

PROMOTIONS PORTAL

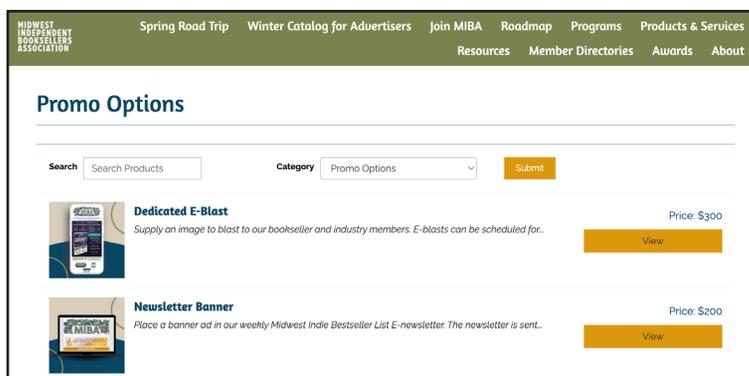
HOW-TO GUIDE

2025 UPDATED PROMOTIONS PROCESS

The Promotions Portal is an easy-to-use, content database designed to streamline your access to booking and maintaining current promotional products and assets.

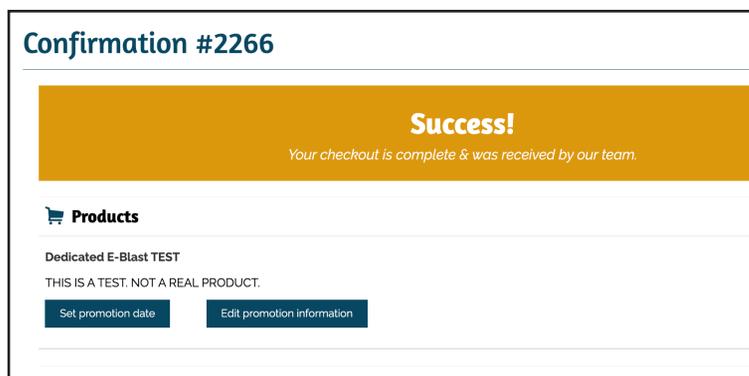
This database allows you to easily locate and reuse approved creative assets, maintains consistency across your campaigns, speeds up the booking and production process, and eliminates unnecessary steps to avoid missing or incorrect content.

HOW IT WORKS



STEP 1

Complete the normal purchase process for promotions. This step *HAS NOT* changed.

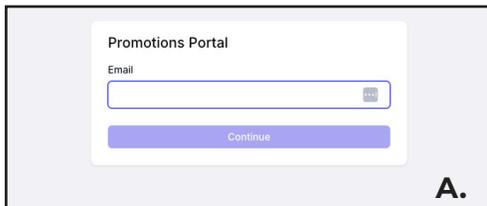


STEP 2

Using either the confirmation page or confirmation email links, you will be able to set the run date or *EDIT* your promotion's information and content.



HOW IT WORKS CONT.



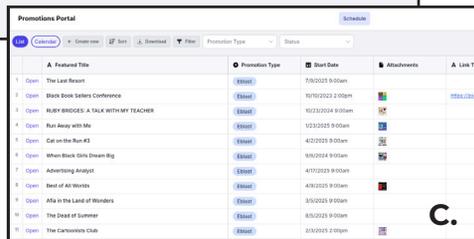
STEP 3

When choosing “edit promo info,” you will see the screen shown in image **A**.

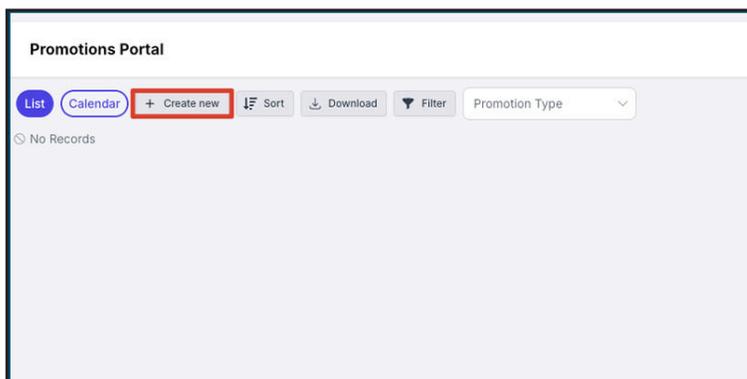
Use the **email from your booking** to log in.



Image **B** is what you would see if you **have never previously booked** a promotion using your email (with MIBA).

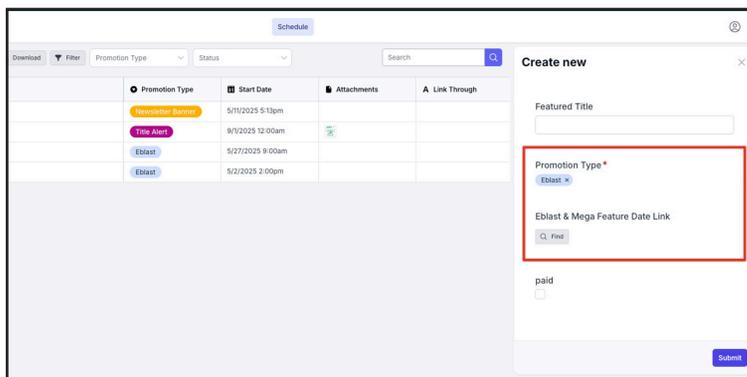


If you **have previously booked** a promotion using your email (with MIBA), your portal will look similar to image **C**.



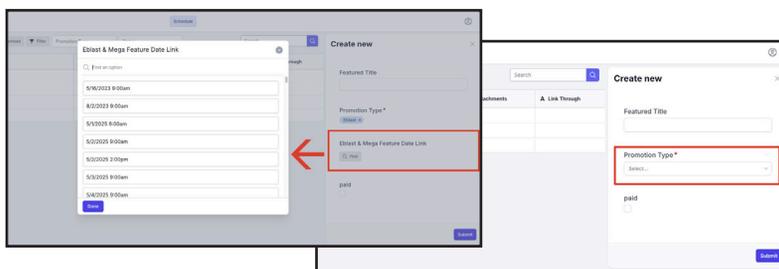
STEP 4

To set up your new promotion, click ‘+ Create new,’ in the top left corner.



STEP 5

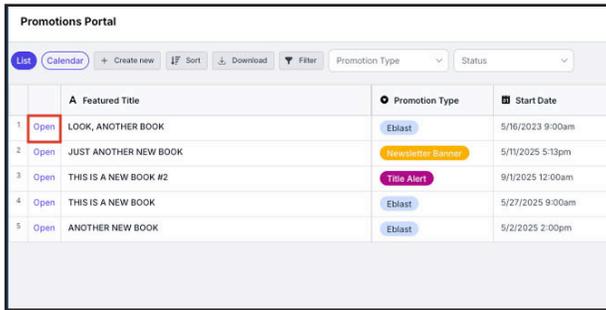
A side panel will appear on the right. Use this panel to add your information to the booking entry, including the confirmation # from the booking email.



STEP 6

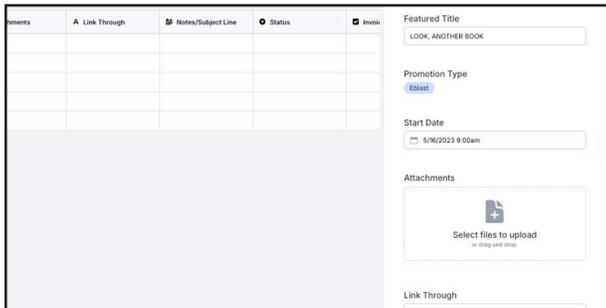
Select the date and promotion type.

HOW IT WORKS CONT.



STEP 7

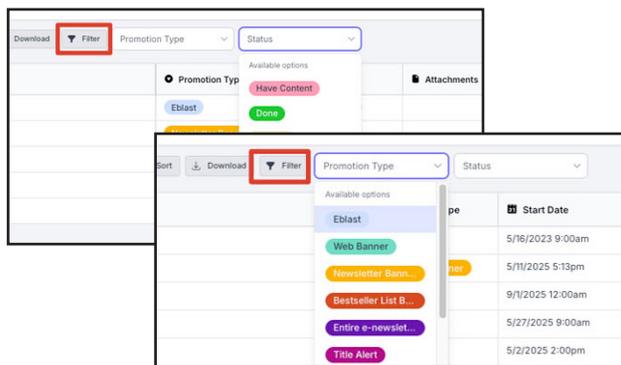
After the initial promotion entry is set up, log in at any time and add your creative assets, click-through link, subject line, etc. to that entry by clicking 'Open,' in the column next to the promo title.



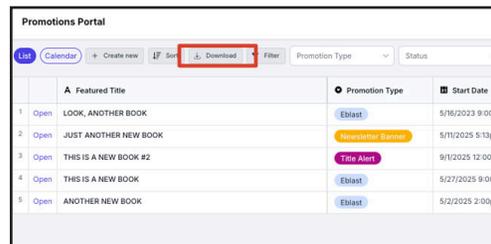
Edit the contents of any booking at any time, up until 48 hours before the promotion runs.

HELPFUL INFO

Filter your promotions by 'Promotion type' or 'status'.



Download a .csv file of any/all of your promotions.



FREQUENTLY ASKED QUESTIONS

Do I have to set up and account with a password?

Not at the moment. This is our initial test of the promotions portal, however, that may change down the road.

Can I add more than one attachment to my promotion entry in the portal?

Yes - up to 5 attachments are allowed per entry.

I need to change the date of my promotion, can I do that in the portal?

No - If you need to change the date of your booked promotion, please email aleah@midwestbooksellers.org to change all dates.

CONTACT US

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