

# Campaign Creation and Activation

Now that you have configured your company profile, have imported your member database, setup demographics if required, there are images loaded into your image gallery or you have an HTML template loaded and have a good idea on how to monitor statistics in campaign manager, you will now be ready to activate your first campaign using gCast.

To start the process, click on campaigns from the navigation menu and select the applicable option of template. You will then be direct to the campaign setup which consists of 6 step by step required actions in order to successfully create a campaign.

## Step 1 - Layout

gCast HOME MEMBERS CAMPAIGNS REPORTS SURVEYS ADMIN CLARE'S TEST ACCOUNT CLARE1

Layout Send Options Status Statistics

Subject: Hello [GivenName] thank you for choosing gCast powered by [CompanyName] **Personalised Field**

Enter a personalised field into the email subject header – this will entice the reader to open your email

Font Family Font Sizes B I U Personalised Fields

[CompanyNameLogo] [CompanyName]

Happy Father's Day from everyone at [CompanyName]

Hi [GivenName],  
FATHERS DAY SPECIALS!  
[CompanyName] has an awesome range of Fathers Day gift ideas for everyone's dad.  
Dad will love  
(insert product/discounts here)  
Happy Fathers Day  
from the team at [CompanyName]

Include "Refer a Friend" link:   
Include "Online Viewing" link:   
Email Opt-Out method: Immediate  
Align email to: systemDefault  
Show opt out and privacy:

Include Refer a Friend link and let the reader forward your email to a friend


You can make changes to the layout of the template

gCast™



## Step 2 - Send Options

### Once Only vs Set & Forget Ongoing

A Broadcast campaign also known as a Once Only. This option is used for campaigns such as newsletters or promotional eDMs and can be sent at any date in the future.

1. Set the date, click on the  to the right of the Send Date to which a calendar will appear. Once your date is selected, the calendar will disappear and the date will be visible.

2. Choose a start time, this is the time which the campaign will be sent to members

Layout	Send Options	Demographics	Post Process	Promotion Codes	Social	Status	Statistics
Campaign name:		Thank you		(not sent with campaign)			
Campaign external ID:				(not sent with campaign. Used as your ID for such things as API integration.)			
Frequency:		<input checked="" type="radio"/> Once only or <input type="radio"/> Set and Forget (ongoing)					
		Once only					
Send date:							
Send based upon:		<input checked="" type="checkbox"/> Demographic criteria <input type="checkbox"/> Nominated member list					
Start time		12:01am (one minute past midnight)		 (UTC+10:00) Brisbane			
Only send one copy:		<input checked="" type="checkbox"/> (where people are sharing an email address)					
Include those you have opted out:		<input type="checkbox"/>					
Sent from:		Name: Gen3Media		<input type="checkbox"/> Email appears to come from the members personal representative or as above if none			
Reply to:		Name: Gen3Media		Email: info@gen3media.com		<input type="checkbox"/> Replies come back to the members personal representative or as above if none	



A **Set & Forget** campaign is a campaign which is setup to continually send between two set dates and these campaigns are based upon Birthdays and other reoccurring events by opting the frequency to Set and Forget Ongoing.

- 1. Select the promotion type from the event related such as Date of Birth from the drop down menu
- 2. Choose how many days/weeks/months or years after or before the date to send based upon. (Example – 7 days 1 week before the event)
- 3. Set the dates for the send by clicking on the to the right of the Send Date to which a calendar will appear. Once your date is selected, the calendar will disappear and the dates will be visible. **TIP:** Set the end date as far in the future as possible so that your campaign rolls daily
- 4. Set the daily time in which you wish the campaign to automatically send upon

The screenshot shows the 'Send Options' tab of a campaign management interface. The form is configured as follows:

- Layout:** Send Options, Demographics, Post Process, Promotion Codes, Social, Status, Statistics
- Campaign name:** Thank you (not sent with campaign)
- Campaign external ID:** (not sent with campaign. Used as your ID for such things as API integration.)
- Frequency:**  Once only or  Set and Forget (ongoing)
- Set and Forget (ongoing):**
  - Promotion to be based upon what event (date related): [dropdown]
  - This actual date or on any anniversary of this date?  Actual  Anniversary
  - Send [dropdown] exactly on [dropdown] the event
  - Promotion start date: [calendar icon]
  - Promotion finish date: [calendar icon]
- Start time:** 12:01am (one minute past midnight) [dropdown] (UTC+10:00) Brisbane
- Only send one copy:**  (where people are sharing an email address)
- Include those you have opted out:**
- Sent from:** Name: Gen3Media  Email appears to come from the members personal representative or as above if none
- Reply to:** Name: Gen3Media Email: info@gen3media.com  Replies come back to the members personal representative or as above if none



### Step 3 - Demographics

Demographics are used to target specific scenarios such as members who belong to a particular Group, Club or that live in a particular Suburb.

For example, I would like to send a voucher to all of my members who live within a 2 km radius of my business. My postcode is 4000, therefore I want to target all members of the 4000, 4001, 4002 and 4003 postcode, in order to tell gCast to select these members, I must enter my scenario in the demographics screen.

Layout Send Options **Demographics** Post Process Promotion Codes Social Status Statistics

**Create scenarios with demographic attributes to target campaign recipients.**  
Choose from Core demographics, customised demographics and surveys to create targeted scenarios. By default only customised demographic questions containing data will be displayed.

Show all (including customised questions with no data)

Core Demographics Postal Address Postal town / suburb any of 4000, 4001, 4002, 4003 (comma separated)  Or Empty -

If you have more than one postcode apply comma separated +

OR

Add scenario +

This campaign will send to all members.

Save scenario as:  Save

Check recipients

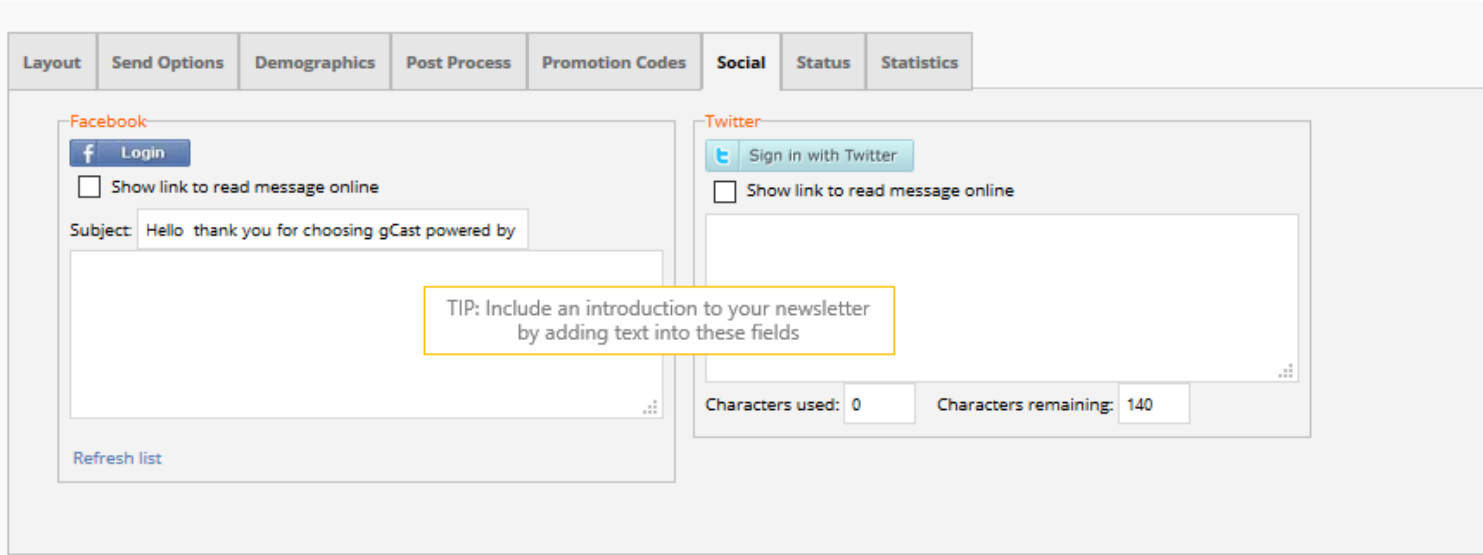
TIP: Check recipients to confirm your scenario is correct



### Step 4 - Social

The social tab allows you have the option to share your campaign via Facebook and Twitter.

Click on the social media icons and login using your Facebook or Twitter credentials



## Step 4 - Status

Before you can activate your campaign, you must first of all send yourself a test. This allows you to view the campaign exactly how the receiver will view it when they receive it into their mailbox.

gCast will request that you confirm the following:

- I have proof read the email
- I have approved the subject bar
- I have spell checked the document
- I have check ALL the links and they work correctly

You will now be able to Activate and send your campaign **CONGRATULATIONS!!**

The screenshot displays the 'Status' tab of a campaign management interface. At the top, a navigation bar includes tabs for 'Layout', 'Send Options', 'Demographics', 'Post Process', 'Promotion Codes', 'Social', 'Status', and 'Statistics'. The 'Status' tab is active. Below the navigation bar, a 'Test area' is visible, featuring a dropdown menu with 'Clare Hines' selected, a 'To:' field, and a text input field for 'and to these email addresses:'. An orange 'Send test' button is positioned next to the input fields. A green notification box indicates 'Test email sent to the following email address/s : clare.hines@gen3media.com:'. Below this, four checkboxes are listed for confirmation: 'I have proof read the email', 'I have approved the subject bar', 'I have spell checked the document', and 'I have checked ALL links and they all work correctly'. At the bottom, the 'Status' is shown as 'Inactive' with a green 'Activate campaign' button. The 'Last processed' status is 'Never', and an orange 'Check now' button is provided for checking the number of members who will receive the campaign.

