



Mobile Campaign Manager Overview

Within the Campaign Manager View, you will:

- Create and manage all your texting campaigns (SMS).
- Run reports on campaigns
- Add Users to the Client Center
- Building mobile landing pages/sites
- Create Opt-in forms

All text marketing campaigns are run from this area. By integrating text opt-in offers with traditional marketing strategies, you will build lists of mobile phones numbers (Groups). These Groups are separated by Keywords used.

You can then market to an individual Group or you can combine Groups if your marketing offer/message applies to more than one Group.

We'll review the sections in the Campaign Manager View below.

Campaign Manager View

- **Home:** Main Navigation Screen. The Home tab drop down menu allows you to switch between the Campaign Manager View and the Contact Manager View. You can also return to this main screen at any time by clicking Home.

Mobile Marketing Campaign Manager

Help
Log Out

Home Campaigns Groups Scheduling Tools Reports Administration

Currently Scheduled Blasts

Name	Schedule

Latest Blasts

Name	Sent
2 for 1 Medium Pizza Co	2011-04-30 01:00:21
2816	2011-04-21 22:20:23
Richard Test	2011-04-20 14:57:28
New Pizza Topping	2011-04-16 18:00:30
20% Dinner Discount	2011-04-04 19:51:51

Campaign Distribution

Blast	5
Keyword	3
Voting/Polling	0
Auto Response	0
Text2Screen	0
Surveys	3
Text2Win	0

9 total records. Search Clear

Group Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
#Hit Keyword '1025Test'	1	0	1	2011-03-10 13:26:03
#Hit Keyword 'mtestattachment'	2	0	2	2011-04-21 17:51:20
#Hit Keyword 'testtest'	1	0	1	2011-03-24 22:23:01
#Hit Keyword 'testtesttest'	1	0	1	2011-04-04 19:43:03
#Hit Keyword 'testtesttestattachment'	0	0	0	2011-04-21 17:49:53
#Hit Survey 'test3'	0	0	0	2011-04-06 17:30:10
#Hit Survey 'test44'	0	0	0	2011-04-12 14:32:43
#Hit Survey 'testsurvey'	1	0	1	2011-04-06 16:31:02
Demo Group	0	0	0	2011-04-15 15:12:04

Campaign Distribution

Legend: Blast (Blue), Voting/Polling (Orange), Keyword (Red), Auto Response (Green), Text2Screen (Light Blue), Surveys (Dark Green), Text2Win (Light Green)

Demo Site

- **Campaigns:** Within the Campaigns area, you will run all your text (SMS) marketing efforts. You will:
 - Create new text (SMS) campaigns
 - Access/Edit/Delete active campaigns
 - Create and Schedule future campaigns
 - Monitor campaign activity
 - scheduling, opt-ins, opt-outs

- **Groups:** Groups can be thought of as Lists. These lists are comprised of mobile phone numbers that are captured when someone texts in as a response to an advertising campaign (opts in).
 - Comprised of Opt-in Data from campaigns – attached to keywords.
 - **Lists of mobile phone numbers** and other data
 - Think of Groups as similar to Email Lists
 - The money is in the Lists
 - The money is in the Groups

- **Scheduling:** When a text campaign is launched, it is considered to be Active and will show up on the Calendar in the Scheduling area.
- Calendar of scheduled campaigns by month. You can view the months before and after the current month. Campaigns should be scheduled regularly in order for customer growth, customer retention and increases in revenue to take place.
- **Tools:** The Tools area has tools that concern building mobile websites, mobile landing pages, opt-in boxes for websites, and smartphone apps.
 - WebWidget Wizard – create opt-in boxes
 - Mobile Web Builder – create landing pages and websites

- **Reports:** In the Reports area, you will run reports:
 - For each type of Campaign and Groups
 - For Keyword lists
 - For opt-outs
 - Text message and Keyword usages

Blast	Keyword	Voting/Polling	AutoResp	Text2Screen	Survey	Text2Win	Opt-Out
Blast Reports Start Date/Time: <input type="text" value="2011-03-20"/> End Date/Time: <input type="text" value="2011-04-19 23:59:59"/> <input type="button" value="Reload"/> <small>(Format: "2011-04-17" or "2011-04-17 19:38:31", based on US Eastern time)</small>							
Campaign Name	Type	Messages Sent	Responses	Last time sent			
<input type="checkbox"/> 20% Dinner Discount	text	2	0	2011-04-04 19:51:51			
<input type="checkbox"/> New Pizza Topping	text	1	0	2011-04-16 18:00:30			

- **Administration:**
 - Marketing Center Users
 - Add new users
 - Determine level of access for users
 - Delete/Edit users
 - Billing Usage
 - Campaigns and messages used

Billing Usage		Start Date:	2011-03-20	End Date:	2011-04-19	<input type="button" value="Reload"/>
<input type="checkbox"/>	Username					Total Messages Sent
<input type="checkbox"/>	Built-in Administrator					4
Usage Details						
	Campaign Type	Activated Count	Messages Sent			
	Blast	2	3			
	Keyword	1	1			

- **Currently Scheduled Blasts**

- See all Active Scheduled Blasts
- Edit and change the Schedules of Active Blasts

Currently Scheduled Blasts

Name	Schedule
2 for 1 Medium Pizza C	2011-04-30 at 0:00:00

- **Latest Blasts**

- Can view past Blasts that have already been sent
- Can reschedule and edit latest Blasts

Latest Blasts

Name	Sent
New Pizza Topping	2011-04-16 18:00:30
20% Dinner Discount	2011-04-04 19:51:51

- **Groups and Members** – list of Groups created from Text Campaign opt-ins
 - Shows opt-ins, opt-outs, creation date

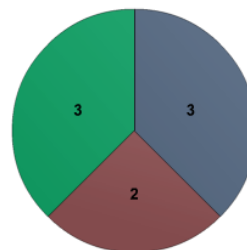
Groups & Members

Group Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
#Hit Keyword '1025Test'	1	0	1	2011-03-10 13:26:03
#Hit Keyword 'testtest'	0	0	0	2011-03-24 22:23:01
#Hit Keyword 'testtesttest'	1	1	0	2011-04-04 19:43:03
#Hit Survey 'test3'	0	0	0	2011-04-06 17:30:10
#Hit Survey 'test44'	0	0	0	2011-04-12 14:32:43
#Hit Survey 'testsurvey'	1	1	0	2011-04-06 16:31:02
Demo Group	0	0	0	2011-04-15 15:12:04

- **Campaign Distribution**
 - Chart of campaign types
 - Visual graphic of Campaign distribution

Campaign Distribution

Blast	3
Keyword	2
Voting/Polling	0
Auto Response	0
Text2Screen	0
Surveys	3
Text2Win	0



Top Right of Screen

- **Help & Resource Center** - Descriptions of different sections in the Client Marketing Center
- **Log Out**