Anatomy of an NMI® Email Campaign

OBJECTIVE: Compose an effective dynamic e-mail campaign using a combination of Keap® CRM for product creation, Zoho® Campaigns for email creation and distribution, and Wordpress DiviBuilder® for landing page creation.

PART I: KEAP PRODUCT/BUNDLE CREATION (OPTIONAL UPSELL)

1. Log into your Keap account with your provided credentials.

2. On the Dashboard, at the left of the logo, select the 3 horizontal bars. *(See Figure A below).*

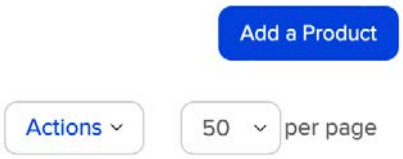
   Figure A

3. 

4. Under **E-COMMERCE** menu, select **PRODUCTS** *(Note: A custom product copy needs to be made for this campaign, with special pricing and/or options, as Keap does not allow custom pricing within an existing product that can revert back to normal price at end of promotion, or remain retail for all non-promotional sales).*

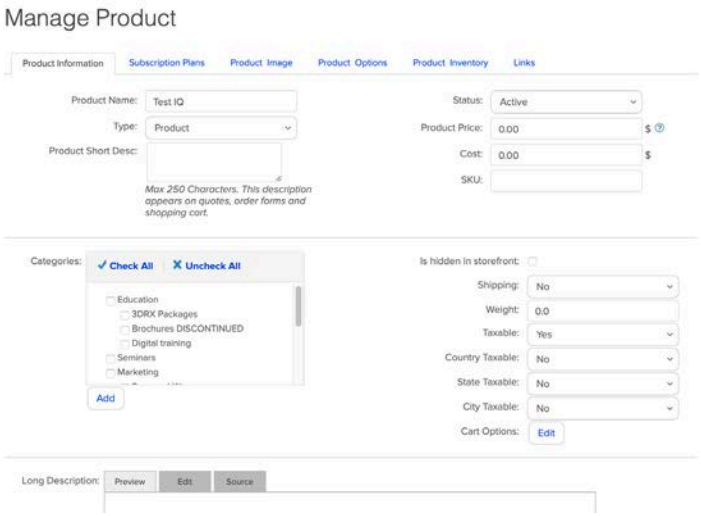
5. Select blue **ADD A PRODUCT** button to the right above the filter controls. *See Figure B below.*

   Figure B

6. 

7. Enter the Product Name in the popup and select SAVE. *(For steps 9-12, See Figure C below).*

   Figure C.

8. 

9. On the **MANAGE PRODUCT** screen, complete the following:

10. On the **PRODUCT INFORMATION** tab, fill in **PRODUCT SHORT DESCRIPTION**, **CATEGORIES**, **PRODUCT PRICE** (as new ***SALE*** price), check box for **IS HIDDEN IN STOREFRONT**. All other option defaults are OK.
Optional: Add **LONG DESCRIPTION** HTML or TEXT with images, using control bar tools. Select **SAVE**.

11. *Optional: Click on* **PRODUCT IMAGE** *tab and browse to upload the desired image for the sale product above.*

12. Select **LINKS** tab and copy the link for later use in this campaign. Specifically, this link will be used on CTA landing page buttons.

13. Select the 3 horizontal bars again from Step 2, and select **E-COMMERCE, E-COMMERCE SETUP**

    NOTE: If campaign is selling a bundle/package of more than one product, with or without an UPSELL, the following remaining steps must be completed.

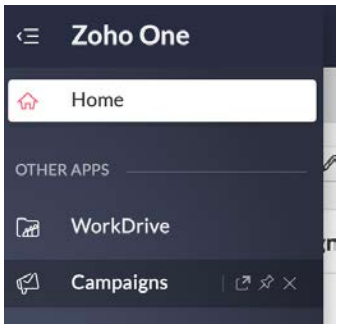
14. On the **E-COMMERCE** screen, under **SELL ONLINE**, select **ORDER FORMS** and follow supplemental ***HOW TO CREATE AN ORDER FORM*** instructions, available from the Marketing Dept.

15. For UPSELL, from the main menu, select **E-COMMERCE - PROMOTIONS** and follow supplemental ***HOW TO CREATE PROMOTIONS AND UPSELLS***, available from the Marketing Dept.

PART II: CREATE CAMPAIGN EMAIL IN ZOHO CAMPAIGNS

1. From the ZohoOne login, select the **CAMPAIGNS** module from the sidebar. See *Figure D* below.

   Figure D

2. 

3. From the Campaign module, select either the **CLONE** button to the right of an existing campaign, or select **CREATE CAMPAIGN** button. *See Figure E below.*

   Figure E

