



# **Visa Online Content Process Overview**

Updated January, 2010

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## Roles and Contacts

### Stakeholders

- Content Owner / Visa Sponsor
- Agency: Agency Project Manager is the main point of contact
- Visa Online team: Content Manager, Deployment Manager
- Inovant: Visa in-house technical resource
- Legal: reviews and approves content
- Client Services: reviews and approves content

### Visa Online, Web Marketing Group

Name	Title	Phone	Email	Role
<b>Sandy Nunez</b>	Director	650-432-4735	snunez@visa.com	Group Director
<b>Jennifer Randolph</b>	Content Manager	650-432-2864	jrandolp@visa.com	Content management
<b>Uday Devineni</b>	Deployment Manager	650-432-4504	udevinen@visa.com	Technical contact
<b>Courtney Sheridan</b>	Content Consultant	916-784-6662	csherida@visa.com	Technical contact
<b>Visa Online Content Management</b>			usvol_content@visa.com	VOL Mailbox for content requests and questions
<b>Visa Online Deployment</b>			usvol_deploy@visa.com	VOL Mailbox: VOL Content Editor requests and questions

## Access to Tools for Content Process

### **Visa Online**

- Make sure that you can log on to Visa Online (<https://www.us.visaonline.com>).
- Refer to instructions on InSite for getting access to Visa Online for members, employees, contractors, and agencies: <http://insiteusa/deptusa/visaonline/enroll.html>. This also includes instructions if you have forgotten your VOL User ID or Password. (**Note:** InSite is only available to internal Visa users.)

### **Visa Brand**

- The Visa Brand website (<http://www.visabrand.com>) explains the Visa Brand strategy and provides guidelines for design, imagery, and tone – the Visa Look, Tone, and Feel System (LTF).
- Agencies developing content for Visa Online are eligible for access to both Visa Online and Visa Brand. Contact Visa Online Content Management at [usvol\\_content@visa.com](mailto:usvol_content@visa.com) to request an individual from an agency to be added or deleted from Visa Brand.

### **Visa Online Content Development Guide**

- The VOL Content Development Guide (CDG) is located on the Visa Brand website: <http://www.visabrand.com/webguides/visaonline>. This contains information that the stakeholders need to publish content on Visa Online.

# Visa Online Extranet

## Overview

- <https://www.us.visaonline.com>
- Visa Online (VOL) is Visa's member extranet that offers secured access to the information, tools, and support that members need to drive volume and successfully manage their Visa business.
- Visa Online is available to Visa members (issuers, acquirers, processors), Visa employees, and to some non-member processors and vendors.
- Content includes Visa news, products, services, applications, initiatives, marketing materials, technical publications, access to the Visa Operating Regulations, and more.

## Types of Content

- Static content (product pages, marketing content, downloadable files, etc.) – Content Owners work with the VOL team and Agencies to publish static content.
- Visa Business Review (VBR) – Content Owners submit articles through the VBR process. Refer to InSite for details and publishing schedules: <http://insiteusa/dept/usmkgSUP/vbr/>.
- Marketing materials – Materials can be ordered online through Visa Fulfillment (administered by Merrill Corporation). These materials typically are marketing materials for the members such as statement inserts or promotional materials.
- Applications – The VOL team works with the Content Owner and Inovant (Visa in-house technical resource) to provide access to applications through VOL. Certain agencies are authorized to work on applications.

## Structure

### Navigation

- Global elements include: header, footer, shopping cart, order status, etc.
- Only the VOL team can edit these elements.
- Entitled links show up in left navigation of the home page.

### Level 1 (Home) Page

- <https://www.us.visaonline.com/servlet/MxServlet?pageID=0.0.0>
- Elements include: header, footer, content tabs, featured links, quick links, links to Level 2 pages, key dates, latest news, etc.
- Only the VOL team can edit these pages.

### Level 2 Pages

- Example: [https://www.us.visaonline.com/us\\_mktgsvcs/](https://www.us.visaonline.com/us_mktgsvcs/)
- Level 2 pages include Visa news, products, marketing, systems & operations, risk, and resources.
- These pages include links to various content areas and additional featured links.
- Only the VOL team can edit these pages.

### Level 3 through 6 Pages

- Example: [https://www.us.visaonline.com/us\\_mktgsvcs/offers/default.asp](https://www.us.visaonline.com/us_mktgsvcs/offers/default.asp)
- Content Owners, the VOL team, and Agencies work together to create and update content areas.

# Level 1 (Home) Page

Visa Online - Microsoft Internet Explorer provided by Inovant

File Edit View Favorites Tools Help

Address [https://www.us.visaonline.com/us\\_volhome/](https://www.us.visaonline.com/us_volhome/) Go

**VISA** Welcome Jennifer  
My Visa Online Applications Shopping Cart Order Status Help | Log Off

Visa Online

Search  
Enter Search Keyword +

**Products & Services** **Marketing** **Systems & Operations** **Risk Management** **Resources** **Visa News**

**My Visa Online**  
Edit Profile

**Favorites**

- Visa Online - PP
- Visa Small Business National Promotion:Key Dates
- BIN Licensing Program
- Visa Online
- News
- Merchant Offer Program Tool

add this page | organize

**Applications**

- Service & Application Info
- Approved Vendor List
- ATM Locator Update
- BIN Licensing
- Communications Resource
- E Mail
- Interlink Operating Regulations
- Merchant Data Manual

**Marketing >**

**Retail Branch Program**  
Boost acquisition and activation with Visa's market-tested 2008 program

**2008 Visa Bill Pay Promotion**  
Capture your share of the \$1.3 trillion bill payment segment

**2008 Small Business Promotion**  
Make an executive decision to succeed with Visa

**Quick Links**

- Best Practices
- Business Check Card
- Consumer Check Card
- Merchant Offer Program
- Promotions Calendar
- Visa Signature
- See all

**Visa News >**

12/18/07  
**Tax Payment Program**  
Issuers can tap into a more than \$2 billion opportunity by promoting tax payments on Visa cards

12/18/07  
**T&E Merchant Category Codes**  
Visa introduces new travel and entertainment merchant category codes

12/18/07  
**Key Workshop Series**  
Visa announces the 2008 Key Management Workshop series

**All News**

- Key Dates
- Visa Business Review
- Visa Directions Online

**Resources >**

- Affinity/Co-Brand
- Contacts and Subscriptions
- Materials and Items for Order
- Membership Management

**Products & Services >**

**Tax Payment with Visa**  
Cardholders can pay personal and business taxes with their Visa card

**Systems & Operations >**

**Visa By-Laws**  
Updated Visa U.S.A. & International By-Laws are now available

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## Level 2 Page

Marketing - Microsoft Internet Explorer provided by Inovant

File Edit View Favorites Tools Help

Address [https://www.us.visaonline.com/us\\_mktgsvcs/](https://www.us.visaonline.com/us_mktgsvcs/) Go

**VISA** Welcome Jennifer  
My Visa Online Applications Shopping Cart Order Status Help | Log Off

Visa Online

Search  
Enter Search Keyword →

**Products & Services** **Marketing** Systems & Operations Risk Management Resources Visa News

**Marketing**

**Brand Guidelines**  
Brand Guidelines, Card Designs, Logos, and Marks  
Visa Affinity/Co-brand Program Application  
Visa-Approved Card Vendor List

**Card Marketing**  
Best Practices: Visa Smart Moves for Effective Card Marketing  
Visa Bill Pay  
Prepaid Solutions  
Retail Branch Program 2008 **updated**

**Business Focus**  
Visa Business Check Card Marketing Solutions **updated**  
Visa Business Credit Card Marketing Solutions **updated**  
Visa Signature Business

**Consumer Focus**  
Visa Check Card Marketing Solutions **updated**  
Visa Consumer Credit Card Marketing Strategies & Program  
Sample Visa Credit Card Statement Messages  
Visa Signature Consumer **updated**

**Security**  
Visa Security Program  
Verified by Visa

**Segment Marketing**  
Financial Literacy **new**  
Hispanic Marketing **updated**  
Visa Signature **updated** (Affluent Marketing)  
Visa Student (Youth Marketing)

**Services and Features**  
Visa Bill Pay  
Photo Imaging by Serverside  
Visa payWave  
Verified by Visa

**Sponsorships and Events**  
Broadway Sponsorship  
Disney Sponsorship  
NFL Sponsorship  
Olympic Games Sponsorship

**Merchant Offer Program**  
Reach more cardholders with expanded tools and solutions  
- Find out more

**Featured**

**Loyalty Marketing**  
Motivate consumer and business cardholders with points, gift cards, certificates, and discounts

**Visa Predictive Models**  
Target prospects to increase impact of your direct marketing programs

**Card Designs**  
Download the latest Visa U.S. card design standards

Done

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# Level 3 Page

Visa 2008 Olympic Games National Promotion - Microsoft Internet Explorer provided by Inovant

File Edit View Favorites Tools Help

Address [https://www.us.visaonline.com/us\\_mktgsvcs/olympic\\_promo/default.asp](https://www.us.visaonline.com/us_mktgsvcs/olympic_promo/default.asp) Go

**VISA** Welcome Jennifer  
My Visa Online Applications Shopping Cart Order Status Help | Log Off

Visa Online

Search  
Enter Search Keyword

Add this page to favorites

Products & Services **Marketing** Systems & Operations Risk Management Resources Visa News

Visa 2008 Olympic Games National Promotion

Benefits  
Marketing Materials  
Key Dates

**Visa 2008 Olympic Games National Promotion**

Drive card usage by connecting with the emotional power and excitement of the Beijing 2008 Olympic Games

**Related Information**

- [Issuer Materials](#)
- [Acquirer Materials](#)
- [Issuer Guide \(PDF\)](#)
- [Sweepstakes Rules \(PDF\)](#)

**Drive Card Volume and Customer Loyalty with the Visa Beijing Olympic Games Promotion**

**How It Works**

Cardholders who use their Visa cards between February 1 and April 30, 2008, will automatically be entered for the chance to win a 6-night/7-day trip for two to the 2008 Olympic Games in Beijing, China. Each trip will include airfare, hotel, and VIP hospitality access, as well as event tickets, official Visa U.S. Olympic Team apparel and a \$500 Visa Gift Card, courtesy of Visa.

One bonus entry will be given for each payment of a regular and ongoing bill made with a Visa card during the promotion period.

Done

start Windows Mess... Visa 2008 Oly... Document1 - ... 12:51 PM



# Projects managed directly with VOL content team

## *Before the project starts*

### Contact

- Content Owner contacts the VOL team to initiate the project and get on the VOL schedule.
- Involve any stakeholders early in the process.

### Schedule

- VOL Content Manager creates schedule if needed, depending on extent of project.
- Allow a minimum of two business days for reviews, unless approved by the VOL Content Manager.

### Creative / Interactive components

- Agency creates imagery, downloadables, etc. Content Owner is the primary reviewer.
- The VOL team does not create or update assets such as downloadable files. We may convert certain file formats to PDF if requested.
- The VOL team does not review individual assets or Merrill order pages.
- The VOL team reviews interactive materials and components (images, web pages, Flash files, CD-ROMs, applications) to ensure adherence to Visa brand guidelines.

## *Project workflow*

The following workflow and timing is typical of content projects completed by the VOL team. Note: this does not include time for Agency to produce assets or for Merrill to create order pages.

### Small update

1. Simple update – document swap

#### Timing

- Usually 1 - 2 business days, depending on turnaround of approvals.

#### Process

- Content Owner sends the file replacement to VOL team with indication of what is being replaced.
- VOL team sends review link to Content Owner.
- If Content Owner approves by 5 pm, content can go live the following business day.

#### Example of request

- “On this page: Debt Repayment:  
[https://www.us.visaonline.com/us\\_svc3/merchant\\_incentive\\_programs/debtrepayprogram1.asp](https://www.us.visaonline.com/us_svc3/merchant_incentive_programs/debtrepayprogram1.asp).  
Please replace  
[https://www.us.visaonline.com/us\\_svc3/merchant\\_incentive\\_programs/downloads/DebtRepayReqForm.doc](https://www.us.visaonline.com/us_svc3/merchant_incentive_programs/downloads/DebtRepayReqForm.doc) with the attached document.”

2. Simple update – text updates, new or updated downloadable files

#### Timing

- Usually 2 - 3 business days, depending on turnaround of approvals.

#### Process

- VOL Content Manager can provide a copy deck if needed (this is basically a copy and paste of the existing web pages in a Word document).
- Content Owner uses the “track changes” function to mark up with comments.
- VOL Content Manager works with the Content Owner for recommendations and questions.
- VOL team sends review link to Content Owner.
- If Content Owner approves by 5 pm, content can go live the following business day.

## Medium update

3. Medium update – extensive text updates, new or updated downloadable files, large mechanical files, extended approval cycles, coordination with VBR and/or Merrill order pages.

### Timing

- Usually 5 - 7 business days, depending on turnaround of approvals and delivery of assets.

### Process

- VOL Content Manager can provide a copy deck if needed (this is basically a copy and paste of the existing web pages in a Word document).
- Content Owner uses the “track changes” function to mark up with comments.
- VOL Content Manager works with the Content Owner for recommendations and questions.
- VOL team sends review link to Content Owner.
- One or more rounds of reviews may be required.
- If Content Owner approves final review link by 5 pm, content can go live the following business day.

### Example of medium update

- Visa Signature Consumer: [https://www.us.visaonline.com/us\\_prodmktg/signature/materials.asp](https://www.us.visaonline.com/us_prodmktg/signature/materials.asp)

## New page

4. New page or small new section – One to four new pages, straightforward content

### Timing

- Usually 5 - 7 business days, depending on turnaround of approvals.

### Example of new page(s)

- Common Point of Purchase: [https://www.us.visaonline.com/us\\_riskmgmt/cpp/default.asp](https://www.us.visaonline.com/us_riskmgmt/cpp/default.asp)

5. New pages – extensive text updates, new or updated downloadable files, extended approval cycles, coordination with VBR and/or Merrill order pages.

### Timing

- Usually 10 - 15 business days, depending on turnaround of approvals.

### Process

- Same as medium update above.

### Example of new page(s)

- Back Office: [https://www.us.visaonline.com/us\\_sysoprs/back\\_office/default.asp](https://www.us.visaonline.com/us_sysoprs/back_office/default.asp)

6. Multiple new pages – This type of project is typically coordinated with the Agency – see below.

### Example

- Retail Branch: [https://www.us.visaonline.com/us\\_mktgsvcs/retail\\_branch/default.asp](https://www.us.visaonline.com/us_mktgsvcs/retail_branch/default.asp)

## Launch

- After the content has been reviewed and approved by all stakeholders (Content Owner, VOL team, Legal, and Client Services), then the VOL team schedules the update.
- The Deployment Manager coordinates the launch on the next available publishing date and informs the Content Owner when the pages are live.

### **Publishing Schedule**

- As of December 2006, VOL content can be published daily (on the next available business day):

<b>Notify Deployment Manager of Final Approval</b>	<b>Content Pushed Live</b>
Monday, 5pm	Tuesday, 2pm
Tuesday, 5pm	Wednesday, 2pm
Wednesday, 5pm	Thursday, 2pm
Thursday, 5pm	Friday, 2pm
Friday, 5pm	Monday, 2pm

### **Post-Launch, Maintenance**

- The VOL team works with the content owner to build awareness of published content through avenues such as featured links and the monthly VOL email newsletter.
- For updates to existing content on VOL, the Content Owner contacts the VOL team to request changes and start the cycle again from Statement of Work to launch.

# Projects managed with an agency partner

## *Before the project starts*

### Contact

- Content Owner contacts the VOL team to initiate the project and get on the VOL schedule.
- Involve any stakeholders early in the process.

### Program Brief (for large projects only)

- Content Owner creates Agency Program Brief and Web Addendum and shares with VOL Content Manager and Agency.
- The Agency Program Brief is available on Visabrand.com: [http://www.visabrand.com/brand/preview.asp?section=/brand/30\\_assets/30-60-20\\_briefformtipsfaq.asp](http://www.visabrand.com/brand/preview.asp?section=/brand/30_assets/30-60-20_briefformtipsfaq.asp). Contact your VOL Content Manager for the Web Addendum form.

### Statement of Work

- Agency uses Program Brief and Web Addendum to create SOW. Content Manager and Content Owner are involved in reviewing the SOW.
- Content Owner creates and monitors the purchase order.

## *Project workflow*

### Typical timelines

The following workflow and timing is typical of content projects coordinated through an Agency, from kickoff to launch. Note: this does not include time for Agency to provide estimate and statement of work.

- Updated content, small section: 10 to 15 business days (2 to 3 weeks)
- New content, small section: 15 to 20 business days (3 to 4 weeks)
- New content, large section: 20 to 40 business days (6 to 8 weeks)

### Kickoff

- Agency and Content Owner schedule the kickoff. Include the VOL Content Manager.
- Discuss project scope, scheduling, Merrill items, coordination of live date with VBR, etc.

### Schedule

- Agency creates the overall schedule; Content Owner and VOL team review and request revisions as necessary.
- The VOL content manager may also create a production schedule.
- Schedules should include site map review, copy review, Merrill item submission, online review, content approvals, final delivery, review dates for Visa staging and live date (some steps may be eliminated if approved by VOL Content Manager).
- Allow a minimum of two business days for reviews, unless approved by the VOL Content Manager.
- Copy the VOL Content Manager and Deployment Manager on all emails for schedules and reviews.
- Original format is up to the agency, but should be delivered to VOL in PDF format.

### Site Map

- A site map is required for any large architectural changes and may be required for other types of changes.
- Agency creates the site map; VOL Content Manager and Content Owner review.
- Show the hierarchy of level 3 and lower pages.
- Original format is up to the agency, but must be delivered to VOL in PDF format.

## Visa Fulfillment (Merrill Corporation)

- An example of fulfillment materials can be found at:  
[https://www.us.visaonline.com/us\\_mktgsvcs/vcc/activation/support\\_materials.asp](https://www.us.visaonline.com/us_mktgsvcs/vcc/activation/support_materials.asp)
- Merrill provides v-numbers that are coded into Web pages for links to orderable materials.
- Typically the agency that creates associated print pieces submits items to Merrill Corporation so the can be added to the Merrill site for ordering.
- Merrill requires a minimum of 10 business days to create ordering pages. These pages must be live at Merrill for the final online content review.
- The Visa Material / Item Submission Form is available in the Content Development Guide ([http://www.visabrand.com/brand/66\\_Guideview.asp?section=/brand/66\\_brandUseGuide/66-30-20\\_VOL/visaMaterialsItems.asp](http://www.visabrand.com/brand/66_Guideview.asp?section=/brand/66_brandUseGuide/66-30-20_VOL/visaMaterialsItems.asp)).

## Creative

- Agency creates imagery, comps, etc. Content Owner is the primary reviewer.
- The VOL team does not review individual assets.
- The VOL team reviews interactive materials and components (images, web pages, Flash files, CD-ROMs, applications) to ensure adherence to Visa brand guidelines.

## Copy Deck Review

- Agency creates the copy deck. The Content Owner and VOL team review and provide consolidated comments back to the Agency. The Deployment Manager reviews for metadata, format, and potential technical issues.
- For a new section or extensive updates, a copy outline review prior to the full copy deck is helpful.
- Agency copies the VOL Content Manager and Deployment Manager on all emails for schedules and reviews.
- The copy deck is provided in a Microsoft Word format and the team uses the “track changes” function to mark up with comments.
- National Promotions require a special promotions copy deck. The promotions copy deck and a generic copy deck for other types of content is available in the Content Development Guide ([http://www.visabrand.com/brand/66\\_Guideview.asp?section=/brand/66\\_brandUseGuide/66-30-20\\_VOL/allFormsTemplates.asp](http://www.visabrand.com/brand/66_Guideview.asp?section=/brand/66_brandUseGuide/66-30-20_VOL/allFormsTemplates.asp)).

## Web Production

- The VOL team typically creates all web pages based on copy and assets delivered by the agency and/or content owner.

## Online Review

- The Content Owner and VOL team review content in the VOL Content Editor and provide consolidated comments. The Deployment Manager additionally reviews for metadata, format, and technical issues.
- The Agency may be involved in content reviews to give additional feedback if desired.
- The VOL Content Editor is an entitled service available from the VOL site. Anyone who needs to edit or review VOL content must have access to this service. Contact your VOL Content Manager or [usvol\\_content@visa.com](mailto:usvol_content@visa.com) if you need access.

## Approvals

- Involve all stakeholders early in the process.
- Stakeholders (which primarily include Legal and Client Services groups, and can include senior leadership in product or marketing groups) must approve new content or major changes prior to final delivery of files to VOL.
- The Content Owner coordinates approval of all content.
- After the content has been reviewed and approved by all stakeholders (Content Owner, VOL team, Legal, and Client Services), then the VOL team schedules the launch.

## Marketing Visa Online Content

Visa Online content can be highlighted in several ways. The Visa Online Content Manager will work with the content owner during the project to discuss options.

### **Key Dates**

- Key dates listed in chronological order that cover all areas of Visa business.
- Key Dates are located at: [https://www.us.visaonline.com/us\\_newscomm/key\\_dates/default.asp](https://www.us.visaonline.com/us_newscomm/key_dates/default.asp)

### **Specifications for Key Dates Items**

- Headline: max 28 characters + spaces; should be program/product/subject name
- Copy: ~ 100 characters + spaces; call to action; link to more information on VOL

### **Featured Links**

- Short copy blocks on the home page that allow Visa to inform users of what's new and important on the site at any given time.
- They also give users a direct (one-click) option for accessing content, rather than navigating through the content indexes.
- Visa Online home is located at: [https://www.us.visaonline.com/us\\_volhome/](https://www.us.visaonline.com/us_volhome/)

### **Specifications for Featured Link Copy**

- Headline: max 28 characters/spaces; should be program name; no end punctuation; title caps; headline will be link to info on VOL
- Copy: max 70 characters/spaces; call to action; one sentence/phrase; no end punctuation
- Note: Copy should be action oriented and as specific as possible. Use the product name in the headline and avoid acronyms.

### **Example of Featured Link**

#### Retail Branch Program

Boost acquisition and activation with Visa's market-tested 2008 program

<links to landing page at [https://www.us.visaonline.com/us\\_mktgsvcs/retail\\_branch/default.asp](https://www.us.visaonline.com/us_mktgsvcs/retail_branch/default.asp)>

### **Monthly Email Newsletter**

- Delivered to all members who are Visa Online users (opt-out possible), typically on the first Thursday of every month
- Informs users of new information added to site, all new VBR articles added, and Visa key dates

### **Specifications for Newsletter Copy**

- Headline: ~40 characters/spaces (headline will be link to more information on VOL)
- Copy: ~130 characters/spaces; one sentence/phrase; no end punctuation
- Note: Copy should be action oriented and as specific as possible. Use the product name in the headline and avoid acronyms.

### **Example of Newsletter Item**

#### Retail Branch Promotion

Visa launches the 2008 Retail Branch Program – providing issuers with a market-tested, proven opportunity to increase card acquisition and activation year-round


<links to landing page at [https://www.us.visaonline.com/us\\_mktgsvcs/retail\\_branch/default.asp](https://www.us.visaonline.com/us_mktgsvcs/retail_branch/default.asp)>

## Example of Monthly Newsletter

http://mindshare/sites/USVOL-content/Shared Documents/Monthly Email/Final Email File/vol\_nov07\_ - Microsoft Internet Explorer p

File Edit View Favorites Tools Help

Not displaying properly? [View this email online.](#)



### November 2007

#### Visa news at Visa Online.

For help logging on, call (800) 597-8479 or email [usvol@visa.com](mailto:usvol@visa.com)

> [Log on now](#)

#### Recent Updates

- > [Visa Check Card Marketing Guide](#)  
Help improve your bottom line with new tools that lead your customers through the Visa check card marketing lifecycle
- > [Merchant Offer Program](#)  
Reach Consumer, Small Business, and Visa Signature cardholders with new offers for Winter 2008
- > [Merchant Offer for Valentine's Day](#)  
Entice your cardholders with a Valentine's Day targeted insert, featuring sweet savings from leading merchants
- > [Micro Tag Design Guidelines](#)  
Review Design Guidelines for Visa Micro Tag – the first Visa payment device designed specifically for Visa payWave cardholders
- > [Visa Resolve Online](#)  
VROL Release 8.1 documentation is now available

#### Visa Business Review Articles

- > [Additional Non-Chip Floor Limits for Certain International Transactions Reduced to Zero \(11/06/07\)](#)
- > [Visa International and Visa U.S.A. Inc. Operating Regulations Changing to Align with New By-Laws \(11/06/07\)](#)
- > [Visa Launches Visa Accounts Payable Automation \(11/06/07\)](#)

#### This Month

- 04 The **floor limit for non-chip transactions** will be reduced to zero in specific countries for certain merchant types.
- 15 **Order deadline** for the **2008 Retail Branch Program** materials (January 15 - April 30, 2008 promotion period)
- 20 **Order deadline** for the **Merchant Offer Program** statement inserts for insertion during the month of January, 2008

#### Coming in December 2007

- 01 All members must be enrolled in the **Online Member Invoices (OMI)** system
- 03 **Order deadline** for the **Visa 2008 Olympic Games Promotion** wave 2 statement inserts and POS materials
- 31 All VisaNet, Interlink, DPS, and Plus endpoint Issuer Working Keys and/or Acquirer Working Keys **must use TDES**
- 31 All transactions originating at ATMs **must be encrypting PINs using TDES** from the point of transaction to the issuer (end-to-end)

Local intranet

## Symlinks

### Summary

- Symlinks are a way to add value by providing direct links to web content for marketing programs and promotions. (Visa.com currently uses symlinks quite a bit.)
- Symlinks can be included in offline (printed materials) or online content (such as email) to make it easy for members to reach the content quickly. The short symlink eliminates the need to publish long and potentially confusing links, or to direct a member to navigate to the page.
- Symlinks allows the flexibility to create multiple variations on existing domain names since the process to request and set up domain names is lengthy and requires signoff from many groups (<http://insite/global/domain/Overview.htm>.)
- When a user clicks the symlink, they first need to log in to Visa Online and then they are redirected to the appropriate page on VOL (the Target URL).

### Advertising Splash Page

- In the case of an advertising splash page, the user clicks the symlink and is first directed to the splash page. From the splash page they have the opportunity to either login to VOL (if they already have a VOL ID) or apply to enroll in VOL. After they login to VOL they are redirected to the appropriate page on VOL (the Target URL).

### Process

- Contact the VOL content team at least 10 business days in advance of when the symlink will be distributed.
- VOL content will check the list of VOL symlinks to make sure it doesn't conflict with existing symlinks or requests.
- VOL deployment will coordinate setup of symlink with Global Systems and Operations to be available for launch of web pages or communications.

### Specifications / Requirements for Symlinks

- Please notify VOL content as soon as possible if any changes are required.
- Requested name should make sense with the page/promotion it links to.
- Symlink name cannot be identical to an existing symlink.
- Symlinks can only link to one target URL (one symlink cannot go to two different pages).
- Two different symlinks can point to the same Target URL if necessary.
- The symlink must include "us.visaonline.com" with specific text following the slash. See examples below.
- The symlink name cannot contain more than one slash.
- The domain name (".com") is required in the symlink name.
- The "www" can be included in the symlink name, but is not required.
- DO NOT use the http or https prefix:  
Not valid = <http://www.us.visaonline.com/merchantoffers>  
Not valid = <https://www.us.visaonline.com/merchantoffers>

### Examples of Symlinks

SYMLINK NAME: us.visaonline.com/checkcard

TARGET URL: [https://www.us.visaonline.com/us\\_advertising/checkcardsolutions/index.html](https://www.us.visaonline.com/us_advertising/checkcardsolutions/index.html)

SYMLINK NAME: us.visaonline.com/VCCstrategy

TARGET URL: [https://www.us.visaonline.com/us\\_mktgsvcs/vcc/planning/default.asp](https://www.us.visaonline.com/us_mktgsvcs/vcc/planning/default.asp)

SYMLINK NAME: us.visaonline.com/debitbestpractices

TARGET URL: [https://www.us.visaonline.com/us\\_mktgsvcs/vcc/planning/research\\_best\\_practices.asp](https://www.us.visaonline.com/us_mktgsvcs/vcc/planning/research_best_practices.asp)

### Example with Splash Page

SYMLINK NAME: us.visaonline.com/bananarepublic

SPLASH PAGE: <http://www.visa.com/visaonline/bananarepublic/index.html?symlink=bananarepublic>

TARGET URL: [https://www.us.visaonline.com/us\\_mktgsvcs/offers/materials/](https://www.us.visaonline.com/us_mktgsvcs/offers/materials/)



### ***Other Marketing Communications***

- For other types of communications coordinated by the Content Owner and Agency, please include the VOL Content Manager in reviews as appropriate.
- The VOL team should review items such as email communications and direct mail pieces to ensure that VOL references, URLs, and symlinks are coded correctly – as they cannot be corrected by the VOL team post-launch.