

# **Grata Content Marketing Handbook**

**Grata**

**Last edited: 2013/7/18**



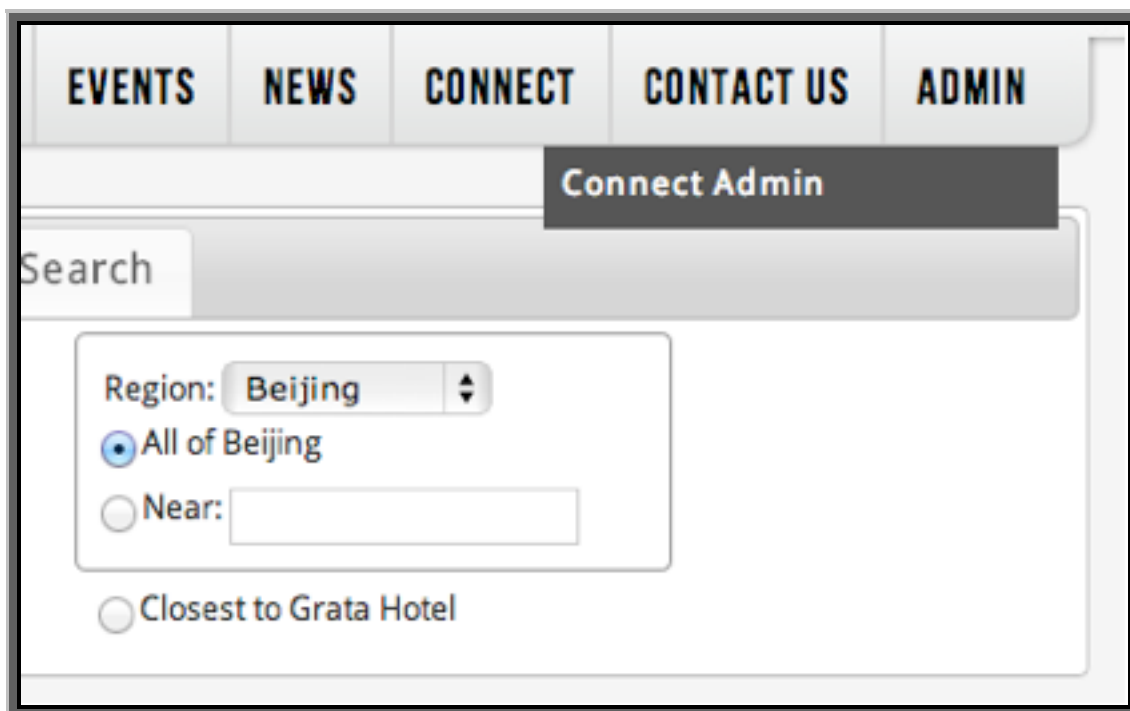
Grata concierge is an advanced service platform that you can use to better serve your clientele and optimize your customer service.

Grata is our brand-new mobile application, designed to better deliver products to your clients, and creating a direct line of communication between you and your customers.

The following documentation describes how to best utilize Grata by updating your information in our server—using the finest available emerging content system to deliver for your customers.

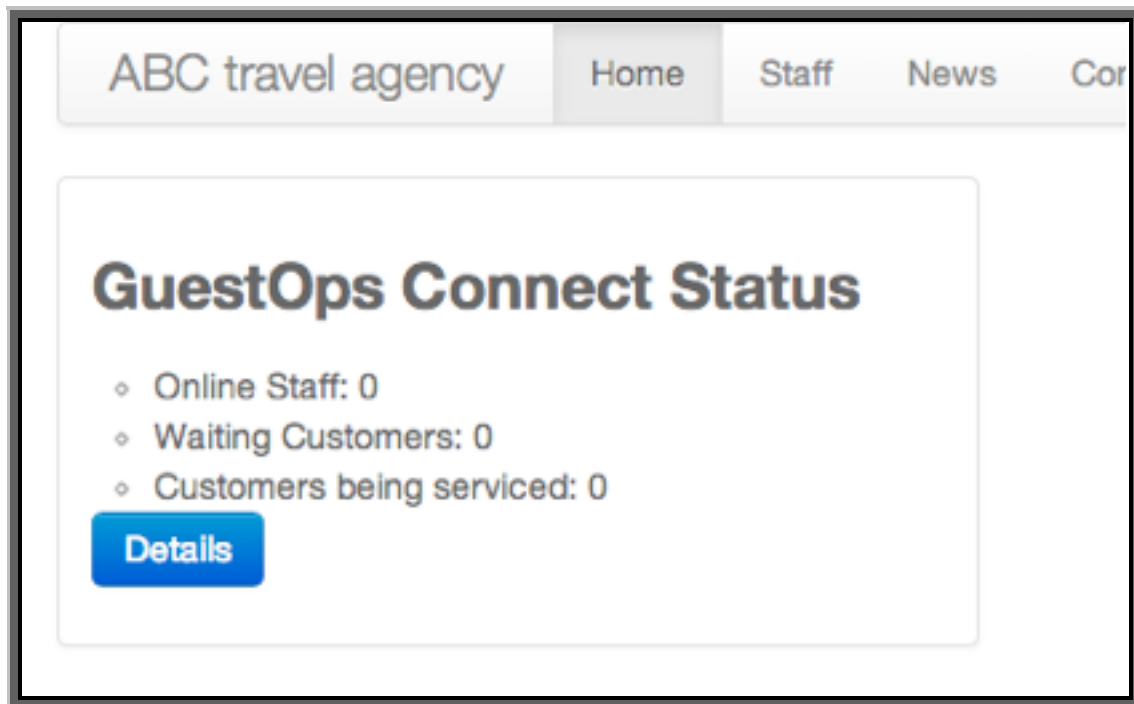
## **1. Login to the System**

On the Grata.com homepage login with your username by hovering your mouse over the “Admin” button on the top right corner. Select “Connect Admin” from the dropdown menu to access our server.



(Figure 1.1: Entryway to the content editor interface)

The page will jump to the screen below (as in Figure 1.2), and you can now begin updating your information.



(Figure 1.2: The default content editor homepage)

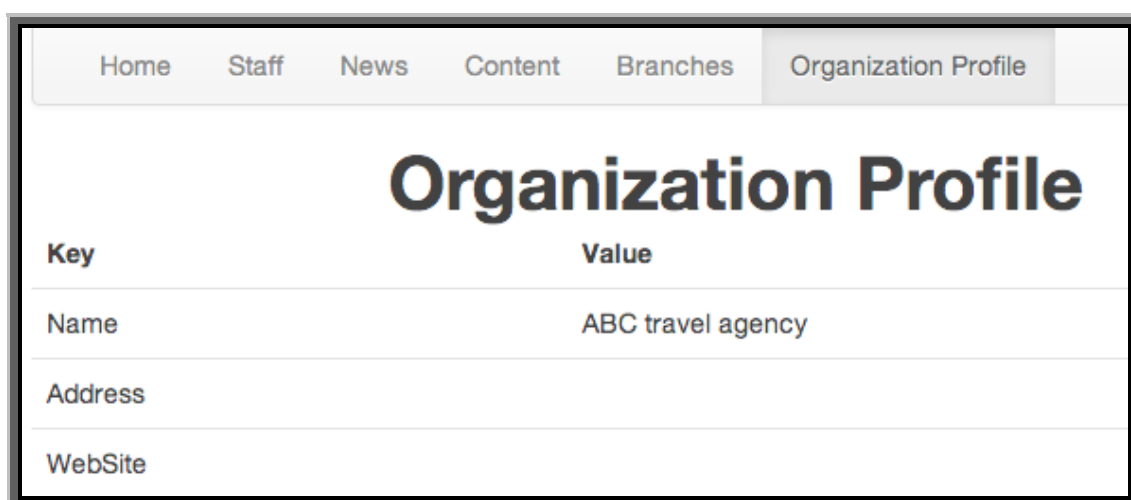
Here the “ABC travel agency” we’ve provided is a fake company, used to outline the steps needed for installation.

As you can see above, this company’s interface currently shows how many mobile customers are awaiting service, how many customers are currently being served, and how many hotel staff members are online addressing customer needs. (Because this is a fake company, there are currently no customers and no concierge staff on duty.)

## 2. Edit Your Organizational Profile

We suggest you begin by editing your organizational profile, found in the

last tab of the navigation bar. (See Figure 3)

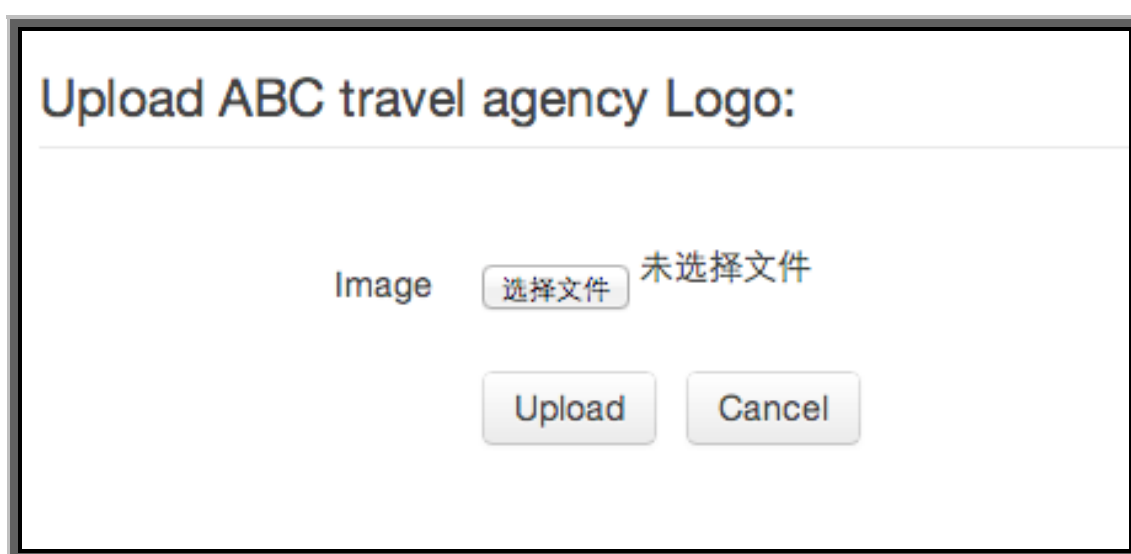


The screenshot shows a web interface with a navigation bar at the top containing tabs: Home, Staff, News, Content, Branches, and Organization Profile. The Organization Profile tab is active. Below the navigation bar, the title "Organization Profile" is displayed in a large, bold font. Underneath the title is a table with two columns: "Key" and "Value". The table contains three rows of information: Name (ABC travel agency), Address, and WebSite.

Key	Value
Name	ABC travel agency
Address	
WebSite	

(Figure 2.1: The organization profile is the last tab on the navigation bar)

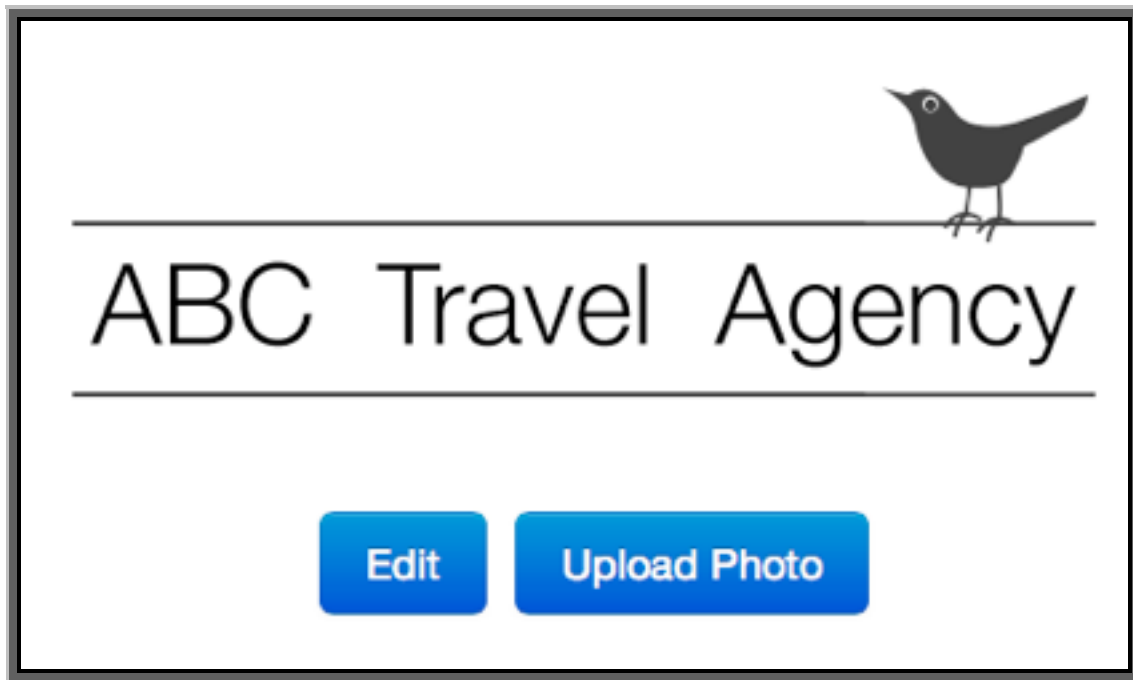
Click the “upload photo” button on the page, and upload a .png, .jpg, .jpeg, or .gif formatted image using the interface provided. Regardless of which format you use, we recommend the image be no larger than 540 x 300 pixels.



The screenshot shows a form titled "Upload ABC travel agency Logo:". Below the title is a large empty rectangular area for the logo. To the right of this area, the text "Image" is followed by a button labeled "选择文件" (Select File) and the text "未选择文件" (No file selected). Below these elements are two buttons: "Upload" and "Cancel".

(Figure 2.2: Uploading a logo)

Upon successful upload, your logo will appear like so:



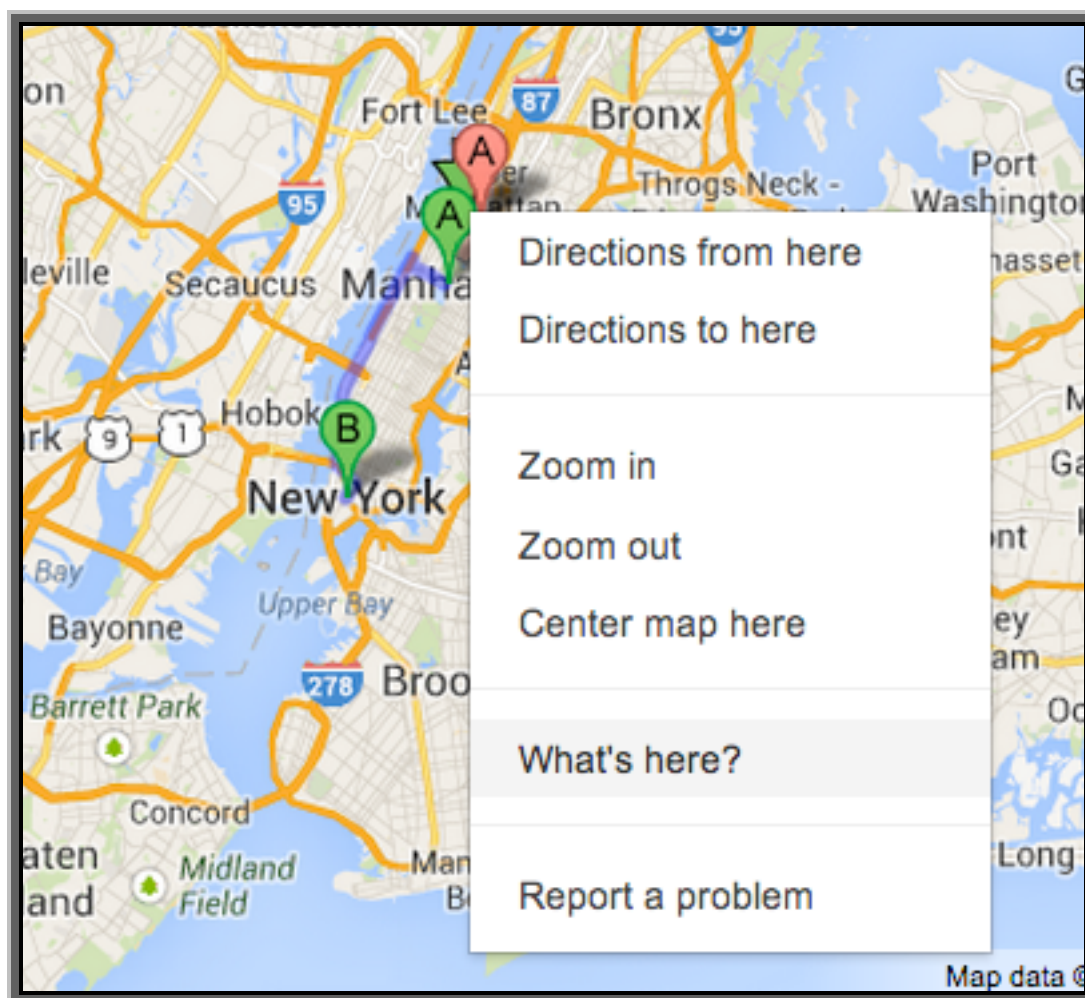
(Figure 2.3: After upload)

After uploading please fill out the following fields:

- Name
- Logo
- Address
- Telephone
- Domain
- Latitude and Longitude
- Website
- Email

To find your hotel's (or desired location's) coordinates, direct your browser to: <https://maps.google.com/>

Type in your address, then right click the location pointer that pops up. In the menu, select “What’s here?” Your latitude and longitude coordinates will appear in the search box.



(Figure 2.4 shows an example of a filled out field)

### Organization Edit

Name	ABC travel agency
Name (Chinese)	ABC旅行社
Domain	http://abctravel.grata.com
Logo	http://static.guestops.com/riak/photo/org7-pch7yjPP.png
Latitude	116.395622
Longitude	39.93156
Address	4 Jingshan Front St, Beijing
Address (Chinese)	北京市景山前街4号
Telephone	+86 10 6333 6999
Website	http://abctravel.com
Email	agent@abctravel.com

(Figure 2.4: An example form with information already filled)

We strongly encourage you to fill out the following fields :

- Description
- Welcome message
- Offline message

With these messages set up, when clients enter into a chat with you, you'll have a timely, automated response prepared.




Figure 2.5 shows an example of this:

Description	ABC travel agency, since 1996, is a leading enterprise in China travel industry, an all-inclusive tour operator for booking holiday packages & customizing your trip.
Description (Chinese)	ABC旅行社成立于1996年，是中国旅行社中的佼佼者，我们为您提供最好的假日旅行之旅，并有专人为您定制旅行！
Welcome Message	Welcome to ABC travel agency. We're here to offer help with all your China travel needs. Just tell us what you need and we'll do our best to serve you.  ABC旅行社欢迎您！我们为您提供所有的中国旅行服务，只要告诉我您的需求，我们将真诚为您服务。
Offline Message	Sorry, The ABC travel agency is offline at the moment. We are available from 10:00am to 7:00pm Beijing Standard Time. If you leave a message, we'll get back to you right away.  很抱歉，ABC旅行社目前没有人在线，我们在北京时间早10点到晚7点为您提供实时服务。如果您留言，我们在工作时间会立刻回复您。

(Figure 2.5: Example description, welcome message, and offline prompts)

Don't forget to save! Figure 2.6 shows the interface post-save.

## Organization Profile

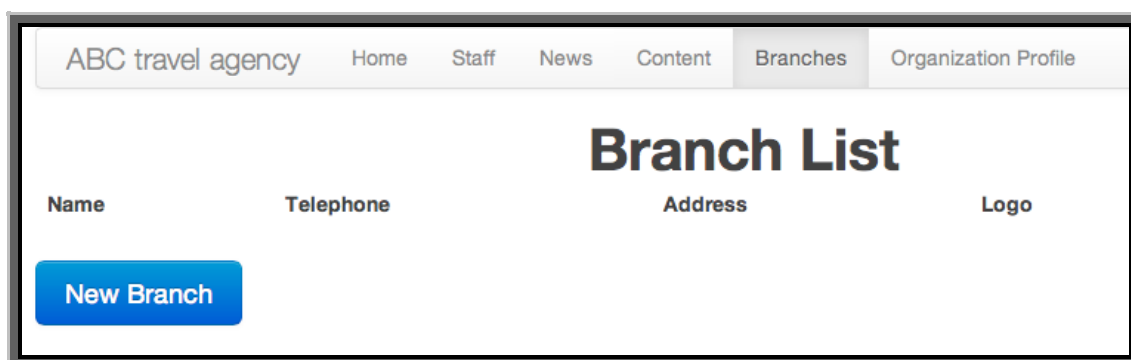
Key	Value
Name	ABC travel agency
Address	4 Jingshan Front St, Beijing
WebSite	<a href="http://abctravel.com">http://abctravel.com</a>
Email	<a href="mailto:agent@abctravel.com">agent@abctravel.com</a>
Telephone	+86 10 6333 6999
Location	116.395622,39.93156 <a href="#">Google Map</a>
Description	<p>ABC travel agency, since 1996, is a leading enterprise in China travel industry, an all-inclusive tour operator for booking holiday packages &amp; customizing your trip.</p>
Welcome Message	<p>Welcome to ABC travel agency. We're here to offer help with all your China travel needs. Just tell us what you need and we'll do our best to serve you. ABC旅行社欢迎您! 我们为您提供所有的中国旅行服务, 只要告诉我您的需求, 我们将真诚为您服务。</p>
Offline Message	<p>Sorry, The ABC travel agency is offline at the moment. We are available from 10:00am to 7:00pm Beijing Standard Time. If you leave a message, we'll get back to you right away. 很抱歉, ABC旅行社目前没有人在线, 我们在北京时间早10点到晚7点为您提供实时服务。如果您留言, 我们在工作时间会立刻回复您。</p>
Image	

(Figure 2.6: What your information will look like post-save)

### 3. Fill in the Branches Section

After clicking on Branches in the navigation bar, you should begin adding your company's branch information. For example, if your company has a

branch in New York and in San Francisco, you should add both to the list.



(Figure 3.1: Click on Branches in the navigation bar to add)

After clicking the blue “New Branch” button, add the following information for each branch:

- Name
- Latitude and Longitude
- Address
- Address CN
- Telephone
- Description



After adding branches, you’ll be able to see them in the list, as in Figure 3.2 below

Branch List				
Name	Telephone	Address	Logo	Action
ABC travel agency Beijing	86 10 6333 6999	4 Jingshan Front St, Beijing	<a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>
ABC travel agency Shanghai	86 21 6372 0000	201 Renmin Ave, Huangpu, Shanghai	<a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>

[New Branch](#)

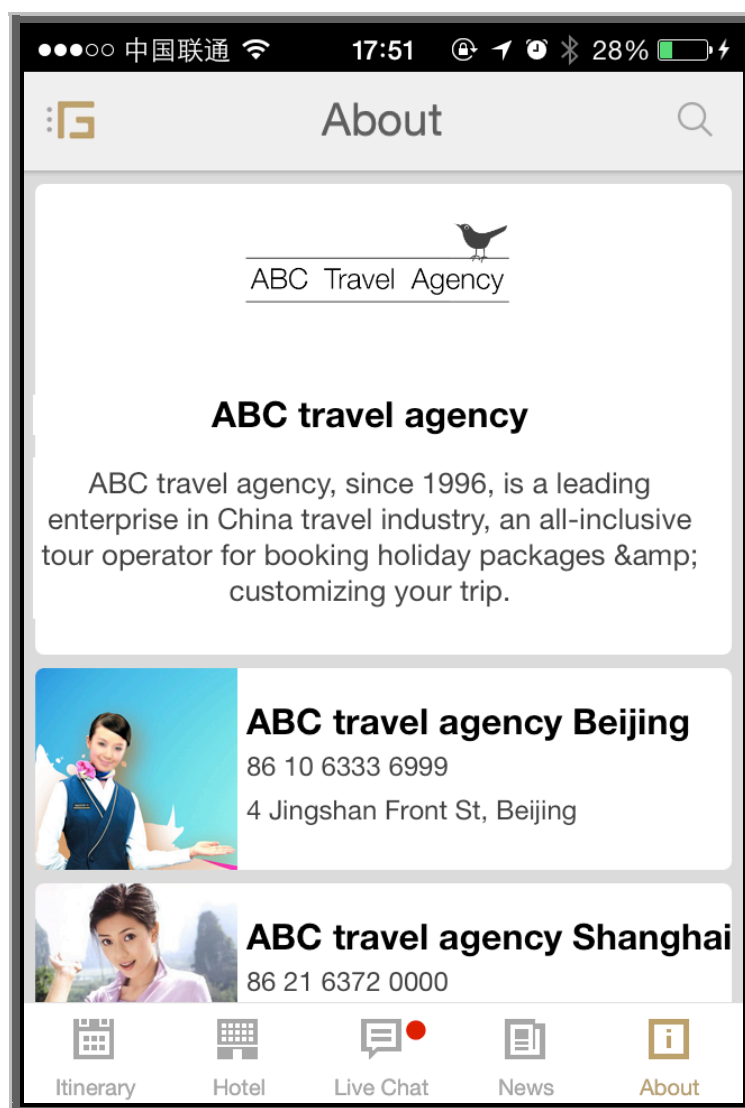
(Figure 3.2: After adding branch information)

If you click the upload button (under logo) next to each branch, you can assign each branch a unique photo. We recommend the image be square in shape and not exceed 180 x 180 pixels.

Branch List		
Address	Logo	Action
4 Jingshan Front St, Beijing	 <a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>
201 Renmin Ave, Huangpu, Shanghai	 <a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>

(Figure 3.3: After uploading photos)

After editing the aforementioned information, you'll be able to see the results immediately on your company's about section on the Grata mobile application.



(Figure 3.4: Customers can see branch information for your company on their phones)

## 4. Creating the Customer Service Section

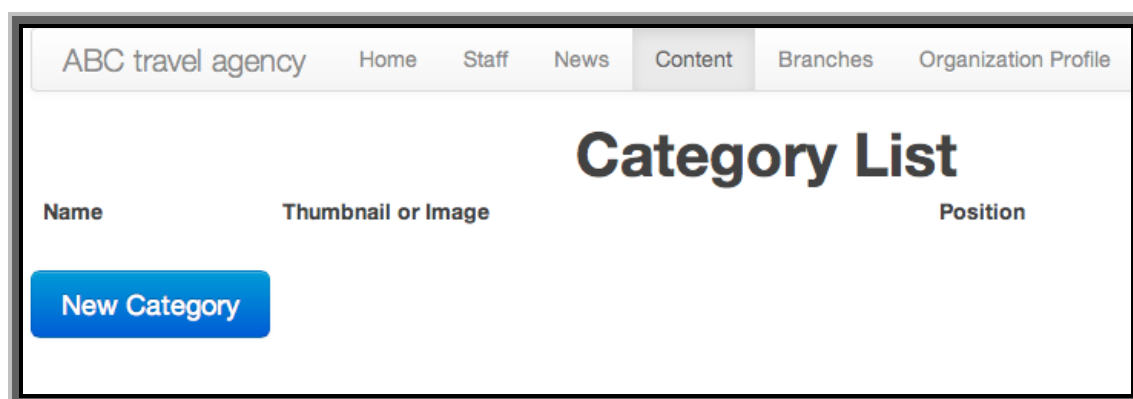
The customer service section includes all of your company's services. All services you add into the content section are further divided into two separate sections. The first section constitutes a simple listing of what is included in your service—this is a general listing of options available to

your customers. The second section constitutes the actual information pertaining to each option should your customer be interested in them. This is described in much greater detail below.

To use a hotel as an example, you might have “rooms” as a service available to your customers (we hope). When you click on rooms, you might add the following items: double bed, suite, and luxury suite. This constitutes a broad overview of the options available to your customer: this is section one.

After adding each option, you’ll see it pop up in the category list. If you click on an option, another form will pop up that allows you to add details about the option itself. For instance, the room is a double bed, it costs 300 dollars per night, there are 12 rooms like this currently available, etc.

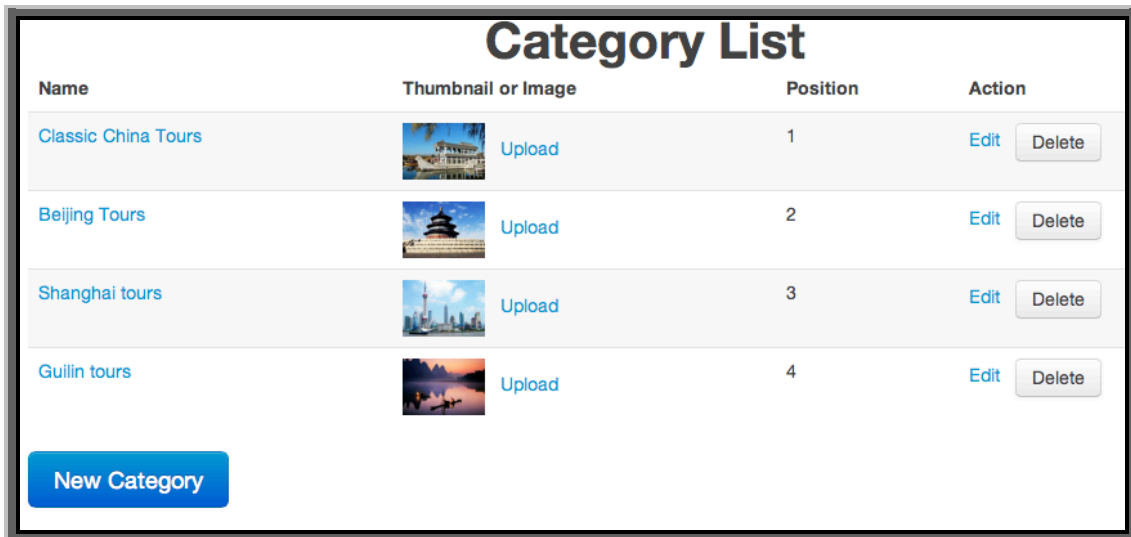
Begin by navigating to “Content:”







(Figure 4.1: Click on Content in the navigation bar)

- Name
- Position

After I add four categories: classic china tours, Beijing tours, shanghai tours, and gulin tours as in figure 4.2 below:



Name	Thumbnail or Image	Position	Action
<a href="#">Classic China Tours</a>	 <a href="#">Upload</a>	1	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Beijing Tours</a>	 <a href="#">Upload</a>	2	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Shanghai tours</a>	 <a href="#">Upload</a>	3	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Guilin tours</a>	 <a href="#">Upload</a>	4	<a href="#">Edit</a> <a href="#">Delete</a>

[New Category](#)

(Figure 4.2: A category list, or section one, with values added)

Now if you click on a given tour (or any service you've added to the list), for instance Beijing Tours, you'll be taken to the details page for that service. This constitutes section two where you can add things like one-day Beijing Tours, or three days, the price of each, etc.

- Code

- Name
- Price
- Unit
- Logo
- Gallery
- Description
- Description CN






### Item Edit

Code	<input type="text" value="C099"/>
Name	<input type="text" value="Beijing Classic Tour - Group Day Tour"/>
Name CN	<input type="text" value="经典北京游 - 团体旅游"/>
Price	<input type="text" value="400"/>
Unit	<input type="text" value="¥"/>
Logo	<input type="text" value="http://static.guestops.com/riak/photo/at2672-h5PxqJzK.jpg"/>
Gallery	<input type="text" value="http://static.guestops.com/riak/photo/at2670-AG6vZxwk.jpg"/> <input type="text" value="http://static.guestops.com/riak/photo/at2671-eXGiKeJX.jpg"/> <input type="text" value="http://static.guestops.com/riak/photo/at2672-h5PxqJzK.jpg"/>
Description	<input type="text" value="This One-day Classic Tour highlights some classic cultural sites in Beijing. The historical heritages of Forbidden City, Temple of Heaven and Summer Palace will sure to amaze you with the charm of China and the intelligence of the Chinese people."/>
Description CN	<input type="text" value="这一天的北京经典游会带您领略经典文化和历史遗址。具有悠久历史的紫禁城、天坛和颐和园将向您展示中国人民的智慧和勤劳。"/>

(Figure 4.3: An example of how to fill out section two)

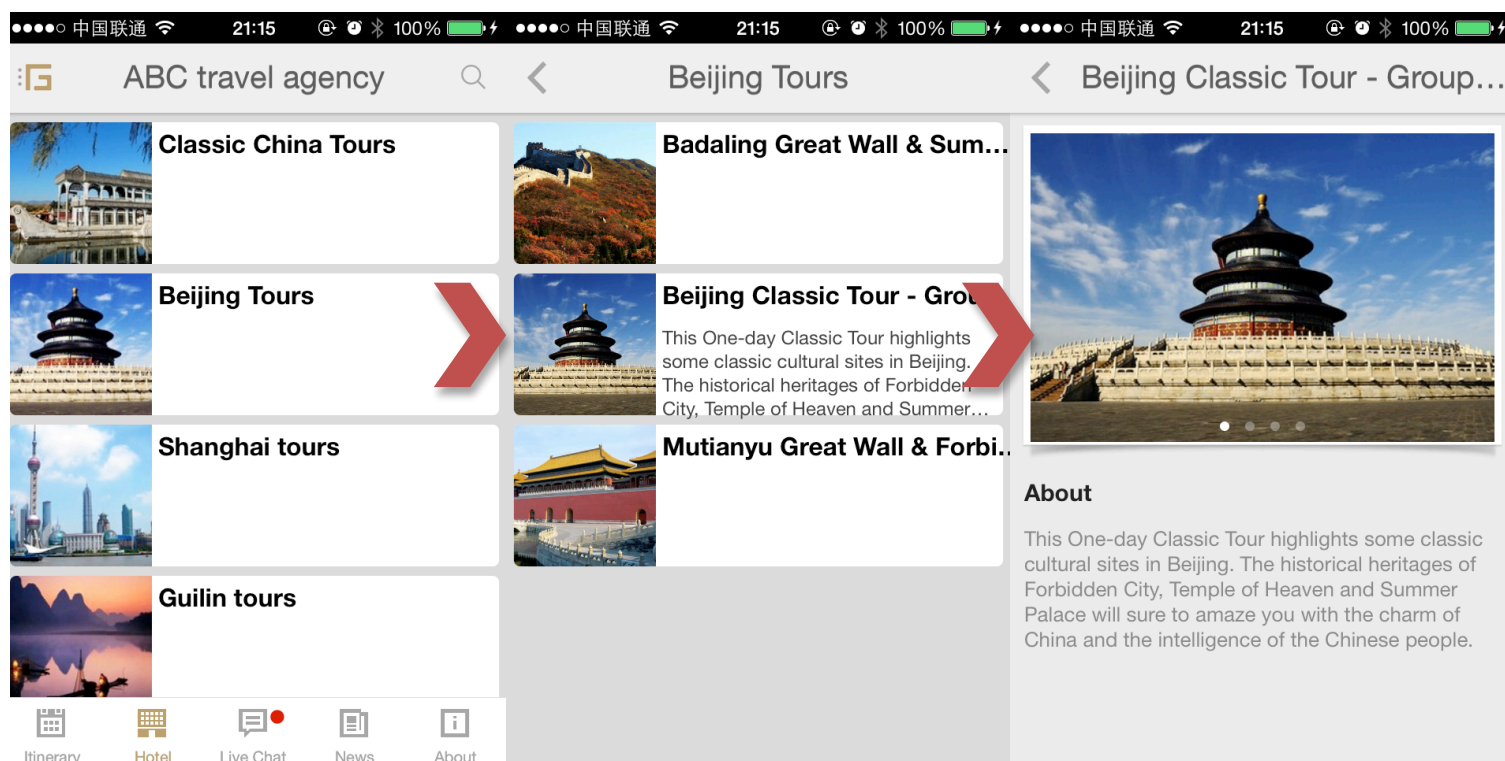
After filling out section two, you'll be able to see the added information to each service in section one (like price).

Beijing Tours Items						
Code	Name	Price	Unit	Logo	Operation	
C097	Badaling Great Wall & Summer Palace	540.0	¥		<a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>
C099	Beijing Classic Tour - Group Day Tour	400.0	¥		<a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>
C089	Mutianyu Great Wall & Forbidden City	70.0	\$		<a href="#">Upload</a>	<a href="#">Edit</a> <a href="#">Delete</a>

[New Item](#)

(Figure 4.4: Section two content)

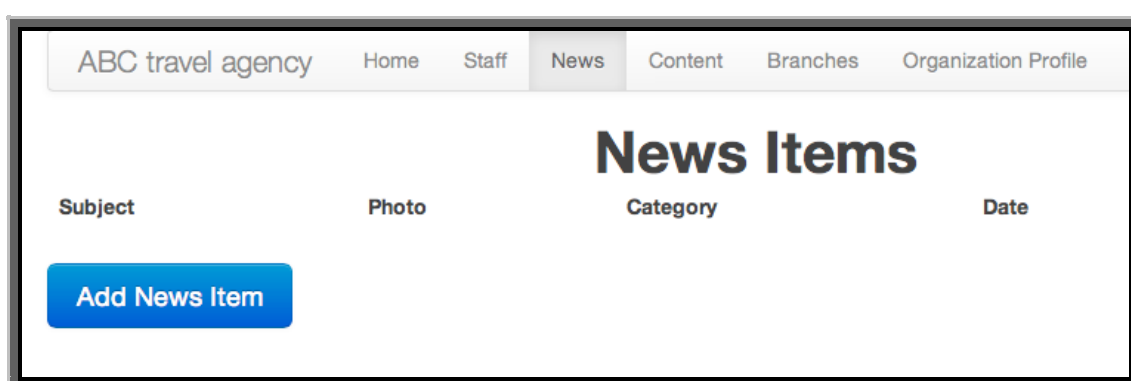
After adding the aforementioned information, you'll be able to see the results on your mobile phone.



(Figure 4.5: Left slide shows an example service listing, the middle slide shows example detail descriptions)

## 5. Updating the News section

The news section is your company's latest news and promotional information. Occasional notifications can let your customers know of new promotional offers and company news.



(Figure 5.1: Click News in the navigation bar to begin)

- Subject
- Content
- Category

## Blog Edit

Subject

Subject CN

Content

ABC travel agency experts specially selected the top tours to give you the best value. All of our tours can be fully tailored to your tast and include stays in excellent hotels and great activities with English-speaking guides. Speak to one of our travel advisors and start building your dream Beijing vacation at the LOWEST PRICE. Don't hesitate to contact us!

Content CN

ABC旅行社专家精选顶级旅游路线。我们所有的旅行可以完全根据你的品味，提供最优质的酒店的住宿和英语导游。最低的价格构建您的梦想北京度假。快来联系我们吧！


Category

OnSale

Save

(Figure 5.2: An example news section filled out)

After hitting save, you'll be able to upload a photo (we recommend no larger than 600 x 600 pixels), and your news section will be complete.

News Items			
Subject	Photo	Category	Date
Top Travel Deals	 <a href="#">Upload</a>	onsale	2013-07-18 21:41
<div>Add News Item</div>			

(Figure 5.3: A completed news section)

## 6. Concluding Remarks

Thank you for choosing Grata! The above information describes how to edit your company's content, if you have any questions please don't hesitate to contact us. Our contact information is below:

- Website: <http://www.grata.com/>
- Email: [info@grata.com](mailto:info@grata.com)
- Telephone: +86 800.810.0181

Grata, at your service!