

Elead1UNIVERSITY

Campaigns

Marketing List

Run search

Add to list

Create new list
and submit

PROSPECT SEARCH RESULTS (Displaying 13 of 13)
NOTE: IF MORE THAN 500 EMAILS ARE SELECTED, THEY WILL BE GENERATED TONIGHT.

Letters Email Letters / Email Labels Reassign Delete Merge Add to List

Subject: Template: Follow Up Date: 8/26/2015 Follow Up:

<input checked="" type="checkbox"/>	First Name	Last Name	Home Phone	Work Phone	Cell Phone	Current Sales Person
<input checked="" type="checkbox"/>	Glenn	Woodruff	850-777-0122-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Amber	Meyer	850-777-0211-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Ryan	Casselberry	850-777-0309-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Seth	Hart	850-777-0325-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Heather	Pridemore	850-777-0401-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Morgan	Tucker	850-777-0420			Salesperson Dominick
<input checked="" type="checkbox"/>	Kevin	Newton			850-111-0519	Salesperson Dominick
<input checked="" type="checkbox"/>	Lauren	Peckowski	850-777-0520-DNC			Salesperson Dominick
<input checked="" type="checkbox"/>	Angela	Zachary				Salesperson Dominick
<input checked="" type="checkbox"/>	Bj	Ashley	850-888-0817			Salesperson Dominick
<input checked="" type="checkbox"/>	John	Christmas				Salesperson Dominick
<input checked="" type="checkbox"/>	John	Doberstien			877-859-0195	Salesperson Dominick
<input checked="" type="checkbox"/>	Anna	Wazo			877-859-0195	Salesperson Dominick

https://eleadcrm.com/ - Add Prospects to the Marketing List - Internet Explorer

Add Selected Prospects to a Marketing List

Split up Customers over: Months
Start Date:

New Marketing List:

Description:

https://eleadcrm.com/ - Add Prospects to the Marketing List - Internet Explorer

Add Selected Prospects to a Marketing List

Remove customers that have duplicate contact information:
 Email Addresses Postal Addresses Home/Cell Phone Numbers

Split up Customers over: Months
Start Date:

Marketing List:

or

Marketing List:

Template

Create a subject

Choose an opt out categories

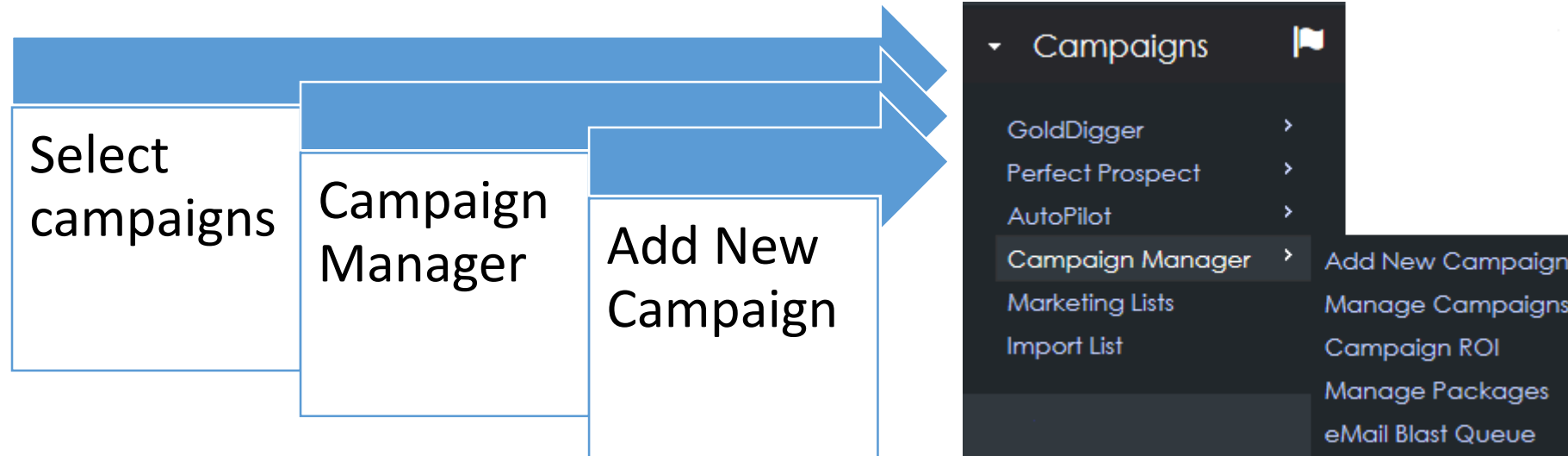
Give it an internal name

Write in body

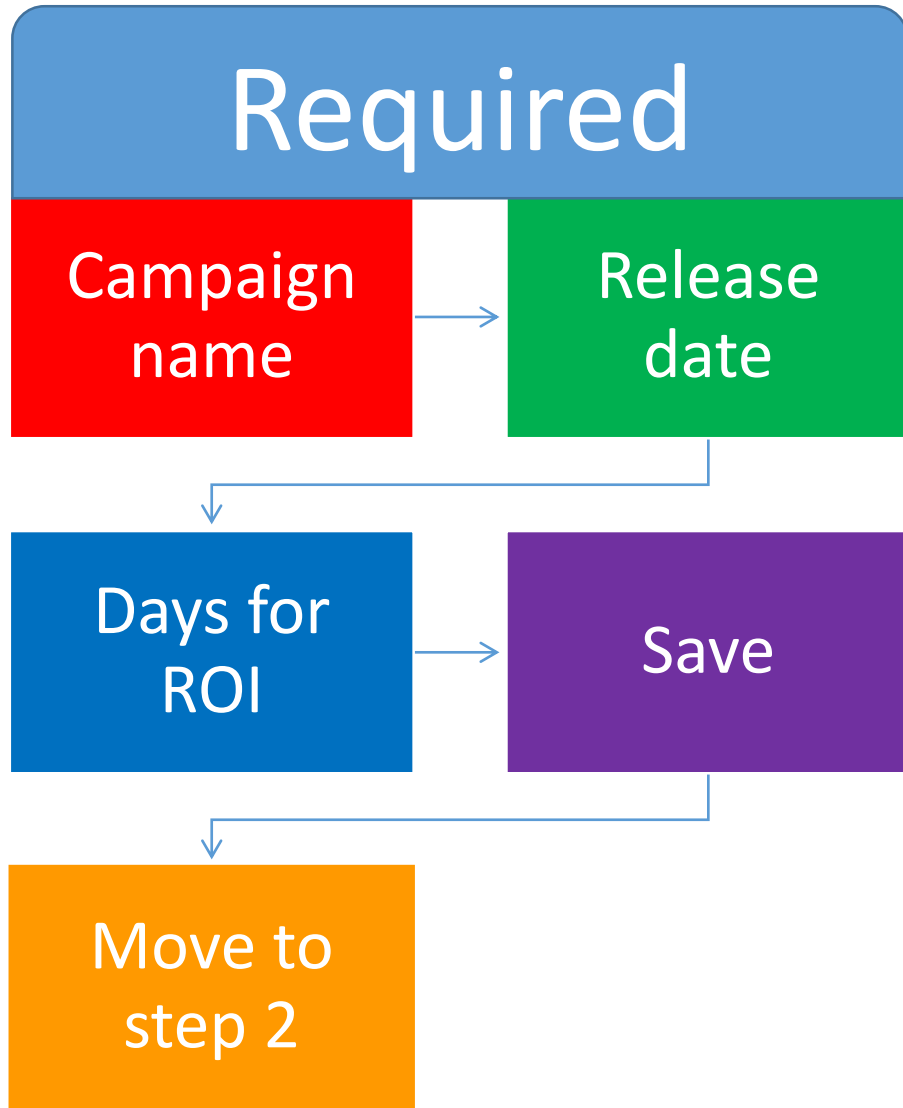
Save

The screenshot displays a marketing template editor interface. The top section is labeled "HEADER" and contains a "Subject:" field (highlighted with a red box) and a "Categories:" section with several checkboxes: "Special Sale (Service)", "Service Reminder", "Car Care Tips", "Recall Notice", "Birthday/Anniversary", and "Special Sale (Purchase)". The bottom section is labeled "BODY" and features a "Template Name:" field (highlighted with a green box), a "Global:" checkbox, and an "AutoPilot:" checkbox. Below these are several buttons: "Select a Merge Code...", "Insert Merge", "Insertable Phrases..", "Images", "Check Spelling", and "Inventory". A rich text editor toolbar is visible, including options for Source, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Quote, Link, Unlink, and Table. The main content area is a large white box outlined in purple.

Campaign Menu



Step 1



The screenshot shows the "Bulk Campaign Administration" interface. At the top, there is a navigation bar with "Return to the Campaign Overview." and "Add/Edit Campaign Steps". Below this is the "Add/Edit Campaign" section, which includes a list of actions: "Create a new campaign" and "Edit an existing campaign".

The "Marketing Campaigns" section displays the following fields:

- Campaign Name:** Dominick Campaign
- Description:** Brief description
- Campaign Release Date:** 9/18/2015
- # of Days to Count ROI:** 30 Do Not Show On ROI Report
- Customer Exclusion Period:** 10
- Date Created:** 9/18/2015
- Created By:** DoNot Use

At the bottom, there are buttons for "Save", "Delete", and "Cancel".

Step 2

- All steps must be completed to proceed.
- There are many options for step two, but the most common used is the email blast that you see here.

Bulk Campaign Administration

[Add/Edit Campaign](#) Please create a Campaign Step before advancing. [➔](#)

Add/Edit Campaign Steps

1 2 3 4 5 ➔

- Create new campaign steps
- Edit existing campaign steps

Add/Edit Campaign Step

Fulfillment Type:

From:

Template:

Subject:

Release Date:

Overflow Rate:

Step 3

Select your marketing list



Add



Proceed to step 4

Bulk Campaign Administration

[Add/Edit Campaign Steps](#) [View Campaign Summary](#)

Assign Target Customers

1 2 3 4 5

- Assign Marketing Lists to a Campaign
- Schedule the Drop Date of the Campaign
- Preview a Campaign against actual Prospects

Campaign Details

Campaign Name: Dominick Campaign
Campaign Description: Brief description
Marketing List: August 10 Orphans
Preview Campaign Step: Email Blast on 1st day

Customers to be Contacted (Viewing 10 of 734 total customers.)


Customer	Email
Accardi, Mark	rkramer@NADAdemo.com
Accrue, Ashley	ttang570@NADAdemo.com
Achuthan, Ana	NYPOLLARD@NADAdemo.com
Ackon, Thomas	rguyot@NADAdemo.com
Acosta, Jack	RHODA.DOZIER@NADAdemo.com
Aderruyi, Marcus	JLACK3000@NADAdemo.com
Alderman, Bruce	garrisonsamuel@NADAdemo.com
Ali, Glenn	CFOWLER@NADAdemo.com
	kevinmgallagher21@NADAdemo.com
	RWEINSTEIN@NADAdemo.com

Step 4-5

Bulk Campaign Administration

Assign Target Customers Execute Campaign

Confirm and Execute Campaign

1 2 3 4 5 

- Confirm and Execute Campaign

Campaign Summary

Marketing Campaign to be executed on 9/21/2015

Action to be Taken	# Customers to be Contacted	Item Cost
Email Blast on the 1st day of the Campaign	134	134 @0.00/cust.
		<u>\$ 0.00</u>

If the number of customers that will be contacted via email seems low, it is most likely because those customers have opted out of receiving email.

Step 4 confirms contacts



Step 5 verifies campaign execution

