How do I add and manage my subscription options?

> ⊘ **Please note:**
> Adding your subscription options is important to ensure you remain GDPR compliant. The guest must opt-in to any marketing you may wish to send.

1. Go to **Admin > Subscription options**.

2. Click **Add new**.

3. Enter a **Name** - This is will be used as a reference only (not seen by the guest).

Enter the **Text** - Enter the subscription question e.g. *Please send me special offers by email.*

Enter the **Type** - This is the method you will contact the guest.

> ⓘ **What does Double opt-in mean?**
>
> Ticking this box means that when a guest ticks to subscribe, they will be sent an email containing a validation link. Their consent for the subscription will not be allowed unless they click this link as well.
>
> If you do not tick the Double opt-in field, the guest will be consenting to the subscription as soon as they tick the box on your online forms.

If you wish to use multiple methods to contact guests, you should set-up multiple subscripton options by repeating this process.

Where do my Subscription Options display?

On your website booking form they will display on the final page where your guest submits their booking. They will also display on the website enquiry form.

Other Information

Do you have any Dietary Requirements for Breakfast?

Please let us know if you will require a vegetarian, dairy or gluten free breakfast?

Will you be bringing a dog?

We are happy to accept 1-2 well behaved dogs (N.B. two male dogs, poultry and livestock live on site)

Payment Method

Select *

Terms & Conditions

☐ I agree to the Terms & Conditions of Booking and Privacy and Cookie Policy*

☐ Please send me news about Buittle Castle by email

COMPLETE BOOKING

How can I manually subscribe a guest?

1. Go to **Database > Edit records**.

2. Search for your guest and click **Go**.

3. Click **Edit** against their name:

28	94581657	Baker, Mr Oliver	EH13 0LR		ADMIN		08 Feb 2018	1	Edit	New booking

4. Scroll down and you will see your subscription options which you can tick and then click Save.

How do I remove a subscription option?

1. Go to **Admin > Subscription options.**

2. Next to the relevant subscription option, click **Disable**.

3. If you decide to re-activate this again in future, click the **Enable** button.

4. A pop-up will request confirmation that you want to enable the subscription option. Click **Confirm**.

How can guests unsubscribe from my emails?
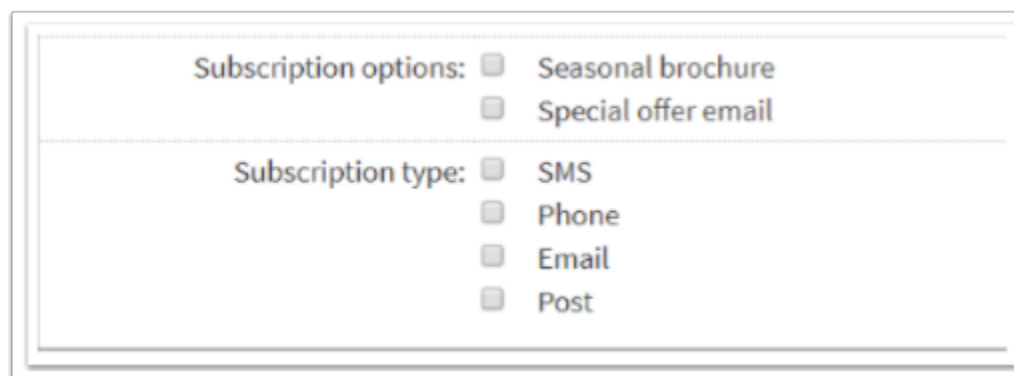
At the bottom of each email that is sent from MailChimp there is an "Unsubscribe" link. If a person clicks this they will be excluded from any future emails.

Always make sure you filter by "Subscribed = Yes" within SuperControl's *Database > Filter*. This will exclude any non-subscribers from your mailing list.
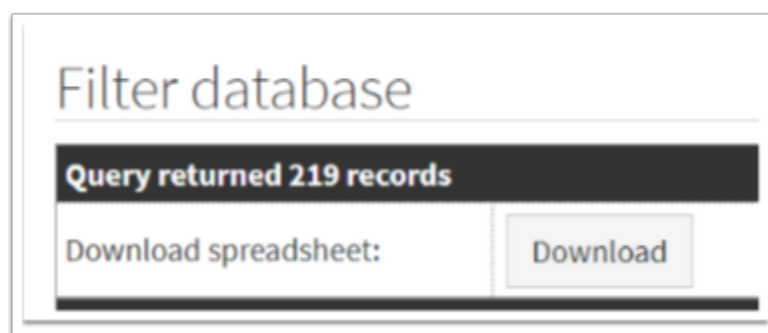
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list
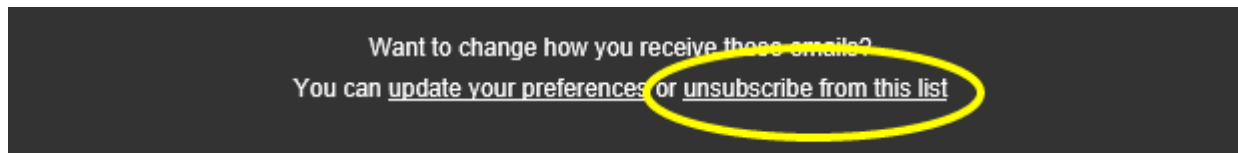
How can I filter my database by subscription option?

1. Go to **Database > Filter.**

2. Scroll down to the bottom of the page and tick what subscription options to filter by:

Subscription options: ☐ Seasonal brochure
☐ Special offer email

Subscription type: ☐ SMS
☐ Phone
☐ Email
☐ Post

3. Click **Filter**.

4. Click **Download**.

Filter database

Query returned 219 records

Download spreadsheet: | Download

Why are some of my subscription options locked?

If you're a member of Premier Cottages then you will have **_locked_** subscription options. This is because these options are provided by Premier Cottages and cannot be changed.

Type	Double Opt-In	Actions
Phone	No	🔒 This item is locked and cannot be changed