



Getting Started

First Connection Photography Experiences

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Using klik-trip

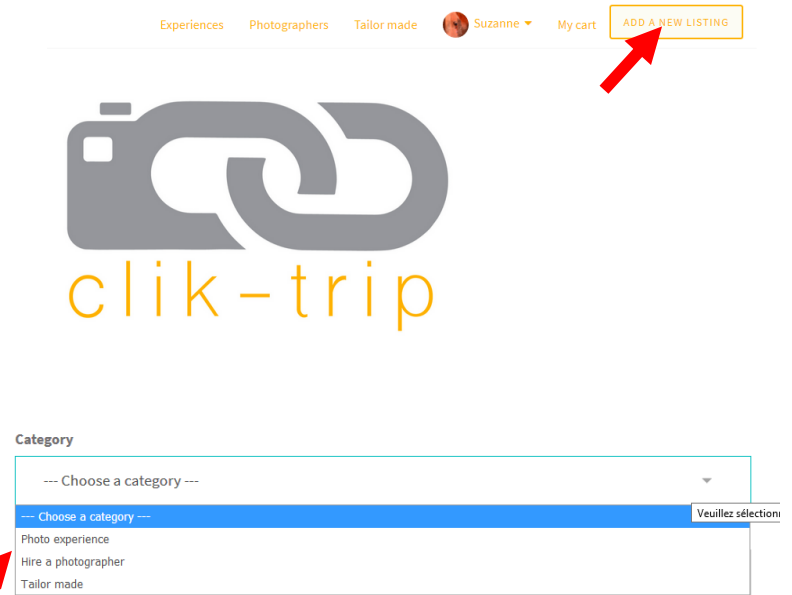
Create a new listing

Click on Add a new listing

Select the category (type of service) you want to list

Follow the instructions

Either photo experience or hire a photographer



The screenshot shows the top navigation bar of the klik-trip website. It includes links for 'Experiences', 'Photographers', 'Tailor made', a user profile for 'Suzanne', and 'My cart'. A red arrow points to the 'ADD A NEW LISTING' button. Below the navigation bar is the klik-trip logo, which consists of a stylized camera icon and the text 'klik-trip'. Below the logo is a 'Category' dropdown menu. The dropdown menu is open, showing the following options: '--- Choose a category ---', 'Photo experience', 'Hire a photographer', and 'Tailor made'. A red arrow points to the 'Photo experience' option. The dropdown menu also has a 'Veuillez sélectionner' button on the right.



First connection

- Sign up as a provider
- Read, sign and return the [business provider agreement](#)
- Add your 'photo experience' listing according to the guidelines. You can add more than one.
- Add your 'hire a photographer' listing. This is limited to one.
- Add any online courses
- You can also add items for sale in the shop
- Create a profile and add a profile picture (of you – no company logos)
- Add bank details to activate online bookings
- Notify [clik-trip](#) that your listings are ready to be made live
- Send KYC documents according to the Mango Pay's requirements on Page 7.
- Sign up to the [clik-trip](#) newsletter
- Follow [clik-trip](#) on Facebook and request access to the private Photographers Group.
- Recommend [clik-trip](#) to customers as a research tool to find recommended photographers and high-quality photo experiences around the world. This is how we grow our international customer base so everyone can benefit from more bookings.

N.B.

Guest blog posts are very popular with customers and a great promotional tool, especially the 'how to' posts. Please send me your ideas: suzanne@clik-trip.com



Creating your listings: Photo Experience, Hire a Photographer and Online

To maximise booking potential, list in both, '**Photo Experience**' and '**Hire a Photographer**' categories. The more listings you have, the more visibility you get. Make your listings as **DESCRIPTIVE** as possible. All fields that are starred are used as filters, so are compulsory.

TITLE: Please follow our format with capital letter for each word:

Photo Experience 'Country – Title' eg Spain – Madrid Street Photography Walk

Hire a Photographer: 'Name – Country' eg 'Emma Smith – Brazil'

Customers scan the page, so you want to make sure that the key draws for the trip are in the first few words. Put the most important words in the first three. This will help the customers search and improve your chances of getting booked. And keep your titles short – add the rest in the description, otherwise, Google doesn't like it and our rating drops.

WHEN: This tells the customer when the experience is happening in the description of the experience. Once your listing is completed, go to 'my listings' and on each listing use the calendar to update your availability (your bank account will need to be added before this is active). By default, all slots are available. Please notify klik-trip when you have workshops coming up so we can include them in the newsletter and don't forget to deactivate or adjust the date once a tour/workshop has been completed.

DESCRIPTION: Make the description detailed but well structured and relevant. Customers like to know what they are paying for and don't want surprises. Use words that you think people would use when they are searching for a trip (country, city, type of photography, so include the general search terms they would use in Google. It helps to include specific info on timing (light) and content of a typical tour. Really try to capture the imagination of the customers and give them a clear idea of what you offer and who you are. Try to answer these questions: what will you show them, what do you offer that is unique and different from other tours, why should they book with you..?

KEYWORDS: Fill in the keywords to help people searching the site find what they are looking for. We will also use these for your social media posts.

PRICE: Please provide the price for the listing in EURO. We do not control your pricing but we can advise you if needs be. Do not forget to include everything that you have included in the what's included section. Your final price must include the 12% commission you will pay to klik-trip.

LOCATION: Enter the location of your photo experience which will appear on Google maps on your listing.

Image Guidelines

: ATTACH YOUR MOST STUNNING IMAGES.

- **THREE IMAGES PER LISTING.**
- **NO LOGOS OR WEBSITES** on photos.
- **RESIZE IMAGES: 1200 PIXELS on the long side and 72DPI.**
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- **PHOTO EXPERIENCE LISTING:** these three images should be your best photos that represent the experience that you are proposing (not photos of you).
- **HIRE A PHOTOGRAPHER LISTING:** these three images should best represent your work. It's good also to include one of you in action.
- **ADD FILE INFO to your Images.**
 1. Title – this should be the title of your listing with _no of the photo as it appears (1-3) eg Spain – Madrid Street Photography Walk_1.
 2. Description – this should describe what we are seeing in the photo.
 3. Keywords – these are what customers will search in Google
 4. Copyright of the author of the photo

All this this will make you more searchable on Google and helps me with your social media captions.

TAILOR MADE

- Please do not fill this out. This will be used by **clik-trip** when clients contact us with requests for Tailor-made
- If you want to negotiate or amend a listing for a customer, you can do this and save to 'Tailor-made'. Open the existing listing in your dashboard and make the necessary changes. Change the category to 'tailor made' and save. Then direct the customers to the thumbnails listings page where they click on the 'tailor made' filter on the left-hand side. They can then use the adjusted listing to make an online payment.

PROFILE PAGE

- Make sure profile photos are of you, rather than company logos. It's more personal – the customers like that...
- Please add a descriptive biography IN THE FIRST PERSON (ie I...) so they get a real idea of who you are and your work. This is what will 'sell' the experience with you, so try and put yourself in their shoes...
- No surnames or company names in the profile please
- Please include your Instagram and facebook addresses. These will not be on show to the public but I will use them to tag you in your posts. Please follow, like, comment on your posts and any others. @cliktripphoto



Payment Details

- Check you have a bank account in a country that is authorized to process payments by our Payment Provider:
https://support.mangopay.com/s/article/which-are-the-authorized-countries-where-you-can-process-payments?language=en_US
- Add your bank details to be able to accept online bookings and to receive your payment
- Scan and send us your KYC verification documents, required by Mango Pay



Here all the document detail for the KYC verification of your users:

Type	KYC Document
Natural User	- ID proof: passport, ID card, Driving license - RIB
Soletrader	- ID proof: passport, ID card, driving licence of the CEO - Proof of registration: Document that proves of registration of the company - Bank ref
Bank, Listed Companies and Regulated Investment Funds in the form of companies	- ID proof: passport, ID card, Driving license of the person acting on behalf of the company - Proof of registration of the company: Document that proves the registration of the company - Proof of regulation and / or proof of quotation - Bank ref
Regular businesses	- ID proof: passport, ID card, Driving licence - Proof of registration of the company: Document that proves the registration of the company - Article of association: status Company - Up to date shareholder declaration (shareholder declaration) - Bank ref
Association	- ID proof: passport, ID card, driving license - Proof of registration: proof of registration in the official journal - Article of association: the statutes of the association initialed and signed - Bank ref

