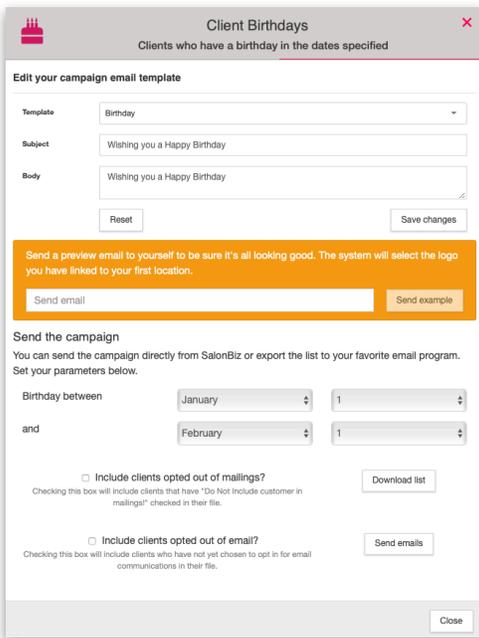
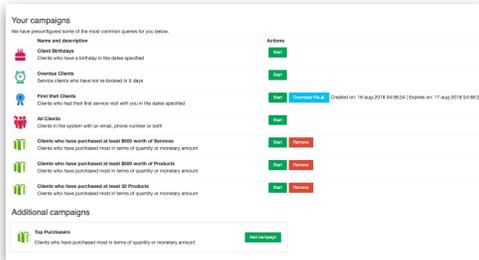


Featured Campaigns are pre-defined client lists used for marketing purposes. Access to campaigns is limited to Admin personnel. If you do not have Reminders & Confirmations or use Demandforce, you will not have the ability to email directly from the software. You do have the ability to download the list(s).

Campaigns

1. From the SalonBiz Central Admin menu, click on Campaigns.
2. Click the Start button to the right of the desired campaign.
3. Update the subject and body of the email or choose a custom template, and save your changes.
4. To view a sample, enter your email address and click Send Example.
5. Email (if available) clients from the system or download the list of clients that meet your criteria.
6. Our email feature will send unlimited emails for each list. You can also download and save the list to use with another marketing communication tool of your choice.
7. You will see a "Pending File" button while the campaign is busy gathering data. Once your campaign data is read, the "pending File" will change to "Download File".
8. Campaign file downloads will remain available for 48 hours after creation in case you need to download it again.
 - Logo used on emails can be added under Locations in Central Admin if you choose to use the Basic email template.



Birthdays

Clients who have a birthday within your specified date range. You can run for any date range and this list will pull with or without the year in the client's file.

* Birthday should be in mm/dd format in the client file.

Overdue Clients

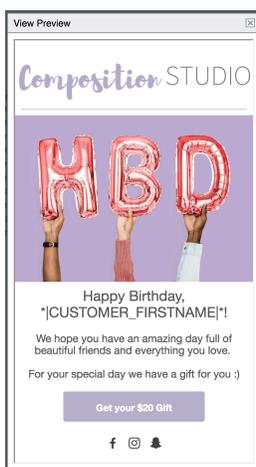
Service clients that have been in for a visit within the last 12 months and have not returned or re-booked in the specified number of days. You select between 1 – 180 days. This campaign can be run either by location or for all locations at once.

First Visit Client

Clients who had their first service visit in the dates specified. This date can be found in their client file under the Services tab. This campaign can be run either by location or for all locations at once.

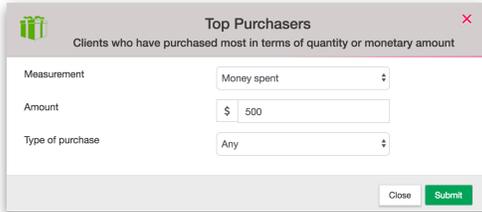
All Clients

Clients in the system with email, phone number or both. The system only checks Mobile, Work, and Home fields. The number must be the full 10 digits to meet the requirement of having a phone number.



Top Purchasers

Clients who have purchased most in terms of quantity or monetary amount. This campaign can be created multiple times with various criteria. As you create a Top Purchaser campaign, it will be saved in the list above with the other featured campaigns. You can then re-run them as needed by updating the parameters. This campaign can be run either by location or for all locations at once



The screenshot shows a web form titled "Top Purchasers" with a subtitle "Clients who have purchased most in terms of quantity or monetary amount". The form contains three input fields: "Measurement" with a dropdown menu set to "Money spent", "Amount" with a text input field containing "\$ 500", and "Type of purchase" with a dropdown menu set to "Any". At the bottom right of the form are two buttons: "Close" and "Submit".

1. Click on the Add Campaign button to the right of Top Purchasers.
2. Use the drop downs to set Measurement (money spent or quantity), Amount and Type of Purchase (any, products or services).
3. Update subject and body of email as desired and save changes.
4. You can email a sample of your changes to yourself by entering your email address and clicking Send Example.
5. Use the calendars to select start date and end date.
6. Using the dropdown menu, select the location. If no location is selected, all locations will be included.
7. You can email (if available) clients from the system or download a list of clients that meet your criteria.
8. Save list to your computer to use with your current marketing tool.
 - * As you create a Top Purchaser campaign, it will be saved above with the other featured campaigns. You can then re-run them as needed by just updating the dates needed.