Promo System

The Promo System is a premium feature that can be added to almost any carbonhouse site, with the end result of transforming static web pages into dynamic and engaging visual experiences. This customizable grid-based system allows you to effortlessly incorporate a variety of elements, such as images and colors, to effectively promote your brand and engage your audience.

The first step to adding the promo system to your site is to understand the terminology. Let's get started.

Understanding Cards

Cards are used to display information in a variety of different formats all throughout your site. Cards are broken up into Type, Set, and Item(s).

Card Types

Card Types establish the style of the cards. For sites with the promo system, the Card Type is called Promos. The promos card type can be used on any static page of the site, including the homepage.

Card Sets and Items

"Sets" refers to the grouping of individual elements as a whole. Items are the individual units within the set.

Adding Cards to Pages

Promo Card Types can be added to any page by clicking on the Add Content button and selecting Cards.

The Card Set will automatically add itself to the bottom of the page. (Use the hamburger icon in the top left corner to move it elsewhere on the page, if desired).

Existing Card Sets used on other pages can be brought on to the page by typing the name of the set or scrolling to find it in the listing.

Or click Add New to start fresh.

Managing Card Sets

Once the Card Set has been added to the page, the individual Card Items will display below it, allowing you to make changes, if needed. You can change the card set at any time using the Select a Card Set drop down. Within this view, you can make the following changes:

1. Reorder Items within the list by using the hamburger icon to drag and drop the items.
2. Edit the item
3. Delete the item
4. Turn the item on or off. This option allows you to keep the item in the list for future use, but it will not display in the list until you turn it back on.
5. Edit the Card Set Options (such as editing the title and card type)
6. Add a new item to the list

Adding and Editing Card Items

Click on the Edit button on any Card Item to adjust the content for that particular item. Or click add new to create a new item.

Please note that any changes you make to the Items of an existing Card Set will edit that item anywhere on the site that same Card Set is used.

- Image: Add an image if desired. The image will serve as the background of the promo item. If you don't add an image, a default color and style will be applied to the promo. You'll have a chance to change the color later if desired.
- Tagline: If used, the tagline displays above the title.
- Title: Add a main title.
- URL: Enter a URL to make the item clickable.
- Body: Add body text if desired.
- Button: The default button text is More Info. Use the Button Text field to override that for alternative calls to action such as "read more," "learn more," or "buy tickets."
- Size: Select which dimensions you'd like for this item.
- Background Color: If you haven't uploaded an image, choose the background color you would like to use for this item. For most clients, there are four, preset colors to choose from.

Add as many card items as needed for this card set. Once finished, always be sure to save and publish your work.

Still have questions? Check out the related help desk articles provided in the Training

Dashboard. For more information pertaining to your site specifics, reference the Documentation widget in Showtime. To learn more about adding this premium feature to your site, or for any questions not covered by our available resources, please contact the help desk.