



SHOP PETAWAWA

An initiative by the Petawawa Business Advisory Network (PBAN)

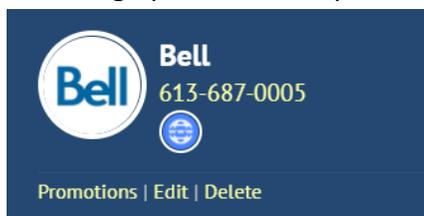
The Shop Petawawa page is a **FREE** single source webpage designed to link consumers with Petawawa businesses. The platform is integrated so that Petawawa businesses can load business details and promotional offers and manage content themselves that the public can see.

This resource provides a first shop directory for the public to see what great things businesses in Petawawa have to offer, or are doing, at any given time. This includes just a general presence and the ability to upload promotions with the intent of driving business to your online or storefront locations or platforms.

The PBAN social pages, [FACEBOOK](#) and [INSTAGRAM](#) will be used to actively promote the www.shoppetawawa.ca site and the offers that businesses are loading to the site. Seasonal campaigns will be organized and run to help encourage the public to shop local.

How do I add Promotions to my page?

1. Log In to the site using your email and password. If you forgot your password hit password reset and you will be sent an email with a link to reset the password.
2. Once you have logged in, use the search feature, to find your business. You will see the following options come up under your site.



3. **Click Promotion to upload** your promotional offer. **NOTE: You can load your FACEBOOK graphics, however an ideal graphic size is 625 x228 - they must be a jpeg or png image.** The URL (optional) piece will make the graphic link and to a location on your website or social pages where guests might find more details on that offer or direct them to an online ordering portal.



Upload promotion image

Choose File No file chosen

URL (optional):

Add Promotion

4. You can load more than one offer at a time. Go back to the **Choose File**, select it, and upload your next image. It will appear below your first image. You must provide an expiry date for your promotion so that at that time the promotion will be removed from the site.

Once you have loaded all the offer images select the green **Add Promotion** button. A message will appear above your image saying **Waiting Approval**. This means the request has been sent to the site administrator who will need to approve it to make it live. This could take up to 48 hours. An example image of what you will see is provided. In this case, there was only one promotional image loaded.

Upload promotion image

Choose File Beyond the ...25 x 228.png

URL (optional):

Add Promotion

Waiting Approval



How will the site look to users with a promotional offer published?

- 1. The green highlighted **Promotions** button shows that this business has an offer and if you select it you can see the offer.

Note: Businesses with offers will show higher in their category rankings than the businesses who do not have an offer – otherwise the businesses are listed in alphabetical order.



This is an image of the business listing in its category showing it has a promotion, based on the green highlighted **Promotion** button.

2. If you select the **Promotions** button, the image below will appear. If the business has a description, for their service, it follows the promotion details. Refer to second image, below to see the difference.

Looking Glass Toys and Games 

 3025 Petawawa Blvd
Petawawa
K8H 1X9
613-506-8697
 

[Remove Promotion](#)

Write a letter to Santa



Drop the Letter off in the North Pole Express Mailbox at Looking Glass Toys and Games
Letters must be in by December 6th

When at the store, fill in a WISH LIST for a chance to win one of two \$100 store gift cards.

Beyond Nutrition 

 3468 Petawawa Blvd A
PETAWAWA
K8H 1X3
613-687-4335
 

[Remove Promotion](#)

BEYOND NUTRITION
25% OFF
NOVEMBER 30TH - DECEMBER 13TH
Promotion valid on all health and wellness products



Beyond Nutrition is a Health Food Store. We carry good quality vitamins, minerals, supplements, sports nutrition, Gluten/Wheat free products, natural and organic foods, local honey, herbs and spices, 100% beeswax candles, assorted teas, caffeine free products and so more.

How do I remove a promotion?

Only the business and the site administrator can remove the listing. If the business is logged in they will be able to see their promotions with the tab to remove it. See the example above. Ideally though business should put an expiry date on their promotions when they load them so that it goes off the site automatically.