ISO

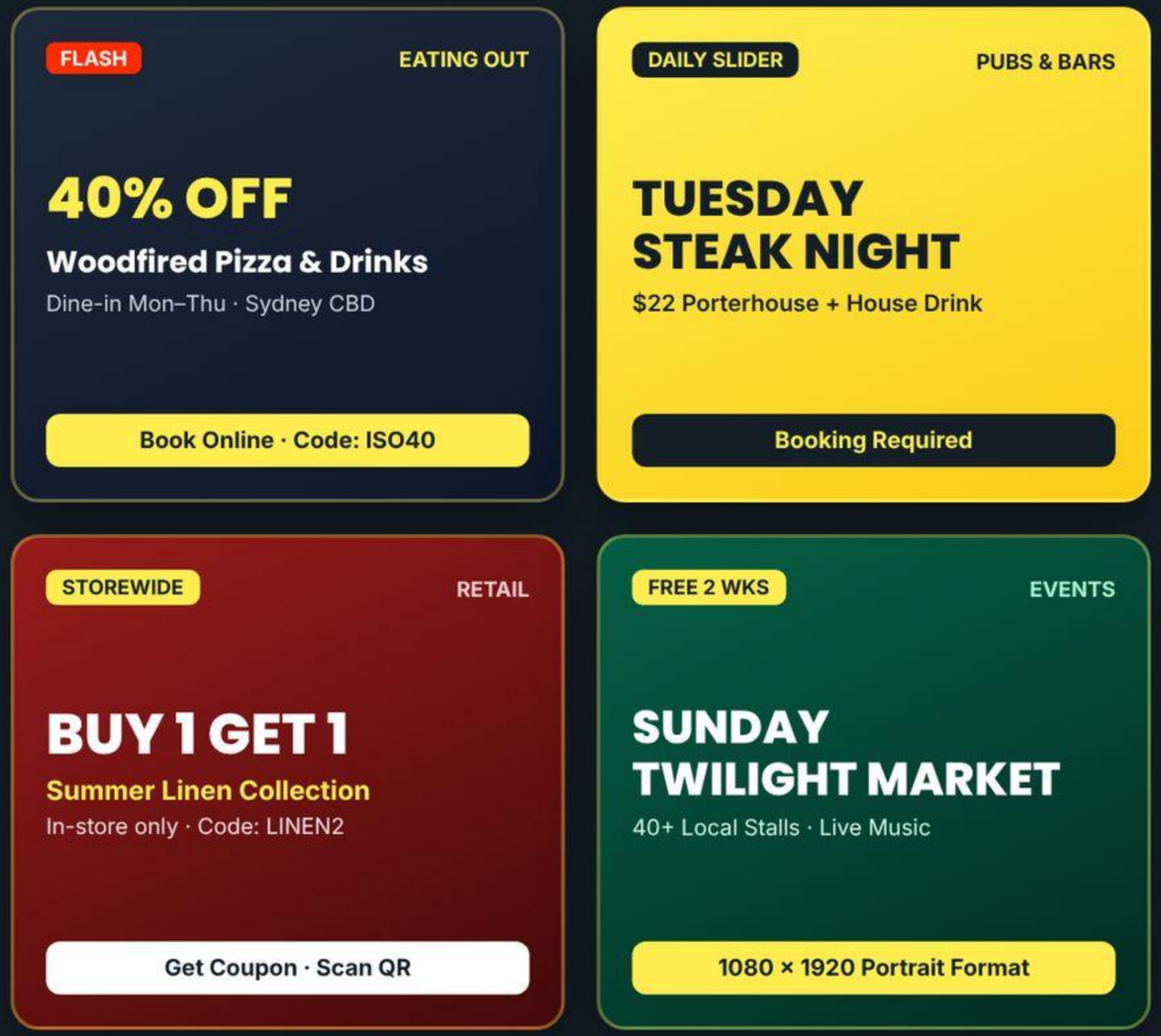
InStoreOnly
How to Create a Listing

A simple, step-by-step guide for local hospitality, retail, service and event businesses to build and manage a live InStoreOnly listing.

01 · PICK
Choose Ad Type & Plan

02 · BUILD
Add Offer, 9:16 Art & Times

03 · LAUNCH
Publish & Manage Anytime



Your Business. Your Offer. Your Rules.

Updated November 2026 · instoreonly.com.au

Click “Add Listing” on InStoreOnly.com.au

1. Open the Listing Form

Go to **instoreonly.com.au** and click the red **Add Listing** button in the top-right corner.

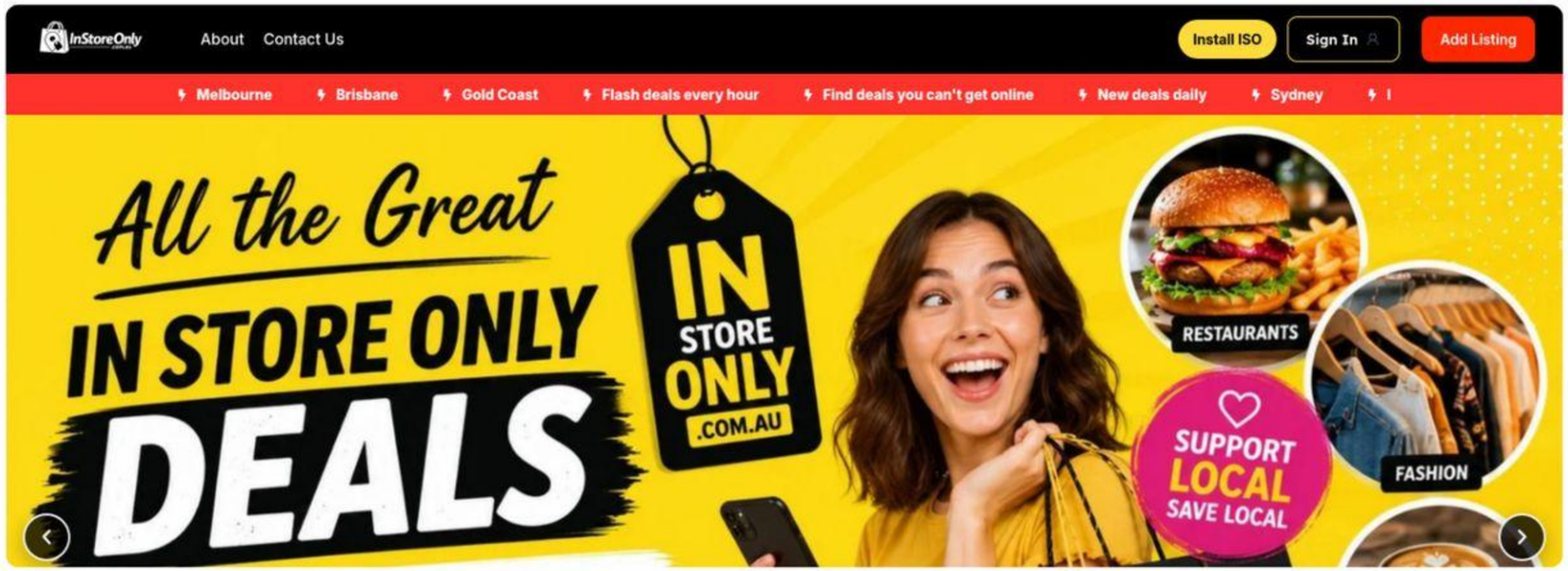
Or go straight to:
instoreonly.com.au/submit-your-ads/

Before You Start

- **No account needed upfront:** You can fill out the form logged-out (guests enter an email at the end), or click **Sign In** first.
- **Have ready:** Your headline, offer conditions, portrait **1080 × 1920 px (9:16)** image(s), street address, postcode and trading hours.

Tip: Want ISO to prepare your artwork and build the listing for you? Ask about **Done For You (AU$120 one-time)**.

Click the red “Add Listing” button ▾

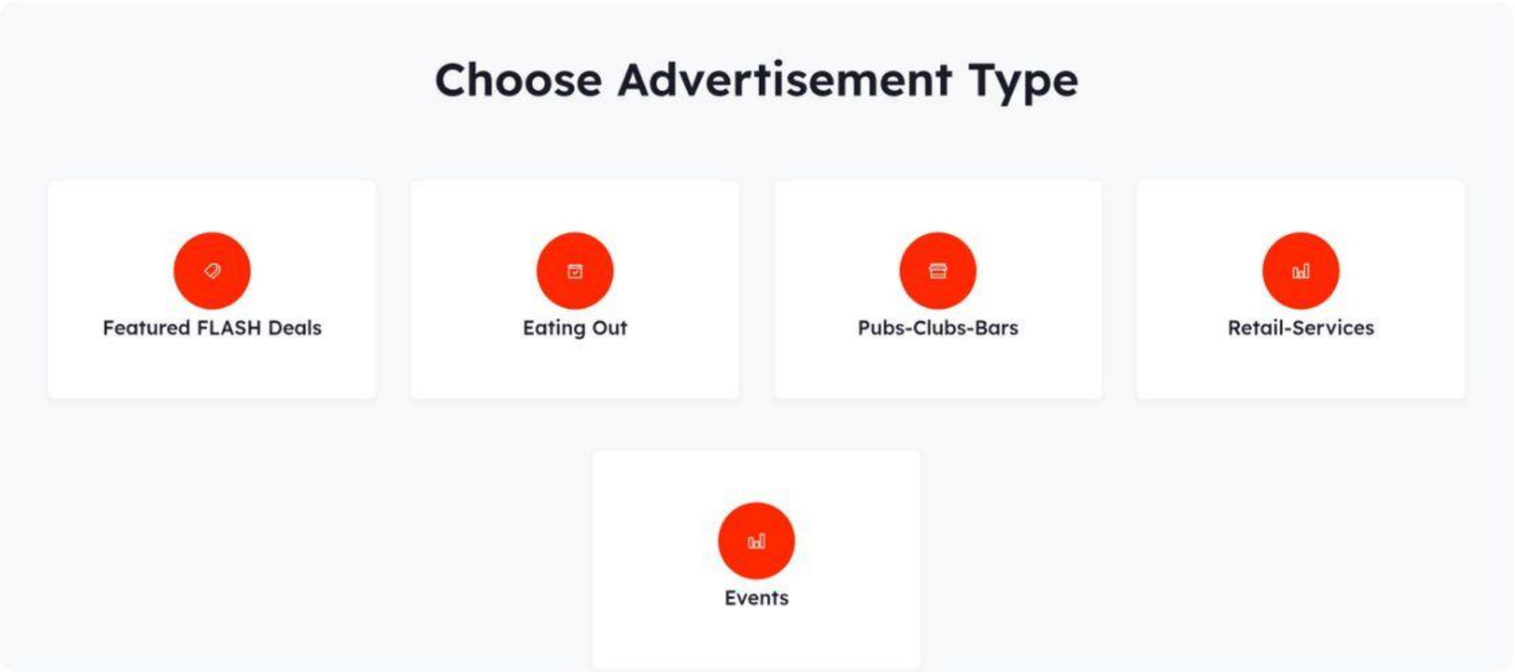


Choose Your Advertisement Type

5 Live Directories on InStoreOnly

- **Featured FLASH Deals:** Urgent short-term promos lasting **48 hours or less** ($5 + 10% tax / 2 days).
- **Eating Out:** Restaurants, cafés, bakeries, takeaway & dessert venues.
- **Pubs-Clubs-Bars:** Pubs, bars, clubs, happy hours, trivia & weekly specials.
- **Retail-Services:** Fashion, beauty, health, homewares, gyms, trades & local services.
- **Events:** Markets, festivals, charity & community events (free for 2 weeks; ISO approval required).

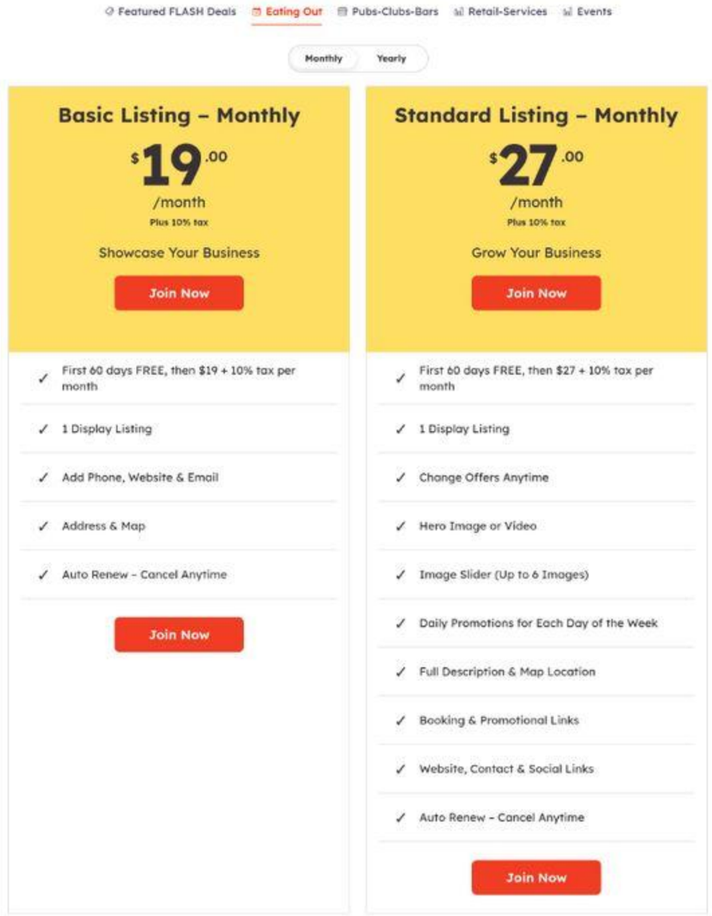
Note: Pick the directory that matches your venue first — your plan options, image limits and category list adapt to your choice.



Live Plans (Verified November 2026)

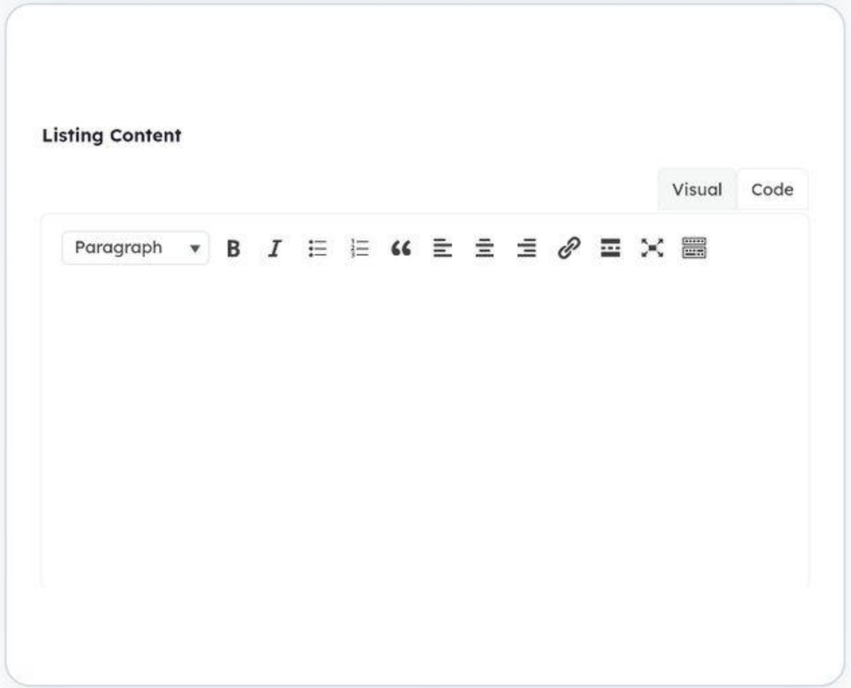
Plan	Price (AUD)	Includes
Basic Listing Eating Out, Pubs, Retail	**$19.00/mo** or **$148.00/yr** + 10% tax · **60 days FREE**	1 profile listing, phone, website, email, address & map. *No deals, sliders, video, booking or badges.*
Standard Listing Eating Out, Pubs, Retail	**$27.00/mo** or **$210.00/yr** + 10% tax · **60 days FREE**	**Full Deal Toolkit:** Deal scheduling, primary & slider images (*card notes up to 6*), daily slider, video, booking/code, socials & badges.
Flash Deals Featured FLASH Deals	**$5.00 / 2 days** + 10% tax · 48 hrs max	Full deal, hero image/video, booking & promo links. Cannot be claimed; no auto-renewal.
Event Listing Events	**$0.00 / 2 weeks** Free	Full listing features for 2 weeks. Submitted events require ISO approval before going live.

Optional Done For You — AU$120 one-time: Need artwork and listing setup handled for you? Apply at **instoreonly.biz/done-for-you-application/**.

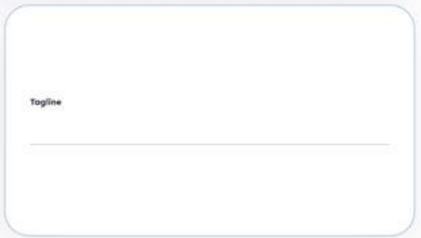


Listing Title, Content, Category & Tagline









Standard Directory Fields

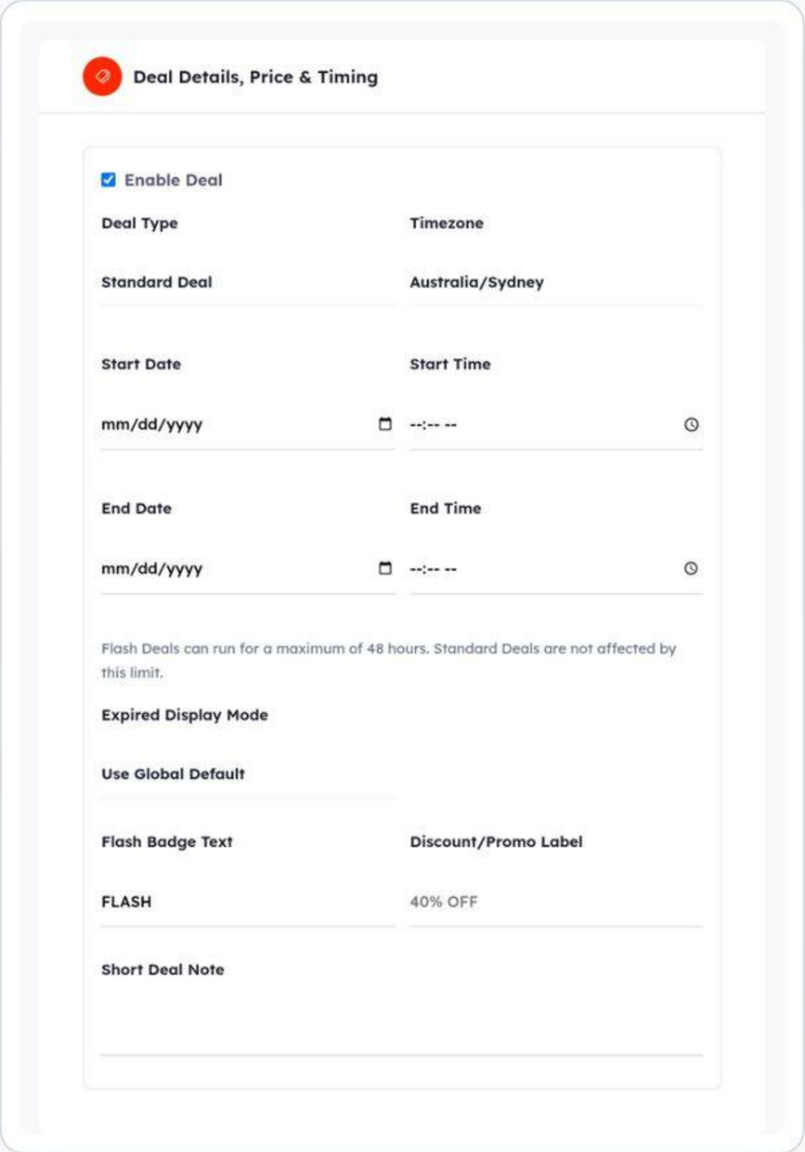
- **Listing Title *:** Keep your deal headline clear and concise so it never truncates on mobile cards.
- **Listing Content:** Describe your business, what is included in the offer, and any key dining or shopping details.
- **Business Category:** Choose the category that matches your venue or service so shoppers find you in filters.
- **Tagline:** Short supporting line or call to action shown below your title on deal cards.

Pubs-Clubs-Bars Uses Different Field Labels

If you chose **Pubs-Clubs-Bars**, the top section asks for:

- **Deal Headline *** (e.g. *$20 Burger & Pint Night*) & **Business Name ***
- **Short Deal Description *** (card summary) & **About This Business (optional)**
- **Business Category *** & optional **Offer Price (AUD)** — no separate *Tagline* field.

Enable Deal Details, Deal Type & Timezone



Unlocking Offer Settings (Standard, Flash & Events)

- **Enable Deal:** Tick this checkbox inside *Deal Details, Price & Timing* to reveal the offer, countdown and promo label controls. *(Retail-Services opens expanded automatically; Basic plans do not include this section.)*
- **Deal Type:**
  - **Standard Deal:** Ongoing or scheduled promotion with no 48-hour cap.
  - **Flash Deal:** Adds urgency styling and a live countdown timer (strictly capped at **48 hours max**).
- **Timezone / Store Timezone:** Choose from the **11 Australian timezones** only — **Australia/Sydney** is selected by default.

Important: Pick the Australian timezone matching your store (e.g. `Australia/Brisbane`, `Australia/Melbourne`, `Australia/Perth`, `Australia/Adelaide`) so your start, end and countdown times are exact for local shoppers.

Set Start & End Times and After-Expiry Behaviour

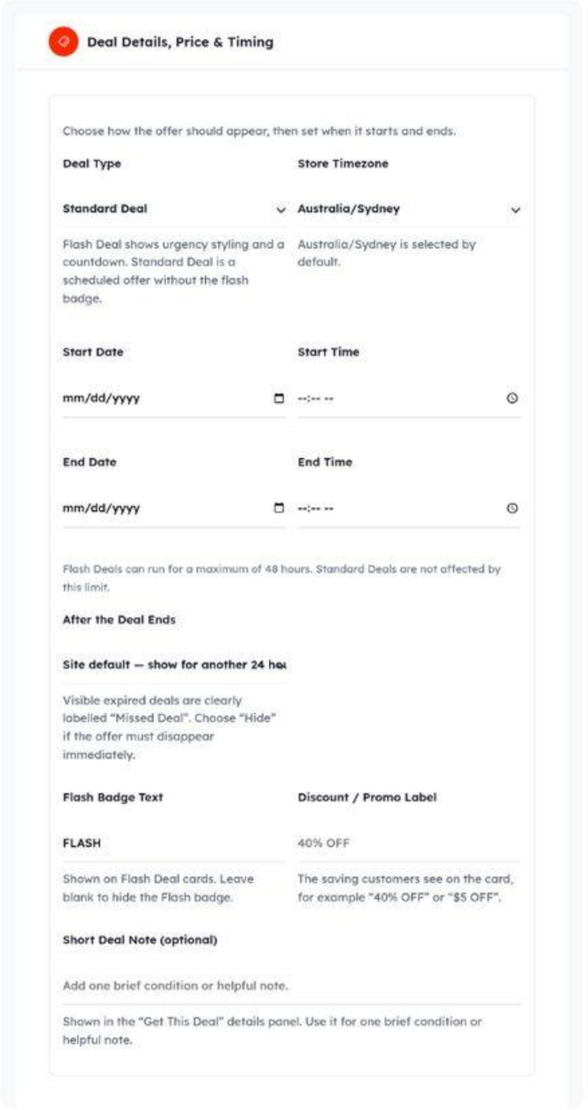
Start Date, Start Time, End Date & End Time

- Set the exact **Start Date & Time** and **End Date & Time** for your promotion.
- **Flash Deals:** Maximum duration is strictly **48 hours** from start to end. Standard Deals are not limited to 48 hours.

Expired Display Mode ("After the Deal Ends" on Retail)

Control what shoppers see once your End Date & Time passes:

- **Use Global Default:** Follows site default (keeps expired deal visible for 24 hrs clearly labelled *"Missed Deal"*).
- **Hide Immediately:** Removes the offer as soon as it finishes.
- **Keep Visible Until Midnight / For 24 Hours / Custom Date & Time:** Shows a "Missed Deal" label to encourage followers next time.



Flash Badge, Discount Label & Public Short Deal Note

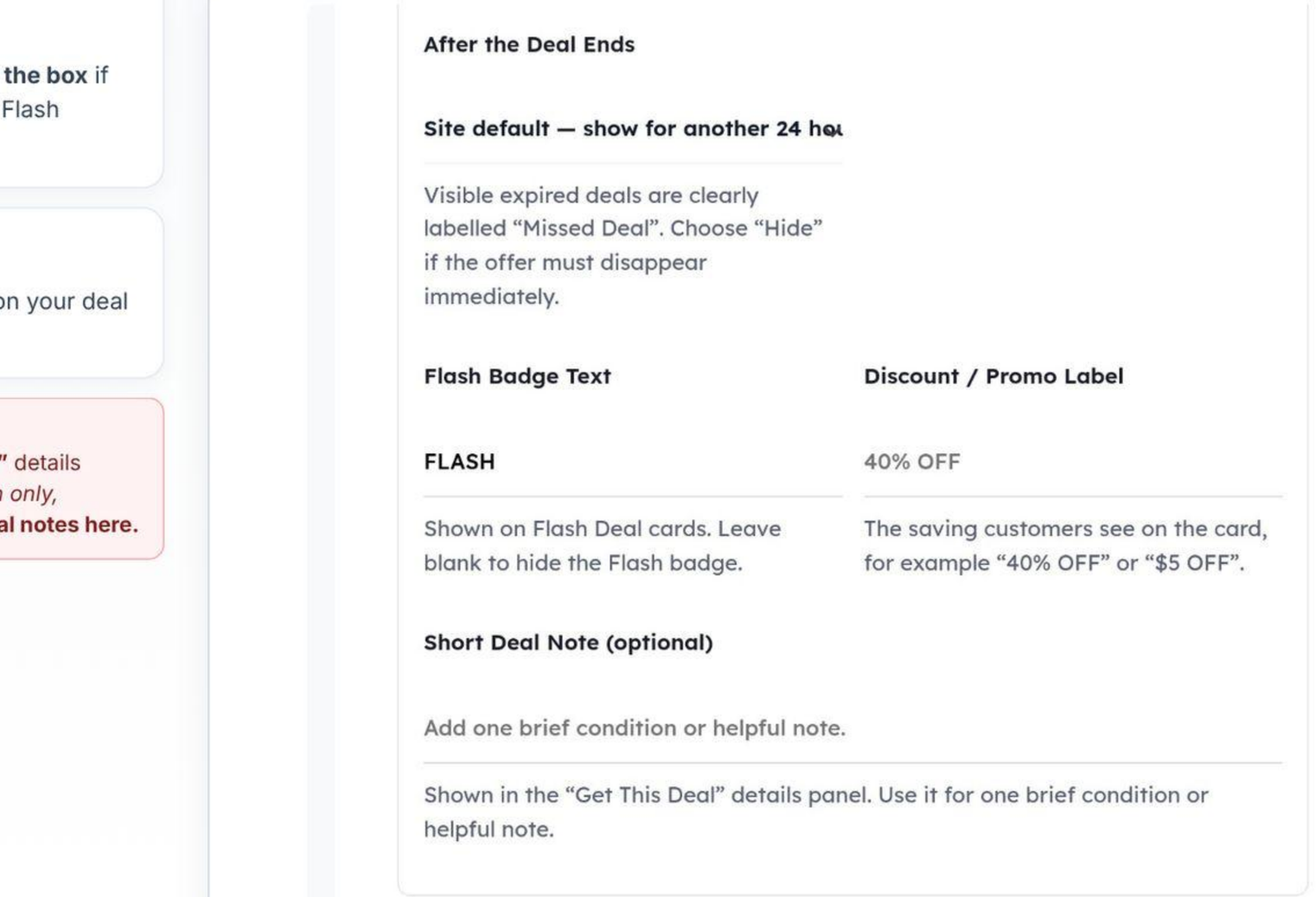
1. Flash Badge Text

Defaults to **FLASH**. Keep it for Flash Deals, or **clear the box** if you are running a Standard Deal and do not want a Flash badge on your card.

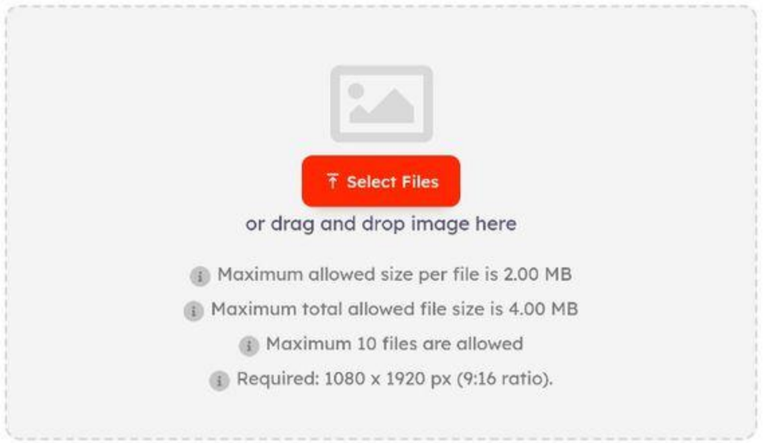
2. Discount / Promo Label (max 40 chars)

Short headline saving displayed as a bright badge on your deal card — e.g. **40% OFF**, **$5 OFF** or **2 FOR 1**.

3. Short Deal Note (max 140 chars) — PUBLIC FIELD!
Shown publicly to customers inside the **"Get This Deal"** details panel. Enter one brief customer condition (e.g. *"Dine-in only, excludes public holidays"*). **Do not enter private internal notes here.**



Upload Primary Images (1080 × 1920 px, 9:16)



Vertical 9:16 Artwork Rules

- Upload portrait **1080 × 1920 px (9:16 ratio)** images.
- The **first image** you upload becomes your default grid card and hero image.
- Keep text large, high-contrast and away from the very top/bottom edges so badges never cover key offer details.

Live Uploader Limits by Directory

Directory	Primary Images	Additional Gallery
Eating Out	Max **10** (2 MB each, 4 MB total)	Max **7** (5 MB each, 35 MB total)
Pubs-Clubs-Bars	Max **7** (5 MB each, 35 MB total)	Max **7** (5 MB each, 35 MB total)
Featured FLASH Deals	Max **10** (2 MB each, 5 MB total)	Max **5** (2 MB total)
Retail-Services & Events	Max **5** (2 MB total)	Max **5** (2 MB total)

Note: The Standard plan card summarises the slider as "Up to 6 Images"; always follow the uploader limits shown for your selected directory.

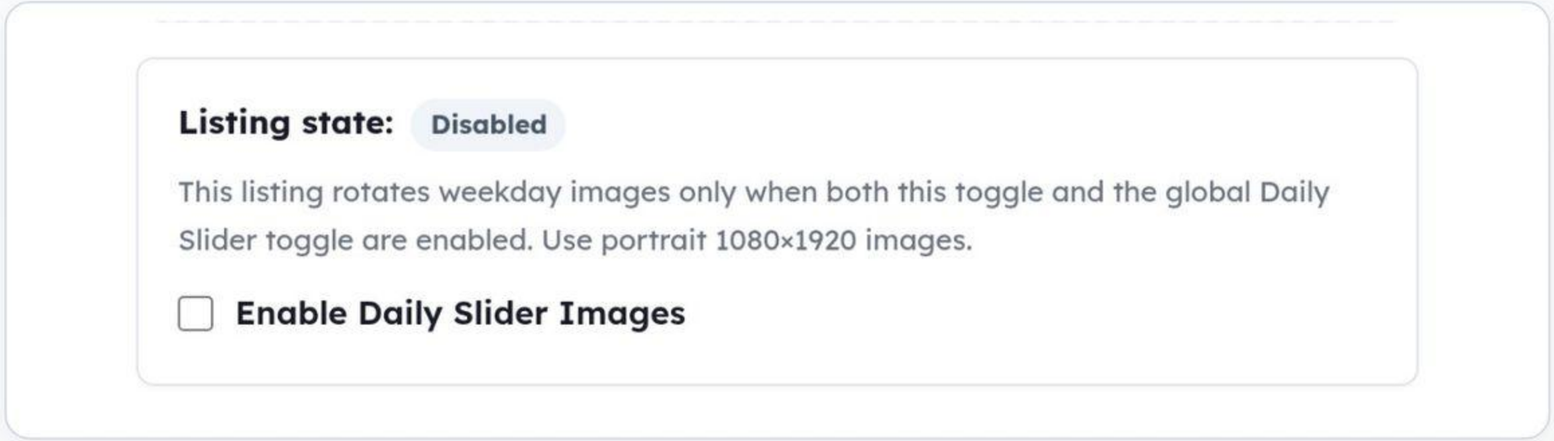
Enable Daily Slider Images (Optional)

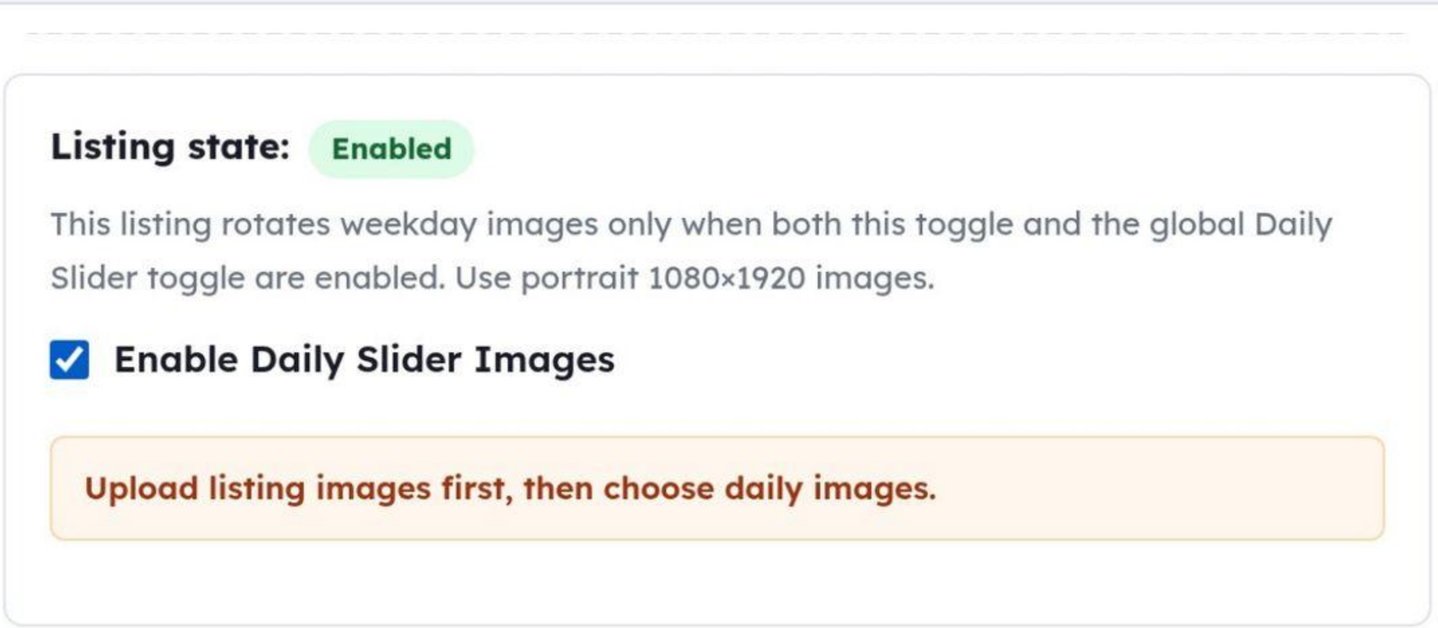
Rotate Specials Automatically by Weekday

Great for venues with different daily specials (e.g. *Tuesday Steak Night*, *Thursday Trivia*, *Sunday Roast*).

- **Step A:** Upload all your **1080 × 1920** portrait images in the Primary Images box first.
- **Step B:** Tick **Enable Daily Slider Images** *(labelled "Use a Different Deal Image for Each Day" on Retail-Services)*.
- **Step C:** Confirm your **Store Timezone** and pick which uploaded image displays for Monday through Sunday.

Tip: A listing rotates weekday images only when both this listing toggle and the site-wide Daily Slider toggle are active.



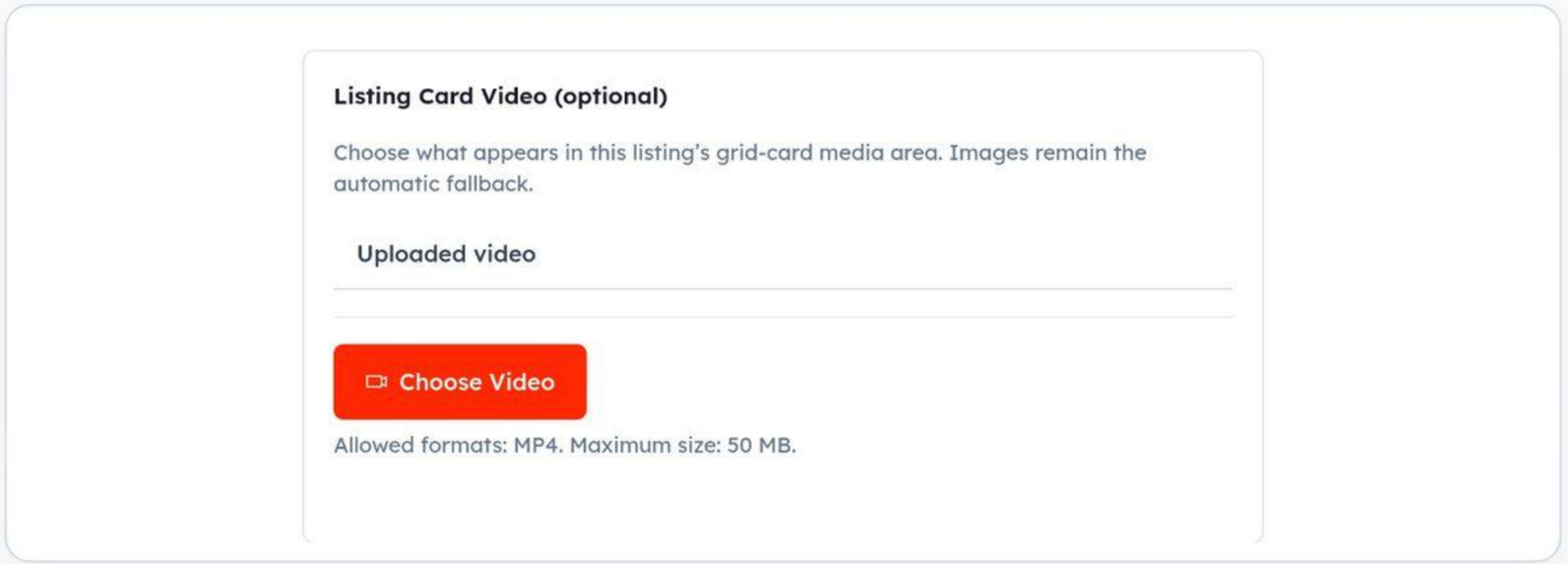


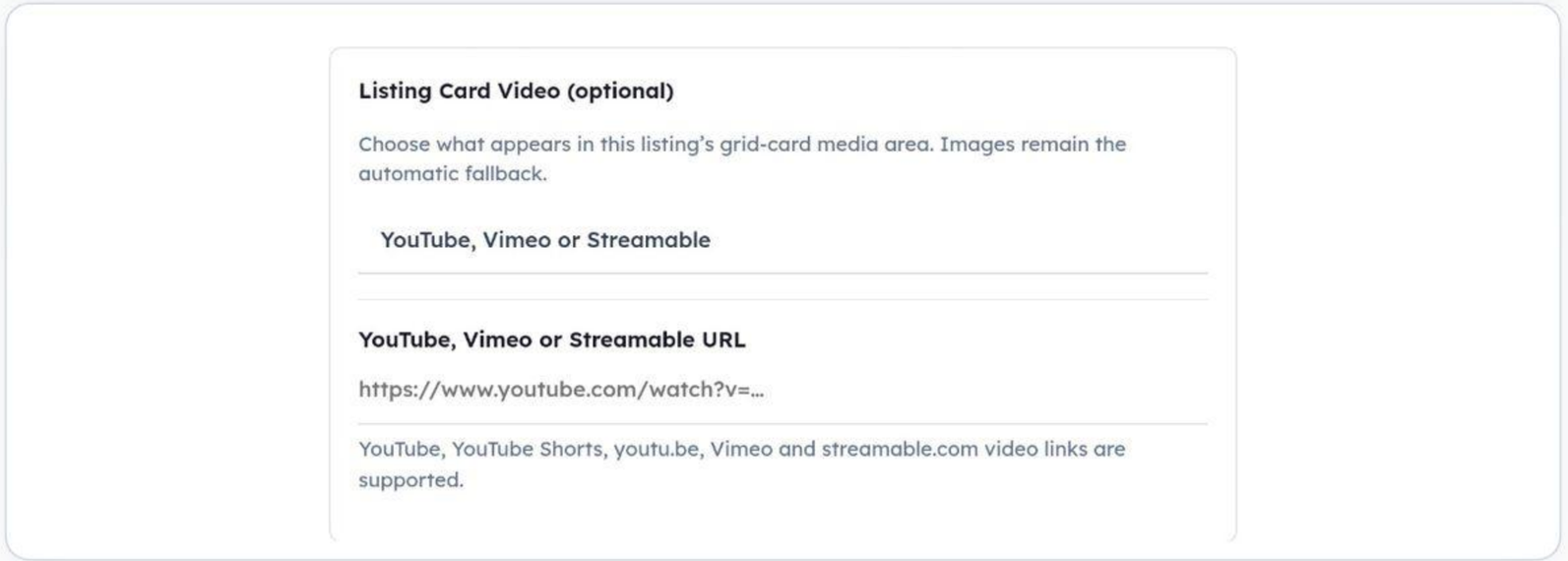
Add a Listing Card Video (Optional)

3 Card Media Options

- **Use listing images** *(default)*: Shows your uploaded portrait images on grid cards.
- **Uploaded video:** Upload an **MP4** up to **50 MB** (`MP4`, `M4V`, `WebM`, `OGV` also supported on Pubs, Retail & Events; 52 MB on Flash Deals).
- **YouTube, Vimeo or Streamable:** Paste a link to YouTube, YouTube Shorts, `youtu.be`, Vimeo or `streamable.com`.

Fallback safety: Your uploaded portrait images remain the automatic fallback if a video cannot load or is still buffering.



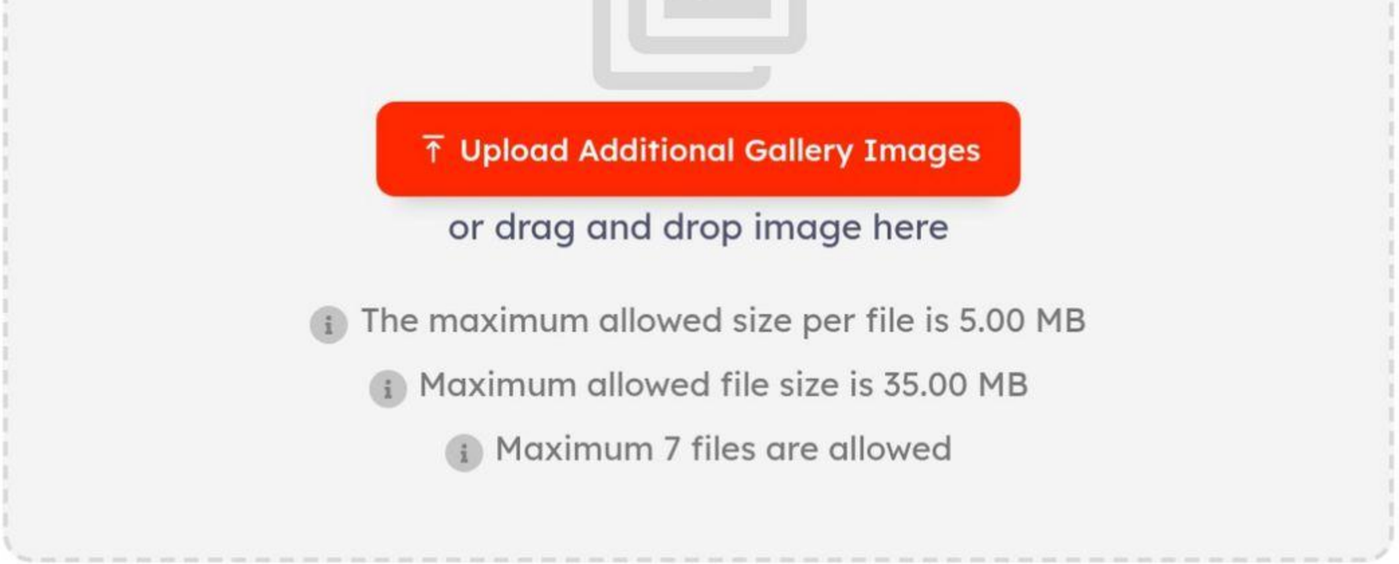


Upload Additional Gallery Images (Images Only)

Showcase Your Venue, Menu or Stock

- Use **Additional Gallery Images** to add extra photos of your dishes, store interior, staff or products inside the listing detail slider.
- **Images only:** Accepts `JPG, JPEG, PNG, GIF` files — **do not** upload videos here (use *Listing Card Video* in Step 10 for video).
- Keep portrait **9:16 (1080 × 1920 px)** framing for the cleanest full-screen mobile look.

Check your cap: Eating Out & Pubs-Clubs-Bars allow up to **7 gallery images (5 MB each / 35 MB total)**; Retail-Services, Flash Deals & Events allow up to **5 images (2 MB total)**.



Add Booking Button & Business Code (Optional)

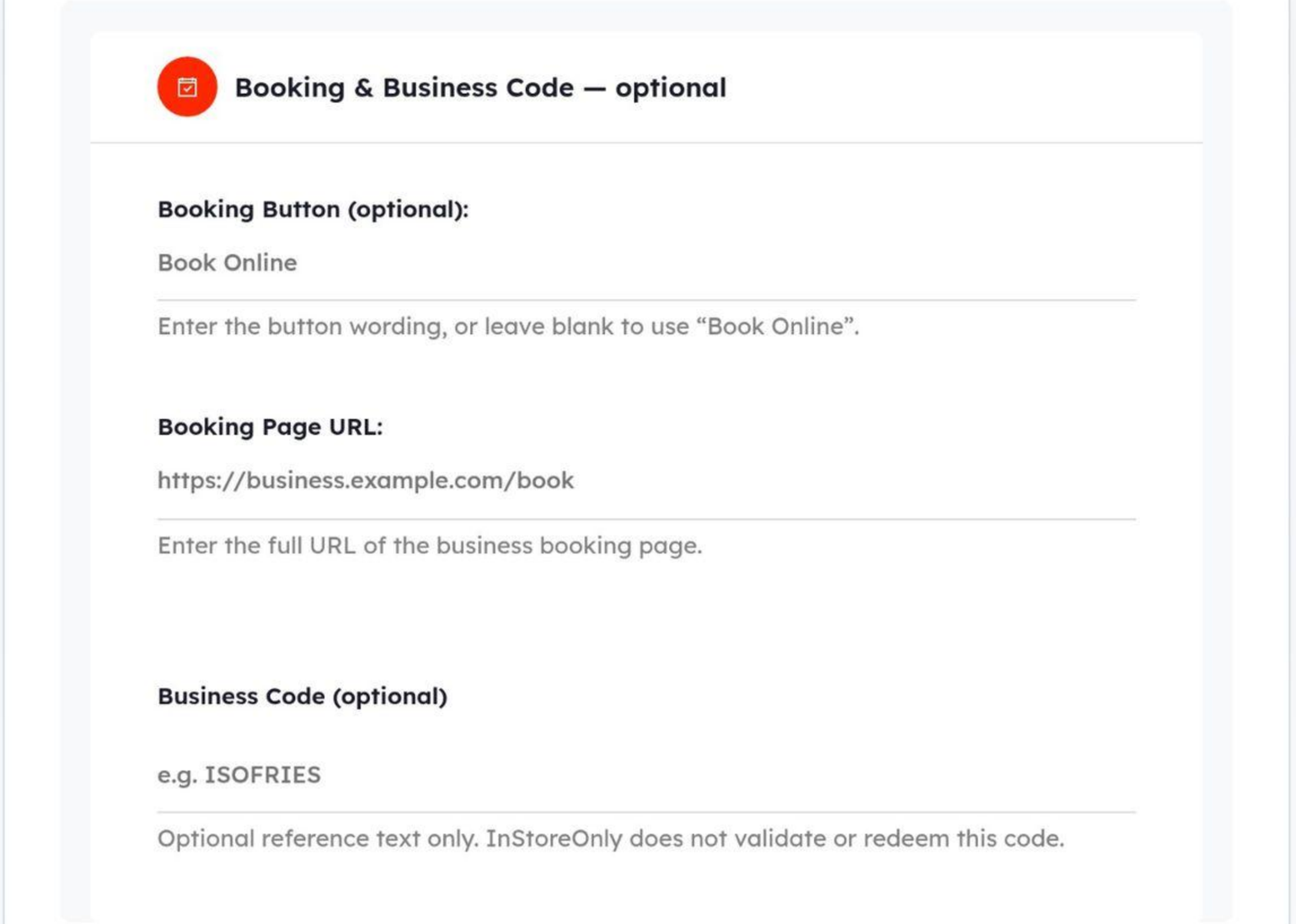
Booking Button (Optional)

- **Button Wording:** Customise the call to action (e.g. *Reserve a Table*, *Claim Offer*) or leave blank to use the default **"Book Online"**.
- **Booking Page URL:** Paste the full secure link (`https://...`) to your reservation page, menu or checkout.

Business Code (Optional)

Enter a short in-store promo code (e.g. **ISOFRIES**) for shoppers to show or mention at your counter.

Important: Reference text only — *InStoreOnly does not validate or redeem this code*. Brief your staff or POS before going live.

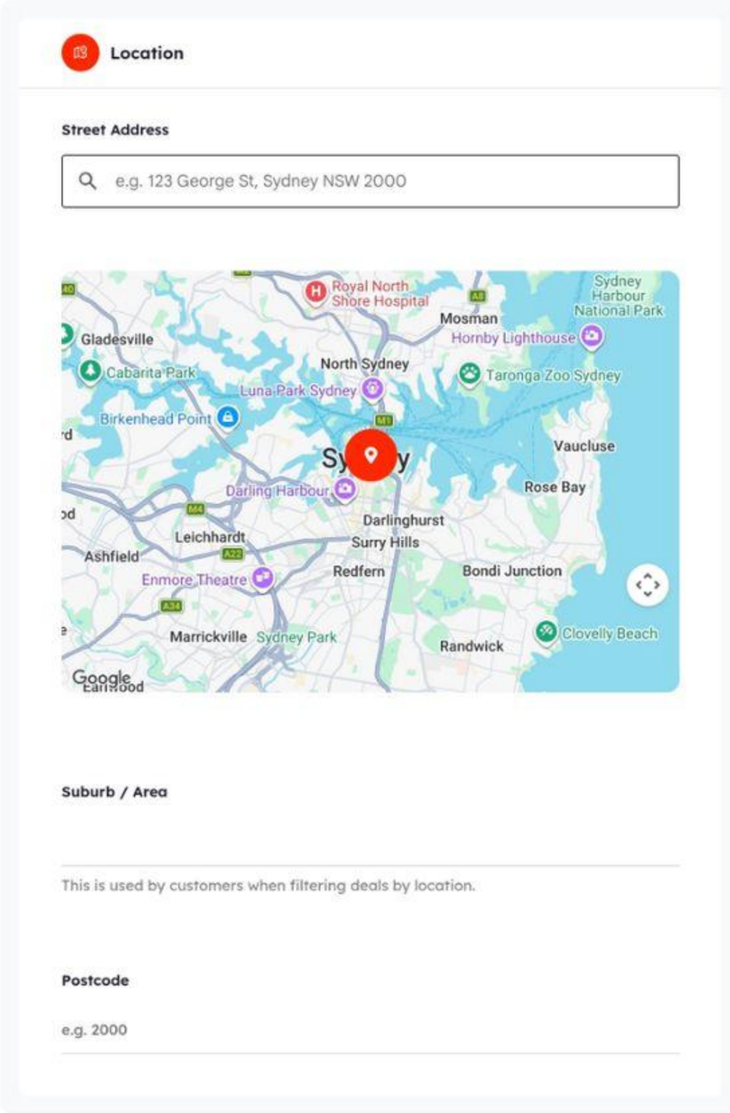


Set Location, Map Pin, Suburb & Postcode

Make Sure Shoppers Find Your Door

- **Street Address:** Start typing your address and select the matching Google suggestion so your latitude/longitude coordinates populate accurately.
- **Map Pin:** Check that the red pin sits squarely on your building or shopping centre entrance.
- **Suburb / Area & Postcode:** Enter your Australian suburb and 4-digit **postcode** (e.g. 2000) — customers use both when filtering deals nearby.

Pubs-Clubs-Bars: Address, Map, Suburb / Area and Postcode are all marked **required (*)**.

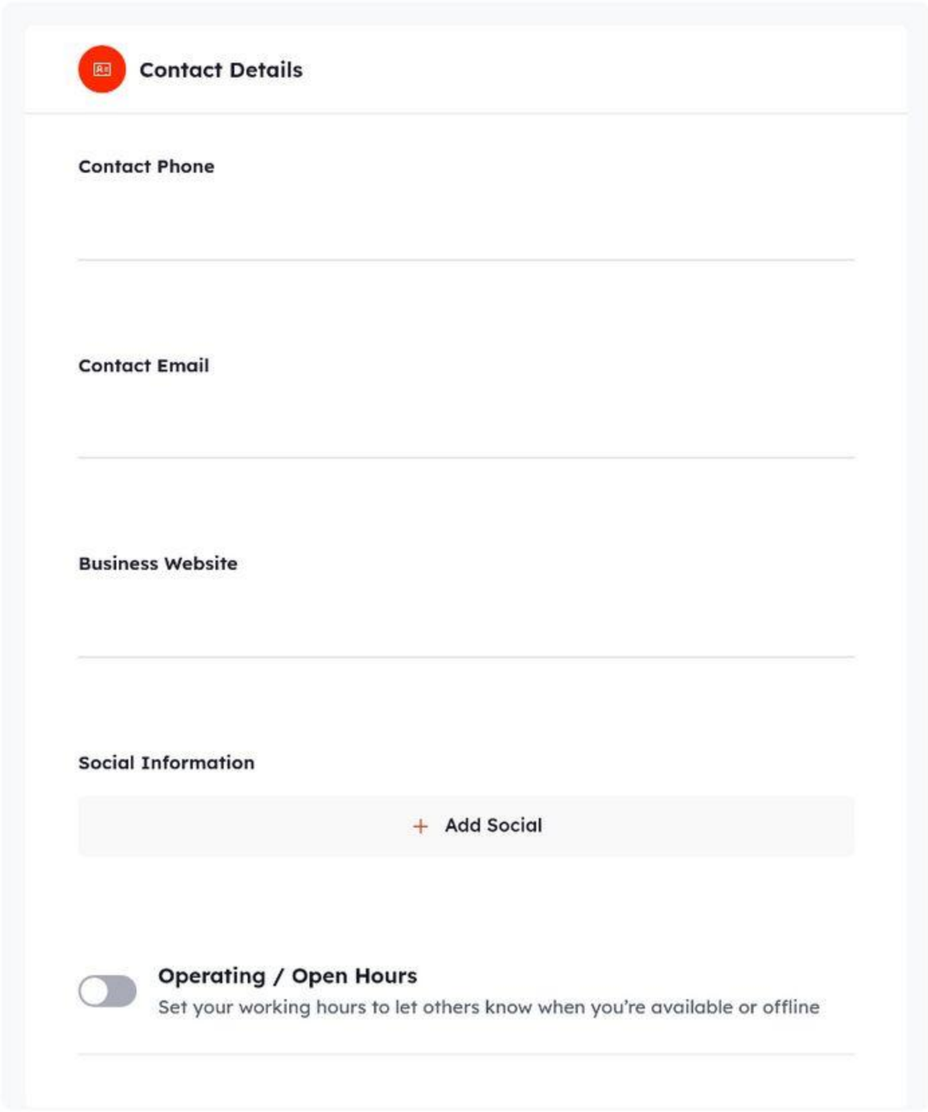


Add Contact Details & Social Information

Business Contact Links

- **Contact Phone:** Enter your store or booking line so shoppers can tap to call on mobile.
- **Contact Email:** Customer-facing enquiry email displayed on your listing.
- **Business Website:** Link to your website or online menu (`https://...`).
- **Social Information:** Click **+ Add Social** to link Instagram, Facebook, TikTok, YouTube and more.

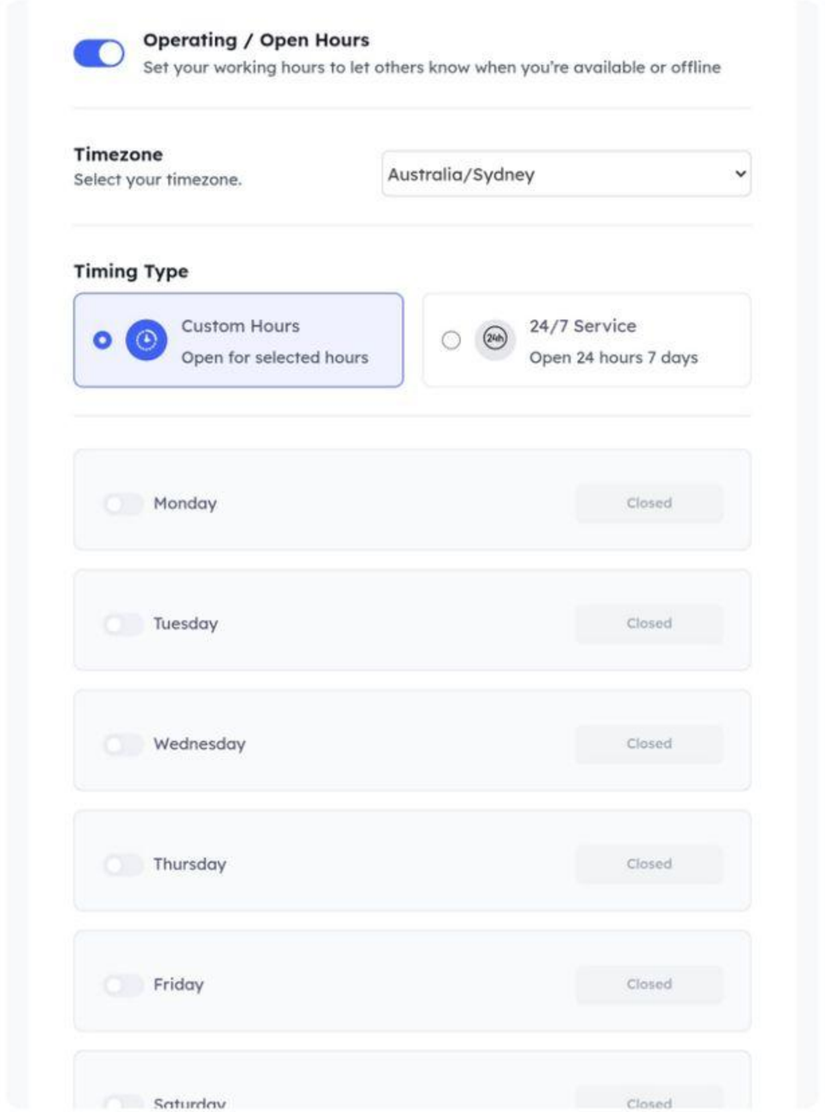
Plan Note: *Basic* plans include Phone, Email & Website; *Standard*, *Flash* & *Events* also include Social Information links.



Set Your Operating / Open Hours

Let Customers Know When You're Open

- Toggle **Operating / Open Hours** *(labelled "Business Hours" on Retail-Services & Events)* to **ON**.
- Select your local **Timezone** (defaults to `Australia/Sydney`).
- Pick **Custom Hours** (or **24/7 Service**), then switch on each open day and set opening/closing times.
- Use **+ Add time slot** for split trading (e.g. lunch & dinner) and the copy icon to apply hours across multiple days.



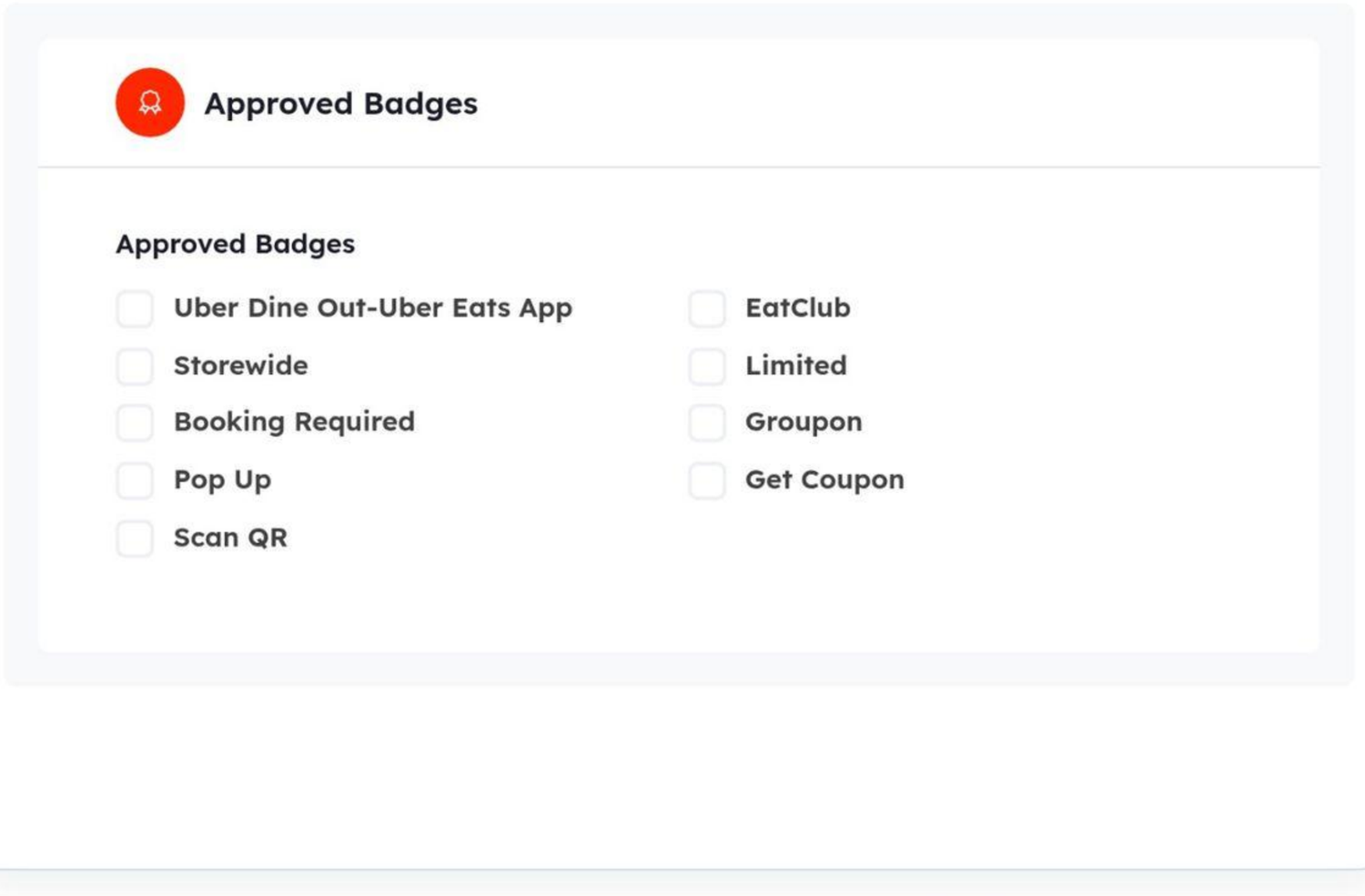
Select Approved Badges (Optional)

Highlight How Customers Can Claim

Tick any of the **9 current Approved Badges** that apply to your offer:

- **Delivery / Partner Platforms:** `Uber Dine Out-Uber Eats App`, `EatClub`, `Groupon`
- **Offer Scope & Urgency:** `Storewide`, `Limited`, `Pop Up`
- **Redemption Method:** `Booking Required`, `Get Coupon`, `Scan QR`

Tip: Only tick badges that genuinely match your offer so shoppers know immediately whether to book, scan a QR code, or walk in.



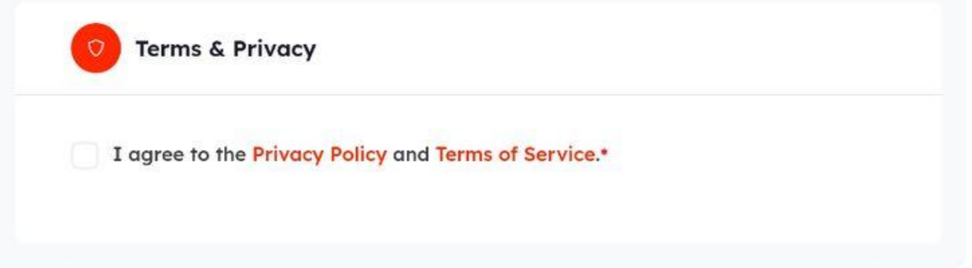
Agree to Terms, Enter Email & Submit

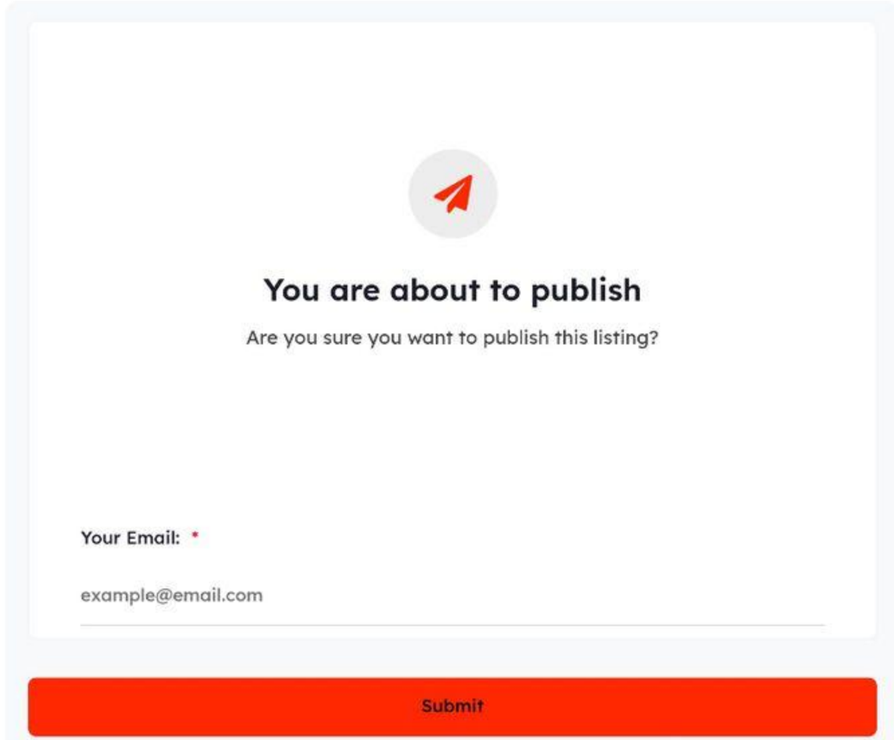
Final Check Before Publishing

- Tick **I agree to the Privacy Policy and Terms of Service.***
- **Not signed in yet?** Enter **Your Email *** in the *You are about to publish* box so ISO can send your receipt, login and listing confirmation.
- **Already signed in?** You go straight to the red **Submit** button.

Quick Pre-Submit Checklist

Check your headline, **1080 × 1920** artwork, Australian timezone, public **Short Deal Note**, map pin and postcode before clicking **Submit**.





Complete Checkout & Manage via Seller Dashboard

A. What Happens After You Click "Submit"

Flow Diagram

Basic & Standard Plans — Stripe Checkout (60 Days FREE)
Enter your card or Apple Pay / Link details in Stripe Checkout to start your **60-day free trial** ($0.00 charged today). Renews at $19/$27 mo or $148/$210 yr + 10% tax unless cancelled before trial end.

Featured FLASH Deals — $5.00 + 10% Tax (48 Hours)
Complete the one-off Stripe Checkout payment. Your listing runs for **48 hours** with no ongoing subscription.

Events — Free ($0.00 / 2 Weeks)
No payment required. Your submitted event enters ISO's review queue and goes live once approved.

B. Manage Anytime in Your Seller Dashboard

/dashboard/

Once your account is active, sign in at **instoreonly.com.au/dashboard/** to manage everything without starting from scratch:

- **Edit Offers Anytime:** Update your deal headline, promo label, Short Deal Note, start/end dates or booking link.
- **Swap Artwork & Daily Slider:** Upload fresh 1080 × 1920 posters, switch videos, or adjust Monday–Sunday slider images.
- **Update Trading Hours & Contact Details:** Keep public holiday hours, phone and social links current.
- **Billing & Plan Control:** View renewal dates, switch plans, or cancel anytime before billing.

> **Note:** Checkout and Dashboard screens are shown as callouts here because they only appear after submitting a listing or signing in.

Need a Hand? Guides, Dashboard & Support

1. ONLINE STEP-BY-STEP GUIDE

Read the Web Help Page

Bookmark our always-current guide with checklists, video rules and directory limits:

instoreonly.com.au/how-to-create-a-listing/

2. MANAGE YOUR LISTINGS

Open Your Seller Dashboard

Edit live offers, update 1080 × 1920 artwork, check expiry dates or manage your subscription anytime:

instoreonly.com.au/dashboard/

3. SHORT ON TIME? DONE FOR YOU

Let ISO Build It — AU$120 One-Time

We design your vertical artwork and configure your listing for you without changing your selected plan.

instoreonly.biz/done-for-you-application/

4. TALK TO OUR TEAM

Partner Support

Questions about listings, categories, artwork or plans? Reach our Australian team Mon–Fri, 9am–5pm AEST/AEDT:

partners@instoreonly.com.au