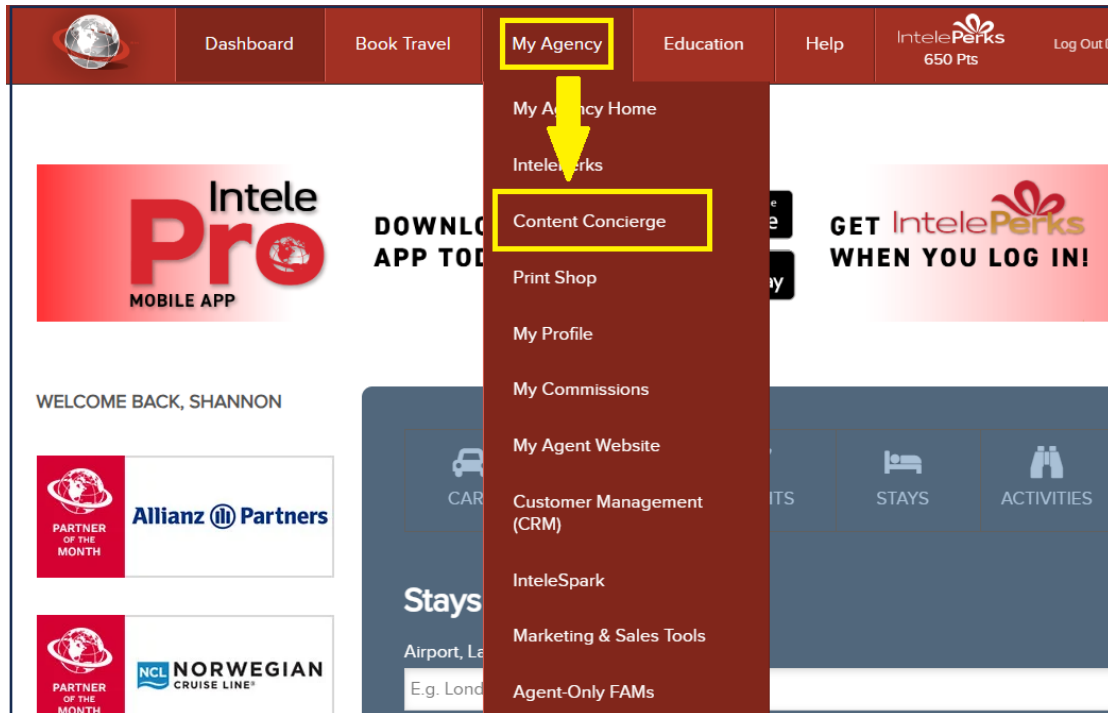


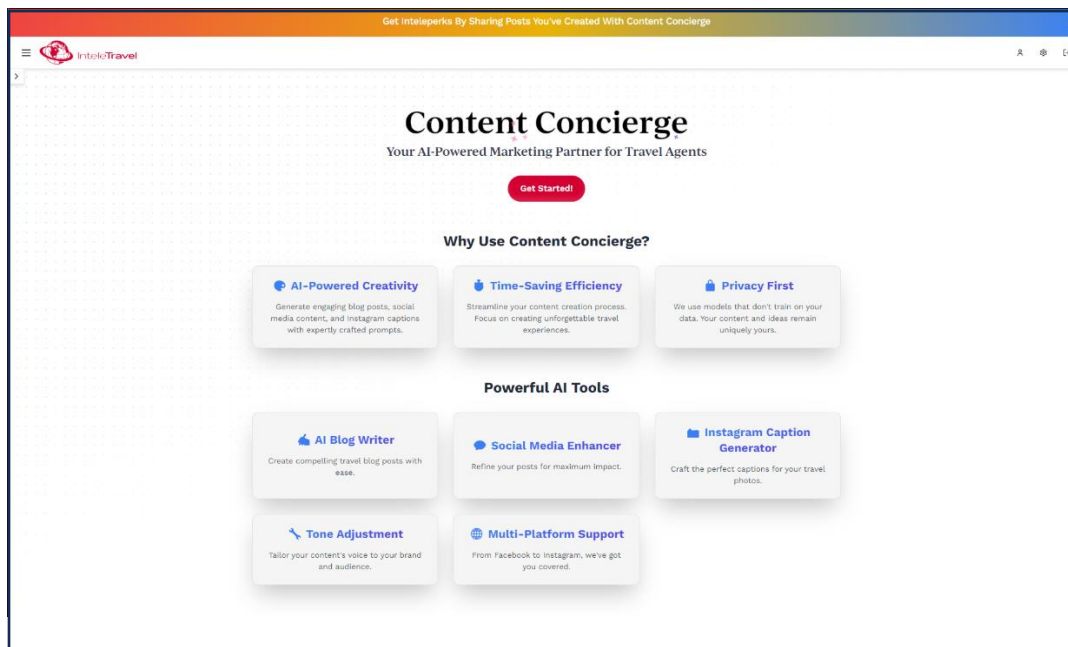
# Content Concierge Quick Guide

## Your AI-Powered Marketing Partner for Travel Advisors

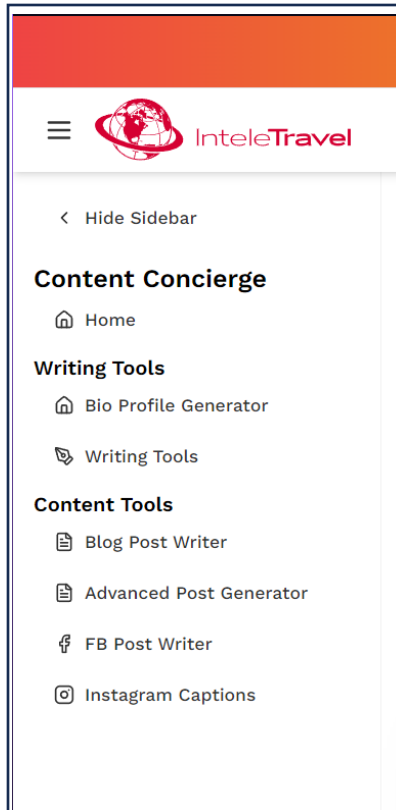
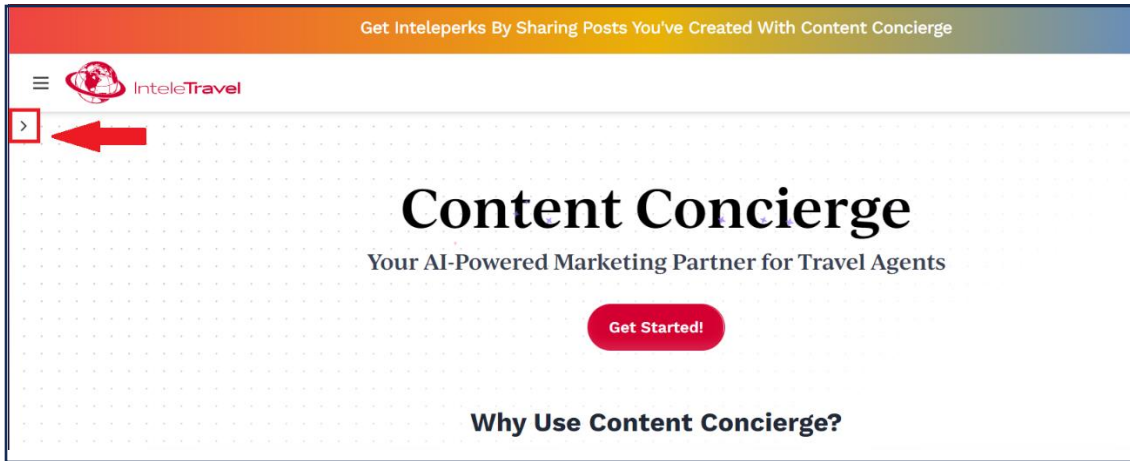
Login to Content Concierge using the Content Concierge link within the 'My Agency' dropdown in the Advisor's Back Office. Once 'Content Concierge' is clicked, the Advisor will be redirected to Content Concierge.



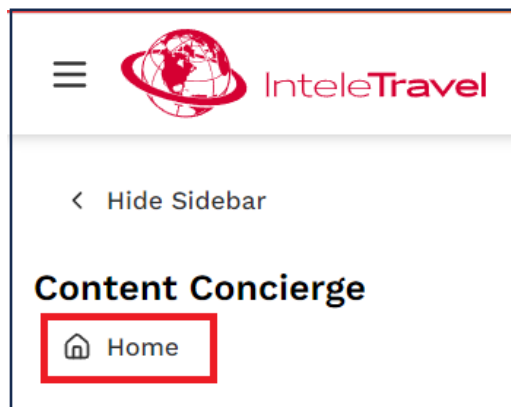
Once an Advisor has logged into Content Concierge, the Advisor will see informative bullet points that give brief explanations to the different reasons for 'Why use Content Concierge?', and brief explanations of the 'Powerful AI Tools' available through Content Concierge.



To Open the Sidebar and display Content Concierge options, click the arrow at the top left of the screen.



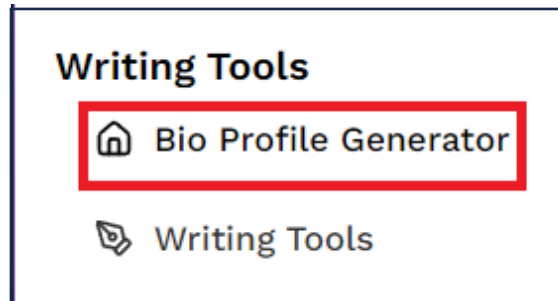
Home will bring the Advisor back to the Main page.



## Writing Tools

**Bio Profile Generator** will generate a bio profile with any additional prompts the Advisor desires.

- The Advisor can select/change the number of words they desire their Bio Profile to contain.
- The Advisor can add additional instructions or information to be included within their AI generated Bio Profile.
- Once the Advisor has selected their preferences, click 'Generate Summary' and AI will generate the Bio Profile.



### Profile Generator

#### Generate Your Profile Summary

**Word Count**

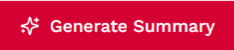
50 100 words count 800

Select the number of words for your summary

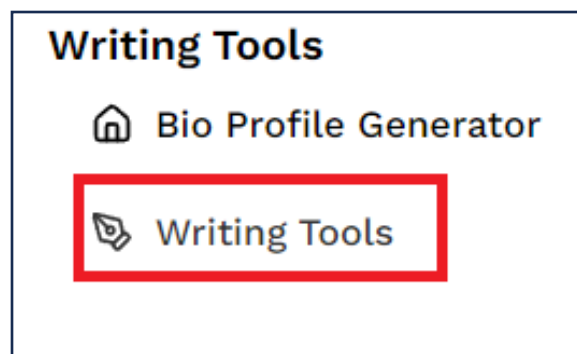
**Additional Prompt (Optional)**

Enter any additional instructions or information for the summary

Provide any specific details or focus for your summary

 Generate Summary

**Writing Tools** consist of different options to allow the Advisor to select a tool to enhance their writing. The options to enhance their writing are Proofreader, Alternative Words, Critique, and Change Tone.



**Proofreader** will proofread the text provided and offer suggestions for improvement, to include spelling.

- The Advisor should enter their text for proofreading.
- Once the Advisor has completed their text, click 'Submit' and AI will proofread the text and give suggestions for improvement.

### Proofreader

Select a tool to enhance your writing

<b>Proofreader</b>	Alternative Words	Critique Post	Change Tone
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Enter your text here for proofreading...

**Submit**

**Alternative Words** will produce alternatives for words provided.

- The Advisor should provide a word that they need alternatives for and provide context as to what the word is related to if they desire.
- Once the Advisor has typed the word and optional context, click 'Submit' and AI will generate alternative words that can be used.

### Alternative Words

Select a tool to enhance your writing

Proofreader	<b>Alternative Words</b>	Critique Post	Change Tone
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Enter the word you need alternatives for

Provide the context (sentence or paragraph)

**Submit**

**Critique Post** will provide a critique of a post according to which social media platform selected.

- The Advisor should choose the platform to which they would like their post to be suited for and place their post in the textbox.
- Click 'Submit' and AI will generate a critique of the given post.

The screenshot shows the 'Critique Post' tool interface. At the top, there is a title 'Critique Post' and a subtitle 'Select a tool to enhance your writing'. Below this is a horizontal menu with four options: 'Proofreader', 'Alternative Words', 'Critique Post', and 'Change Tone'. The 'Critique Post' option is highlighted with a red border. Underneath the menu is a dropdown menu labeled 'Choose your platform'. Below that is a large text area with the placeholder text 'Inscribe your post here for a mystical critique.'. At the bottom left of the interface is a red 'Submit' button.

**Change Tone** allows you to choose from a selection of desired tones and style.

- The Advisor can type the text they would like to have transformed and select the desired tone and style.
- Once the Advisor has selected their preferences, click 'Submit' and AI will generate the enhanced text.

The screenshot shows the 'Change Tone' tool interface. At the top, there is a title 'Change Tone' and a subtitle 'Select a tool to enhance your writing'. Below this is a horizontal menu with four options: 'Proofreader', 'Alternative Words', 'Critique Post', and 'Change Tone'. The 'Change Tone' option is highlighted with a red border. Underneath the menu is a large text area with the placeholder text 'Text that you would like transformed.'. Below the text area are two dropdown menus: 'Select the desired tone' and 'Select the desired style'. At the bottom left of the interface is a red 'Submit' button.

Each Tool captures the previously generated content for future reference. The Advisor can view an entry by clicking the desired tool, then viewing the entry by clicking on the desired previously generated entry.

The screenshot displays the IntelTravel website's interface for the Instagram Caption Generator tool. On the left, a sidebar menu includes 'Content Concierge', 'Home', 'Writing Tools', 'Bio Profile Generator', 'Writing Tools', 'Content Tools', 'Blog Post Writer', 'Advanced Post Generator', 'FB Post Writer', and 'Instagram Captions'. A red box highlights the 'This Week' section, which contains 'Snowy Mountain Escapes' and 'Mountain Love Escapes'. The main content area is titled 'Instagram Caption Generator' and includes the instruction 'Create engaging captions for your Instagram posts.' Below this, a red-bordered box contains a generated caption titled 'Snowy Mountain Escapes' with an 'Edit' button. The caption was created on 11/29/2024 at 12:30:13 PM and provides three different options for couples based on the keywords 'mountains' and 'snow':

1. "Escape to a winter wonderland with the one you love. Book a romantic getaway to the mountains and experience the magic of snow-covered peaks, cozy cabin nights, and breathtaking views. Book Now and make this winter one to remember! #SnowyMountains #CouplesGetaway #WinterRomance #BookNow"
2. "Get ready for a snow-filled adventure with your partner in crime. From skiing and snowboarding to snuggling up by the fireplace, the mountains have everything you need for an unforgettable couples' retreat. Book Now and start planning your dream winter escape! #MountainLove #SnowMuchFun #CouplesRetreat #BookNow"
3. "Love is in the crisp mountain air. Book a snowy mountain getaway with your significant other and enjoy a romantic winter wonderland experience. From horse-drawn sleigh rides to stargazing on a snowy night, create memories that will last a lifetime. Book Now and make this winter a season to cherish! #SnowyNights #MountainLove #CouplesEscape #BookNow"

The Advisor can also edit previously generated entries by clicking 'Edit'.

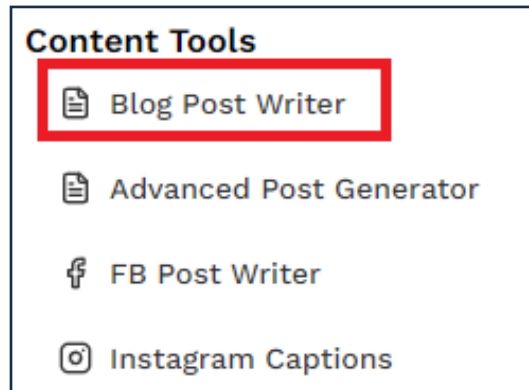
The screenshot shows the 'Writing Tools' section of the IntelTravel website. It features the heading 'Writing Tools' and the sub-heading 'Enhance your writing with our suite of tools'. Below this, a generated text entry is displayed with the title 'casual & informative version: Come to the mountains and see the winter snow for ...' and an 'Edit' button. The entry was created on 11/29/2024 at 2:34:09 PM. The text is presented in two sections: 'Original Text' and 'Rewritten Text':

**Original Text:**  
Come to the mountains and see the winter snow for yourself!

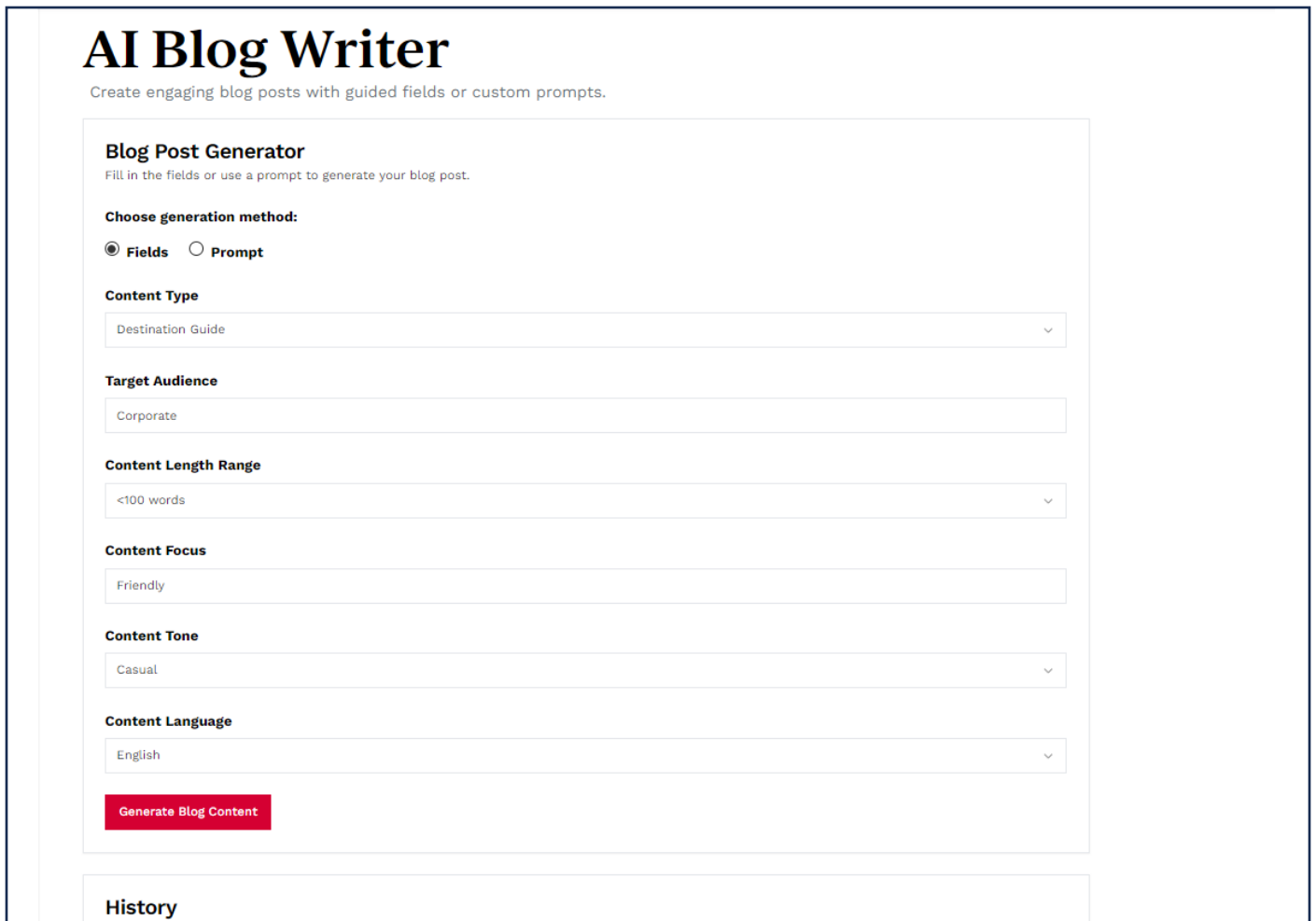
**Rewritten Text:**  
If you're looking for a winter wonderland experience, the mountains are definitely worth checking out. The snow-covered peaks and landscapes are a must-see during this time of year.

# Content Tools

**Blog Post Writer** Creates engaging blog posts with guided fields or custom prompts. Each Bio Post is captured and stored in its history for future reference.

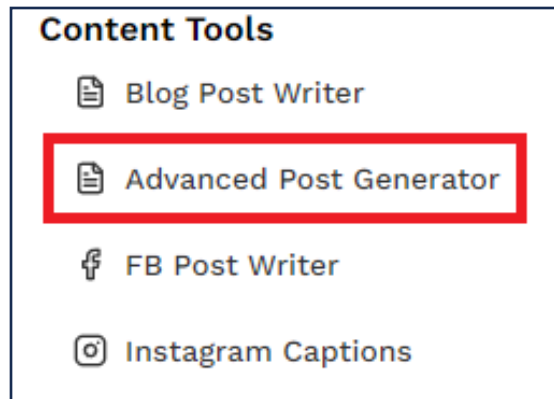


- The Advisor can complete any or all the fields they desire.
- Once the Advisor has completed the desired fields, click 'Generate Blog Content' and the blog will be created.

A screenshot of the 'AI Blog Writer' interface. The title 'AI Blog Writer' is prominently displayed at the top. Below it, a subtitle reads 'Create engaging blog posts with guided fields or custom prompts.' The main section is titled 'Blog Post Generator' and includes the instruction 'Fill in the fields or use a prompt to generate your blog post.' Underneath, there are several form fields: 'Choose generation method:' with radio buttons for 'Fields' (selected) and 'Prompt'; 'Content Type' with a dropdown menu showing 'Destination Guide'; 'Target Audience' with a text input field containing 'Corporate'; 'Content Length Range' with a dropdown menu showing '<100 words'; 'Content Focus' with a text input field containing 'Friendly'; 'Content Tone' with a dropdown menu showing 'Casual'; and 'Content Language' with a dropdown menu showing 'English'. At the bottom of this section is a red button labeled 'Generate Blog Content'. Below the form fields is a section titled 'History'.

**Advanced Post Generator** AI-powered travel post creator for any social media. There are pre-set preferences to start the creative process. Users can select specific preferences and add individual details.

- The Advisor can complete any or all the fields they desire.
- Once the Advisor has completed the desired fields, click 'Generate Post' and the post will be created.



# Advanced Post Generator

AI-powered travel post creator. Set preferences to start.

**Select post type**  
Destination Highlight

**National Flair**  
English

**Post Tone**  
Informative

**Post Length (characters)**  
50 300 800

**Hashtags**  
Type a hashtag and press Enter

**Destination Name(s)**  
Type a destination and press Enter

**Key Attractions**  
List the main attractions or experiences

**Additional Options**

**Generate Post**

**FB Post Writer** Create engaging Facebook posts tailored to your travel agency's needs.

FB Post Writer will capture and store posts in its history for future reference.

There are pre-set preferences to start the creative process. Users can select specific preferences and add individual details.

- The Advisor can complete any or all the fields they desire.
- Once the Advisor has completed the desired fields, click 'Generate Facebook Post' and the post will be created.

### Content Tools

 Blog Post Writer

 Advanced Post Generator

 **FB Post Writer**

 Instagram Captions

# Facebook Post Writer

Create engaging Facebook posts tailored to your travel agency's needs.

#### What is the goal of your post?

Increase engagement

#### Describe your target audience:

e.g., Adventure seekers, Luxury travelers

#### What tone do you want to use?

Inspirational

#### What elements do you want to include?

e.g., Travel package details, Destination highlights, Client testimonial

#### What elements do you want to avoid?

e.g., Overly promotional language, Complex itineraries

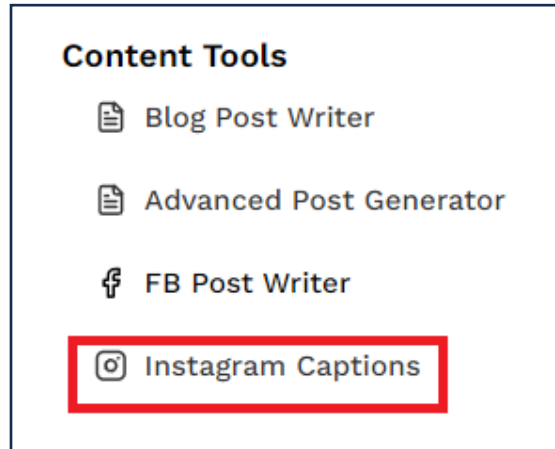
 **Generate Facebook Post**

## Instagram Captions

Create engaging captions to promote your travel agency on Instagram. Instagram Capture will capture and store posts in its history for future reference.

There are pre-set preferences to start the creative process. Users can select specific preferences and add individual details.

- The Advisor can complete any or all the fields they desire.
- Once the Advisor has completed the desired fields, click 'Get Instagram Captions' and the captions will be created.



# Instagram Caption Generator

Create engaging captions to promote your travel agency on Instagram.

### Keywords

e.g., Bali, beach vacation, luxury resort

### Caption Tone

Inspirational

### Call-to-Action (CTA)

Book Now

### Target Audience

e.g., Young adventurers, Luxury travelers, Family vacationers

### National Flair

English

Get Instagram Captions

### Generated Captions History