



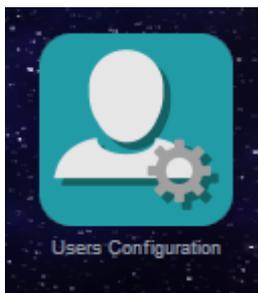
Targeted URL's

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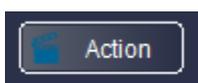
1. Setting Permissions for URL Setup



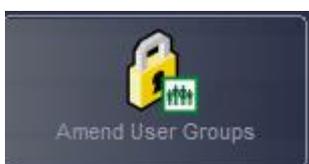
Select – **User Configuration**



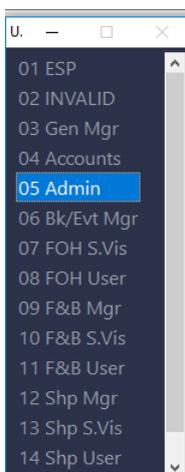
Select – **User File**



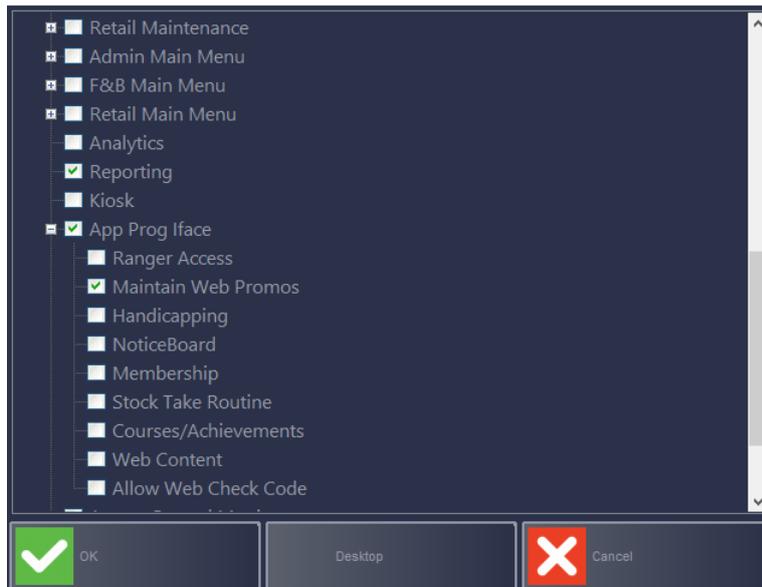
Select – **F7 – Action**



Select – **Amend User Groups**



Select – The **User Group** you want to amend.



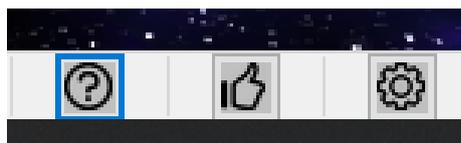
Expand – **App Prog Iface** and ensure **Maintain Web Promotions** is ticked.



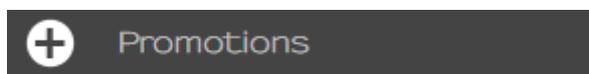
Select – **Ok** to exit.

2. Creating Targeted URL's

URL's are created in your ESP Support page. To access the support page:



Click on the **Question Mark** in the bottom right corner of your ESP system.



Select – **Promotions**



Select – **Add New Promotion**

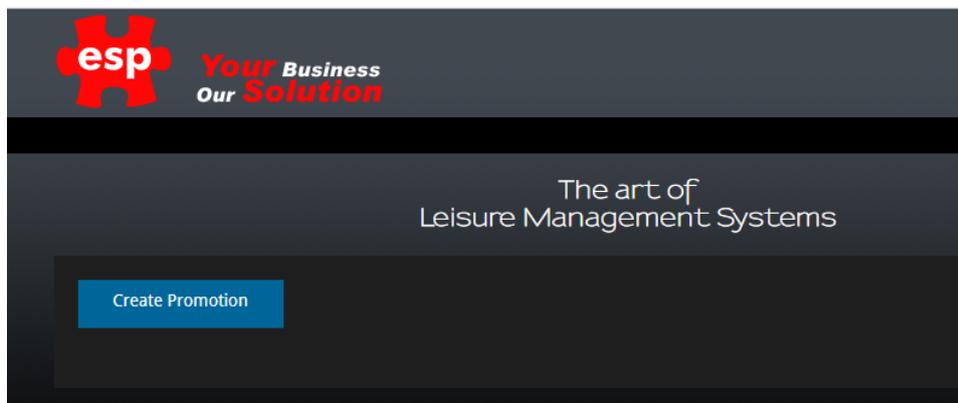


Username *

Password *

SUBMIT

Enter your ESP Username and Password.



Select – **Create Promotion**

Complete the form below to create a new web promotion

Location
Resort Demonstration

Promo reference *
ZZ

Enter a reference for the Promo. This can match the corresponding Promo Code in the Elite System.
(ie 241Golf)

Tick this box to make this promotion permanently available

From date *
 10

To date *
 10

Enter the dates your promotion will be available From and To.



Title *

Description *

Enter a **Title** and a **Description** of your Promotion.

Start time

00 : 00

End time

23 : 59

Enter a **Start and End Time** for the promotion.

Day

Any Day

Any Day

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Weekend

Weekday

None Specified

Select if your promotion is to be available from a Specific Day, a Weekend, a Weekday or Any Day.

Membership Type

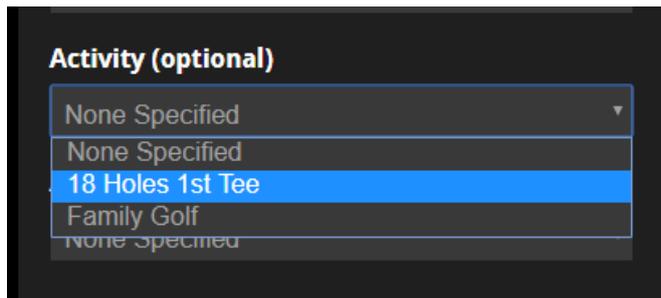
Visitor

Visitor

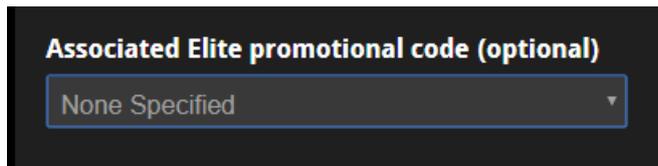
Member

Golf

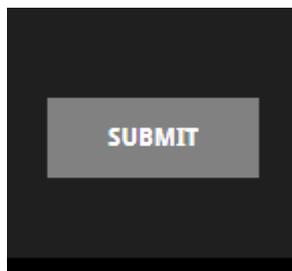
Select the **Membership Type** which the URL applies to. This will normally be **Visitor**.



Select the **Activity** the URL applies to.



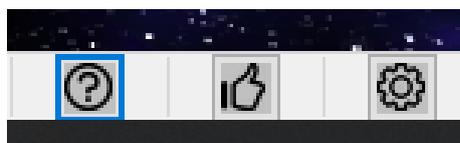
You can link the URL to a promotional code within the Elite system.



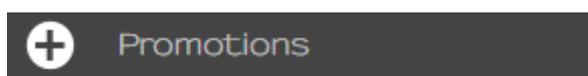
Select – **Submit** to complete the setup.

3. How to Copy a URL

The following steps explain how to access and copy the URL ready for sending to customers.



Click on the **Question Mark** in the bottom right corner of your ESP system



Select – **Promotions**



Select – **View Promotions**



Username *

Password *

SUBMIT

Enter your ESP Username and Password

Your currently configured promotions, if any, are listed below

| Ref | Type | Day | Start Date | End Date | Start Time | End Time | Group | Activity Desc | Promo Code | Activated | On Web | |
|---|---------|------|------------|------------|------------|----------|---------|-----------------|------------|-----------|--------|--------|
| ZZAdventure_Golf | Any Day | perm | -- | | 00:00:00 | 23:59:00 | AdvGolf | | | Yes ▼ | Yes ▼ | Delete |
| Adventure Golf Description AML link: www.e-s-p.com/aml/promotion/?p=ZZAdventure_Golf& EliteLive link: www.e-s-p.com/elite/active/book_webpromotion.php?ref=ZZAdventure_Golf& | | | | | | | | | | | | |
| ZZBBGOLF | Any Day | | 2018-10-01 | 2018-12-31 | 00:00:00 | 23:59:00 | Golf | 18H Gold Course | BUND02 | Yes ▼ | Yes ▼ | Delete |
| Golf, Burger and Beer 18 Holes of golf, plus a free burger and pint in the clubhouse after your round. AML link: www.e-s-p.com/aml/promotion/?p=ZZBBGOLF& EliteLive link: www.e-s-p.com/elite/active/book_webpromotion.php?ref=ZZBBGOLF& | | | | | | | | | | | | |
| ZZBUGGYWEEKDAY | Weekday | | 2018-10-01 | 2018-12-31 | 00:00:00 | 23:59:00 | Golf | 18H Gold Course | BUGGYWD | Yes ▼ | Yes ▼ | Delete |
| 4 Ball With Buggies Weekday Get two free buggies with any weekday 4 ball AML link: www.e-s-p.com/aml/promotion/?p=ZZBUGGYWEEKDAY& EliteLive link: www.e-s-p.com/elite/active/book_webpromotion.php?ref=ZZBUGGYWEEKDAY& | | | | | | | | | | | | |
| ZZBUGGYWEEKEND | Weekend | | 2018-10-01 | 2018-12-31 | 00:00:00 | 23:59:00 | Golf | 18H Gold Course | BUGGYWE | Yes ▼ | Yes ▼ | Delete |
| 4 Ball with Free Buggies Weekend Get 2 free buggies with any 4 ball at the weekend AML link: www.e-s-p.com/aml/promotion/?p=ZZBUGGYWEEKEND& | | | | | | | | | | | | |

Find the promotion you have created.

| Ref | Type | Day | Start Date | End Date | Start Time | End Time | Group | Activity Desc | Promo Code | Activated | On Web | |
|---|---------|------|------------|----------|------------|----------|---------|---------------|------------|-----------|--------|--------|
| ZZAdventure_Golf | Any Day | perm | -- | | 00:00:00 | 23:59:00 | AdvGolf | | | Yes ▼ | Yes ▼ | Delete |
| Adventure Golf Description AML link: www.e-s-p.com/aml/promotion/?p=ZZAdventure_Golf& EliteLive link: www.e-s-p.com/elite/active/book_webpromotion.php?ref=ZZAdventure_Golf& | | | | | | | | | | | | |

Highlight the Elite Live Link.



| Ref | Type | Day | Start Date | End Date | Start Time | End Time | Group | Activity Desc | Promo Code | Activated | On Web | |
|--|---------|------|------------|------------|------------|----------|-------|---|------------|-----------|--------|--------|
| ZZAdventure_Golf | Any Day | perm | -- | 00:00:00 | 23:59:00 | AdvGolf | | | | Yes ▾ | Yes ▾ | Delete |
| Adventure Golf Description AML link: www.e-s-p.com/aml/promotion/?p=ZZAdventure_Golf& | | | | | | | | | | | | |
| EliteLive link: www.e-s-p.com/elite/active/activepromotion.php?ref=ZZAdventure_Golf& | | | | | | | | | | | | |
| ZZBBGOLF | Any Day | | 2018-10-01 | 2018-12-31 | 00:00:00 | 23:59:00 | | Golf, Burger and Description 18 Holes of golf, plus a free burger and pint AML link: www.e-s-p.com/aml/pr... | | | | |

Right Click and select – **Copy**

www.e-s-p.com/elite/active/activepromotion.php?ref=ZZAdventure_Golf&

The link can then be pasted into the email being sent out to the customers.

Your currently configured promotions, if any, are listed below

| Ref | Type | Day | Start Date | End Date | Start Time | End Time | Group | Activity Desc | Promo Code | Activated | On Web | |
|---|---------|------|------------|----------|------------|----------|-------|---------------|------------|-----------|--------|--------|
| ZZAdventure_Golf | Any Day | perm | -- | 00:00:00 | 23:59:00 | AdvGolf | | | | Yes ▾ | Yes ▾ | Delete |
| Adventure Golf Description AML link: www.e-s-p.com/aml/promotion/?p=ZZAdventure_Golf& | | | | | | | | | | | | |
| EliteLive link: www.e-s-p.com/elite/active/activepromotion.php?ref=ZZAdventure_Golf& | | | | | | | | | | | | |

You can also **Activate**, **De-activate** or **Delete** the promotion from this page.