



How to Voodoo

The Step-By-Step way to get familiar with Voodoo, build an *eVideo*™ campaign, launch it, and start automating your success.

By Robert Cassard

Co-Founder, Voodoo Viral Marketing Systems

We're excited to have you as a client, and we're eager for you to reap big rewards from your company's bold step into video-based online marketing and automation.

You are among an elite group of trailblazers, who have the vision to understand where the world is and how important it is to automate repetitive tasks you do every day, especially when it comes to your products, reaching out to customers with new opportunities, making sales pitches, and answering information requests. As we often say: "Time used to equal money... now Voodoo does."

As your video library grows, your Voodoo Campaign Manager, along with our other customized systems and features, can help you do all that and more. Take the example of a doctor who has leveraged his time and ability to sell his \$5,000 surgeries and grown his business from \$2 million to \$12 million annually in just 2 years...using only his website and Voodoo Magic Systems.

Logitech, Sprint, Windstream, Mitel, CalSurance, Stores Online and many more now use Voodoo to work sales and marketing magic. And it helps sell million\$ every month.

So let's get right to it. Time to build a campaign and work some Voodoo to your customers and prospects.

Performance Tip: What web browser are you using? Be aware that all browsers are NOT created equal. Voodoo is generally compatible with any web browser, but for fastest performance on a PC or Mac, we recommend *Google Chrome*. On an iPad, *Safari* (the default browser) generally works great...or you might want to try *Chrome for iPad* now available in the Apple App Store.

Get Familiar with Voodoo

ONE: Login using the User ID and Password.

You're already in if you've downloaded this guide!

TWO: Look around. *Dashboard* view.

The default Dashboard view makes hundreds of Voodoo features accessible to you, and shows what's happening with all your active campaigns.

This Dashboard view poses the 8 most common answers to the question *What would you like to do?* Clicking on any answer takes you directly to the feature page where you can do what's needed to leverage your time and energy and automate repetitive tasks.



Near the upper right are your most recent *New Opportunities* (updated in real time). These are people who are interacting with your campaigns now—opening your emails and watching your videos. Click on any contact name to go straight to their contact record.

Most Interested Contacts (also updated in real time) shows those people who have interacted most often with your campaigns over time.

The color-coded slider labeled *How Effectively Am I Using Voodoo?* measures your use of Voodoo against optimized user metrics. When you begin, the blue arrow will be all the way to the left (red), and as you use the system, loading it with contacts, sending campaigns and posting results, each statistic will change color to indicate your progress toward green (optimized use).

Performance Tip: You can leave a browser tab open with your Voodoo account to monitor campaigns and respond in real time and have contact information at your fingertips.

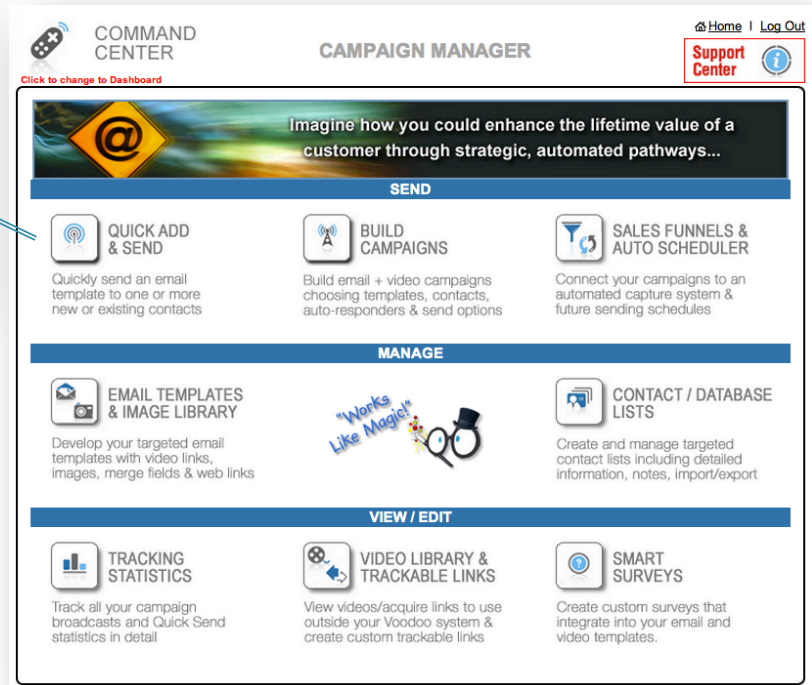
THREE: Look around more. *Command Center* view.

You can change to the *Command Center* view by clicking the red link just below the words MY DASHBOARD, near the upper left.

This alternate view offers access to the basic features of your Voodoo system in a different way—with a brief explanation of each powerful video-enhanced feature. Roll over each button to see the benefits associated with that feature. *Note: Not all features are available from this view.*

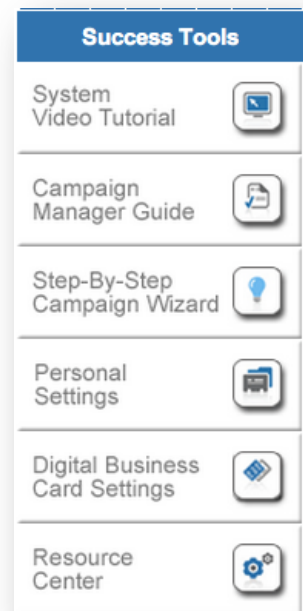


Roll over the feature to see a brief explanation of its benefits.



←At the upper left, you'll find our **Strategy Center**, with brief videos full of innovative insights and ways to use your system for maximum success. (May require *Adobe Flash*.)

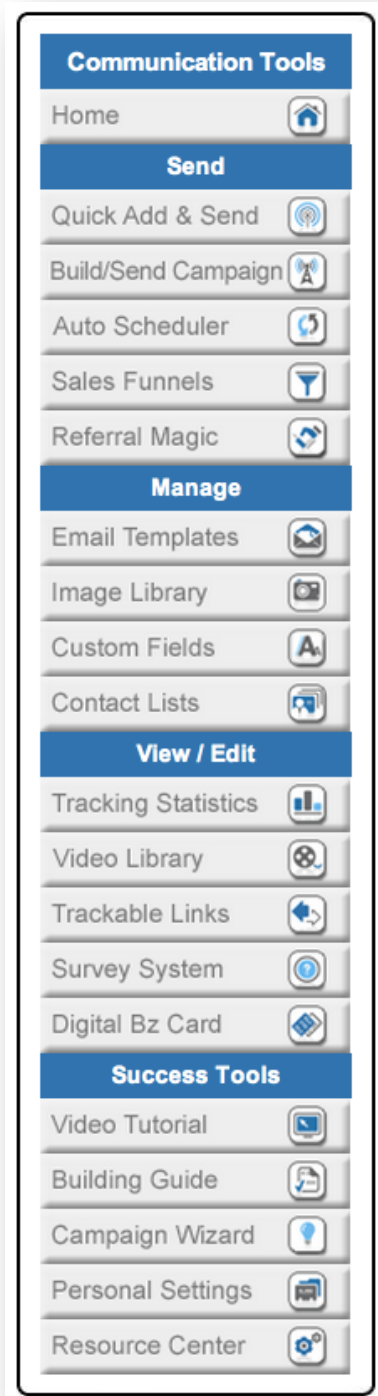
Below that are your **Success Tools**→



Okay...let's go back to Dashboard view by clicking the small red link under the words COMMAND CENTER near the upper left.

FOUR: Your Communication Tools

While in Dashboard view, the Communication Tools (**left navigation bar**) is a stack of 20 or so buttons offering a complete list of tools available in your Voodoo Campaign Manager. These clickable links connect you to all the Send, Manage, View/Edit and Success Tools you will most commonly use.



SEND:

Quick Add & Send: Send an Email (with optional personalization, Video, Survey, Trackable Links, etc.) and add the recipient to any Contact List...all at the same time. Reach new contacts and build your contact lists every day. *Use this for sends to individuals and very small lists., not large groups.*

Build/Send Campaign: Send out your campaigns with a few simple clicks! Set automatic notifications of emails opened and videos viewed, plus auto-response emails that follow-up when you want.

Auto Scheduler: Schedule your Voodoo campaigns in advance. Set it and forget it!

Sales Funnels: The real magic of Voodoo, chock full of features for power users...create drip marketing campaigns, web capture forms, automated triggers. See Voodoo's *Sales Funnels Success Guide* for details.

Referral Magic: You'll only have this link if your company has purchased our dual-video referral generation module.

MANAGE:

Email Templates: Create and manage your library of outgoing Email messages. Also create Auto-Response follow-up messages.

Image Library: Create and manage your library of HTML graphics, logos, signatures, photos, etc. Insert them anywhere.

Custom Fields: Advanced users can create unlimited Custom Fields for your unique database within Voodoo. Perfect for customizing your web capture forms, setting up business triggers, etc.

Contact Lists: Keep track of your contacts with ease. Create, upload and manage contact lists, including a complete send history for each Contact.

Manage Your Team: You'll only have this link if you're the administrator of a multi-user system.

VIEW/EDIT:

Tracking Statistics: Track your campaigns and measure your results.

Video Library: Review your current library of Video Sales Messages (VSMs). Ask Voodoo to add your own *YouTube* videos.

Trackable Links: Create a link to anything on the internet, then embed it in your email or newsletter and track it!

Survey System: Create full-featured "smart surveys" to get prospect and customer feedback, segment your audience, track RSVPs, and more.

Digital Business Card: A customized Digital Business Card improves response by 3-5% on average. Optional upgrade allows you to add a photo, phone numbers, and custom sales text and graphics to your video webframe.

SUCCESS TOOLS:

Video Tutorial: Quick video overview of your Voodoo system.

Building Guide: The guide you're reading right now. Download, print, read, and keep it handy when you build Voodoo campaigns.

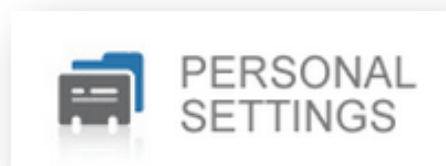
Campaign Wizard: Easy, foolproof way to build a campaign.

Personal Settings: Your current Voodoo account holder information. NOTE: This information automatically populates into the rest of your Voodoo system, including your From name and email address, your video pages, and your anti-spam compliance footer, included with every outgoing email. You can change your Personal Settings at any time.

Resource Center: You'll find additional resources and tools from Voodoo and your Team Manager (if you have one) in this handy library.

FIVE: Personal Settings

Your Personal Settings are key to deploying your Voodoo campaigns correctly. This where you keep your account information and **it's also the place all other parts of the campaign manager refer to when they pre-populate or use custom fields to reference your first name, last name, email address, web site URL and more.**



SIX: Review your Video Library



Here's where you can review your current library of Video Sales Messages (VSMs). For each VSM, you'll find the Video Name, Description, the length of the video, and a Video Link button. *(Note: Nearly any video can be installed here for automatic personalization, even videos hosted on third-party sites like YouTube and vimeo. Low install fee—just ask.)*



Click any of the green play arrows to open a new window and watch that VSM.

While watching, you'll see a complicated URL (web address) for that VSM in the address bar of your web browser, complete with dynamic client tracking information. If you'd like to embed a link to one of your videos (playing in your own custom playback frame) using another email system, (e.g., Outlook, Hotmail, AOL, etc.), you can use this URL. It will remain valid as long as your Voodoo account is active.

NOTE: This will not show your Digital Business Card. Send yourself a campaign with DBC feature selected to see and use your Digital Business Card outside of Voodoo.

TIME SAVER: Look for the “Magic Man”



When using Voodoo's many feature pages, you'll notice this button near the upper left.

Just click it to unlock that feature's basic usage instructions, tips and tricks. You'll save time and avoid visits to our Support Center.





Ready to build a campaign? Let's get started.

Building Voodoo Campaigns

STAGE ONE: Creating and editing Email Templates (and an Automatic Follow-Up Email Template).

In the **Manage Email Templates** area, you can create and manage a library of email message templates, which we like to call “E-Motivators.” E-Motivators are the front end to each Voodoo campaign, and they serve one main purpose—to MOTIVATE the reader to click the embedded link and watch your Video Sales Message (VSM), take your Survey, visit your Trackable Link(s), etc.

You can create a new Email template or select and edit one you’ve previously created. Most Voodoo systems have one or more Email templates pre-loaded, which you’ll see in this list. (All the templates you see and create here will show up in the pull-down menu called **Email Template** when you’re preparing to launch a Voodoo campaign in the Build/Send Campaigns area.)

<input type="checkbox"/>	ID	Name	Subject	Master	Created Date	Preview	Copy	Edit	Delete
<input type="checkbox"/>	2098	<u>Voodoo Success Secrets 1.11.10</u>	Another new video and more success tips...		1/10/2010				

In the main list, you see the **Template** name, the **Subject** line, whether it’s a **Master** template supplied by your Team Leader (which must be copied before you can Edit), the date the template was created, and other options: **Preview**, **Copy**, **Edit** and **Delete**.



- Clicking the **Preview** magnifying glass shows a sample of your fully formatted email.



- Choose **Copy** to duplicate a template to change it and keep the original version.



- Choose **Edit** to change a template and permanently overwrite the current version.



- Choosing **Delete** removes a template permanently. Beware... it’ll be gone for good.

Let’s polish up a template for you to use in a campaign by copying an existing template so you don’t overwrite the original. Click the **Copy** icon of the message you want to change. You’ll see it populates the fields with the existing template.

Go ahead and make your changes. The **Message Name** is for your use only...it WILL NOT be visible to your recipients.

Next, change the **Subject**. This Subject line will appear in your recipients’ email preview windows. Learn to create subject lines that are more likely to get delivered and less likely to get caught by spam and junk filters. (You can download the **Voodoo Subject Line Guide** to find out more.)

[Late-breaking Feature: you may insert a recipient’s name in the Subject using the *Insert Custom Field* drop-down.]

Attachment: Click the "Browse" button to find the file or document on your computer that you would like to upload as an Attachment. Once uploaded properly, your file will be displayed directly below. *Note: This type of standard Attachment is not trackable. To track click-throughs or downloads of a particular file or document, use Voodoo's **Trackable Links** feature.*



Editing and Formatting your Message:


For Message format, **always select HTML**. We include a Text option, but you'll use HTML for all your Emails, because it's required to embed links to your VSMs, Surveys, Trackable Links, etc.


Will your email include a photo or other graphic? Then check the box labeled ***Allow this email to be viewed online in a browser.*** This places a **View in Browser** link at the top left, center or right of your email. No matter what email app your recipient uses and even if they have *Show Images* turned off, this will allow them to view the email's full contents in their default browser.

Now finish polishing the contents of your email. Voodoo includes a complete open-source HTML editor to make your email look just how you want. There are over 30 features in the editor...but don't panic if you're not familiar with them. You can mouse over any icon and you'll see right away what each button does.



 Most users initially create their email content in a word processing app like Microsoft Word (a great idea, by the way). When pasting text from a Word doc, use the **Paste from Word** feature.  This strips Word's weird formatting data before pasting into your template. You can also strip formatting after the fact by clicking the blue **Remove Format** eraser.

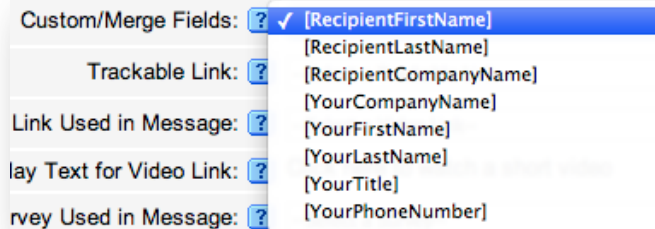
 And you can insert and edit images, such as logos, etc., by clicking the **Image** icon. After clicking this icon, you can enter a URL location for a particular image, or click **Browse Server**, which will open a window to **Upload a new image** or graphic to a folder called **My Images**. Locate the file on your local hard drive, then click **Upload**. (An image must be uploaded or available at a particular URL address before it can be inserted in one of your emails.) Once uploaded, select the image from the **My Images** list, then click **OK**. Click **OK** again in the **Image Properties** window.

 At the top left is the **Source** button, which toggles back and forth between source code view and design view. In source view, you can even paste code from other HTML applications right here, and when you go back to the design view, you'll see the finished version.

When working with HTML, **please keep in mind, the simpler you make your Email template, the more likely it will get past spam filters and do what you want it to do.**

Adding *Custom/Merge Fields* to your Email:

Just below the text window, you'll find a **Custom/Merge Fields** pull down menu. **This is how you add personalized merge fields.**



Provided your Contact Lists include first names, we recommend adding a custom merge field for your recipient's first name to personalize your greeting. Put your cursor right where you want it in the body of the email, select the merge field you want from the pull down menu, in this case **[RecipientFirstName]**, then click

Insert. Voila. The system will now

automatically merge the first name of each contact from the mailing list you select for your broadcast.

You can also add other fields like your own name and company name, your title and phone number, which will pull information directly from your **Personal Settings** page.

To embed a *Video Link* or *Survey Link* in your Email:

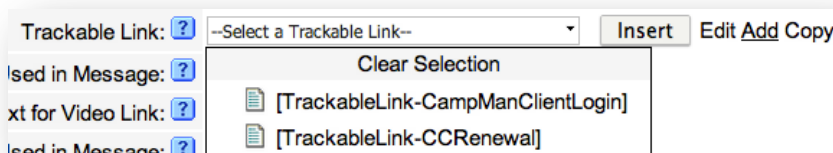
Move your cursor to where you want to embed your link. Below the Custom/Merge Fields area, you'll see the options **Video Link Used in Message** and **Survey Used in Message**. Select the correct item you want to insert from the appropriate pull-down menu, then click **Insert**. You'll see the link's position, in brackets (e.g., [VideoLink] or [SurveyLink], right where the link's Display Text will appear in the body of your message. Don't forget to choose the video or survey you want linked!

Where it says: **Display Text for Video Link** or **Display Text for Survey Link**, click **Edit** to add whatever text and/or graphics you'd like. The HTML editor allows you to change the appearance of this text, make it larger, add color, etc. This text and HTML content will REPLACE the words [Video Link] or [Survey Link] in the body of your email and can say whatever you like...usually something like "Click here to find out more." You can even add a graphic like a video thumbnail.

Preview Email

Click the **Preview Email** button to see how the resulting Email will look.

Advanced feature: Embed a *Trackable Link* in your Email:



Voodoo also lets you create **Trackable Links** to other internet content. Clicking **Add** lets you create a new Trackable Link right from this window.

Copy lets you copy and make modifications to a previously existing link. Once the link is prepared, move your cursor to where you want to embed your link, select the Trackable Link you want from the pull-down menu, and click **Insert**.

SPAM Keywords Check:

Check Email for Spam Keywords

Before you save and close your E-Motivator template, you can do a quick SPAM Keywords Check, which very quickly scans your subject line and email for over 50 of the most common words and punctuation marks that are most likely to get caught by spam filters. (There are far more advanced SPAM checkers available on the web.)

Preview Email:

Preview Email

Click **Save**, then **Preview Email** button to see how your email looks and how your embedded links are performing. These previews contain your active links, so you can test and make sure each link will take your recipients right where you intend them to go.

Send Test Email:

Send Test Email

Click **Save**, then **Send Test Email** to send yourself a copy of the template to check its content, formatting and video link, as delivered to your in-box.

Note: This test email is NOT identical to an actual campaign broadcast:

- *It does not have a reference Contact List to access the [RecipientFirstName] merge field.*
- *Because of this missing active content, the test may get identified as junk or SPAM.*
- *The test delivery will NOT be monitored in your tracking stats. It's for your reference only.*
- *For a complete determination of a campaign's viability, use Quick Add & Send to send the campaign to yourself in the same form your contacts will receive.*

When you're finished editing, scroll to the bottom. Click **Save & Close** and your new Email template will immediately appear in the main Email template list.

Click **Send** to instantly create a campaign using your new template.

Adding an Optout (Unsubscribe) Link. You don't have to!

If your email will be sent to prospects, please note they must be people who have given you permission to send them emails. Otherwise, you will be breaking anti-spam laws and risk having your Voodoo account shut down for violating our Terms & Conditions.

All outgoing email messages from your Voodoo system automatically include a "compliance footer" with your company name and address, other required notices, plus an optout (unsubscribe) link.

Recipients who optout are automatically tracked by our system, which also prevents them from receiving additional broadcasts from your Voodoo system. (Opt-Outs are shown in your Contact lists.)

Voodoo Tips & Tricks

Improve your Open and Click-Through Rates

OPEN ME!



Why does a prospect or customer open an email?

There are many factors involved in whether or not a customer opens an email (and ultimately clicks through to other content) when they read your templated email messages.

The most important rule: tap into what your customer cares about...not simply what you want to tell the customer. Open rates

for emails with subject lines relating to a prospect's problems or near-term opportunities are generally 2-4 times higher than those which mention the sender's company name.

It makes sense. How do YOU react when you get an email that contains a company name? It's like a big red flag announcing **THIS IS A COMMERCIAL EMAIL.**

Why do they click-through?

A similar principal applies to click-throughs to watch videos, participate in surveys, download reports, etc. Links that promise to **solve a common customer problem** often produce click-through rates of 10 to 15% or more. Promise to solve an urgent problem, and the rates can skyrocket.



In contrast, average click-throughs to watch informational videos about a sender's company are much lower—historically around <4%. Why? When the email and the video message are “all about the sender,” there's no urgency (and much less perceived value) to the recipient. Hey, we're all busy, right?!

So does that mean your *Introduction to My Company* video is worthless? No. Your video can help legitimize your relevancy, market position, and other unique differentiators. While most prospects may not feel compelled to watch it on their own, it can still be a powerful part of the sales process once they know you and are looking for ways to confirm they're making the right choice before finalizing a purchase.

STAGE TWO: Managing Contacts

We've done our best to make contact and list management easy, with our super-easy Import Wizard, one-click export and many other options.



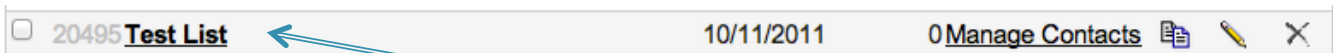
Here are some of the things you can do in this area:

- Create new Contact Lists
- Import contacts from a CSV file
- Import from another Contact List in Voodoo
- Add Contact(s) to any list
- Copy, Move and Delete Selected Contacts
- Export complete lists and selected contacts to Microsoft Excel
- Search for a Contact
- Merge Contact Lists within Voodoo
- Organize all your Contact Lists into folders

Create your Test List

Click **Contact Lists** from the list on the left of the Dashboard to open this feature.

The first thing to do—and we cannot stress this enough—is to create a Test List for your own internal use only. Click **Add New Contact List**, then give your list a name (e.g., Test List) and click **Save**.



Your new empty mailing list shell appears in the main list, along with the date it was created, the number of contacts, a **Manage Contacts** option, plus **Copy**, **Edit** and **Delete**.

You can change the name of the Contact List by clicking the **Edit** pencil, making your change, then **Update**. And of course, you can delete a list altogether, which can't be undone.

You'll use your small test list to send your campaigns to yourself and one or two other colleagues before full-scale broadcast.

It's easiest to populate a small test list by adding contacts manually one at a time. Click **Manage Contacts** for the test mailing list you want to populate. Click **Add Contact(s)**, fill in your information, and click **Add** (or **Save and Add New**). When you're finished, click the **Back** button to return to the list of Contact Lists, where you'll find your test list with the number of contacts visible.

Create a list of Current Contacts

Click **Add New Contact List**. On the **Contact List Info** tab that appears, give your list a name (e.g., Current Contacts) and click **Save**. Now click the **Contacts** tab and proceed to load up your list.

3 easiest ways to bring contacts into your Voodoo account

Import Contacts:

Import from CSV file

Import from another contact list

Import Contacts from my Address Book

FAST: Most CRMs, databases and spreadsheets can be saved as a CSV file for easy import.

WORK-SAVER: You can import from a list already in your Voodoo account.

EASY: You can import contacts directly from most popular contact systems like Gmail, Yahoo, Outlook, etc.

Have lots of contacts in a CRM or Excel spreadsheet? Use CSV import.

Import Contacts from CSV File using Voodoo's Import Wizard:

Next import Contacts from any file in CSV (or comma-separated) format. Click **Manage Contacts** for the Current Contacts list you want to populate. You'll see 0 Contact(s) Found.

Start by exporting the list from your current email or contact management application. You might need to explore your current app's help menus to learn how to export your selected data in **CSV format**. Most apps do this in their sleep! Just *Export* or *Save As a CSV file*.

NOTE: You only *need* three database fields for a standard Voodoo Contact List: **First Name**, **Last Name**, and **Email Address**. However, with Voodoo's complete contact management features, you can also import other information about your contacts including: Company Name, Title, Address, City, State, Zip, Phone, Mobile Phone, Fax, Website URL, even custom fields you create.

Leaving the column headers for each field in Row 1

	A	B	C	D	E	F
1	First Name	Last Name	Email Address	Company		Phone
2	Scott	Kellogg	scott@jandjtelecom.com	J&J Telecommunications		510-235-4953
3	Jeff	Kiser	jkiser@korsystems.com	KOR Systems		415-825-4325

of your current database will save time, and help Voodoo's Import Wizard do the heavy lifting. *(Make sure Row 1 isn't empty.)* Voodoo uses "Smart Import Field Mapping". The individual column names in the top row of your document tell Voodoo where to place your data.

Now that your CSV file is ready, just click **Import from CSV file**. Click **Choose File** to search your hard disk to locate your file for importing. If your database file includes a header row like we just suggested, then make sure **My file has column names in the top row** is checked as shown. If your

Click **Next>>** and review the automatic Column Mapping of your file. (Voodoo shows the first five rows of your file.) Re-map anything that looks incorrect, then click **Finish** to import the list. In a few moments, you'll see your Contact List contents. Check it for accuracy.

Column Mappings	
Title	[Ignore]
First Name	First Name
Last Name	Last Name
Email*	Email Address
Company	Company
Phone	Phone
Mobile Phone	[Ignore]
Address	[Ignore]
City	[Ignore]
State/Province	[Ignore]
Postal Code	[Ignore]
Website Url	[Ignore]
Fax	[Ignore]

Preview of first 5 rows of your current document:

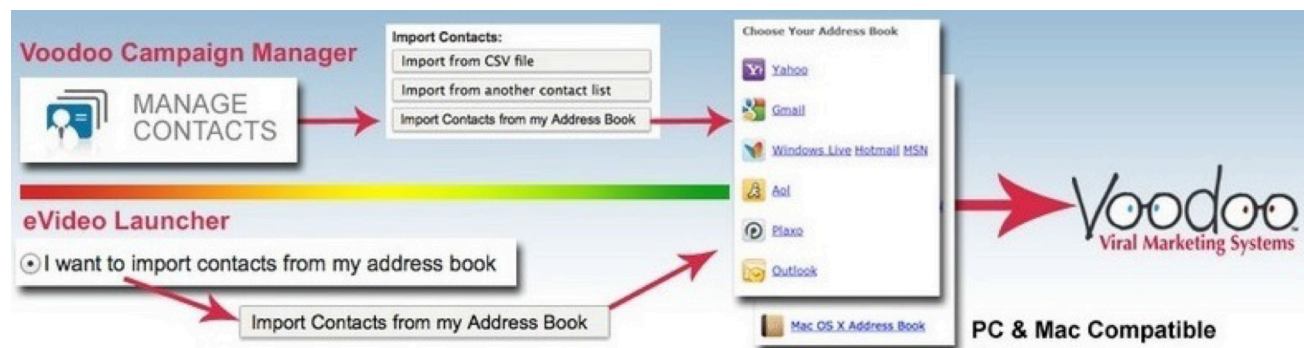
First Name	Last Name	Email Address	Company	NoName	Phone
Scott	Kellogg	scott@jandjtelecom.com	J&J Telecommunications		510-235-4953
Jeff	Kiser	jkiser@korsystems.com	KOR Systems		415-825-4325

You can edit specific contact information right here, by clicking the edit pencil next to any contact. Using the tabs, you can add Other Contact Info, Custom Fields, review that contact's Send History, Survey Responses, and add any time-stamped Notes you want to that contact's information.

How does Voodoo do that?

Voodoo keeps a hidden Master Contact List on your behalf, maintaining the unique Contact Data for each and every person in all of your Contact Lists, based on their unique email address. You can even add and remove a contact from various lists very easily.

Have contacts in Gmail, Yahoo or Outlook? Import directly from Address Book.



This Voodoo feature is a jump-starter and a time-saver — the easiest way to upload your email contacts into Voodoo.

If you store email address books in more than one place, you're not alone. Most people have separate personal and professional address books, both locally on their PC and in the Cloud. You can access common email address books from within your Voodoo account and import contacts directly. No export-to-import, no field mapping — just a few simple steps and you're done.

Voodoo currently allows direct import from the following Address Books:

CLOUD-BASED



DESKTOP APPS



Here's what you do:

- 1) Click into the **Contact Lists** feature.
- 2) Click **Add a New Contact List** or **Manage Contacts** to add contacts to a list that already exists. *(Bonus: contacts added to a pre-existing list are automatically de-duplicated.)*
- 3) Select **Import Contacts from my Address Book**.
- 4) Select your email provider from the list. If asked, Allow Access.
- 5) Your contacts will appear in a checklist. You can select All or None with the checkbox at the upper left, or select individual contacts.
- 6) Click **Next** to import your selected contacts. It only takes a few seconds!

Managing and Viewing specific Contact records

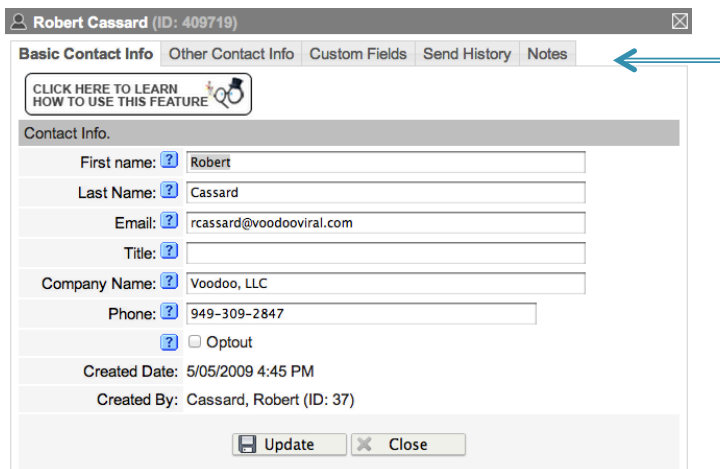
Voodoo is not intended to be Customer Relationship Management (CRM) system, but it contains some powerful CRM features and can be used in conjunction with many CRM, accounting, shipping and other systems. It can also be automated through our Advanced Programming Interface (API).

You can review and edit any individual contact's information with ease.

In the **Manage Contacts** area, use the **Show/Hide Search Filter** button, then search for the contact you want.

Show/Hide Search Filter

In any Contact List view, just click the **Edit** pencil for any contact to open up that Contact's record.



The screenshot shows a web interface for a contact record. At the top, there's a header bar with the contact's name "Robert Cassard (ID: 409719)" and a close button. Below this is a tabbed interface with five tabs: "Basic Contact Info", "Other Contact Info", "Custom Fields", "Send History", and "Notes". The "Basic Contact Info" tab is selected. Below the tabs is a "Contact Info." section with various input fields: "First name" (Robert), "Last Name" (Cassard), "Email" (rcassard@voodoooviral.com), "Title" (empty), "Company Name" (Voodoo, LLC), and "Phone" (949-309-2847). There is also an "Optout" checkbox. At the bottom, it shows "Created Date: 5/05/2009 4:45 PM" and "Created By: Cassard, Robert (ID: 37)". At the very bottom are "Update" and "Close" buttons. A blue arrow points to the "Notes" tab.

Using the tabs across the top, you can view and add **Other Contact Info**, **Custom Fields**, review the contact's complete **Send History** and add time-stamped **Notes** to that contact's information.

Just make your changes and additions, then click Update and Close.

The Back button takes you back to the Contact Lists view.

Step Two Secret Weapon: Contact Quick Add & Send

Now we know how it goes...in the course of business, you'll have lots of times when you want to quickly add a new contact to one of your contact lists AND send an eVideo (email + video) AT THE SAME TIME. Super easy!

Just click **Quick Add & Send**, choose the Email Template to send, enter information for the new contact.

Select the contact list to which your recipient should be added and any other Auto Response Options you'd like. Click **Send**. Done!

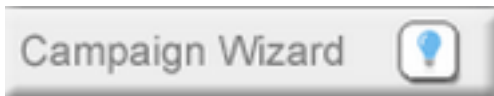


**CONTACT
QUICK
ADD & SEND**

STAGE THREE:

Build and Send an *eVideo* Campaign

Now comes the exciting part. You've created an Email template with a link to your Video Sales Message or other content. You've uploaded and checked your Contact List, and now you're ready to broadcast. It's so easy...you're gonna love this.



Just launch the **Campaign Wizard** from the Success Tools area of the left navigation bar. ***You'll be guided step-by-step through the process automatically.***

*NOTE: Once you have some experience, you can use the **Build/Send Campaign** feature to accomplish the same thing without the automated assistance.*

1) Give Your Campaign a name. Click **Next>>**



2) Email Settings will be pre-populated from info on your Personal Settings page. Check the **From Name** and **From Email** for accuracy. Click **Next>>**

3) Compose your Email or, better yet, select a pre-existing **Email template**. Use the pull-down to choose the “E-Motivator” you want to broadcast. You will see all the messages you created in Stage One on the **Email Templates** page. Once you select a template, you will see it to **Preview** before broadcast. Click **Next>>**

4) Select Mailing List: Use the pull-down menu to select from all the contact lists you've uploaded. (Unless you're ready for an actual broadcast, choose the Test List you created.) Click **Next>>**

5) Mass E-Mail Throttling: Voodoo will automatically send 10 emails every 10 minutes, a slow send rate that usually results in higher deliverability rates and fewer problems with corporate Spam filters and firewalls. If you have a time-sensitive message and require a faster pace, this can be adjusted up to 100 emails every 10 minutes (600 per hour).

6) Additional Settings—Voodoo's Secret Weapons!

- Check **Show Digital Business Card** to add your photo and contact information to the bottom of your video's custom webframe.

- continued -

- Check **Notify me when recipient opens the email** and/or **Notify me when recipient views the video** to receive a real-time email notification sent to the address in your personal settings. Imagine the power of that...you know immediately when someone has watched your message or opened your email and is ripe for a follow up email or phone call. And you know exactly who they are, their email address and when they watched.
- Check **Send automatic follow-up email after recipient views the video** to expand the window to include a pull-down menu and a Wait-time selection.

Use the **pull-down menu** to select an automatic follow-up email or Auto-Responder (AR).
Important: Go back to the Manage Emails area to refine this message for your use.

Select the **Wait** time of your choice and your Voodoo system will “get right back” to anyone who’s watched a video...getting you one step closer to a sale. That’s the power of automation!

Once the Additional Settings are the way you want them, click **Next>>**

7) Use your outgoing email SMTP server—for advanced users only
 Leave this in the default **No** position. Then click **Finish**.

That’s it! Your campaign automatically appears in the Campaigns list, ready to Send:

If it’s ready to go, and you want to send it immediately, go ahead and click **Send**. Right away, the **Send Status** area will show you the Campaign Manager is sending. Clicking **Refresh** at the upper right will show you when the campaign is complete, with Send Status, Status Date and time the campaign was completed.

IMPORTANT TIP IF YOU’RE NEW TO VOODOO: Please ...and we cannot stress this enough...always send a test campaign to your test database (yourself) before sending to a larger group. That way you’ll receive the actual campaign Email yourself. You can click through to check your video, survey or trackable link, your tracking stats, etc. Make sure everything is working perfectly. [Alternatively, you can use the **Send Test Email** feature as a shortcut, but it is more susceptible to getting caught in junk mail filters and will NOT appear in tracking stats.]

If you’d like to schedule multiple broadcasts or postpone your broadcast for a later time, use our Auto-Scheduler.

OPTIONAL STAGE: Auto Scheduler



Voodoo's "Schedule Automatic Email Sending" lets you set up campaigns in advance, and send out your content however and whenever you like.

Just set it and forget it!

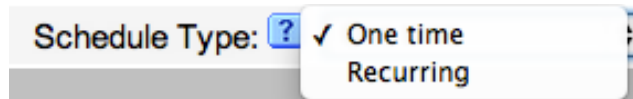
Schedule a Campaign:

Click **Add New Schedule**.

Name your new schedule. Using the same name as your campaign usually works well. (Some users will use Auto Send or AS followed by your campaign name.) **Make sure this schedule is enabled.** This checkbox determines whether the schedule is LIVE or not.

Then select the **Campaign Name** from the pull down menu. This selects the entire campaign and all its parameters including Email template, embedded links, Contact List and notifications, etc.

Under **Schedule Type**, choose if this is a **One-time** or **Recurring** broadcast.



One-time

Click the little calendar icon to choose the start date, and enter the start time, followed by am or pm.

TIP: Tuesday, Wednesday and Thursday in the early morning generally get the best open and click-through rates for B2B campaigns.

Recurring

If you want the campaign to be sent more than once, choose **Recurring**, then choose your start and end date and start time. Under **Frequency**, choose how often you want the campaign to repeat.

TIP: Be very careful with Recurring broadcasts. Most recipients do not like to receive the same content multiple times. They may opt-out, or worse yet, they may decide your emails are spam and click their Report Spam Abuse link.

NOTE: Scheduled send times are referenced to Pacific Time Zone (UTC-8)

Finally, click **Save & Close**. This schedule is now ready-to-go, and will be sent out at the times you designated.

What's set up to go out and when?

To see your scheduled broadcasts, go to the **Tracking Statistics** area, select the **Campaign** to track from the list, and you'll see the details and status of the scheduled send times.

STAGE FOUR:

Tracking Statistics

Here's where you witness the effectiveness of your Voodoo campaigns, both your "E-Motivator" Emails and your Video Sales Messages (VSMs). There's nothing more exciting than seeing your results in real time!



Once you broadcast a campaign from the **Build/Send Campaign** area or the **Auto-Scheduler**, you'll find your stats here.

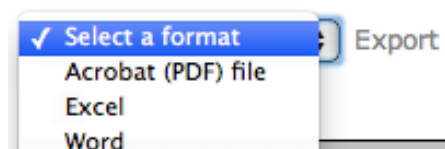
ID	Scheduled Send Date	Video Page	Total	Sent	Optout	Failed	Opened	Video Views	Video Viewers	Trackable Link Clickers	Status	Status Date
23395	5/24/2012 2:23 PM	Voodoo Promo for	887	872	15	2	177	20	15	14	Sent	5/24/2012 5:13 PM

Select any campaign from the pull-down menu and you'll see all the relevant information including: **Scheduled Send Date**, **Video Page** included in the campaign, **Total** number of contacts in your Contact List, the number of emails actually **Sent**, number of **Optout** contacts in your list, **Failed** sends (usually due to bad email addresses), the number of emails **Opened**, the total number **Video Views**, the unique number of **Video Viewers**, the send **Status** and the **Status Date** (time it was sent). If your campaign included **Survey Responders** or **Trackable Link Clickers**, they will also appear here.

If there's a difference between the number of **Video Views** and **Video Viewers** (unique contacts viewing the video), it's because some people watched the video more than once or passed it along.

+ *What are those little PLUS signs?*

Go ahead and click one. You'll immediately see a complete list of any contacts in that category. This is a quick way to generate a list of contacts who Opened your email, viewed your Video, etc. PLUS, you can export any of these lists in Acrobat (PDF), Excel or Word format.



TIP: *If you included phone numbers in your Contact List, this is a great way to generate a call sheet of prospects who've shown direct interest in what you sent them.*

WARNING: You can remove a campaign and statistics here, but this action is permanent. We only suggest using this button to remove test campaigns to keep your list a bit cleaner.

For campaigns that have been set up with the Auto-Scheduler, you can see their launch schedule here. Return after the scheduled Send Date to see your campaign's progress and success.

OPTIONAL UPGRADE: Digital Business Card

Here's where you turbo-charge your Voodoo system and set up your digital business card and photo. When people know who they're responding to, it enhances results even more! We see response boosts of 3-5% on many campaigns.

Your **Digital Business Card** is like a personalized signature that replaces the footer of the custom webframe in which your videos playback. You can add a photo, name, office and mobile phone, email address and custom sales text.



Digital Business Card with photo, email click-through + custom sales text



Step One—Your

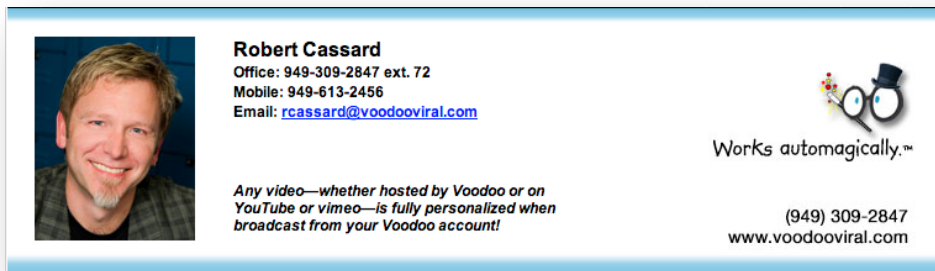
Information:

Type in your Name, Main Phone (Office), Cell Phone (Mobile), and Email address, exactly as you want them to appear to your customers and prospects.

Step Two—Additional Text: Type some additional promotional or informational text, and format it using the HTML editor. This should be general information about you or your business that you want everyone to see.

Step Three— Left Photo: Upload a headshot. Click the **Browse** button and navigate your local files to find a portrait you like. We recommend jpg format with dimensions of 130 pixels wide X 165 pixels high. Voodoo will automatically attempt to size your photo. If your photo looks distorted, contact support@voodooviral.com, attaching your photo and we will format it free of charge.

Step Four: click the **Update** button. After this step is complete, your photo and data will show in the preview window, looking as they will when attached to any Video Message in your library. The call-to-action or background image will appear when you actually send your campaign.



Your Digital Business Card helps prospects and customers remember you and feel more comfortable