



Better Prospecting Using Voodoo

Michele Riley, Marketing Services Director
November 2013



Topics

- **Daily Dashboard**
 - Opportunities
 - Most Interested Contacts
- **Keeping Track of Prospects**
 - Custom Fields
 - Notes
- **Tracking Statistics**
 - Individual Campaigns
 - Drip Marketing Campaign
- **Email Reports**
 - Daily
 - Weekly

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Partners Technology
11/21/2013

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 - Survey System
 - Digital Bz Card
- Success Tools**
 - Video Tutorial
 - Building Guide
 - Resource Center

Remember the subject line of your email is the first thing your viewer sees. Make it intriguing, not promotional. A guarantee for higher conversion!

Welcome to your Campaign Manager. What would you like to do?

- Quickly add a contact and send them an email template
- Create email templates to perfect my messages
- Check my recent campaigns activities and results
- Search for or add contacts to build my business
- Broadcast a campaign now or schedule for later
- See my video library and create my own links
- Create new sales funnels to communicate with my contacts
- Survey my customers to learn what they want and when

New Opportunities

Your contact **Robert Cassard** has opened the Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM Email Message on 11/21/2013 @ 9:06:32 PM

Your contact **Michele Riley** has opened the Quick Send to Michele Riley on 11/21/2013 8:10:18 PM Email Message on 11/21/2013 @ 8:10:41 PM

Most Interested Contacts

Your contact **Michele Riley** has

- opened 13 Email Messages
- viewed 0 Video Sales messages
- clicked 0 Trackable Links

Your contact **Joni Barrett** has

- opened 5 Email Messages
- viewed 0 Video Sales messages
- clicked 0 Trackable Links

How Effectively Am I Using Voodoo?

Active Contacts	No. of Campaigns	Total Email Sends	Total Email Opens	Total Video Views
348	2	788	200	0

Underutilized | Optimized

Show me how to use Voodoo to automate my success | Take me to the Voodoo Quick Tips Vault

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Daily Dashboard - Prospecting



New Opportunities & Most Interested Contacts

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New Opportunities what is this?

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- Your contact **Michele Riley** has opened the Quick Send to Michele Riley on 11/21/2013 8:10:18 PM Email Message on 11/21/2013 @ 8:10:41 PM

Most Interested Contacts what is this?

- Your contact **Michele Riley** has
 - opened 13 Email Messages
 - viewed 0 Video Sales messages
 - clicked 0 Trackable Links
- Your contact **Joni Barrett** has
 - opened 5 Email Messages

How Effectively Am I Using Voodoo? what is this?

Active Contacts	No. of Campaigns	Total Email Sends	Total Email Opens	Total Video Views
348	2	738	200	9

Underutilized ← → Optimized

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Those prospects that opened your email recently will appear in **New Opportunities** box and those that have acted on your campaigns over time will be tracked in the **Most Interested Contacts** box.

Tip: This allows you to be proactive and reach out to prospects during campaign based on actions (“**email open**” or “**video views**”) instead of trying to follow-up with everyone.

By clicking on the **contact name** will open up individual contact card.

Easy to Manage Campaign Follow-Up – Basic Contact Info

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Click to change to Command Center

Leverage the lifetime value of a customer through strategic, automated touch points...

Contact
Robert Cassard (ID: 3591573)

Contact Info | Contact Lists | Custom Fields | Survey Responses | Send History | Notes

CLICK HERE TO LEARN HOW TO USE THIS FEATURE

Basic Contact Info.

First Name: Robert
Last Name: Cassard
Email: rcassard@voodoooviral.com
Title:
Company Name: Voodoo Viral Marketing Services
Phone: 949-309-2847
 Optout
Created By: Rabbit, Jim (ID: 4434) on 11/21/2013 8:11 PM

Other Contact Info.

Address:
Address 2:
City:
State/Province: --Select State--
Postal Code:
Mobile Phone:
Fax:
Website URL:

Update Close

Tip: When you import your contacts into Voodoo make sure you **include phone number** for easy follow-up!

If you make contact with your prospect and they are not interested you can opt them out of ALL future campaigns by selecting Optout. (Note: Recipients of emails can also opt out by clicking link on email – if they do the Optout box will have a checkbox)

Easy to Manage Campaign Follow-Up – Custom Fields

The screenshot displays the Voodoo Campaign Manager dashboard. The main content area shows a welcome message and a "New Opportunities" section. A modal window is open for the contact "Robert Cassard" (ID: 3591573). The "Custom Fields" tab is selected, showing a "Current System Type" field with the value "Hosted / Ring Central" and "Save" and "Close" buttons. A red box highlights the "Custom Fields" tab in the modal's navigation bar.

Tip: While speaking to your prospect you can easily profile them and update information on the Custom Fields tab; there is no limit to # of fields you can have! They are unique to each user account.

(THIS IS AN EXAMPLE)



Easy to Manage Campaign Follow-Up – Custom Fields (Contact Export via Excel)

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
///																	
First Name	Last Name	Email Address	Title	Company	Address	Address2	City	State	Zip Code	Phone	MobilePhone	Fax	Website Url	Notes	Optout	Optout Date	Current System Type
Jim	Rabbitt	jrabbitt@partnerstechnology.com			jrabbitt@partnerstechnology.com												
Berndette	O'Connor	boconnor@partnerstechnology.com		Partners Technology											FALSE		
Robert	Cassard	rcassard@voodoooviral.com		Voodoo Viral Marketing Services						949-309-2847					FALSE		Hosted / Ring Central

When you export your contacts from Voodoo all of the custom field information becomes exportable.

Easy to Manage Campaign Follow-Up – Send History

The screenshot displays the Voodoo Campaign Manager dashboard. A modal window titled "Contact" is open for "Robert Cassard" (ID: 3591573). The "Send History" tab is selected, showing a table of email sends. The table has columns for Campaign Name, Send Date, Send Status, and Opened Date. A red box highlights the "Send Date" column, and another red box highlights the "Opened Date" column. The table shows one entry: "Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM" with a "Send Status" of "Sent" and an "Opened Date" of "11/21/2013 9:06PM".

Campaign Name	Send Date	Send Status	Opened Date	Video View
Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM	11/21/2013 8:15PM	Sent	11/21/2013 9:06PM	

Tip: While speaking to your prospect you can easily view the status of the campaign(s) you have sent to them along with date/time stamp.

"I'm calling to follow-up on the email that I sent you on the 21st..."

Easy to Manage Campaign Follow-Up – Notes

The screenshot displays the Voodoo Campaign Manager dashboard. The main content area shows a welcome message and a "New Opportunities" section. A modal window is open for contact "Robert Cassard" (ID: 3591573). The "Notes" tab is selected, showing a text area for notes and a "Post Note" button. A table below the notes area shows a single entry:

Date	Notes	Edit	Delete
11/21/2013 9:54:19 PM	Left voice mail.		

Tip: The Notes tab can help you keep track of contact activity with each prospect. By making simple post-it notes that stay connected to your contact with a date and time stamp, you will always have notes to easily reference when making contact in the future.

Campaign Tracking & Statistics



Drip Campaign Statistics – Sales Funnels

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SALES FUNNELS

CAMPAIGN MANAGER

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Support Center

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+ Add Sales Funnel | Calendar Based Auto Scheduler | Add Folder | Move To

4 Funnel(s) Found.

ID	Funnel Name	Master Public	Created Date	Enabled	Tracking Statistics	Preview Contact Form	Copy	Edit	Delete
28139	Auto-Response Campaigns (2)		07/10/2013						
21711	Access to 5000 Migration Campaign Contact List: Access to 5000 Migration Funnel List (111 contacts)		07/09/2013	✓	Tracking Statistics				
21712	Mitel Mid-Market Virtualization Campaign Contact List: Mid-Market Virtualization Funnel List (0 contacts)		07/10/2013	✓	Tracking Statistics				
21716	General Prospecting Campaign Contact List: General Prospecting Funnel List (0 contacts)		07/10/2013	✓	Tracking Statistics				
21717	Mitel Unified Communicator Advanced Campaign Contact List: UCA Campaign Funnel List (0 contacts)		07/10/2013	✓	Tracking Statistics				

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Voodoo
Viral Marketing Systems

Easy access to campaign statistics

Drip Campaign Statistics – Sales Funnels



SALES FUNNELS

CAMPAIGN MANAGER

Contact

CLICK HERE TO LEARN HOW TO USE THIS FEATURE 

Funnel: Axxess to 5000 Migration Campaign (ID: 21711)

Funnel Info | Emails | Contact Form | XML Code Sample | Reports | **Statistics**

1 of 4

Select a format: PDF, MHTML (web archive), Excel, TIFF file, Word

Axxess to 5000 Migration

Contact List: Axxess to 5000 Migration (Contacts)

Statistics Snapshot

Email	Sent	Opened	Open Rate	Failed	Failed Rate	Video Viewers	Click Through Rate	Trackable Link Clickers	Survey Responders	Survey Response Rate
1. Axxess to 5000 Migration #1	111	24	21.62%	0	0.00%	6	5.41%	0	0	0.00%
2. Axxess to 5000 Migration #2	110	19	17.27%	0	0.00%	0	0.00%	0	0	0.00%
3. Axxess to 5000 Migration #3	110	20	18.18%	0	0.00%	1	0.91%	0	0	0.00%
4. Axxess to 5000 Migration #4	110	24	21.82%	0	0.00%	0	0.00%	0	0	0.00%

Statistics Details

Actions	Contact					Email 1					Email 2			
	Last Name	First Name	Email	Company	Phone	Added Date	Send Date	Status	Opened Date	Video Views	Send Date	Status	Opened Date	Video Views
	Mazevedo	Manuel	mazevedo@readcorp.com	Zedek Corporation		7/19/2013 7:55 AM	7/23/2013 6:00 AM	Sent			7/30/2013 6:00 AM	Sent		
	Barrett	Joni	jbarret@barbourcorp.com	Barbour Corporation		7/19/2013 7:55 AM	7/29/2013 9:33 AM	Sent	7/29/2013 9:36 AM	1	7/30/2013 6:00 AM	Sent	7/30/2013 6:01 AM	
	Baskys	Julius	jbaskys@genesisa.com	Genesis Associates Inc.		7/19/2013 7:55 AM	7/23/2013 6:00 AM	Sent			7/30/2013 6:00 AM	Sent		
	Bell	David	dbell@franchihc.com	Meadow Green Nursing and Rehab Center		7/19/2013 7:55 AM	7/23/2013 6:00 AM	Sent			7/30/2013 6:00 AM	Sent		
	Bitterman	Karen	KBitterman@Tech-Etch.com	Tech-Etch		7/19/2013 7:55 AM	7/23/2013 6:00 AM	Sent	7/23/2013 6:13 AM		7/30/2013 6:00 AM	Sent		

For this Contact

-  Edit Contact
-  Reschedule
-  Resend Now
-  Clear Statistics for
-  Bitterman Karen
-  Blanchard Jim

- Email 1
- Email 2
- Email 3
- Email 4
- Email 5
- All Emails

Campaign Statistics Sales Funnels > Tracking Statistics

The screenshot displays the 'Campaign Manager' interface for a campaign titled 'Access to 5000 Migration Campaign'. A contact card for 'Manuel Azevedo' is open, showing fields for First Name, Last Name, Email, Title, Company Name, Phone, and Website URL. The contact was created by 'Rabbit, Jim' on 6/19/2013 at 8:03 AM. The background shows a 'Statistics Snapshot' table and a 'Statistics Details' table.

Email	Sent	Opened	Opt
1. Access to 5000 Migration #1	111	24	24
2. Access to 5000 Migration #2	110	19	19
3. Access to 5000 Migration #3	110	20	20
4. Access to 5000 Migration #4	110	24	24

Actions	Last Name	First Name	Email	Company
⚙	Azevedo	Manuel	mazevedo@readcorp.com	Zedek C
⚙	Barrett	Joni	jbarrett@barbourcorp.com	Barbour
⚙	Baskys	Julius	jbaskys@genesisa.com	Genesis
⚙	Bell	David	dbell@franchhc.com	Meadow Rehab C
⚙	Biserman	Karen	KBiserman@Tech-Etch.com	Tech-Etch
⚙	Blanchard	Jim	jimb@nhrop.com	H & H Pr
⚙	Blood	Carol	cblood@kinginfosystems.com	King Info
⚙	Bosco	Mark	mbosco@tsd-inc.com	TSD Res
⚙	Bruning	Dennis	dennis@bruninginternational.com	Bruning International

Tip: While in the Tracking Statistics page you can click the gear icon of the contact and the contact card will open; when done, you can close and select next contact.



Campaign Statistics – Sales Funnels > Tracking Statistics

All Campaign Statistics – Tracking Statistics

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Report Filter

Report Type: **Campaigns** Sales Funnels Team Statistics Team Activities

Users: [All Users] [Myself] Rich Greenberg Eric McLeod Paul Rose

Campaigns: [All Campaigns]
 Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM
 Quick Send to Michele Riley on 11/21/2013 8:10:18 PM
 Quick Send to Michele Riley on 11/21/2013 8:04:42 PM
 Quick Send to Jim Rabbitt and others on 11/21/2013 6:55:49 PM

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All Campaign Statistics – Tracking Statistics

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Report Filter
 Report Type: **Campaigns** Sales Funnels Team Statistics Team Activities

Users: [All Users] [Myself] Rich Greenberg Eric McLeod Paul Rose
 Campaigns: [All Campaigns] Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM Quick Send to Michele Riley on 11/21/2013 8:10:18 PM Quick Send to Michele Riley on 11/21/2013 8:04:42 PM Quick Send to Jim Rabbitt and others on 11/21/2013 6:55:49 PM

1 of 1 Select a format Export

ID	Scheduled Send Date	Video Page	Total	Sent	Optout	Failed	Opened	Unopened	Video Views	Video Viewers	Status	Status Date
147468	11/21/2013 8:15 PM	Mitel Unified Communicator Advanced	3	3	0	0	1	2	0	0	Sent	11/21/2013 8:15 PM

Opened [Copy To Contact List](#)

First Name	Last Name	Email	Phone	Company	Edit
Robert	Cassard	rcassard@voodooviral.com	949-309-2847	Voodoo Viral Marketing Services	Edit

Unopened [Copy To Contact List](#)

First Name	Last Name	Email	Phone	Company	Edit
Berndette	O'Connor	boconnor@partnerstechnology.com		Partners Technology	Edit
Jim	Rabbitt	jrabbitt@partnerstechnology.com		Partners Technology	Edit

[Remove all statistics](#)

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Report Filter

Report Type: Campaigns Sales Funnels Team Statistics Team Activities

Users:

- [All Users]
- [Myself]
- Rich Greenberg
- Eric McLeod
- Paul Rose

Campaigns:

- [All Campaigns]
- Quick Send to Robert Cassard and others on 11/21/2013 8:15:56 PM
- Quick Send to Michele Riley on 11/21/2013 8:10:18 PM
- Quick Send to Michele Riley on 11/21/2013 8:04:42 PM
- Quick Send to Jim Rabbitt and others on 11/21/2013 6:55:49 PM

1 of 1

Select a format

Export

ID	Scheduled Send Date	Video Page	Views	Viewers	Status	Status Date
147468	11/21/2013 8:15 PM	Mitel Unified Communicator Advanced	3	0	Sent	11/21/2013 8:15 PM

Remove all statistics

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Tip: While in the Tracking Statistics page if you have imported phone numbers for contacts you can see the phone number within **Statistic Details** and don't have to open the contact card to make phone call.



Drip “Sales Funnel” Campaign Statistics Daily Reports

VoodooViral.com Support
 To: Michele Riley
 Daily Funnel Activity Report - Thursday, 11/21/2013 - GENERAL PROSPECTING CAMPAIGN

Emails are sent from VoodooViral.com Support

November 22, 2013 1:01 AM

Partners Technology SALES FUNNEL REPORT
Thursday, 11/21/2013
Funnel Name: General Prospecting Campaign

Contacts Added

No.	Company Name	Last Name	First Name	Email	Phone	Date Added
1.	Voodoo Viral Marketing Systems	Riley	Michele	mriley@voodooviral.com	602-321-4865	Nov 21 2013 10:47PM

Emails Sent

Template 1: General Prospecting Campaign #1

No.	Company Name	Last Name	First Name	Email	Phone	Sent Date	Opened Date	Video Last Viewed Date
1.	Voodoo Viral Marketing Systems	Riley	Michele	mriley@voodooviral.com	602-321-4865	Nov 21 2013 10:47PM	Nov 21 2013 10:48PM	

Emails Opened Priority #2

Template 1: General Prospecting Campaign #1

No.	Company Name	Last Name	First Name	Email	Phone	Sent Date	Opened Date
1.	Voodoo Viral Marketing Systems	Riley	Michele	mriley@voodooviral.com	602-321-4865	Nov 21 2013 10:47PM	Nov 21 2013 10:48PM

Videos Last Viewed Priority #1 (Opened + Viewed Video = More informed)

Tip: When your Sales Funnel campaigns are set up, you can choose to receive Daily or Weekly Reports via Email from Support@Voodoooviral.com. These reports can be printed or referred to for follow-up calls if you don't have access to your Voodoo System during follow-up. [Daily Reports show what occurred in the last 24 hours.](#) [Weekly Reports show what occurred in the last 7 days.](#) Both reports are delivered after Midnight Pacific Time.

Thank You!



Michele Riley
Marketing Services Director
mriley@voodoviral.com
602-321-4865 - cell