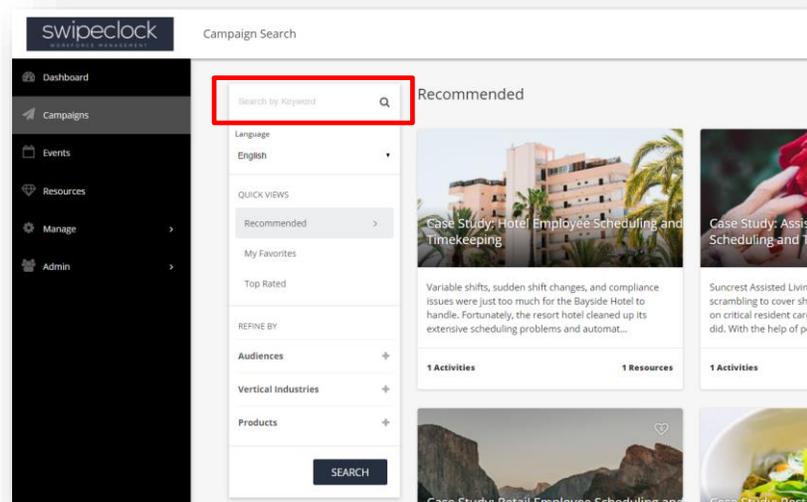


HOW TO LAUNCH A CAMPAIGN

Launching a campaign is easy and can be done in just minutes. Before starting a campaign, be sure to have your profile complete with a company logo, privacy statement, and any other optional information you want to add. It will also be helpful to have your contact list loaded before starting a campaign.

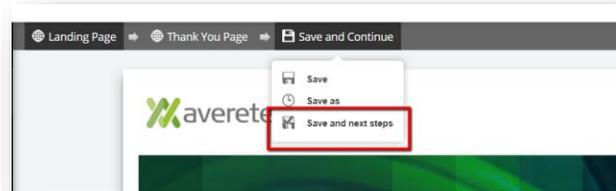
1. Visit the Campaigns page from the left navigation, or click on one of the Featured campaigns visible on the home page.
2. When searching for a campaign, you will first see a list of recommended campaigns, but you can use the search menu to find a campaign by keyword or using any of the available filters.



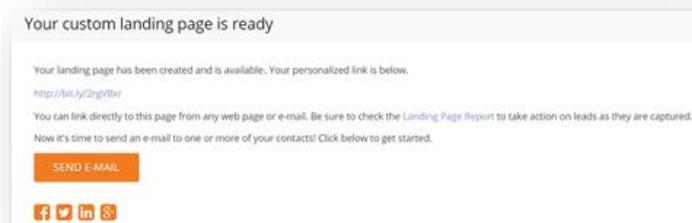
3. Once you have found the campaign that interests you, click on the campaign. This will take you to the campaign page where you can find a full description, a list of campaign activities, and downloadable resources related to the campaign.
4. To get started, select the marketing activity you want to use. This may be a landing page and email, syndicated web content, or an event template depending on the campaign. Click on the activity to preview it.
5. You will notice the content is already populated, and is co-branded and merged with your profile details that might include your company logo, contact information, and optional social media links.

NOTE: You can further customize the areas with a green border that appear as you mouse over them. Some templates will let you swap the image, add or edit text, and change the formatting. However, you will not be able to upload your own images or attach any files from your computer.

- Once you have reviewed and made the desired changes, click on Save and Continue from the navigation menu above the preview, then select Save and Next Steps to move forward with the campaign launch.

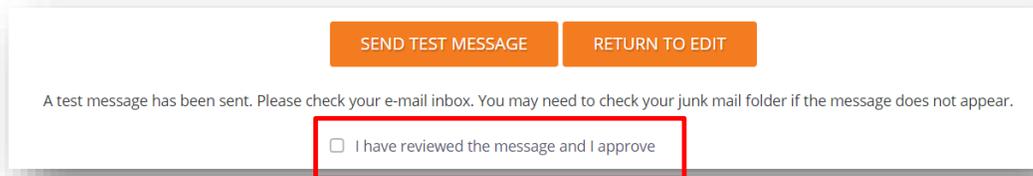


- Name your activity and click SAVE.
- If you are completing a Landing Page, follow the instruction to add optional settings like email alerts and links to an existing contact list. Click FINISH once ready to finalize your page.
- The platform will generate a bit.ly link for your live landing page URL. You can share this link through social media, or create an email to send prospects to your page.



EMAIL

- If your landing page is linked to an email, you can click on the SEND EMAIL button on your screen to get started.
- Go through the same customizations steps you went through with the landing page, and make the desired changes.
- Click Save and Continue, then Save and Next Steps to continue to the next steps.
- Name your activity. This will help you find it later in the My Activities page.
- Follow the instructions on the page to send yourself a test message. You will have the opportunity to review the message in your inbox. If you wish to send it to others in your organization, you can enter additional email addresses for your test. Click SEND TEST MESSAGE.
- Once you have reviewed the message and are ready to continue, select the box indicating that you are ready to continue.



16. Name your campaign (this will allow you to find it later in your reports).
17. Select from your existing contact lists, or click to create a new one.
18. Finally, select when you wish to send the message. You can send immediately, or schedule for a later date and time.
19. Click SEND MESSAGE TO LIST.

Your email has been sent! You can see the results of your campaign by going to the Manage > Landing Page Report or Campaign Report.