



QUICK-START GUIDE

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(For COMMUNITY admin)

WELCOME! This guide will help you get your COMMUNITY'S Small Biz Blast up and going! We've created a different Quick-Start Guide for businesses.

Once you receive your activation email, you can log in to your community's Small Biz Blast system. While you will "land on" your Home page, you actually have 7 critical pages that you now have access to:

1. Home
2. Add New Businesses
3. View Businesses
4. SmallBizBlast Preferences
5. Business SignUp Preferences
6. InfoBlast
7. Metrics

In this Quick Start Guide we will take a look at each of the above pages, but in the order that you will use them to get your program up and going (rather than in the order they are listed in the menu).

We will also reference two other pages and two banners you have been provided:

- A. Community Deals Page
- B. Weekly Email (the real workhorse of the program)
- C. "Click for Local Deals" banner
- D. "Participating Member" banner



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Step 1: Complete public-facing messaging.

On the HOME page you have the ability to communicate with the public in the form of a “Welcome” message and “Disclaimer” message.

Welcome Text: ?
Welcome to Happyville's Small Biz Blast program. We're eager to promote our wonderful small business community here in our great city. f
Disclaimer Text : ?
Please be advised that while we support our small business community, the City of Happyville DOES NOT (can not) vouch for any one parti

Welcome Message: This is an opportunity to welcome the public to your all-important COMMUNITY DEALS page. This message will be seen just above the public list of small business deals. It is not only an opportunity to welcome the public but to also explain what the program is all about. However you choose to use this message field is entirely up to you. See the image below to see the sample Welcome Message from the fictional Happyville Community Administrator. It sits just below the Small Biz Blast logo:

These Local Deals Expire in
5days 22h 39m 51s

Service Provided By:
Happyville
For its small, local businesses

Receive Local Deals Weekly
Enter Email Address [Subscribe](#)
[privacy policy](#)

Supported by:

Supported by:

Welcome to Happyville's Small Biz Blast program. We're eager to promote our wonderful small business community here in our great city. Please take a moment and sign up (in the upper right corner) for our weekly email giving you all the latest fresh deals from our small businesses. Our small businesses are eager to earn your business and ongoing support!

These local, small business deals are good through Thursday 21st of May


Bluth Company
50% off ALL frozen banana
[View Deals Details](#)



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Disclaimer Message: Any time a resident clicks on a deal (the View Deal Details button), they are taken to that specific deal page. Anything you choose to write in the “Disclaimer Text” field shows up on this page in a prominent location just beneath the deal itself. The most common use of this page is to make it clear to the public that your city or town IS NOT endorsing or vouching for any of the participating businesses or products. It is up to the residents to conduct their own due diligence.



Buy 1 Ream, Get a Box

Details: Yup, you read that correctly! If you buy one ream of paper, we will give you a free box that carried other reams.

Limitations/Exclusions: You can buy as many reams as you like, but we're only giving one free box per customer.

Share This Deal:    

NOTICE from Happyville Please be advised that while we support our small business community, the City of Happyville DOES NOT (can not) vouch for any one particular business. It is your responsibility as a resident to do your own due diligence for any business (or their products) found in our SmallBizBlast program (website or email).

OTHER CURRENT DEALS FROM THIS BIZ:

Step 2: Determine your “Eligibility” criteria for businesses wanting to participate in your program.

On the HOME PAGE, you have the ability to enter the “Eligibility” criteria that businesses must meet to be considered for your community’s Small Biz Blast program. Anytime a business clicks on the “Add My Business” link on your Community Deals page, they will see this message before they complete the “Add My Business” form. Examples of the criteria you may impose might be annual revenue of below a certain amount, a business license, only certain types of businesses, a retail storefront, etc. See the sample “Eligibility Criteria” for Happyville below.

In order to participate in your community's Small Biz Blast program, you must meet the eligibility criteria below:

In order to participate in Happyville's SmallBizBlast program, your business must have a physical retail storefront within the town limits with revenues of less than \$5 million per year. You must also have all the necessary licenses and permits to be operating legally in Happyville.

If your business meets the eligibility criteria above, please complete the form below then click submit. If your request is approved, you will receive an email to the address you list below notifying you that you can now log in and begin posting deals for your fellow residents.



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Step 3: Set up your “Small Biz Blast Preferences”

This is where you will select the day of the week that the Community Deals website is updated and the weekly email goes out. You can also choose to have the Community Deals email go out once per week or twice per week. If you select twice per week, the second email will go out three days after the first email. Both emails are identical.

Step 4: Set your “Business Sign Up” Preferences

The preferences you determine here will show up on the “Add My Business” form that businesses wanting to participate in your program will be required to complete.

If you check “Require business license field”, then that field will appear on the “Add My Business” form. If you do not check that box, the “Add My Business” form will not include that field.

If you want to ensure that no business located outside of a specified city or town can apply to participate, simply click the box and enter the city or town name. This field will now be automatically completed on the “Add My Business” form (and cannot be edited).

☒ Require business licence field ?

☒ Pre-fill city/state in address: ?

City name:

Happyville

State:

Utah

Update

cancel



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Step 5: Publicize the program to your residents.

Aside from working with local media, communicating via email and any other way to promote the program to residents and businesses, we provide two banners that you can choose to place wherever you like: “Click for Local Deals” and “Participating Member”



The “Click for Local Deals” banner can be placed on your city or town website as well as any other organization’s website that might be supportive of the program. Plenty of organizations claim to be supportive of the small business community, so now there’s a way to show it. Just have them link the banner to your Community Deals page website address.

The “Participating Members” banner is reserved exclusively for those businesses that have been approved to participate in your Small Biz Blast program. You can choose to have this be optional or required.

Step 6: Approve Businesses

As the small businesses in your community complete the “Add My Business” form found on your Community Deals page (or sent directly to them via email), you will receive an email notifying you that a business has applied and is in “pending” status. As you log in and click on “View Businesses” you will see those that re in “pending” status awaiting your approval.



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Once you change the status to “active” the business receive an automated email letting them know they can now log in and begin posting deals. In this automated email they will also receive the “Participating Member” banner and a “Quick Start Guide” for businesses. See the “View Businesses” page below with a business in “pending” status.

Participating Businesses Happyville					
Business Name	Status	Activated	Deactivated		
Bun Basket	Active	2020-05-14	0000-00-00		
Bluth Company	Active	2020-05-14	0000-00-00		
Dunder Mifflin Inc	Active	2020-05-14	0000-00-00		
Initech	Active	2020-05-14	0000-00-00		
Bubba Gump Shrimp Shack	Pending	0000-00-00	0000-00-00		

You’ll notice that from this page, you can change the status of any business or can delete the business entirely.

Other Pages/Functions You Have Access To:

You have access two other pages: “InfoBlast”, “Metrics” and “Add New Business”...

The InfoBlast page allows you to conveniently communicate via email with all active or all inactive (or both) businesses anytime you like. There is no need to be keeping a separate email list. Just select your audience, fill in the subject line, write the email and send it off. Of course since the email is coming from Small Biz Blast you’ll only want to use this function for notifications dealing with your Small Biz Blast program.

Select Recipient :	<div>✓ ALL</div> <div>ACTIVE ONLY</div> <div>INACTIVE ONLY</div>
Subject Line:	
Message :	



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The **Metrics** page allows you to see how your program is doing by viewing the following statistics for any date range you choose:

- Total # of Deals Posted (by business)
- Total # of Deals Clicked/Viewed (by business)

Total Email Sign-Ups: 2

Total # of Deals Posted : 5

Bun Basket	1
Dunder Mifflin Inc	2
Initech	1
Bluth Company	1

Showing Result
2020-04-01 to 2020-05-24

Back

Total # of Deals Clicked/Viewed : 110

Bun Basket	23
Dunder Mifflin Inc	42
Initech	20
Bluth Company	25

The **Add New Business** page allows you to set up a new business on behalf of that business rather than requiring them to complete the “Add My Business” form found on your Community Deals website. Once you complete this form, the business will show up in “pending” status as if they had completed the “Add My Business” form. You would then change their status to “active”, triggering the automated “Congratulations” email to the business.

ADD NEW BUSINESS

Business Name:

Email:

Business license #:

Phone:

Address:

Address 2:

City:

Happyville

State:

Alabama

Zip:

Username:

Password:

Business Facebook:

Business Photo or Logo:

Choose File

No file chosen