About the Promotion Content Type

Promotions are graphical elements used to market a service, event, call to action, etc. They can call attention to specific service or be used simply to promote general awareness. They may be included on the home page, overview pages or detail pages and can promote content that's internal or external to your site.

This guide provides...
A step-by-step walkthrough on how to create Promotion content as well as tips on various elements.
Final Promotion

Promotion Entry Page

Promotion Creation Steps

1. Enter your Title. The Subtitle is not required and should be left blank.

2. A Summary can be included with Promotion if desired. The Promotion will only show the Summary OR the Body, not both. If both are completed, the Summary will be shown. The Summary also appears as the synopsis for a video.

3. Enter the Body text as needed. When copying your content from Word, you may want to use Paste as Plain Text, Paste From Word or Remove Format. Otherwise, unintended formatting may be applied causing page content to become inconsistent.

4. The Main Image will display with your promotion wherever it is referenced on your site. Adding a Main Image can be done in two ways: 1) You can use the Upload approach and select an image from your computer, or 2) You can select an existing image using the File browser. The ideal image dimensions are 220x220 or 220x120. Alternate Text is required for compliance and SEO (Search Engine Optimization) purposes, while the Title is optional.

An example of a Promotion with Summary text.

An example of a Promotion with a Call to Action button.
Adding a Link will convert the Promotion Title into a link. You can choose to have a new window open for the link by checking the Open URL in a New Window box.

To include a video, first add a main image to your content and then add a Video Title and Link. The main image will appear with a play button that, when clicked, will open an overlay where the video will play.

Locate the video on YouTube or Vimeo. Click Share, and then copy the link from the Embed field. Extract the URL from the embed code, following these examples:

**YouTube:**
<iframe width="420" height="315" src="http://www.youtube.com/embed/9fx9nkNqBg4" frameborder="0" allowfullscreen></iframe>

**Vimeo:**

The Call to Action field creates a button beneath the image and may be used as an alternative to the Summary. To enable this option, click Customize this page, edit the settings on your promotion, and choose the Ad Sidebar option from the Display Option.

Choose the Site Placement value(s) that best fit this content. Select from the list and hold down Control (Command if you are on a Mac) to select multiple values. For more on Site Placement, see the GW Drupal Foundation: Site Placement reference guide.

For guidance on the remaining fields in this content type, refer to the Universal Fields training documentation.

**Tip:** You can also use Node IDs in the link URL field. This ensures that even if the title of the linked page changes, the promotion will still work. To find the Node ID for a piece of content 1) Log into your website, 2) Navigate to the page you want to identify, 3) Click on the New Draft tab, and your Node ID will appear in the address bar. (i.e. yoursite.gwu.edu/node/9/edit).