

Impact Marketing User Guide



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Updating Profile Information

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Task	Step	Explanation	Demonstration	Notes
Profile – Beginning to Update Profile Information	1	- Log into the platform - Under 'First Time User' section Click 'Update Your Profile'	WELCOME, Elier. Make a Selection Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison Comparison <td< th=""><th>Material can be viewed but will not be personalized until profile is fully completed at this step.</th></td<>	Material can be viewed but will not be personalized until profile is fully completed at this step.
Profile – Updating The 'General' Section	2	- Pre-registered information in the general section will already be completed, including sponsor ID -Click 'Edit Networks' to add Facebook, LinkedIn and Twitter profile information -Click 'Authorize'	The the biblious forms to est your profile.	Click the check box in the 'Edit Networks' pop up to receive notifications of scheduled social posts. 'Authorize' will direct you to the selected social networks login page for connection authorization.
Profile – Updating The 'Branding' Section	3	-Upload digital and print logos	Description The specific of t	The following guidelines MUST be strictly followed for digital: • JPG • No Smaller than 50px wide by 50px tall @ 72dpi • No larger than 300px wide by 125px tall @ 72dpi The parameters are slightly different for print.



Updating Profile Information

Task	Step	Explanation	Demonstration	Notes
Profile – Updating the 'Campaign Signup' Section	4	-Use the drop down to confirm the campaigns that you enrolled in via the <u>Managed Programs</u> <u>Enrollment Form</u> -Election is approved by the Impact Marketing	20	After submitting platform updates, elections made previously in the campaign signup section will show 'pending approval: yes' (or no) status.
		team	Bill Free Living Plasse let us know if you are interested in participating in this campaign. Choose	An email is sent to the Impact Marketing mailbox that alerts us the new campaign status election update.
Profile – Updating the 'Personal & My Microsite' Section	5	-Enter the Online Banking URL -Enter the Privacy URL (not required)	Personal & My Microsite Chine Banking URL* Chine Banking URL * Chine Banking URL banking URL plass put in your company website thereage URL board with the intervention of the analysis of a system of the URL bits to your Privacy * The online banking URL is a required field since it is used on virtually every asset on the platform.	The 'www' in the URL MUST be omitted from the field.
Profile – Updating the 'Social Media' Section	6	-Add Facebook and Twitter handles	Social Media Facebook Entry toor Social CMC, Only enter the last part after fooebook com. For example if your ful URL is "were back contringonzager" only enter "hypotrgang" without any quotes or tasknes in Nort of L Twitter Entry for Twitter URL. Only enter the last part after fueltcoor. For example if your ful URL is "were back contingonzager" only enter "hypotrganger" without any quotes or lastnes in Norded. Feer	The 'www.facebook .com' and 'twitter.com' MUST be omitted from the fields.
Profile – Finish by Submitting the Updates	7	-Submit the profile updates -Return to the home page to upload contacts for emails and direct mail assets	Save Profile Back to Homepage	The platform will auto-direct back to the homepage subsequent to submittal.



Uploading Contacts

Task	Step	Explanation	Demonstration	Notes
Contacts – Updating Contacts	1	-Upload contacts for email and direct mail assets	WELCOME, Eller. Make a Selection <p< th=""><th>CSV files are preferred.</th></p<>	CSV files are preferred.
Contacts – Adding a New Campaign Group	2	-Click 'New Group'	Center Group Javaer X Watcome to Context Management. To basin, select a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and cick. Seach. Selected Group? or cick the magnifying class next to a group from the lat balau and group f	New contacts can also be added to an existing group.
Contacts – Naming a New Campaign Group	3	-Enter the campaign the contact group in which they are associated -Click 'Ok'	A concert of concert descended of the large set of a grade from the large base and cick. The arts Roberted Concyr of a cit is the integrating grade more to a concert of a grade more and cick a grade more and cick. The arts Roberted Concyr of a cit is the integrating grade more and cick a grade more and c	
Contacts – Adding New Contacts to a Group	4	-Check the box next to the campaign -Click 'Add New Contacts'	Without Section 2 Control to Carlot A long to the section 2 Image: Section 2 Image	



Uploading Contacts

Task	Step	Explanation	Demonstration	Notes
Contacts – Options to Add Contacts: Uploading Contacts with a CSV File	5	-Check the box next to the campaign -Click ' Import an Excel or a comma/tab delimited text file of contact information' -Select 'Add Contacts'		
Contacts - Uploading Contacts with a CSV File	6	-Click 'Browse' to access local files	entrange in angelen entran	The file size limit is 105 MB.
Contacts – Mapping Fields after CSV Upload	7	-Use the drop down menus on header row to map csv fields to platform fields -Check 'this file has a header row' and 'overwrite existing data' to update existing contact information	Statistical Statistic Measureme. To lagers take a grade from the lad below and Calch. Statistic Measureme and take a statistic measureme and take and take and take and take a statistic measurement and take and take a statistic measurement and take and	
Contacts – CSV File Upload and Mapping Confirmation	8	-Click 'close'	Alexand densely fame and the bage, solid it groups have the list bales and cick. "Such Solided Group," so cick the negative group date and a to Conce draw Conce draw Con	Navigate to 'Access Materials' on Home Page or on menu.

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Sending Email Campaigns

Task	Step	Explanation	Demonstration	Notes
Emails- Access Materials	1	A&B – Search for specific material by keyword or by using the folders or filters within this Marketing Asset Manager view C – Access an email by clicking the Actions or Select button	A Accession Accession Accession Accession <th></th>	
Emails- Edit an Email	2	A&B – select the Edit HTML tab to edit content within the email that has been allowed. Editable areas are shown in red outlined boxes C – Preview your edits by clicking the HTML Preview tab	C	
Emails- Configure Email Send Options	3	B – In this section, set campaign options like Campaign Name, Subject, Sender Name and Email and other fields C – You can also set scheduling options for the campaign	C Sep 2: Configure Campaign Options B Instruction for Your later for Your la	Not all options or tabs may be permissioned for you to view.
Emails- Select Email Recipients	4	A – Select from a list of contact groups you have already created or search for individuals within contact groups B – See a high level summary of what groups or contacts you've selected	top 3: Static Recipions	



Sending Email Campaigns

Task	Step	Explanation	Demonstration	Notes
Emails- Preview or Send Email	5	A - Send yourself or another person a preview of the email B – Save the campaign to continue editing or send at another time C – Send or cancel the campaign	Step 4: Save, Preview, or Send Live Campaign	



Email Campaign Reporting

Task	Step	Explanation	Demonstration	Notes
Email Reporting- Access Email Reports	1	-From the home page, click the "View Email Campaign Results" button	WELCOME, Distributon. Make a Selection </th <th></th>	
Email Reporting- Select to View Tracking	2	-Use the "Actions" menu on the right to select "View Tracking"	View Live Campaigns New View Lot Campaign New View Lot Campaign Bit View Lot Campaign Name Campai	
Email Reporting- View Campaign Overview Information	3	-View delivery and click overview metrics	<figure><section-header></section-header></figure>	
Email Reporting- View Detailed Results	4	-Drill down and filter for more detailed results		



Downloading Materials

Task	Step	Explanation	Demonstration	Notes
Download Materials - Access Available Materials	1	A – Click on the "Access Customized Materials" link from the home page	WELCOME, Distributo Make a Selection Better as submitted functional Marker as Selection Marker as Selection Better as submitted functional Marker as Selection Marker as Selection Marker as Selection Marker as Selection Marker as submitted functional Marker as submitted functional functional Marker as submitted functional Marker as submitted functional Marker as all contracts and contexts and exercise angrees Marker as all contexts and contexts and exercise angrees	
Download Materials - Search and Filter to Find Specific Materials	2	A&B – Search for specific material by keyword or by using the folders or filters within this Marketing Asset Manager view	A Comparison of the second of	
Download Materials - Download a Digital Item	3	B – Preview an item by hovering over the thumbnail C – Add the item to your cart for download by selecting "Actions > Add To Cart As Digital"	Reades Loss: Colleteral > Nex York: Nex York Metricels > Digital Materials Parties 1234 Metric Lange Parties 1234 Metric Lange	When an item is selected, the cart window will pop up automatically.
Download Materials - View and Access Your Cart	4	A – Close your cart to continue adding more pieces to download B – If you close your cart, you can access it again by clicking the Cart icon in the top right of the screen C – Once you are ready, access your cart and click "Check Out"	Search	



Downloading Materials

Task	Step	Explanation	Demonstration	Notes
Download Materials - Download Files	5	A – Download files individually. B – Download multiple files all at once as a .ZIP file	Furthment CheckCourt - Communities Text State and S	



Ordering Print Materials

Task	Step	Explanation	Demonstration	Notes
Print Fulfillment- Access Available Materials	1	A – Click on the "Access Customized Materials" link from the home page	WELCOME, Distribute. Make a Selection Better a calculated Materials Set a calculated Materials Make a Selection Make a Selection Set a calculated Materials Set a calculated Materials Make a Selection Makeria Makeria Makeria Makeria Makeria Makeria Makeria Ma	
Print Fulfillment- Search and Filter to Find Specific Materials	2	A&B – Search for specific material by keyword or by using the folders or filters within this Marketing Asset Manager view	Marketing Asset Search Iver : Montputer lent Ver : Montputer lent lent Ver : Montputer lent	
Print Fulfillment- Add Item(s) to Your Cart for Checkout	3	B – Preview an item by hovering over the thumbnail C – Add the item to your cart for print by selecting "Actions > Add To Cart for Fulfillment"	Rulls ir: Colared > NexYear Nex You Macrais > Princip Macrais Ischroub directing to directing > Directing The Princip The Princi The Princip The Princip The Pr	When an item is selected, the cart window will pop-up automatically.



Ordering Print Materials

Task	Step	Explanation	Demonstration	Notes
Print Fulfillment- View and Access Your Cart	4	A – Close your cart to continue adding more pieces to download B – If you close your cart, you can access it again by clicking the Cart icon in the top right of the screen C – Once you are ready, access your cart and click "Check Out"	Search V/cer Prese Note Prese Note Consumer Basser Ad 120x000 (Crop 2) Unit to basser for Charles to provide the campaign to your Consumer Basser Ad 120x000 (Crop 2) Unit to basser for Charles to provide the campaign to your Consumer Basser Ad 120x000 (Crop 2) Unit to basser for Charles to provide the campaign to your Consumer Basser Ad 120x000 (Crop 2) Unit to basser for Charles to provide the campaign to your Consumer Basser Ad 120x000 (Crop 2) Unit to basser for Charles to provide the campaign to your Construct To provide the campaign to your	
Print Fulfillment- Checkout Step 1 – Add Quantities	5	A – Go through the step – by-step checkout process B – Add quantities needed for each print piece C – Save updates and review costs on each page	B Drag (lens here to rotation a hore above above above) Drag (lens here to rotation a hore above above) Drag (lens here to rotation a hore above above)	
Print Fulfillment- Checkout Step 2 – Shipping Information	6	A – Select shipping method, ship to and ship from addresses B – Update cost summary to reflect shipping costs C&D – Add any comments to the print vendor and continue to billing step	Public Conception of Concep	
Print Fulfillment- Checkout Step 3 – Billing Information	7	A&B – Select billing method of Credit Card and enter your information C – Continue to order review and submit your order		Currently only Credit Card billing type is available.



Reviewing Order Reports

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Task	Step	Explanation	Demonstration	Notes
Order Reports- Access Print Order Reports	1	-From the top navigation, click "Menu > Print & Fulfillment > View Orders"	Image: Contract of the contex of the contract of the contract of the contract o	
Order Reports- View Order Details for Print or Downloads	2	-Use the filters and order detail columns to see information about each order you've placed	Filter Options Subprent ID:	Under the "Items in cart" column, this page will show "Digital" for downloaded items and "Fulfillment" for print order items.