



MyGeniusCentral

User Guide

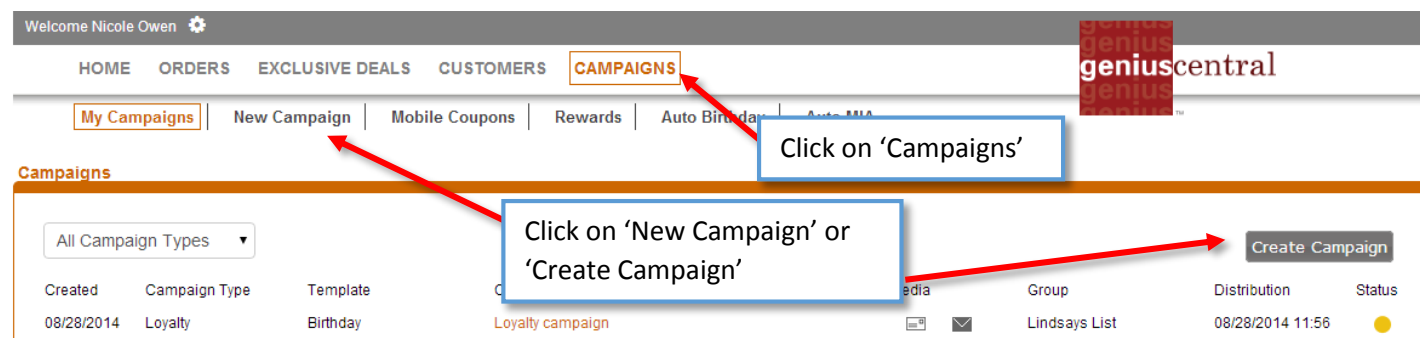
Creating Loyalty Campaigns

Overview

Welcome to **MyGeniusCentral.com**, a cloud-based password-protected website designed to provide retailers with the ability to manage their orders in one central online location. This portion of the user guide will explain **How to Create Campaigns** for your loyalty customers.

My Genius Central – Creating Campaigns

Step 1: Click on ‘Campaigns’ in the top menu: This will take you to your current campaign history list.



The screenshot shows the MyGeniusCentral.com interface. At the top, there is a navigation bar with the following items: HOME, ORDERS, EXCLUSIVE DEALS, CUSTOMERS, and CAMPAIGNS. The CAMPAIGNS item is highlighted with a red box. Below the navigation bar, there is a sub-menu with the following items: My Campaigns, New Campaign, Mobile Coupons, Rewards, Auto Birthday, and Auto MIA. The New Campaign item is highlighted with a red box. Below the sub-menu, there is a section titled 'Campaigns'. This section contains a dropdown menu for 'All Campaign Types', a table of campaigns, and a 'Create Campaign' button. The table has columns for Created, Campaign Type, Template, Group, Distribution, and Status. The first row of the table shows a campaign created on 08/28/2014, with a Campaign Type of Loyalty, a Template of Birthday, a Group of Lindsays List, a Distribution of 08/28/2014 11:56, and a Status of yellow. A red arrow points from the 'CAMPAIGNS' menu item to the 'New Campaign' button. Another red arrow points from the 'Create Campaign' button to the 'New Campaign' button. A third red arrow points from the 'Create Campaign' button to the 'Create Campaign' button.

Step 2: Click on ‘Create Campaign’ on the right-hand side of your campaigns screen: Or you can click on ‘New Campaigns’ in the top menu under ‘Campaigns.’ This will take you to the Campaign creation screen.

Step 3: Name the campaign and select the type: **PLEASE NOTE:** All of these types can be used for loyalty campaigns, not just the 'Loyalty' type. The default artwork for your campaign is dependent on the type and corresponding Template you choose. For example, you can use the 'Coupon' type if you'd like to send your customers an email with a coupon. Use the 'Specials' type if you'd like to send your customers notice of a special deal in your store. The method for sending these will be the same – only the artwork will be different.

Create Campaign

Campaign: * Loyalty campaign

Name your campaign.

Select Type...

Coupon
Loyalty
Specials
Whats New

Media:

Distribution Date: 8/28/2014 at 11 : 56

Push Type: None

Next Cancel

Select Type – all types work for loyalty campaigns.

Step 4: Select the Template: Each type has its own specifically assigned templates, so check the various types to find the right templates for your campaign. We will be adding new templates from time to time, so keep an eye out!

Create Campaign

Campaign: * Loyalty campaign

Type: Loyalty

Template: Select Template...

Media: Birthday
BOGO
In Store Savings
Miss You (MIA)
Refer a Friend
Test Custom Retailer Template

Distribution Date:

Push Type:

Next Cancel

Select Template

Step 5: Select your media and select the group of customers you would like to receive this promotion.

Create Campaign

Campaign: * Loyalty campaign

Type: Loyalty

Template: Birthday

Media: ☐ Mobile ☒ eMail ☐ Web ☐ Post Card

Group: All Customers

Distribution Date: 8/28/2014 at 11 : 00

Push Type: None

Select Media

Next Cancel

Create Campaign

Campaign: * Loyalty campaign

Type: Loyalty

Template: Birthday

Media: ☐ Mobile ☒ eMail ☐ Web ☐ Post Card

Group: All Customers

Distribution Date:

Push Type:

- All Customers
- All Customers Test
- Group
- Karen
- Karen4
- Karens
- Karens
- Lindsays List**
- Lindsays List
- Lindsays List
- SLN TEST
- TEST
- Test
- TEST
- TEST
- TEST
- Test Group
- zip code 34240

Step 6: Select the distribution date and time. Click 'Next.' Please note that this is valid for emails only. Postcards usually take 2-5 business days to process and send.

Create Campaign

Campaign: * Loyalty campaign

Type: Loyalty

Template: Birthday

Media: ☐ Mobile ☒ eMail ☐

Group: Lindsays List

Distribution Date: 8/28/2014 at 11 : 56

Push Type:

August 2014

SU	MO	TU	WE	TH	FR	SA
			Wednesday 1	2		cancel
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Select Distribution Date and Time

Step 7: You'll be able to see the template artwork in the header of the email on this screen. If you would like to delete the artwork, simply click on the red X in the right-hand corner of the header. You can replace the header with your own custom artwork by clicking on the blue pencil in the right-hand corner. The specs for the email header are 740 x 150 pixels. You can also replace your logo (350 x 125 pixels) and address by using the X and pencil buttons.

Email

Send Test

Preview Campaign

Save & Continue


Cancel



Subject: Please Enter a Subject for Your Campaign *

From Name: Dominator Test *

From Email: ddietz@livingnaturally.com *

Reply-To: ddietz@livingnaturally.com *











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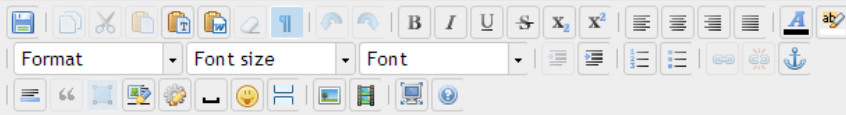


Format

Font size

Font



Click on the red X to remove logo, address or image. 350 x 125 pixels

Click on the blue pencil to add your own artwork. 740 x 150 pixels

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Step 8: Enter the text of your email in the blank text box and click 'Save and Continue.' You will be directed to the 'Send' page. At this point, you can either click on 'Send' to send your campaign to your customer group, or you can click out of the page to exit. If you do not send your campaign at this point, you will be able to edit it and make changes.

Create Campaign

Campaign: Loyalty campaign

Type: Loyalty

Template: Birthday

Group: Lindsays List

Media: ☐ Mobile ☒ eMail ☐ Web ☒ Post Card

Push Type: None

Distribution Date: 8/28/2014 at 11:56

EmailPost CardSend

The Campaign is now complete and ready to be sent

Send Campaign

Click 'Send' to send the campaign

For Further Assistance

For further assistance with any aspect of your campaign or **MyGeniusCentral.com** account, please contact Genius Central support at **800-360-2231** or by email at CustomerService@LivingNaturally.com