

Promotion campaign and special offers

Three new features have been added on The Market People platform to help the promotion of market and boost the sale of individual trader.

- In a new section of the event/market description called “What’s On”, Operator can advertise activities and promotions taking place at the market or during an event and their participation to National Campaign. Such as Love Your Local Market, Black Friday...
- Market operators and event organisers can create and advertise, stall recruitments campaign to the registered traders.
- Traders can create and publish their specials offers, promotions, discounts, daily specials, new product..., for them to be added to their bookings, and to be shown on their public page. These publication are automatically generated in social media format to be tweeted, or posted on facebook and google plus, allowing them to be shared by a single click.

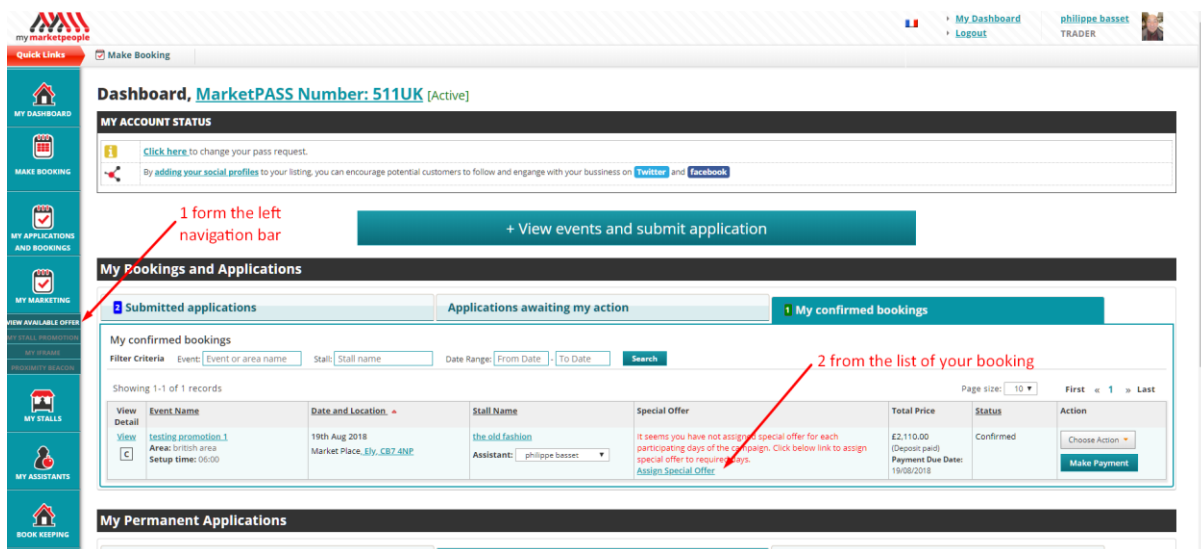
How does it work for traders?

To view the video please click : [Here](#) or read below

a) Creating and assigning your special offer.

1) Two ways to access the “create offer” feature.

- From the left navigation bar, click on > marketing > view special offers. You will access a page with the list of your existing special offers and a button to create a new offer, click on the button
- From the list of your booking in your dashboard: in the column “special offer”, click on the “add special offer” link to create and assign an offer to a booking



Dashboard, MarketPASS Number: 511UK [Active]

MY ACCOUNT STATUS

Click here to change your pass request.

By adding your social profiles to your listing, you can encourage potential customers to follow and engage with your business on [Twitter](#) and [Facebook](#)

My Bookings and Applications

Submitted applications Applications awaiting my action **My confirmed bookings**

My confirmed bookings

Filter Criteria: Event: Stall: Date Range: From To [Search](#)

Showing 1-1 of 1 records

View Detail	Event Name	Date and Location	Stall Name	Special Offer	Total Price	Status	Action
View	testing promotion.1 Area: british area Setup time: 06:00	19th Aug 2018 Market Place, Ely, CB7 4NP	the old fashion Assistant: philippe basset	It seems you have not assigned a special offer for each participating days of the campaign. Click below link to assign special offer to required days. Assign Special Offer	£2,110.00 (Deposit paid) Payment Due Date: 19/08/2018	Confirmed	Choose Action Make Payment

My Permanent Applications

2) Creating your offer:

1) click on the "create special offer" button

2) fill the form in the pop up window

3) Save your offer if you want to use it later or click on “save offer and show related bookings” to assign the offer straight away to a booking

1) click save offer: your offer will be save for later use

2) or click "save offer and show related bookings" to assign your offer to a booking straight away

4) When clicking on “save offer”, the offer will be included in the list of special offers and can be assign to a booking whenever needed.

5) Accessing the “assign offer” screen after clicking :

marketing> view > view Special offer> choose action > add remove offer from booking

Special Offer

Search Special Offer
Offer Title:

click here to access the assign special offer screen

Sr. no.	Offer Photo	Offer Title & Description	Is Auto apply offer?	Period to apply offer automatically	Stalls to apply offer automatically	Action
1		Title: Accessories Accessories Description: Today only *Spend £20 on our stall and we will give you a free wallet *Spend £50 on our stall and we will give you a free leather belt *Spend £100 on our stall and we will give you a free leather bag				Choose Action Edit Add/Remove offer from bookings Delete
2		Title: Catch of the day Description: Straight out of the sea this morning Dover sole £4 per pound Turbot £2 per pounds King Crabs *1 per pound	Auto apply to Selected stall for a period	19/08/2018	the old fashion	Choose Action
3		Title: early bird Description: special offer: 3 cheeses for £10 offer only apply form 08:00 am until 10:00am; time to get out of bed early !!!				Choose Action

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6) Accessing the assign offer screen from your list of booking or application:

From the dashboard, click on my confirmed bookings, click on the “assign special offer link”, in the special offer column. The booking will be selected automatically in the next screen, ready for the offer to be assigned to the appropriate dates

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MY ACCOUNT STATUS

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[+ View events and submit application](#)

My Bookings and Applications

Submitted applications | **Applications awaiting my action** | **My confirmed bookings**

My confirmed bookings

Filter Criteria Event: Stall: Date Range: From Date To Date

Showing 1-2 of 2 records

click on the link: assign special offer

View Detail	Event Name	Date and Location	Stall Name	Special Offer	Total Price	Status	Action
View	testing promotion 1 Area: british area Setup time: 06:00	19th Aug 2018 Market Place, Ely, CB7 4NP	the old fashion Assistant: philippe basset	It seems you have not assigned special offer for each participating days of the campaign. Click below link to assign special offer to required days. Assign Special Offer	£2,110.00 (Deposit paid) Payment Due Date: 19/08/2018	Confirmed	Choose Action Make Payment
View	Bristol town center pitch Setup time: from 10 to 12	1st - 2nd Sep 2018 high street, Worcester, WR1 2EY	the old fashion Assistant: philippe basset	It seems you have not assigned special offer for each participating days of the campaign. Click below link to assign special offer to required days. Assign Special Offer	£126.00 (Deposit paid) Payment Due Date: 02/09/2018	Confirmed Pitch No: [1, 2, 3] Event Layout	Choose Action Make Payment

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7) Assigning your special offer:

Click on the “apply” button as shown in the left column as shown on the screenshot below

Apply Special Offer

<< View Available Offers

you can filter your booking by selecting a date range, an event and or a stall (if you have more than one)

Filter criteria for booking

Date Range: 14/08/2018 To To Event/Area: Search Event Stalls: Search Stall Search

Select Special Offer Accessories Accessories OR + Add New Special Offer drop down to select offer from your existing list button to add a new offer

Accessories Accessories
Edit Offer | Delete Offer

Offer Description: Today only *Spend £20 on our stall and we will give you a free wallet *Spend £50 on our stall and we will give you a free leather bag

Stall to auto apply offer: title, photo and description of selected offer

Auto apply Duration:

Select booking to add/remove special offer the list of your booking by day click on "apply" to assign offer to a booking's date

Displaying 1 to 3 of 3 bookings

Booking Ref. No.	Booking Date	Event Name	Stall Name	Offer Applied	Select To Apply
BR21315	19/08/2018, Sunday	testing promotion 1 [Ely]	the old fashion	<input type="checkbox"/> Remove All Offer	<input type="radio"/> Apply To All <input type="radio"/> Applied
BR21316	01/09/2018, Saturday	Bristol town center pitch [Worcester]	the old fashion		<input type="radio"/> Applied
BR21316	02/09/2018, Sunday	Bristol town center pitch [Worcester]	the old fashion		<input type="radio"/> Applied

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The special offer is published on the website.

B) The sharing and publication of special offer on social media:

- Once an offer has been published, it can be shared by clicking on the relevant social media icons, showing next to the special offer on the public page or in the traders' account. For easy sharing and posting, Tweets and posts' content are generated automatically.

Special Offers on 18/08/2018

Special offers for The Cake Stall are as follows:

Today's SPECIAL

Catch of the day
Up to 50% discount on selected brands for anyone who make a purchase before 10 am.
Spend £50 on our stall to get a free genuine leather wallet

Share this offer on: [f](#) [t](#)

Clicking on the button opens the special offer's description

then anyone can click on the social media icon to preview the post of tweet and share your special offer with friends and followers

A button to view your special offer is added in the stall listing of an event of market when you

VIEW OUR SPECIAL OFFERS

Register As Trader Free Event Registration

Nuts and Baklava
★★★★☆
*****Nuts***** Nuts and your heart:
Eating nuts for heart health Eating
...find out more

Paella Español
★★★★☆
A saffron-flavored Spanish dish made with varying combinations of rice.
...find out more

The Olive Stall
★★★★☆
You have probably heard that the Mediterranean diet is very good for
...find out more

The Cake Stall
★★★★☆
Chocolate is the great chameleon. It can be decadent, light, traditional or
...find out more

Jellies and Fudges
★★★★☆
Candy has delighted us all from early childhood to old age. We give it, and
...find out more

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3) Special offers are also displayed in your stall's public profile:

Stay in touch with the trader |

Event Calendar
Click on calendar or map to see where we will be.

Your daily promotions are indicated the star on the alendar in your stall profile

★ indicates special offer available on that date.

Offer
Special offer on Saturday, 18/08/2018

Catch of the day
Up to 50% discount on delected brands for anyone who make a purchase before 10 am. Spend £50 on our stall to get a free genuine leather wallet.

Share this offer on:

when clicking on a date, the public can view the description of your daily offers

and easily share them with friends and followers

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4) When clicking the social media icons, you can preview the content of the post or tweet, before sharing it with a single click.

themarketpeople.com
your market network

COMPANY: test food
Industry: Professionals
The Market: Pass
Register As: Trader
Free Event: Registration

ABOUT US: We are a specialized market trading a wide range of products.
Product Line(s): Pastries, cakes, biscuits

Stay in touch with the trader |

Event Calendar
Click on calendar or map to see where we will be.

The post contain :

The offer title:

where and wehn the offer pplies

The offer's description

the offer's photo

THEMARKETPEOPLE.COM
Catch of the day ✓
Available from our stall The Cake Stall on Saturday 18th of Aug at Torquay Summer Continental Market in Torquay. Up to 50% discount on delected brands for anyone who make a purchase before 10 am. Spend £50 on our stall to get a

[Only me](#) [Cancel](#) [Post to Facebook](#)

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