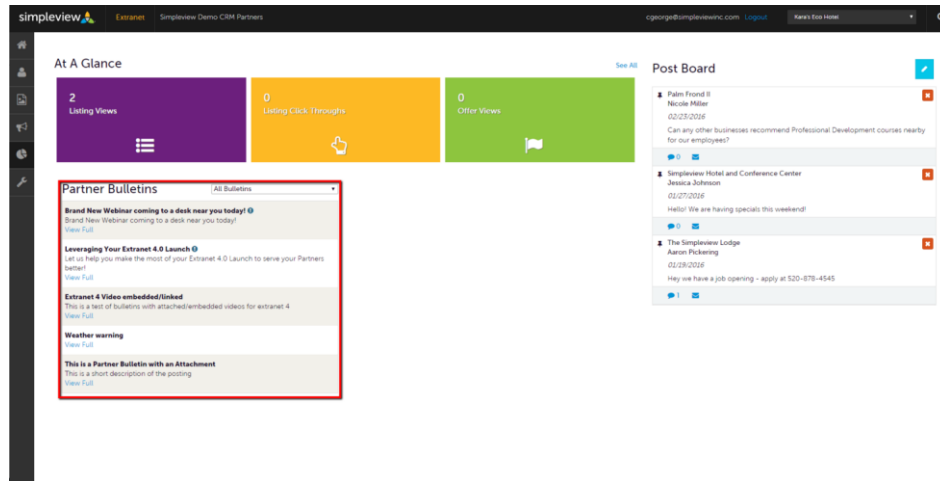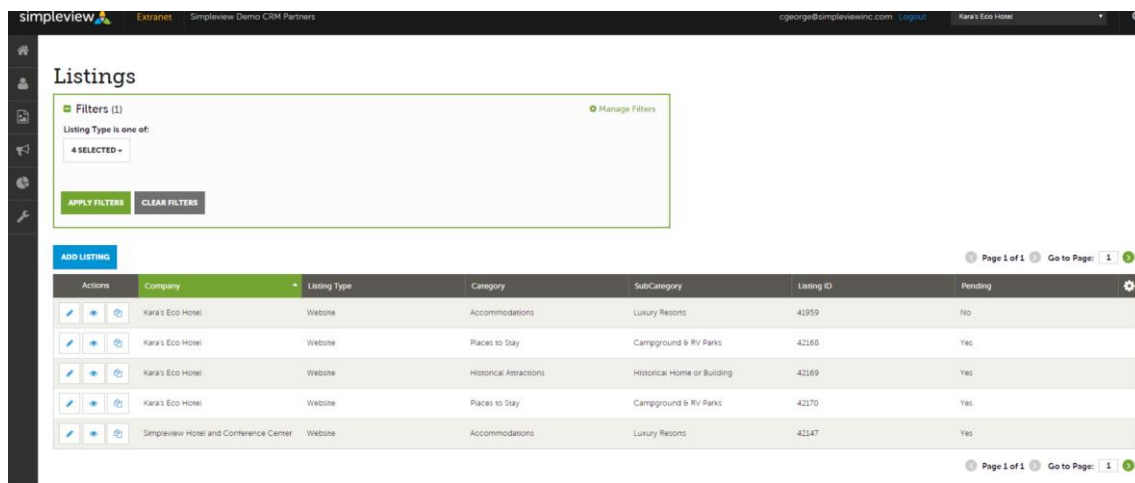# What is the Extranet?

It is a password protected area where your local businesses can log in and do a number of things…

- Partner Bulletins – Use the Extranet to post important messages & documents where your partners can find them. This means no more lost or unread emails. *Short video-clip example:* http://screencast.com/t/rN4zdDx23Tm

- Update Member Record – It is important that your destination is notified when there has been a change of staff. Your business partners have the power to make sure you have the information to contact the right people for the right item/task. *Short video-clip example:* http://screencast.com/t/MydGpbVMrw5n
- Listings – Take some of the time/labor intensive processes and make them easier for your staff and your partners by allowing business partners to update their listing information (visitor guide, website, etc.) and then have designated staff within the DMO responsible for approving/denying the updated listing changes.
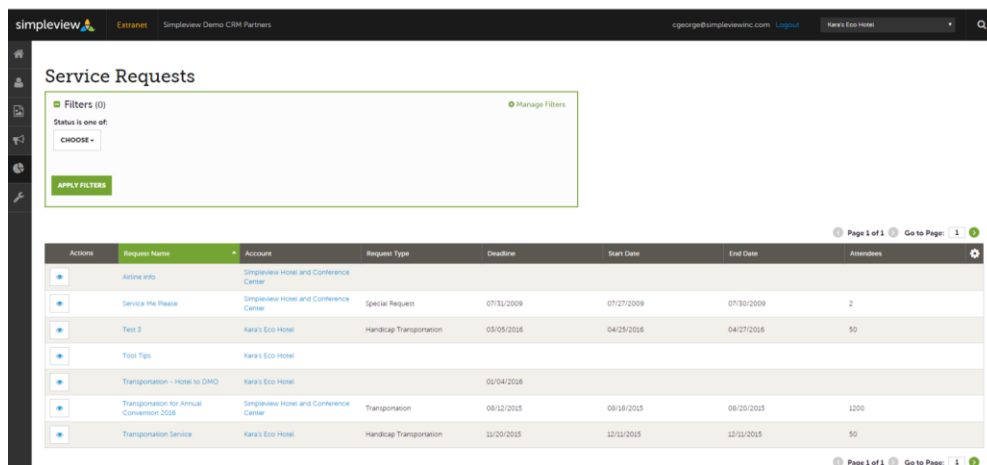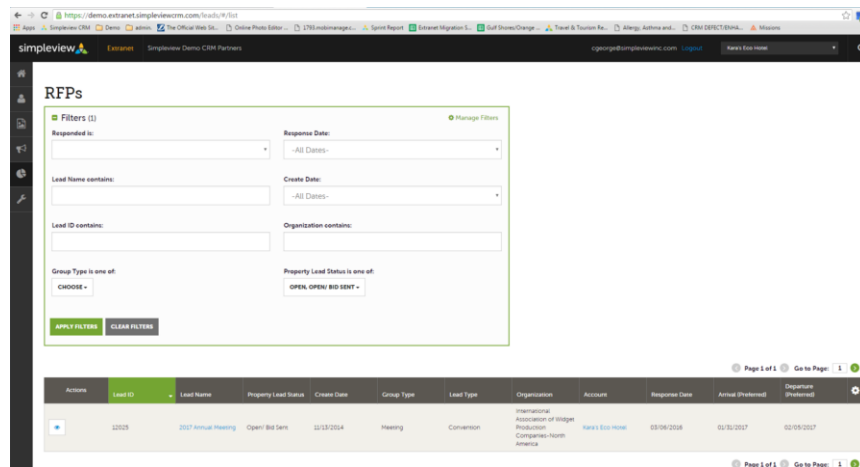

- ○ Website Listings – allow your partners to update their web content as they see fit (listing verbiage, listing photos, coupons, etc). Empower them to add in seasonal special & holiday menus – which can help with their listing hits and with your web statistics. *Short video-clip example:* http://screencast.com/t/nZkgx6amXU6

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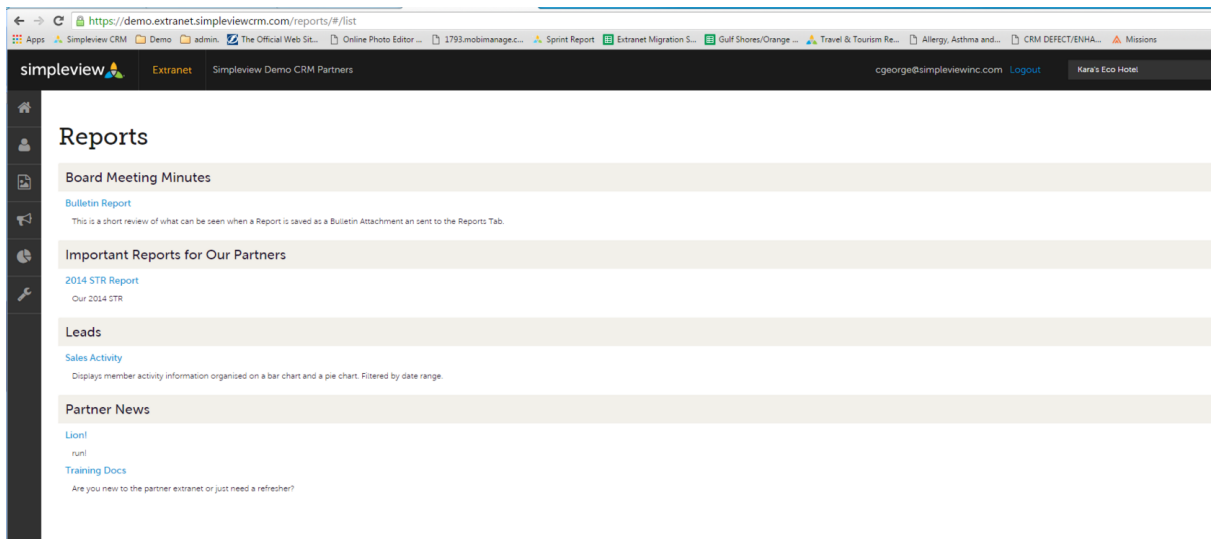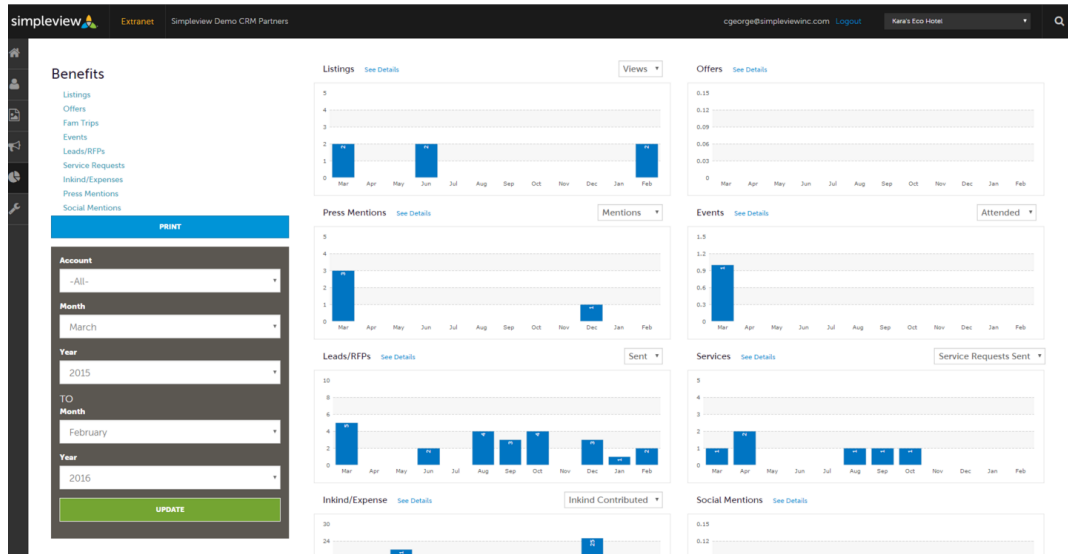
- Listings (Continued)
  - Visitor Guide (print) Listings – use CRM to blast out notifications guiding partners to the Extranet to review/update their content before going to print. Then continue using CRM to blast out notification to those who haven't.
    - 1. Blast emails out through CRM asking partners to review/update
    - 2. Wait a few weeks, then use CRM to blast an email out to those who have not yet reviewed/updated
    - 3. Repeat step 2 a few times
    - 4. When you are nearing the deadline, SV can provide a list of partners who have not logged in to review
    - 5. Reach out to those partners directly via phone/print – track those communications as Traces
- Lead/Service Requests – Using the Extranet to pass leads on to business partners means a guaranteed delivery of all requests and a guaranteed receipt of all responses. *Short video-clip example:* http://screencast.com/t/atVjA7WcFthh
  - Sales Lead Catcher – this role makes this even easier for larger properties.

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- Review Benefits/Reports – Are you emailing or in some other way manually distributing reports to partners? Use the Extranet to allow business partners to pull these themselves. Things like a convention calendar can be valuable to the partners and can give them a reason to log in. *Short video-clip example:* http://screencast.com/t/DUdIpbpjX

For more information on joining the Partner Gateway please contact Jennifer Sims at jsims@daytonabeach.com or Jennifer Kaniaris at jkaniaris@daytonabeach.com.