

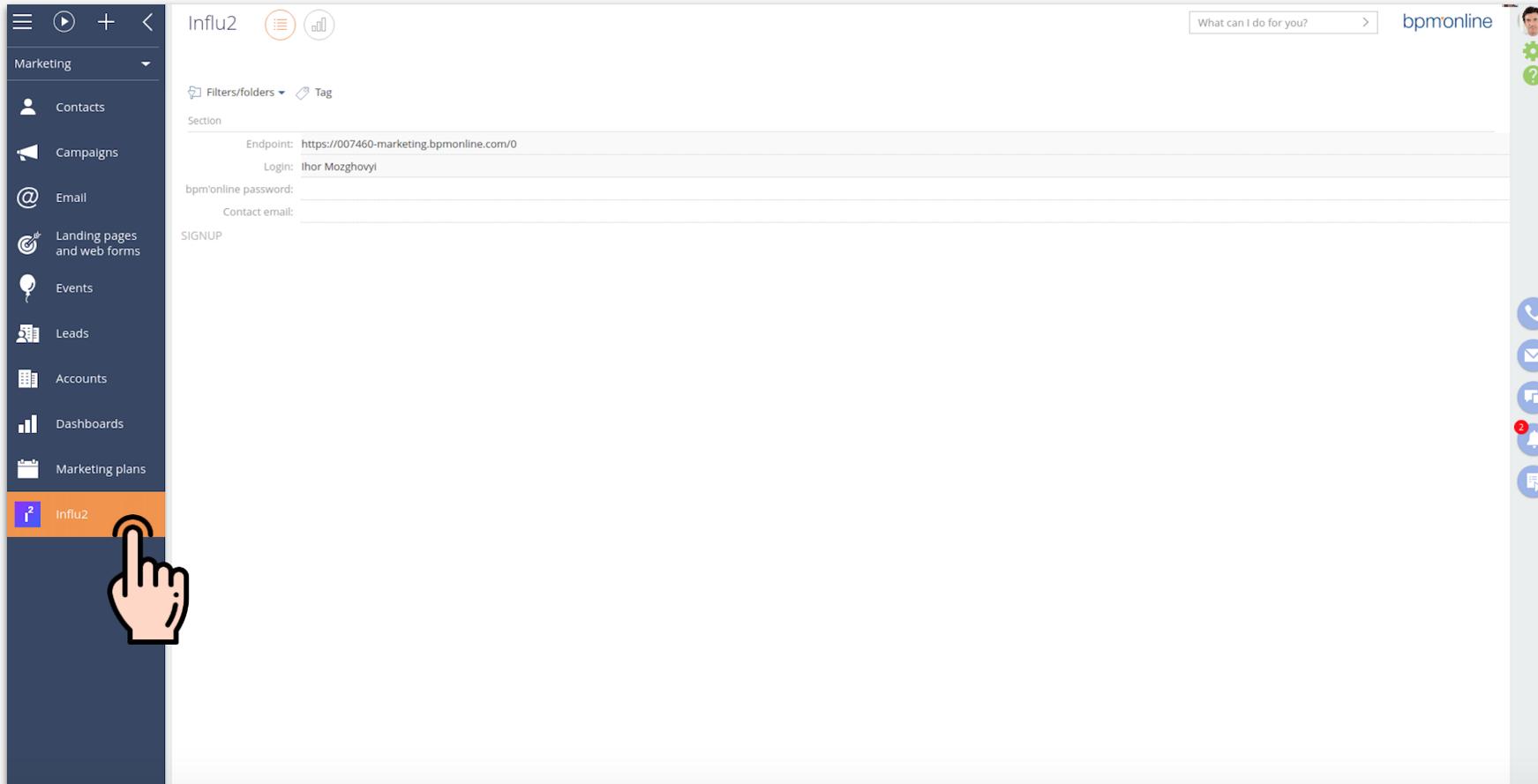
## **9 EASY STEPS TO LAUNCH YOUR INFLU2 CAMPAIGN**

Check out our demo:  
[www.influ2.com](http://www.influ2.com)

# 1. SIGN UP

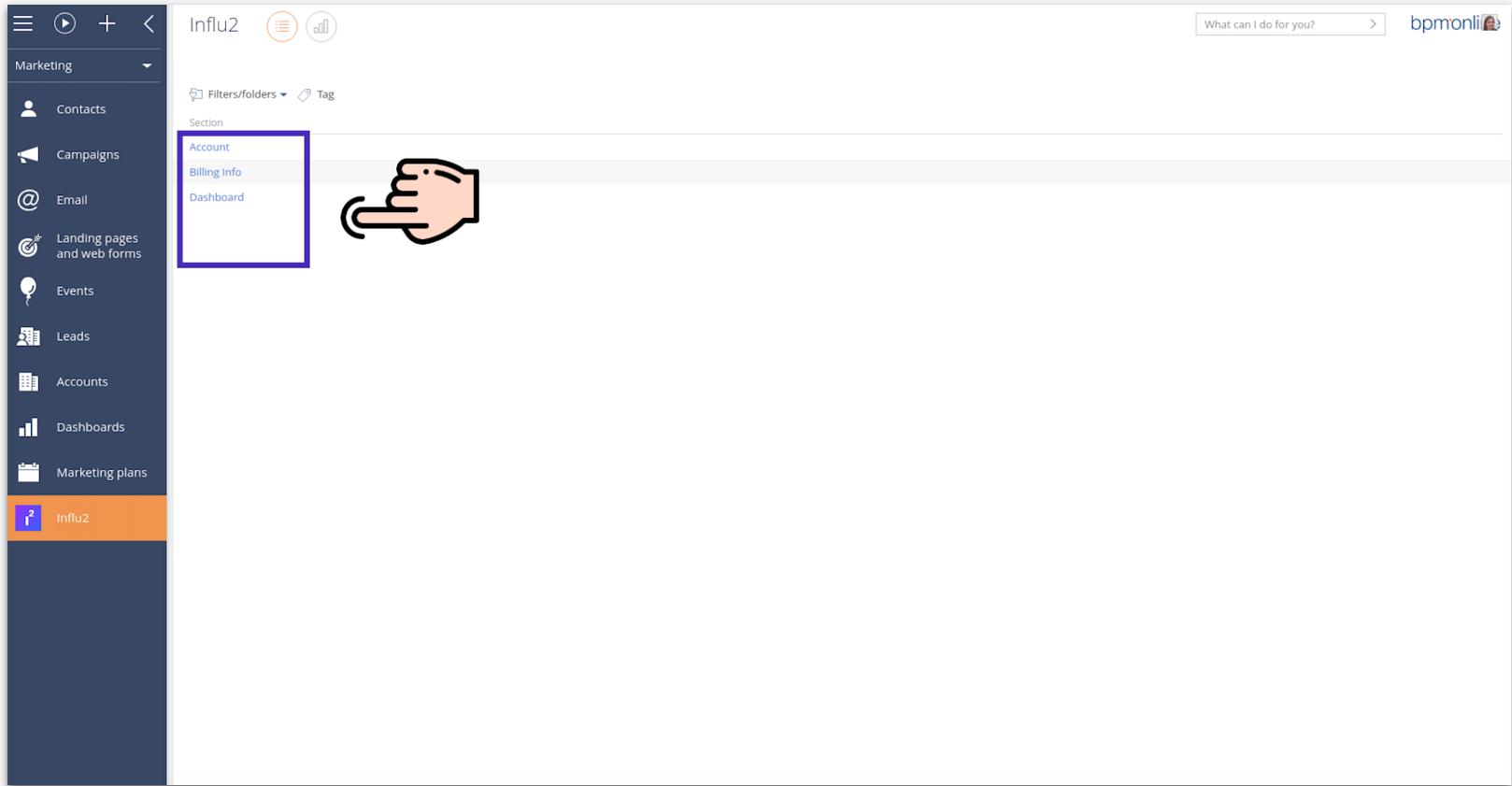
Please, sign up.

Provide your bpmonline password and login.



## 2. CHOOSE AN ACTION

Choose an action.



- **Account:** check your account info
- **Billing info:** add you card and choose payment plan
- **Dashboard:** add campaigns and check its' results

# 3. ACCOUNT: CREATE YOUR INFLU2 ACCOUNT

Choose one of the CRM Target List Statuses.

The image shows a screenshot of the InFLU2 account settings interface. On the left is a dark sidebar with navigation options: Marketing, Contacts, Campaigns, Email, Landing pages and web forms, Events, Leads, Accounts, Dashboards, Marketing plans, and InFLU2 (highlighted in orange). The main content area is titled 'Account' and contains a 'Section Account' field. Below this is the 'Account Settings' section for user 'Ihor Mozghovyi' (i.mozgovoy@influ2.com), with 'Edit Info' and 'Reset Password' buttons. A 'Team' table is partially visible below. A modal window titled 'CRM Target Lists Statuses' is overlaid on the bottom right, featuring four radio button options: 'Exited', 'Reached the goal', 'Participating', and 'Error'. A hand cursor icon is pointing at the 'Participating' option.

# 4. DASHBOARD: NAME YOUR CAMPAIGN

Choose your first campaign name.

The screenshot shows a marketing dashboard interface. On the left is a dark sidebar with a navigation menu including: Marketing, Contacts, Campaigns, Email, Landing pages and web forms, Events, Leads, Accounts, Dashboards, and Marketing plans. The 'Influ2' item is highlighted in orange. The main content area has a white header with 'Dashboard' and a search bar. Below the header, a 'Section \* Dashboard' label is highlighted with a purple box. The main content area features a blue gradient background with a rocket icon and the text: 'Hello. Let's launch your campaign!'. Below this is a form with the prompt 'Please, name your campaign' and a text input field containing 'Example inc.'. A green 'Let's go!' button is positioned below the input field, with a hand cursor icon pointing at it. The top right of the dashboard shows a search bar with the text 'What can I do for you?' and a user profile icon labeled 'bomonline'.

# 5. DASHBOARD: ADD YOUR TARGET LISTS

Choose the list of people you would like to target.

- Contact should contain the following columns: First\_Name, Last\_Name, Account\_Name.
- Please, make sure these columns are spelled correctly.

Target List	Members	Actions
Взращивание потребности: follow-up после регистрации на сайте	4 members (4 selected)	Deselect all, Remove section
Кампания-триггер: письмо приветствие после регистрации на сайте	1 members (1 selected)	Deselect all, Remove section
Взращивание потребности: приглашение на вебинар	1 members (1 selected)	Deselect all, Remove section
Конференция "Дни CRM"	4 members (4 selected)	Deselect all, Remove section

Update Target Audience

## 6. DASHBOARD: CREATE ADS

Provide links, upload banners and provide descriptions for native ads

### Ads

Add banners and provide links to the content you want to advertise (blog articles, whitepapers, case studies, landing pages)

+ Create an ad



### LINK

Your link should direct to a static page.  
No PDF or automatic downloads are supported

### BANNERS

Upload banners of the following formats:  
Native ads: 1200x628 (no text)  
Banner ads: 300x250, 300x600, 160x600, 970x250, 728x90, 320x40

### DESCRIPTIONS

Please try stick to the recommended length

# 7. DASHBOARD: TRACKING CODE

Copy and put this tracking code on your website.

You can use Google Tag Manager for this.

## Tracking code

Add this code to your website to track the customers when they visit your website

```
<script async src='https://www.influ2.com/tracker?clid=1fdalead-37f4-49a9-b4ef-3d7440d16ca5'></script>
```

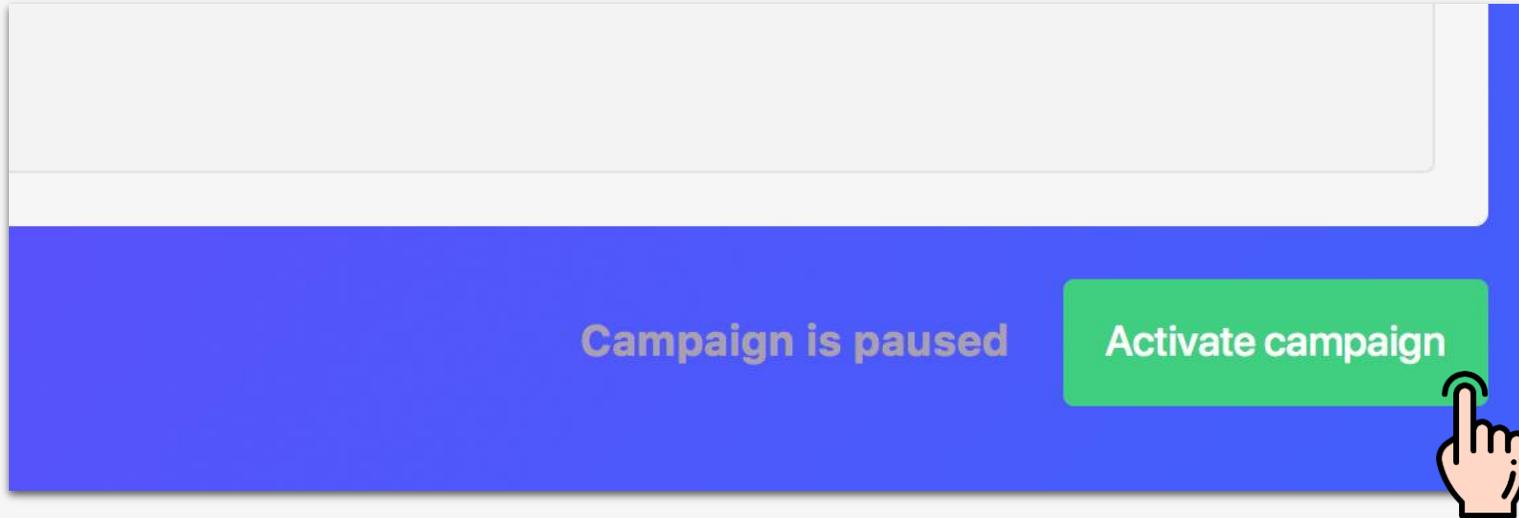
Copy



## 8. DASHBOARD: ACTIVATE CAMPAIGN

Click **Activate campaign**.

If the button is grey go back to your audience and banners and see if you've filled in all the fields.



# 9. DASHBOARD: CAMPAIGN VOLUME

Please, select your campaign volume.

The screenshot shows a web dashboard for INFLU2. On the left is a dark sidebar with navigation items: Marketing, Contacts, Campaigns, Email, Landing pages and web forms, Events, Leads, Accounts, Dashboards, Marketing plans, and Inlu2 (highlighted in orange). The main content area is titled 'Dashboard' and contains a modal window titled 'Select subscription'. The modal has a sub-header 'Select your campaign volume' and five tier options:

Trial	Basic	Tier C	Tier B	Tier A
Flexible audience No subscription	1,000 contacts 20,000 ad views Monthly payment	2,000 contacts 40,000 ad views Quarterly payment	8,000 contacts 160,000 ad views Quarterly payment	20,000 contacts 400,000 ad views Quarterly payment

Below the tiers is a checkbox:  I agree to Inlu2 Terms of Service. At the bottom right of the modal is a green button labeled 'Activate campaign'. The footer of the dashboard includes links for Privacy Policy, Terms of Service, and Contacts, along with the copyright notice ©2018 Copyright INFLU2, INC.

# CHECK CLICKS & VISITS

## Check your clicks and visits info

The screenshot displays the bpmonline CRM interface for a contact named Regina V. Cook. The interface is divided into several sections:

- Left Sidebar:** A navigation menu with options: Marketing, Contacts, Campaigns, Email, Landing pages and web forms, Events, Leads, Accounts, Dashboards, Marketing plans, and Influ2. A hand icon points to the 'Contacts' menu item.
- Contact Profile:** Shows the contact's name, profile picture, and a 100% completion bar. Below this, fields for 'Full name\*', 'Mobile phone', 'Business phone', and 'Email' are visible. A hand icon points to the 'History' tab in the navigation bar.
- Next Steps:** A section indicating 'NEXT STEPS (0)' with a message: 'You don't have any tasks yet. Press F above to add a task.'
- Activity Log:** A list of activities including 'Website events', 'Cases', 'Activities', and 'ABM Campaigns'.
- Marketing Management System:** A detailed view of marketing activities for Regina V. Cook. It includes a table of events and a table of campaigns.

The 'Marketing management system / Regina V. Cook, Merseyside Trading' section contains the following data:

Event	Type	Start	Response
Realtors Conference & E	Exhibition	8/23/2018	Planned
"Leverage out-of-the-bo	Webinar	6/18/2018	Participation confirmed
The Business Consult Ex	Exhibition	8/27/2018	Planned

Bulk email	Type	Start	Response
Bpmonline Networking	Focus email	8/3/2018 9:20 AM	Open
Materials of "Leverage o	Information material	6/10/2018 10:00 AM	Clicks
Weekly newsletter	Invitation	6/3/2018 10:00 AM	Delivered

Campaign ID	Campaign Name	Campaign Status	Contact
f0ed58c6-f563-413f-9a89-6cfe493bec30	My first campaign	active	Regina V. Cook

Campaign	Campaign st...	Participants	Start date	End date	Contact status	Current step
Bpmonline Networking Day	Stopped	41	7/28/2018 11:07 AM	8/25/2018 12:12 PM	Exited	Reached the goal
Capturing audience for webinar: <bpm> online marketing: several approaches on how to nurture your customer's leads</bpm>	Stopped	75	8/11/2018 1:46 PM	8/25/2018 1:46 PM	Participating	Participated

THANK YOU!



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