



Hot Deals Drive Business During This Challenging Time

Greater Lafayette Commerce wants to help our members and small businesses in Greater Lafayette make it through the COVID-19 pandemic. We want to make sure you are aware we can host on our website any special promotions or accommodations that your business is making to encourage customers. Similar to the [Greater Lafayette Restaurant Guide](#) we are hosting, we think this could be an added benefit to help drive business during this challenging time. Below you find both member and non-member instructions.

Member Instructions:

Here's how to add your promotion to the Member Directory:

The primary rep should log in to the Member Information Center (MIC) through login portals on our [website landing page](#) or directly [here](#).

Once in the MIC, select Hot Deal from Shortcuts menu list on the left-hand side (only the primary rep on the account can see this).

Select "Add Hot Deal" and then enter the following details:

- Title – Name of the deal
- Tagline - Short one liner about the deal
- Category – select the category that your business has been assigned to in our Business Directory (usually only one selection available)
- Description – enter a detailed description of the deal
- Meta Description – 1-2 sentence summary, 320-character limit
- Short Description – 512-character limit
- Offer Start Date and End Date – dates of when deal begins and expires
- Search Results Logo – optional to add an image or logo (must be .gif, .jpg or .png)
- Contact – this information defaults to the data on your member profile
- Active Dates – dates to publish the deal (can be different from the offer dates above since you can publish the deal before it is active)

Select "Save as Draft". Once you have reviewed, select "Submit for Approval". Greater Lafayette Commerce will review and approve Hot Deals submitted. Once approved, the Hot Deal will be displayed in the Business Directory.

Questions or having trouble entering a Hot Deal? Contact [Joan Matson](#)

Non-Member Instructions:

Please email us at info@greaterlafayettecommerce.com and provide the following information: **Please note: If you do not provide all the required information, we will not post your Hot Deal.**

- Company name, company address, representative name, email, and phone number.
- Title – Name of the deal
- Tagline - Short one liner about the deal
- Category – Business type
- Description – a detailed description of the deal
- Meta Description – 1-2 sentence summary, 320-character limit
- Short Description – 512-character limit
- Offer Start Date and End Date – dates of when deal begins and expires
- Search Results Logo – optional to add an image or logo (must be .gif, .jpg or .png)
- Active Dates – dates to publish the deal (can be different from the offer dates above since you can publish the deal before it is active)

You can view these promotions or "Hot Deals" [here](#).

Once we have some hot deals loaded, we will promote the link to the public and media.

Thank you for everything you all are doing to support Greater Lafayette!

The Greater Lafayette Commerce Team