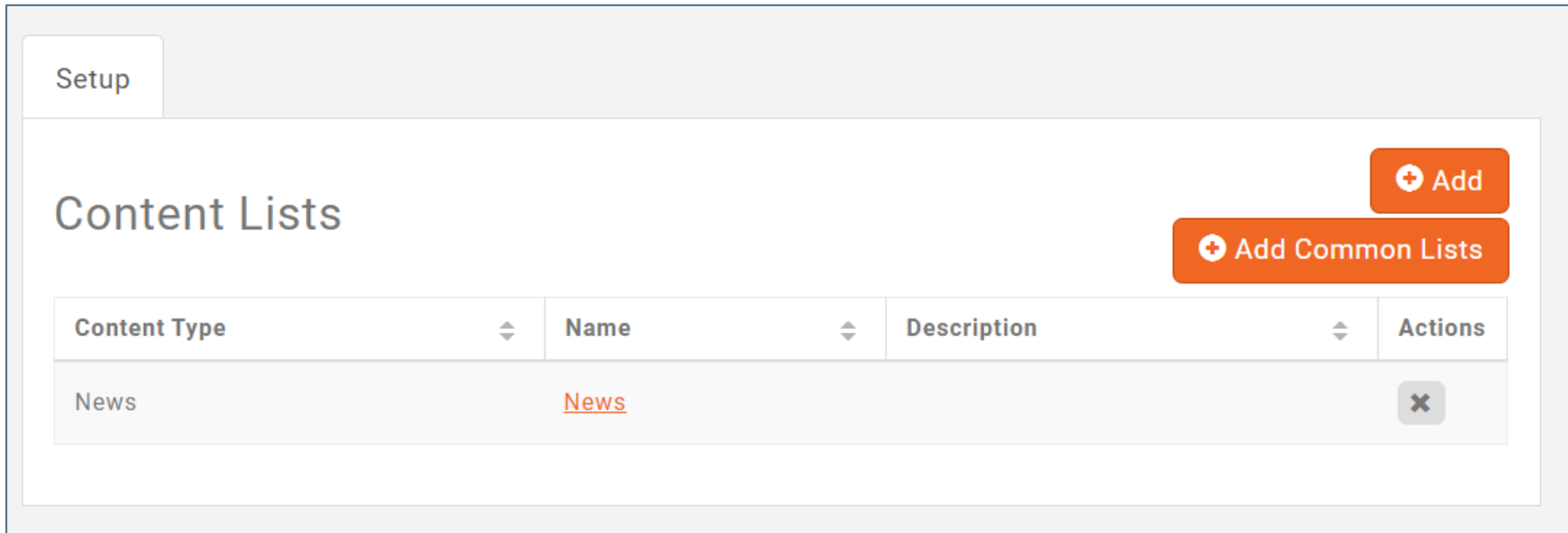


The screenshot shows a web interface for setting up content lists. At the top left, there is a 'Setup' tab. Below it, the title 'Content Lists' is displayed. To the right of the title are two orange buttons: '+ Add' and '+ Add Common Lists'. Below the title is a table with the following structure:

Content Type	Name	Description	Actions
News	News		

Setting Up Web Content

- To begin using these, you will need to enable the content types you wish to use
- KB: [Enable Web Content Types](#)



The screenshot shows a 'Setup' tab for 'Content Lists'. It features a table with columns for 'Content Type', 'Name', 'Description', and 'Actions'. A single entry is visible: 'News' in the 'Content Type' column, 'News' in the 'Name' column, and an 'x' icon in the 'Actions' column. Two orange buttons are present: '+ Add' and '+ Add Common Lists'.

Content Type	Name	Description	Actions
News	News		x

Setting Up Web Content

In setting up your web content lists you will decide:

- Can the public view this content?
- Can members view this content?
- Can members submit content?
- Can the public and/or members subscribe to notifications?
- Are there custom fields you wish to include with the content?

Allow Public View

If this option is selected, the web content page will be available when generating urls for GrowthZone pages

KB: [Create Web Content Link](#)

Edit Site Module

Module Setup

Site Module Type Content	Module Version (DEV) Version 2
Content List Job	Default Public Layout Grid

Title
Job Listings

Relative Path
jobs

Template
Default

Entire Url
<http://cherissandbox.growthzoneapp.com/jobs>

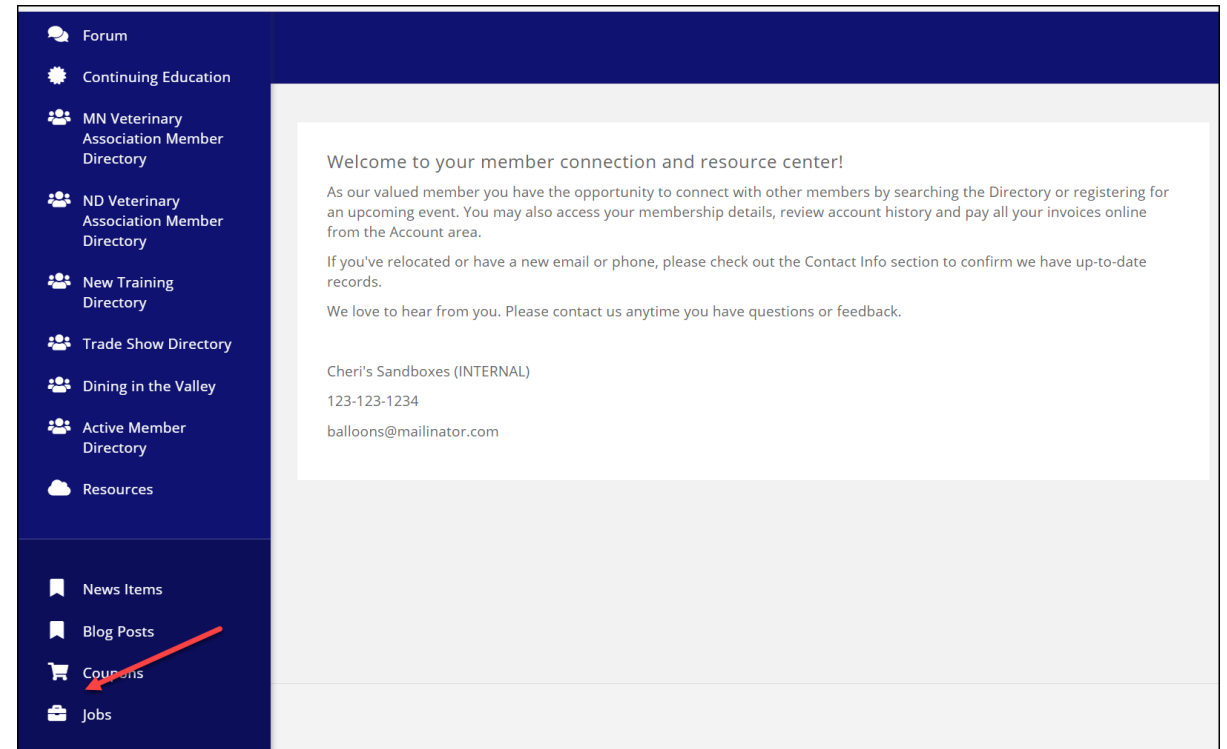
Advertising

Top of the page
-- Advertising Type --

Bottom of the page
-- Advertising Type --

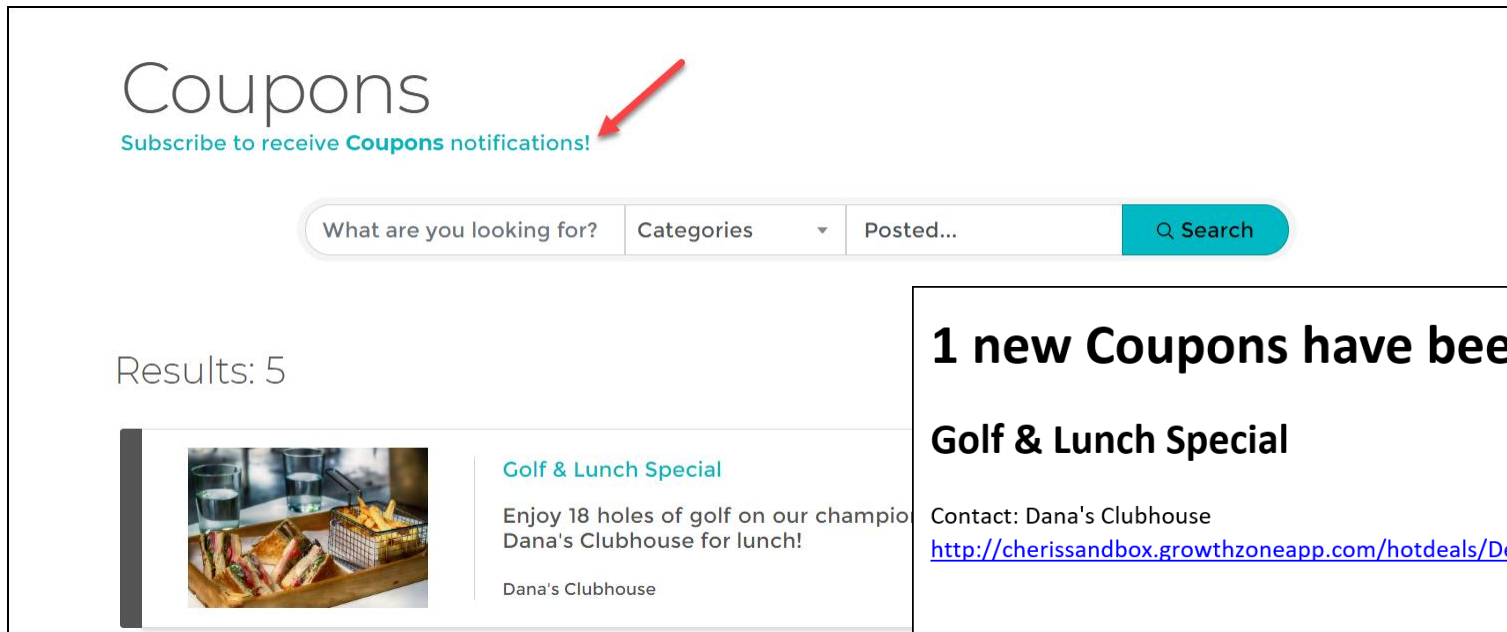
Allow Member View

- A link is included in the Info Hub for members to view the content
- You may enter a Font Awesome icon (Version 5.0.12 or less) to be displayed on the navigation panel for this item in the Info Hub.
 - For Example: Entering fa-briefcase, perhaps for job listings, will display a briefcase icon in the menu



Public Subscription to Web Content Notifications

- When you configure your Web Content for Allow Public Subscribers, a subscription link will automatically be displayed on the content page
- You can control the frequency that emails are sent to subscribers
- WIKI: [Public Subscription](#)



The screenshot shows a web page titled "Coupons" with a subtitle "Subscribe to receive Coupons notifications!". A red arrow points to the subtitle. Below the title is a search bar with the text "What are you looking for?" and a "Search" button. Below the search bar, it says "Results: 5". A coupon card is displayed with a photo of food and the text "Golf & Lunch Special", "Enjoy 18 holes of golf on our champion course. Enjoy lunch at Dana's Clubhouse for lunch!", and "Dana's Clubhouse".

1 new Coupons have been published

Golf & Lunch Special

Contact: Dana's Clubhouse

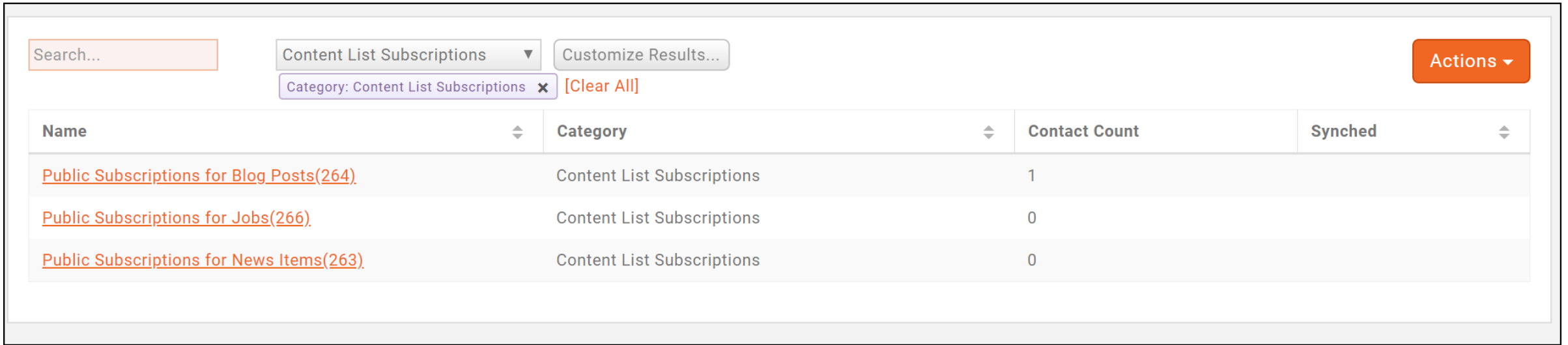
<http://cherissandbox.growthzoneapp.com/hotdeals/Details/golf-lunch-special-22031>

This email was sent on behalf of Cheri's Sandboxes (INTERNAL) located at [21748 S Raider Court, Crosby, MN 56441](#). To unsubscribe click [here](#). If you have questions or comments concerning this email contact Cheri's Sandboxes (INTERNAL) at balloons@mailinator.com.

Public Subscription to Web Content Notifications

A list of category "Content List Subscriptions" will be dynamically created in your database the first time someone subscribes

Subscribers have the ability to unsubscribe from the list as they wish, or the roster can be manually managed



Search... Content List Subscriptions Customize Results... Actions

Category: Content List Subscriptions [Clear All]

Name	Category	Contact Count	Synched
Public Subscriptions for Blog Posts(264)	Content List Subscriptions	1	
Public Subscriptions for Jobs(266)	Content List Subscriptions	0	
Public Subscriptions for News Items(263)	Content List Subscriptions	0	

Custom Fields for Web Content

- Custom fields may be included on your content lists. For Example: Jobs could include the experience level required, and/or job function.
- Default custom fields have been provided as suggestions, and you can add additional fields as needed.
- KB: [Add Custom Fields](#)



A Place for Dogs

[Back to Jobs](#)

Pet Walker

4/1/2020

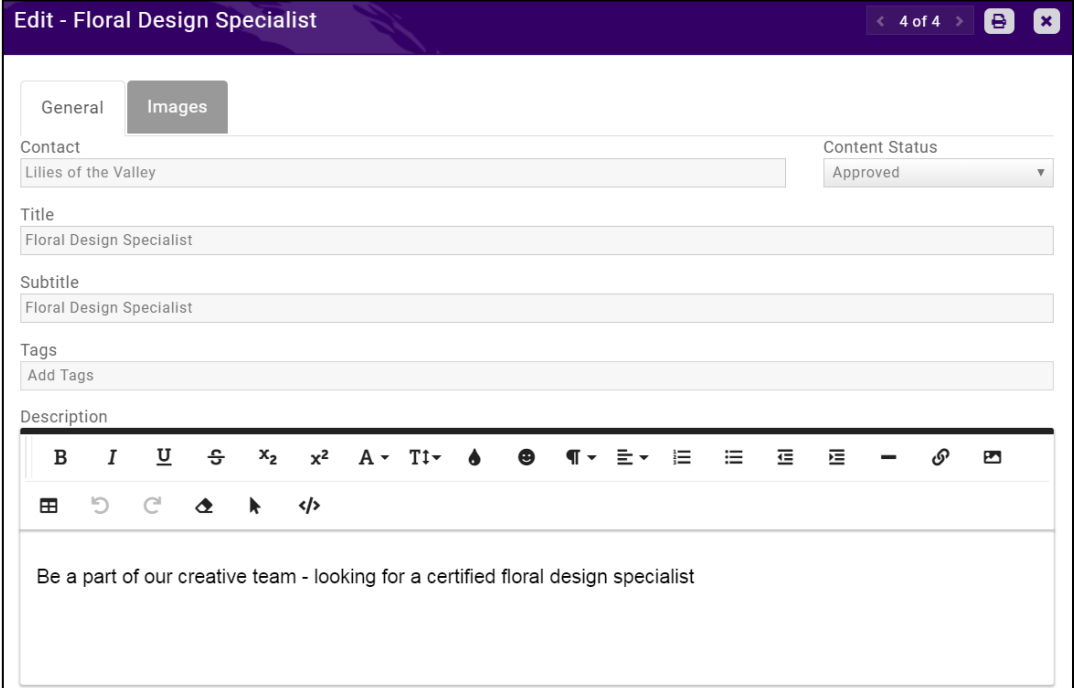
Job Type : Part-time
Education Level : High School
Experience Level : Entry Level
Job Function : General

A red arrow points to the custom fields box, which is outlined in red.

Add Web Content From the Back Office

You can add web content for your members from the back-office

The only variation between adding each type of content will be in the custom fields



The screenshot shows a web application interface for editing content. The title bar reads "Edit - Floral Design Specialist" and includes a "4 of 4" indicator and window controls. Below the title bar are two tabs: "General" and "Images". The "General" tab is active. The form contains several fields:

- Contact:** A text field containing "Lilies of the Valley".
- Content Status:** A dropdown menu currently set to "Approved".
- Title:** A text field containing "Floral Design Specialist".
- Subtitle:** A text field containing "Floral Design Specialist".
- Tags:** A text field with the placeholder "Add Tags".
- Description:** A rich text editor with a toolbar containing icons for bold (B), italic (I), underline (U), strikethrough, subscript (x₂), superscript (x²), font color (A), text color (T), bulleted list, numbered list, indent, outdent, link, unlink, table, undo, redo, link icon, mouse cursor, and source code (</>).

The description field contains the text: "Be a part of our creative team - looking for a certified floral design specialist".


Add a News Item

News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.

KB: [Add a News Item](#)

News Items

Subscribe to receive **News Items** notifications!



Green Valley Chamber names New President

2/1/2020

The Green Valley Chamber Board of Directors is happy to announce that Jon Johnson has accepted the position of President / CEO of the Green Valley Chamber of Commerce

Add a Coupon/Hot Deal

News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.


KB: [Add a Coupon](#)

Coupons

Subscribe to receive **Coupons** notifications!

What are you looking for? Categories ▾ Posted...

Results: 3 Grid List Menu



Celebrate Spring with Tulips
Springtime is for tulips!
Monets Landscaping

Featured

3/18/2020


Add a Job Posting

If your organization receives many inquiries about jobs, job postings is a great benefit that you can provide to your members.

KB: [Add a Job Posting](#)

Jobs


Subscribe to receive **Jobs** notifications!



Pet Walker

4/1/2020

Come play with us, our dogs need walkers!



Ice Cream Scooper

3/19/2020

Ice Cream Scooper

Add a Blog


Blogging is a great way to build connections and let members see another side of you and your chamber.

Need Ideas? See Frank Kenny's [45 Ideas for Blog Posts!](#)


KB: [Add a Blog](#)

Blog Posts

Subscribe to receive **Blog Posts** notifications!



My Internship with the Green Valley Chamber
4/1/2020
This internship gave me a great opportunity to grow as a leader.



Why Green Valley is the Best Place to do Business
2/15/2020
Why Green Valley is the Best Place to do Business

Add a Testimonial

Testimonials are a great way to attract new members, and retain existing members

KB: [Add a Testimonial](#)



Winter Carnival

Best Family Fun Day

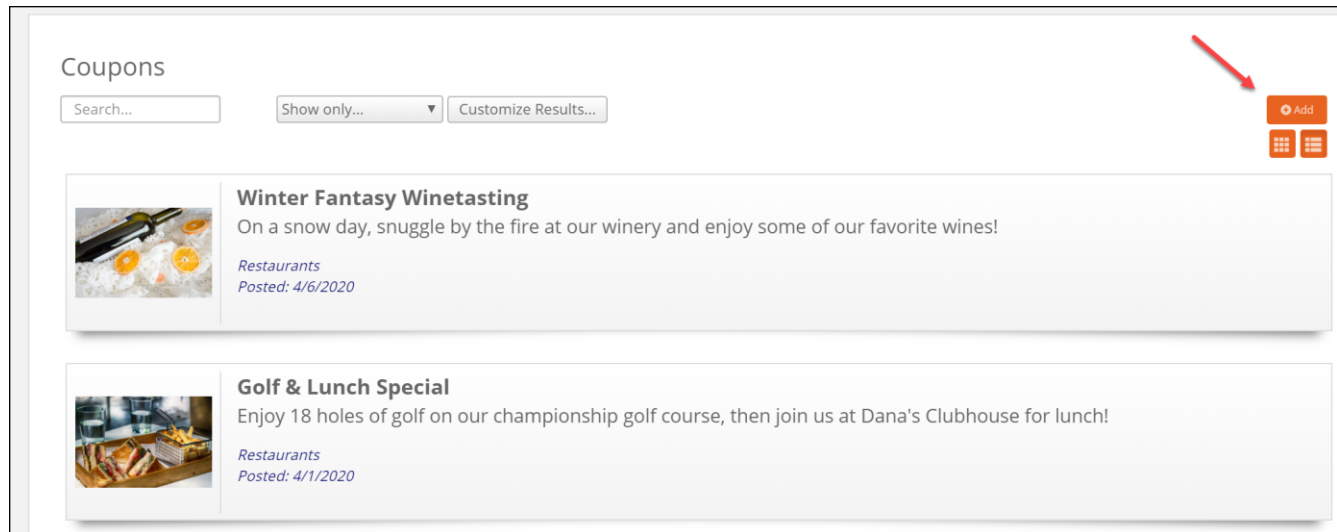
1/28/2019

We had so much fun as a family at the winter carnival! My kids really enjoyed the hot chocolate and candy canes - can't wait until next year!



Working with Web Content from the Info Hub

- Info Hub users must have a minimum of **Create** access to Web Content to add new hot deals, jobs, etc.
- The content must be approved by association staff before it is published.



The screenshot shows the 'Coupons' section of the Info Hub. At the top left, the word 'Coupons' is displayed. Below it are three input fields: 'Search...', 'Show only...' with a dropdown arrow, and 'Customize Results...'. In the top right corner, there is an orange 'Add' button with a plus icon, and two smaller orange icons below it. A red arrow points to the 'Add' button. Below the search fields, there are two coupon cards. The first card is titled 'Winter Fantasy Winetasting' and features an image of wine glasses. The text below the image reads: 'On a snow day, snuggle by the fire at our winery and enjoy some of our favorite wines!'. Below this is the category 'Restaurants' and the date 'Posted: 4/6/2020'. The second card is titled 'Golf & Lunch Special' and features an image of a golf course. The text below the image reads: 'Enjoy 18 holes of golf on our championship golf course, then join us at Dana's Clubhouse for lunch!'. Below this is the category 'Restaurants' and the date 'Posted: 4/1/2020'.

Approving Web Content Submissions

Association staff responsible for approving web-content should subscribe to the User Created or Modified Web Content email notification

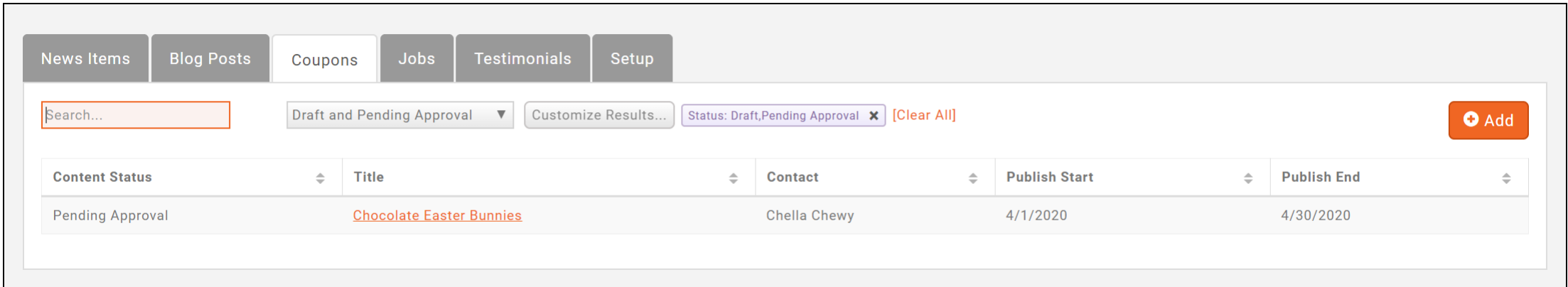
KB: [Subscribe to Notifications](#)

New/Edited Coupon Deal Free Plumbing Inspection by Joanne James	
Title	Free Plumbing Inspection
Contact Name	Joanne James
Search Description	Plumbing
Description	Leaky faucets? Contact us for a free plumbing inspection.
Publish Start	5/31/2018
Publish End	6/9/2018
Categories	
Images Included	No

Approving Web Content Submissions

As soon as a member submits web content a notification will be sent to the staff who can then go to the Web Content module to approve the content submission

KB: [Approving Web-content Submissions](#)



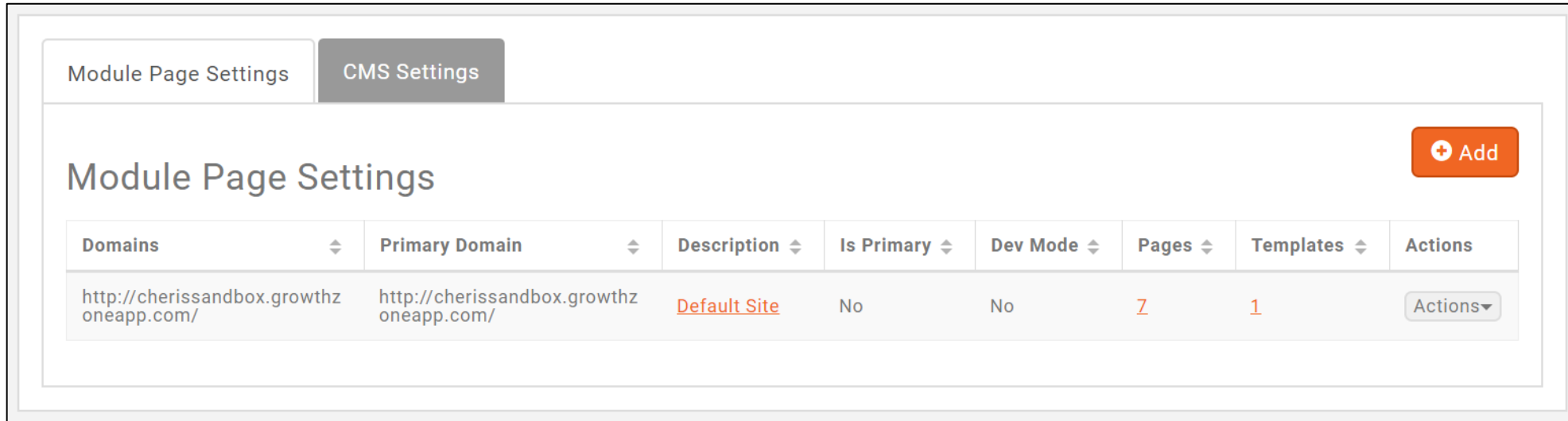
The screenshot shows a web interface for managing content submissions. At the top, there are navigation tabs: News Items, Blog Posts, Coupons, Jobs, Testimonials, and Setup. Below the tabs is a search bar with the text "Search...". To the right of the search bar is a dropdown menu showing "Draft and Pending Approval", a "Customize Results..." button, a status filter "Status: Draft, Pending Approval" with a close icon, and a "[Clear All]" link. An orange "+ Add" button is located on the far right. Below the search and filter area is a table with the following columns: Content Status, Title, Contact, Publish Start, and Publish End. The table contains one row with the following data: Content Status: Pending Approval, Title: [Chocolate Easter Bunnies](#), Contact: Chella Chewy, Publish Start: 4/1/2020, Publish End: 4/30/2020.

Content Status	Title	Contact	Publish Start	Publish End
Pending Approval	Chocolate Easter Bunnies	Chella Chewy	4/1/2020	4/30/2020

Create Content Link for Web Page

You may create a link include Web Content on your Public Pages

KB: [Create Link](#)



The screenshot displays the 'CMS Settings' tab within a 'Module Page Settings' configuration window. At the top, there are two tabs: 'Module Page Settings' and 'CMS Settings'. Below the tabs, the title 'Module Page Settings' is shown on the left, and an orange '+ Add' button is on the right. A table with the following columns is visible: Domains, Primary Domain, Description, Is Primary, Dev Mode, Pages, Templates, and Actions. The table contains one row with the following data: Domains: http://cherissandbox.growthzoneapp.com/, Primary Domain: http://cherissandbox.growthzoneapp.com/, Description: Default Site, Is Primary: No, Dev Mode: No, Pages: 7, Templates: 1, and Actions: Actions (dropdown menu).

Domains	Primary Domain	Description	Is Primary	Dev Mode	Pages	Templates	Actions
http://cherissandbox.growthzoneapp.com/	http://cherissandbox.growthzoneapp.com/	Default Site	No	No	7	1	Actions

Web Content Activity Report

The **Web Content Activity Report** allows you to generate statistics on web content use

KB: [Web Contact Activity Report](#)

Web Content Activity Report Run Report

Contact: Content Status: Content Type:

Publish Start Date Between: Publish End Date Between:

Is Public Viewable: Is User (Member) Viewable:


Additional Criteria / Filters:

Display Options

Fields to Display: Summarize By: Display Mode:

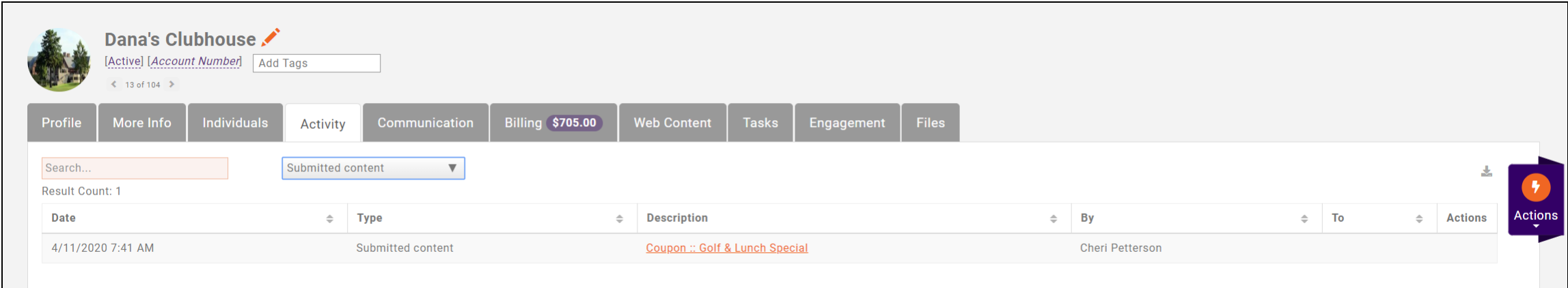
Results

Content Item Name	Content Status	Content Type	Publish Start	Publish End	Contact Name	Default Email	Default Phone
Golf & Lunch Special	Approved	Coupon Deal	4/1/2020 12:00:00 AM		Dana's Clubhouse		
My Internship with the Green Valley Chamber	Approved	Blog	4/1/2020 12:00:00 AM		James Johnson	jjohnson@mailinator.com	
Pet Walker	Approved	Job Posting	4/1/2020 12:00:00 AM		A Place for Dogs	cheri.petterson@growthzone.com	
Winter Fantasy Winetasting	Approved	Coupon Deal	4/6/2020 12:00:00 AM		Flavors	josee@mailinator.com	
Count 4							

4 

Web Content Activity

Web content submissions are also tracked on a member's Activity tab – categorized as Content Submission



The screenshot shows a user interface for a member's profile, specifically the 'Activity' tab. The member is identified as 'Dana's Clubhouse' with a profile picture and status '[Active] [Account Number]'. A navigation bar includes tabs for Profile, More Info, Individuals, Activity (selected), Communication, Billing (\$705.00), Web Content, Tasks, Engagement, and Files. Below the tabs is a search bar and a dropdown menu set to 'Submitted content'. The results show one entry with the following details:

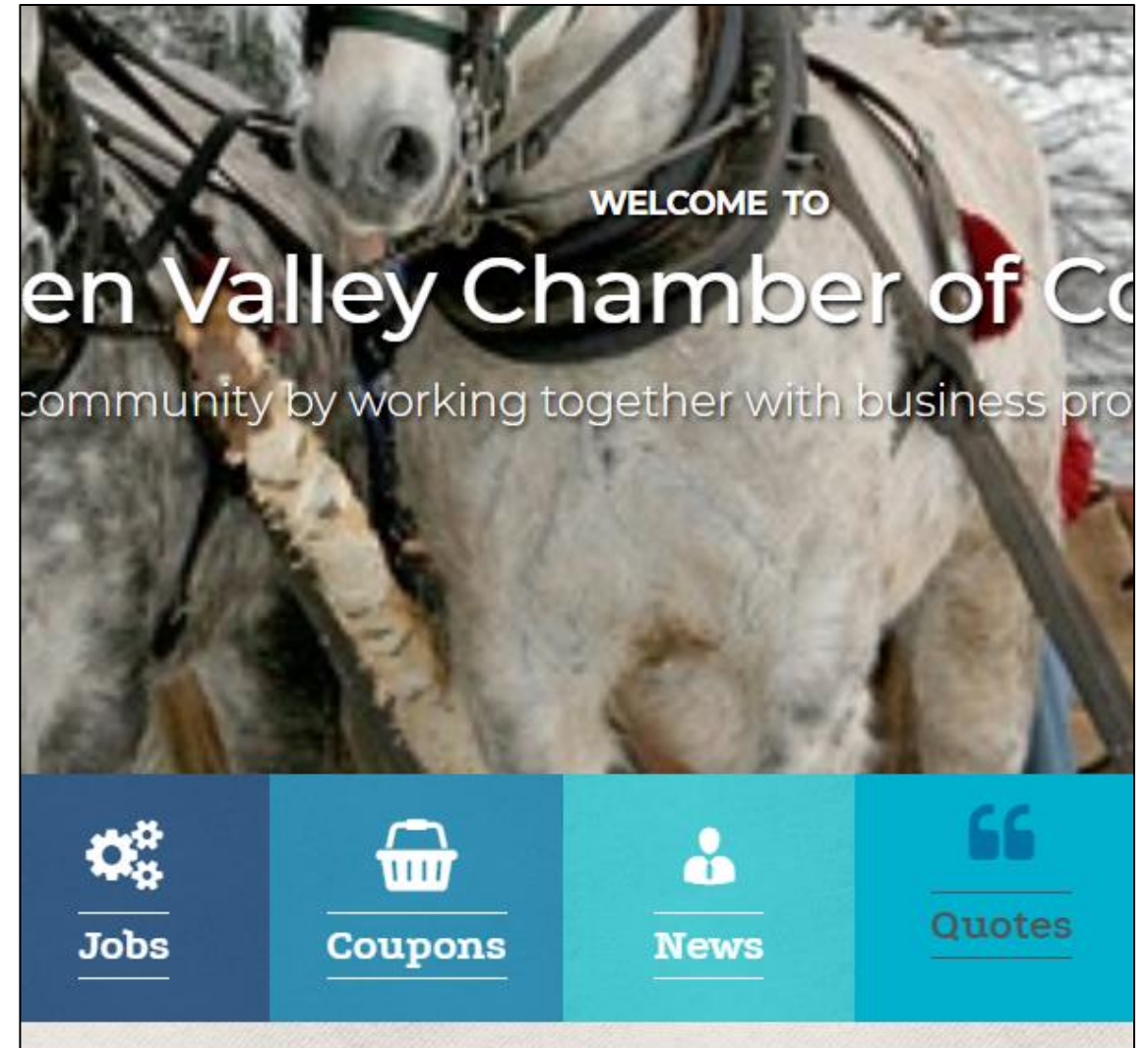
Date	Type	Description	By	To	Actions
4/11/2020 7:41 AM	Submitted content	Coupon :: Golf & Lunch Special	Cheri Petterson		

Conclusion

Using the Web Content module, you can provide added benefits to your members!

Allow your members to offer discounts and special offers and opportunities to attract the attention of website visitors, fill job openings, and more...

Start using Web Content today!



Questions?

