

star
BROCHURE

HOW TO CREATE PERSONALIZED TRAVEL BROCHURES

Using our Star Brochure
Customization Tool





WHAT'S INCLUDED IN THIS GUIDE?

This guide will offer step-by-step instructions to create your own personalized travel brochures using our customization tool, which is integrated into our digital Star Brochure.

Using this tool, you will be able to create personalized brochures on a client-by-client basis to maximize your bookings and revenue!

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1. HOW TO ACCESS STAR BROCHURE

As our Star Brochure is 100% online, this travel brochure is available for you to access at your convenience in just a few clicks.

Not only does this fully digital format mean you can instantly support your consultations with an interactive travel brochure to capture your clients' interest and offer valuable in a user-friendly way, but it makes creating personalized brochures for your clients even easier.

You can access our Star Brochure [here](#).

If you would prefer to watch an introductory video on how to use our Star Brochure customization tool you can do so [here](#).

SIGN IN TO USE OUR CUSTOMIZATION TOOL

Once inside the Star Brochure, click the **'Create My Own Brochure'** button on the top of the homepage.

To use our customization tool, you'll need to **sign in to your Bedsonline user account** with your existing login credentials.

However, if you **are already logged in to our Booking Engine before you** click the **'Create My Own Brochure'** button, you will be automatically directed to the customization tool!

To get started, simply access our Star Brochures [here](#).

YOUR BEDSONLINE CREDENTIALS

If you need to modify your username, reset or create your password for any reason, you can do this using the links below:

- » [Create password](#) (for the first time)
- » [Reset password](#) (if needed)
- » [Reset username](#)

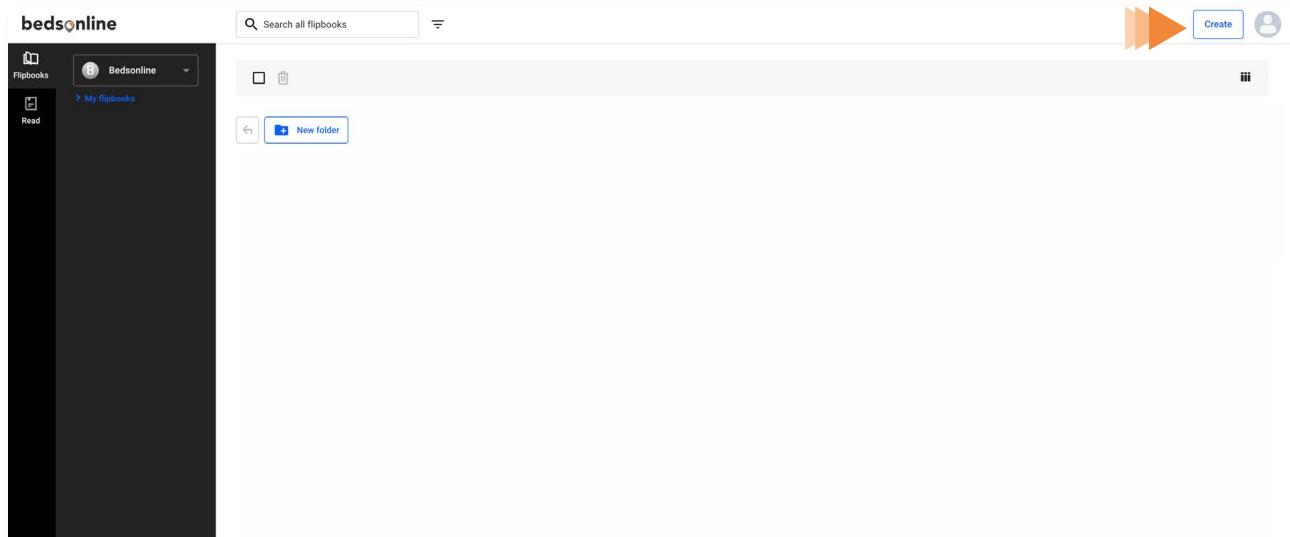
! Please note: For security purposes, your password will expire automatically after 90 days, and you will need to reset your password if you have not accessed your Bedsonline account for longer than this 90-day timeframe.

2. CHOOSING YOUR TEMPLATE

Once you have **accessed the customization tool**, it's time to create your own personalized travel brochure!

After clicking the **'Create my own brochure'** you will be led to a new project screen, from where you can start editing your template, adding bespoke content and making your travel brochure as personalized to each client as you wish.

To get started, click the 'Create' button on the upper right corner of the Edit screen.



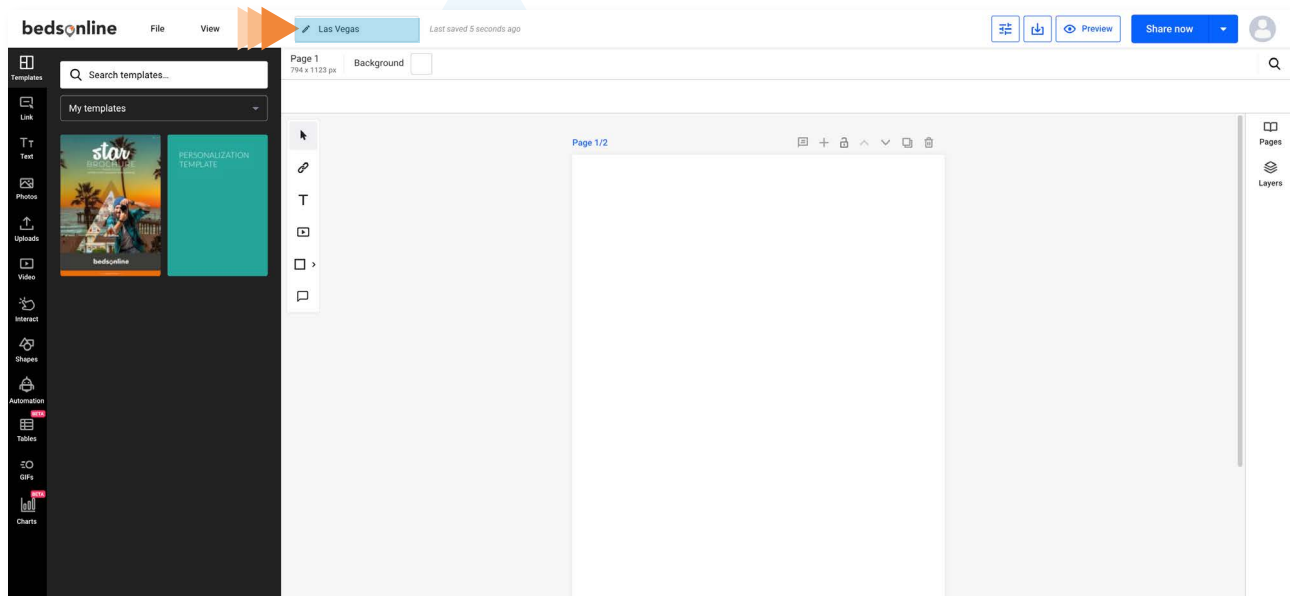
Top tip: The A4 format is selected by default for all travel brochures, and we recommend you use this format as all available templates were created using these dimensions. **Click 'Create'** again to start!

RENAME YOUR BROCHURE

Once you've clicked the 'Create' button, you'll be met with a blank brochure and template options.

Before you begin creating your personalized brochure however, we recommend you **rename** your new travel brochure to ensure you keep track of all the bespoke brochures you'll be creating!

You will see a small **text box with 'New Flipbook'** – use this box to rename your travel brochure to your preference.



USING THE AVAILABLE TEMPLATES

Use the **Star Brochure Template** to include the information shown in our online Star Brochure.

Once you start your new brochure, you'll see two starter template options:

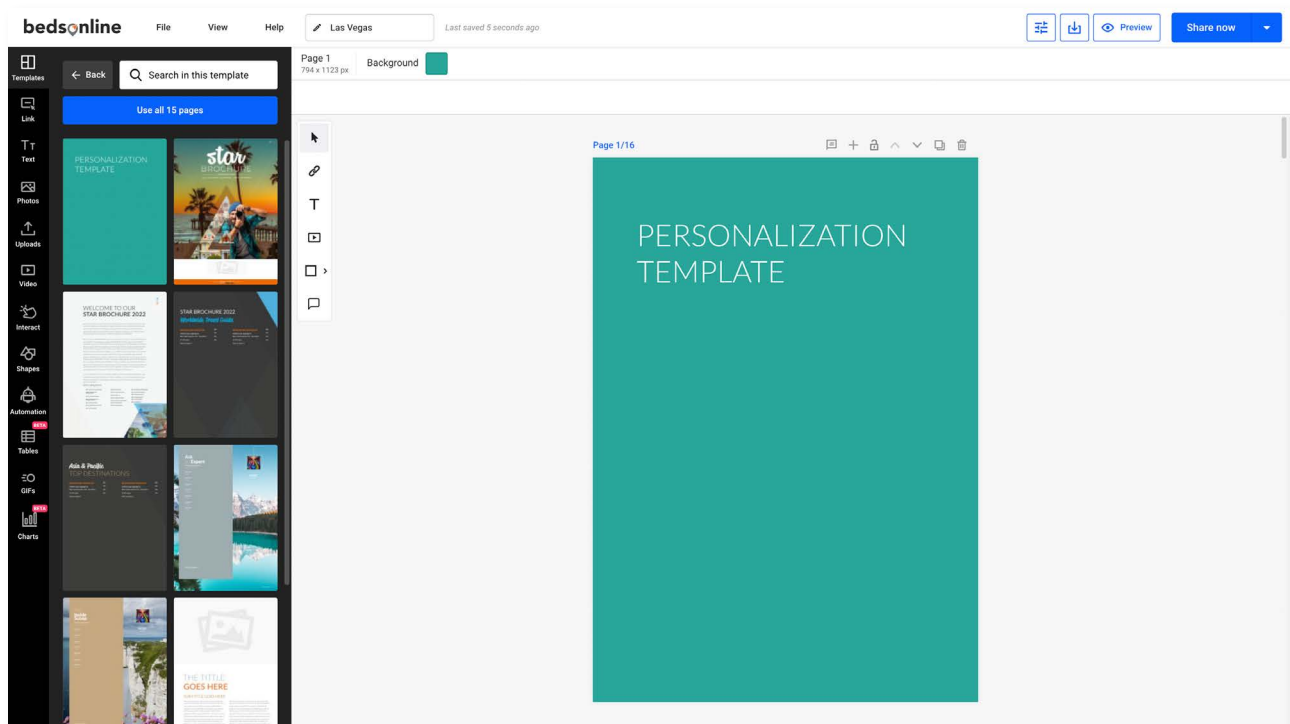
- » **Star Brochure Template**
- » **Personalization Template**

Use the **Personalization Template** if you want to **start with a blank slate** and have complete control over how you structure your travel brochure. You can select the page templates you want to start from scratch and customize the front cover, but this does not offer the content from our online Star Brochure such as hotel information or finalized articles.

Use the **Star Brochure Template to include the information shown in our online Star Brochure**. You can drag and drop all pages or just the ones you need, customize the 'Go To Page' links included, and adapt the hotel descriptions to your local language!

THE PERSONALIZATION TEMPLATE

To start creating your own fully customizable travel brochure, use the '**Personalization Template**' option, which will give you the option to add pages with custom content.



Once you have selected the Personalization Template, you will be presented with different page types on the left-most side bar. From here, you can create your ideal travel brochure!

You will see different content template options such as:

- » **Front cover**
- » **Welcome Message page**
- » **Index pages**
- » **Blank article templates**

Use the **'+Add new page'** option at the bottom of the Edit screen, or the '+' button on the row of edit functions above your visible page to add a new blank page.

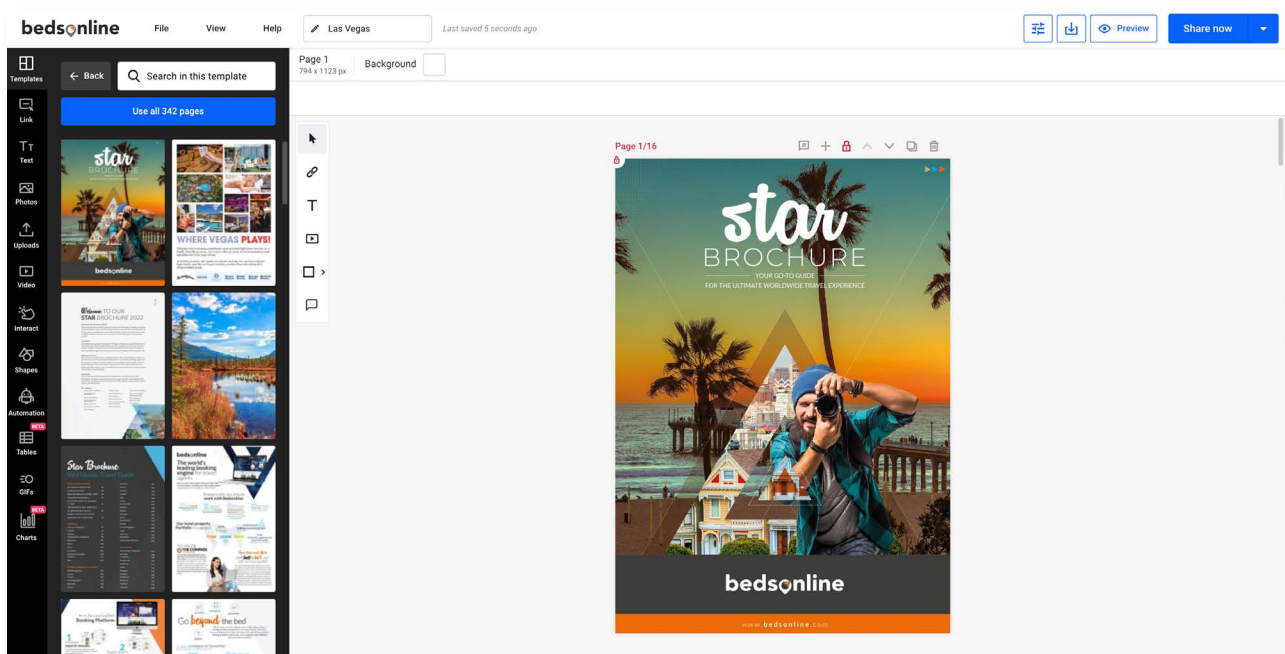
Each content page in the Personalization Template will be filled with placeholder text where relevant, offering a basic layout for you to customize with your own content.

THE 'STAR BROCHURE' TEMPLATE

The 'Star Brochure Template' is a **duplicate** of our existing travel brochure, with the same hotel content, articles, and destinations that you would usually see on our online Star Brochure product.

Use this option if you want to add the content of hotels or finalized articles to your proposal. Just drag and drop these into your own brochure.

While the Star Brochure Template has the **Front Cover, Welcome Message, Index pages** and **Article templates** included on the Personalization Template, these pages are **already populated with our Star Brochures content**.



3. HOW TO PERSONALIZE YOUR BROCHURE

Now you understand which templates are available to you and which is better suited to your needs, it's time to add and modify your content!

Our customization tool is packed with time-saving features that make personalizing your travel brochure easier than ever, such as:

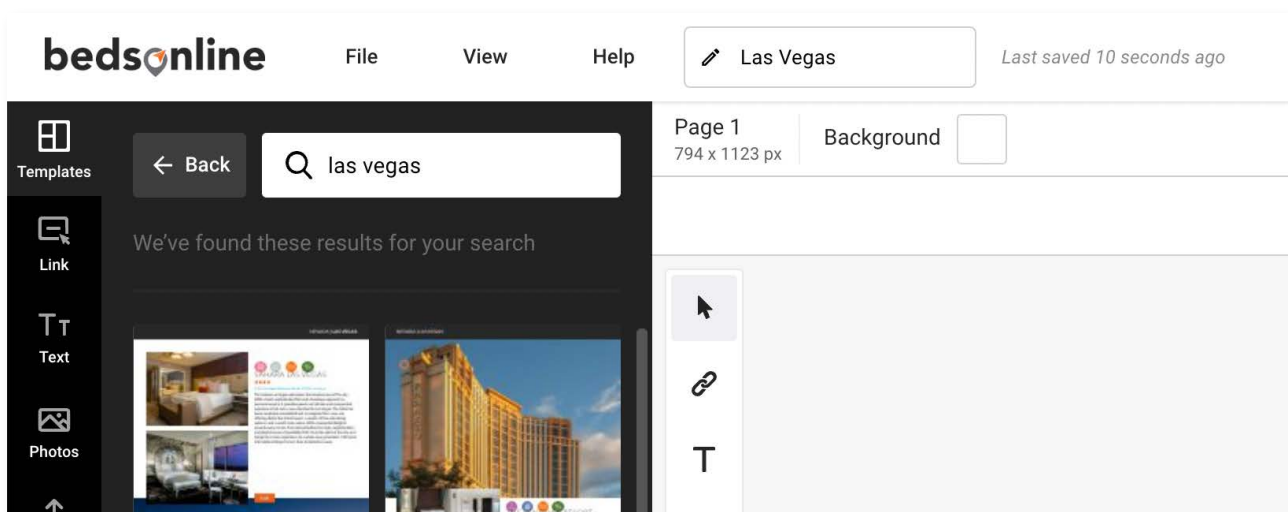
- » **A Search function** so you can easily find the content/hotels/articles you need.
- » **Drag and Drop functionality** to make integrating content easier.
- » **Moveable pages** to make structuring your brochure quick and simple.
- » **Image upload options** so you can add in your unique branding, or in-house images.
- » **Social media integration** to allow clients to see your online profiles and build brand awareness.
- » **An image bank** for easy access to a variety of engaging images to diversify your written content.

... and more!

USING THE SEARCH FUNCTION

Including destination-specific content is crucial for all clients, no matter what kind of travel brochure they will be most receptive to – whether that's a quick, matter of fact comparison of the best hotels or more in-depth article content about their potential destinations.

This is where the **Search function** in our customization tool becomes valuable.



Using the **search function** allows you to find content from our **online Star Brochures** to include in your own personalized brochure, such as information about hotels in specific destinations, tourism highlights, written articles and more.

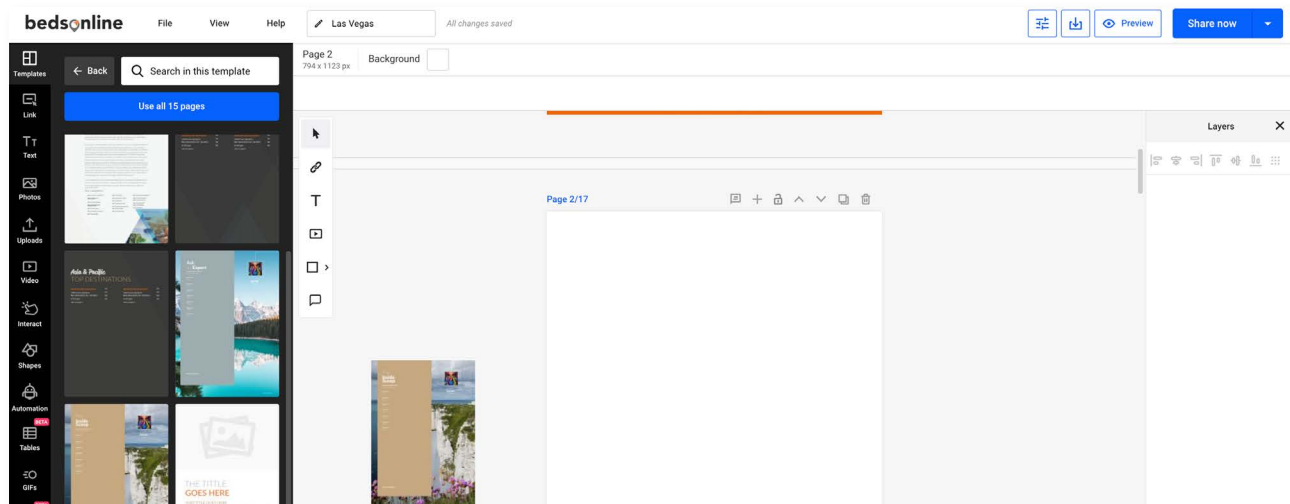
- » Navigate to the **Star Brochure Template** in order to access the existing destination, hotel and article content.
- » **Use the search bar** on the left-most side bar to refine the content that is displayed (in the above image, you can see we have searched for 'Las Vegas'.)
- » **To narrow down results more accurately use apostrophes** to encompass your search – i.e 'Las Vegas'

Now you can **drag and drop** any and all content pages you need into your brochure!

ADDING CUSTOM CONTENT

Use the **drag and drop function** to insert all content you need into your own personalized brochure!

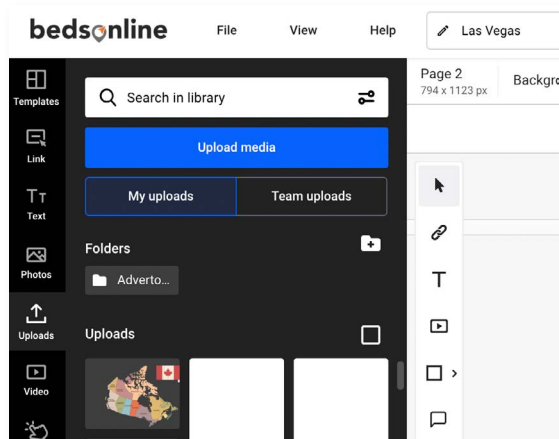
Move your pages around using the **arrows** you will see above your visible brochure pages on the Edit screen to shift your current page up or down. Don't forget to add more pages to play around with structure!



Top tip: Click the 'back' button to navigate back to 'My Templates' to move between your Personalized Template and the Star Brochure template.

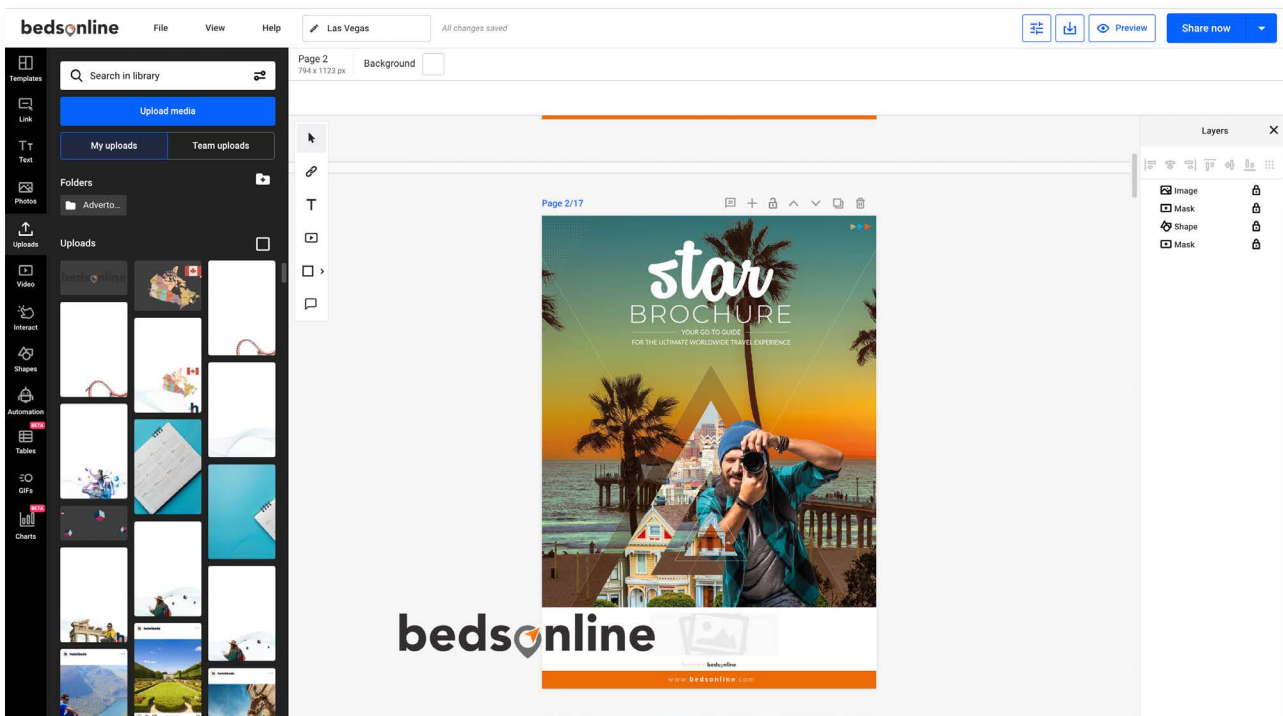
UPLOADING IMAGES TO YOUR BROCHURE

On the left side bar, you'll see an **Uploads** option. This is where you can upload your own images to add into your customized articles or your logo when customizing your **front cover**.



Drag and drop your logo onto your brochure cover, in the middle of the white area left blank for you, to add your own brand.

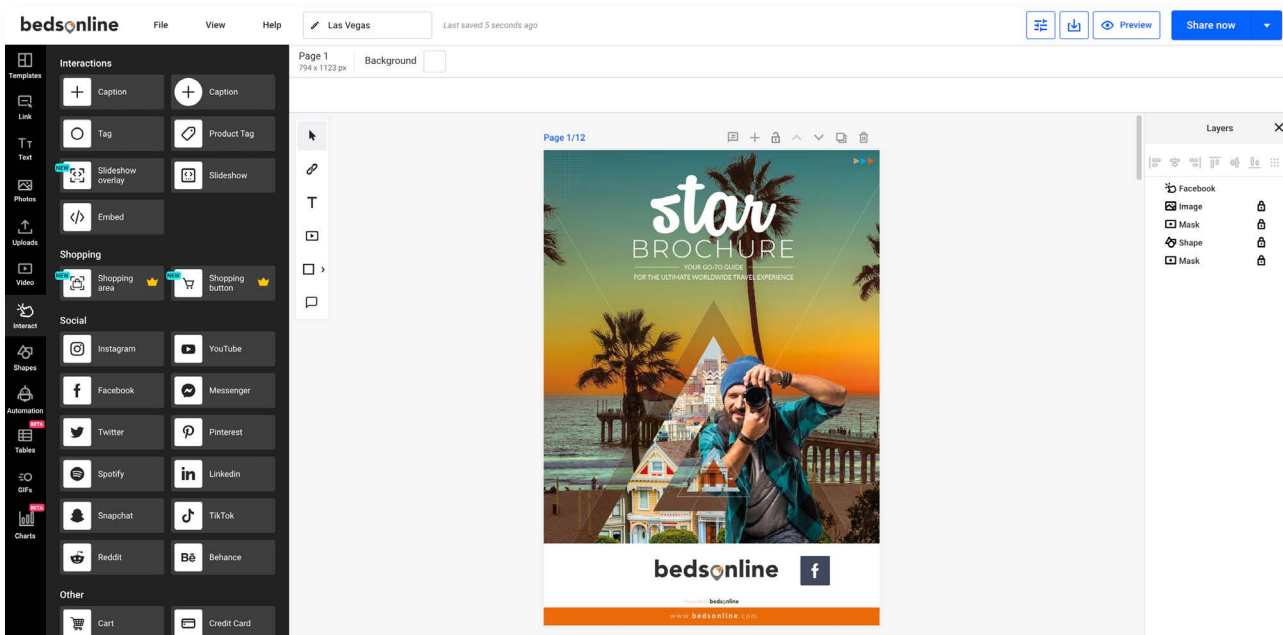
Top tip: Keep in mind your logo needs to have a white or transparent background with at least 10 pixels as a margin.



ADDING SOCIAL MEDIA LINKS

Clicking on the 'Interact' button on the left-most side bar will open up a tab with many options to insert valuable social media links into your brochure. Doing so encourages clients to interact with your online profiles, and can significantly improve brand awareness.

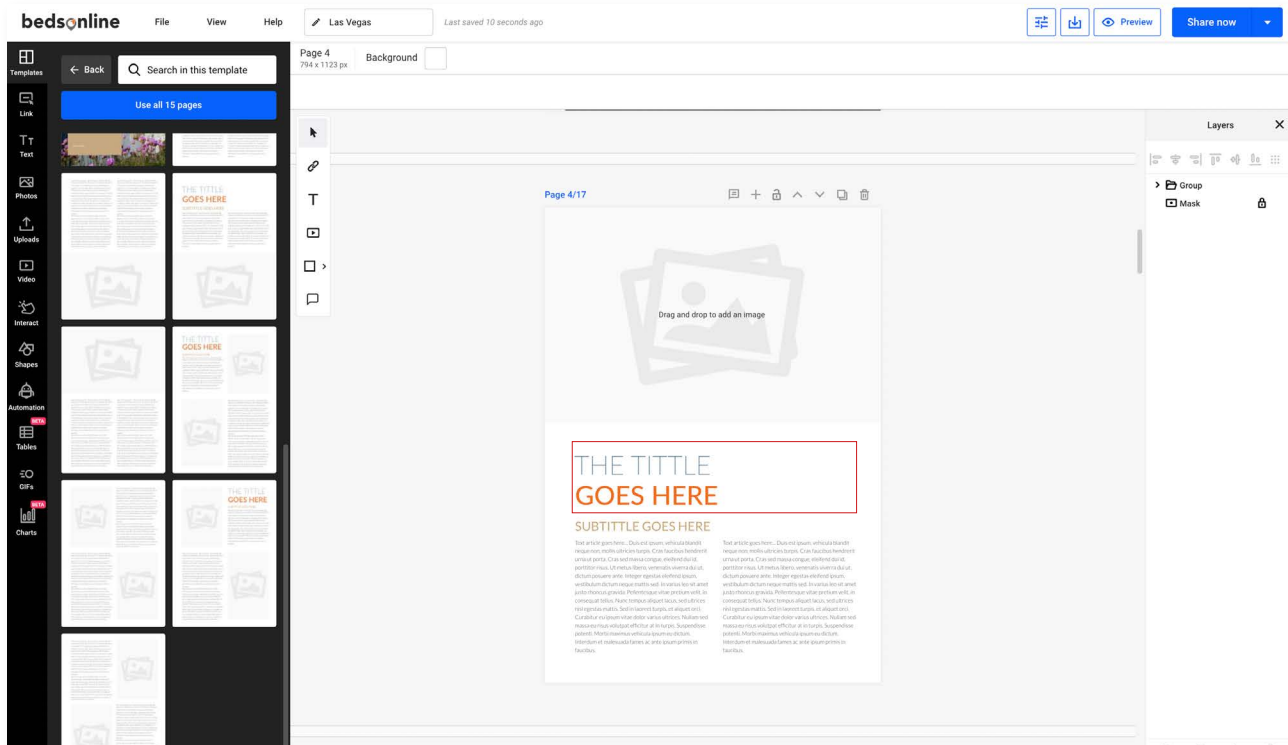
For example, you can drag and drop the Facebook icon and insert your profile details to create an interactive link for your clients to click when reading through your brochure.



EDITING ARTICLE CONTENT FROM THE TEMPLATES

To insert article content, simply drag and drop any of the article templates into your visible pages from the options available in the **Personalized Template** view and edit the placeholder content.

- » Use the **'Photos'** option on the side bar to drag and drop relevant photos into the available image areas on the article template to create engaging pieces.
- » **Find relevant photos using the search bar.**
- » **You can use the upload section if you have your own images!**
- » Use the **'Link'** option on the side bar to add **internal links** throughout your brochure.



Top tip: When editing text dimensions of each text box will be clearly displayed, which is a helpful framework for how much space is available to you when writing your content.

4. PREVIEWING YOUR BROCHURE

Use the **'Preview'** option in the upper right corner of the Edit screen to preview your brochure!

This will open a pop-up window where you can scroll through your brochure and interact with it as a customer might, to see how it looks.

5. HOW TO SHARE YOUR CUSTOMIZED BROCHURE

Clicking on the **'Share Now'** option in the upper right corner of the Edit screen will prompt you to publish your customized brochure – with an option to write a short description to better identify what this brochure covers. Once published, you can easily share your brochure using the 'Share' link to embed this into the communication of your choice! You can also download your brochure in different formats or share it via social media depending on what suits your individual client best.

The screenshot displays the 'Share' interface for a brochure titled 'Las Vegas'. On the left is a sidebar with navigation options: 'My flipbooks', 'Details', 'Embed', 'Send Email', 'Download GIF', and 'Download QR Code'. The main content area is titled 'Details of Las Vegas' and includes the following sections:

- Share link:** A text input field containing the URL `https://starbrochure.bedsonline.com/las-vegas-zn30kj16rh.html` and a 'Copy' button.
- Details:** A grid of metadata including 'Created on Mar 21, 2023', 'Published on Jun 16, 2023', 'Created by Hotelbeds', 'Last update on Jun 16, 2023', 'Visibility Unlisted', and 'Workflow tag Untagged'.
- Download:** A grid of buttons for downloading in various formats: PDF for web, PDF for print, JPG, PNG, GIF, MP4, and HTML5.
- Share:** Social media sharing options (Facebook, Twitter, Pinterest, Send Email), a 'Link to the flipbook on Flipsnack' section with a URL and 'Copy' button, and checkboxes for 'Show publication on my profile' and 'Show publish date'.
- Preview:** A large preview window showing the brochure design with a 'View live' button and other controls like 'Edit', 'Customize', 'Edit link name', and 'SEO'.

In the sidebar you will see options to:

- » **Embed**
- » **Send Email**
- » **Download PDF**
- » **Download QR code**

Top tip: If you click on 'Flipbooks' from this sharing screen you will be able to find all your brochures.

Create Your Own Personalized Brochure Now!

Capture your clients' attention
with customized digital travel brochures
perfectly suited to their preferences today.

Create A Brochure Now

