



How to Voodoo

A step-by-step guide to Voodoo and *Automated Video Communications*.

Build an *eVideo*™ campaign, launch it, and automate your success.

By Robert Cassard

Co-Founder & CMO, Voodoo Viral Marketing Systems

We're glad you've joined the Voodoo family, and want you to reap big rewards from your bold step into video-based online marketing and automation.

You now have the tools to automate repetitive tasks you do every day. Like explaining your products, reaching out to customers with new opportunities, making sales pitches, and answering information requests. Time used to equal money... now Voodoo does.

As your video library grows, your Voodoo system and features can help you do all that and more. Voodoo clients include people and companies from many business sectors.

- Like the doctor who grew his business from \$2 million to \$12 million annually in just 2 years...using only his website and Voodoo.
- Like the consumer products company that grew faster in 6 months than they had in their previous 10 years.
- Or the happy group of telecom resellers who sell millions every month with the help of their Voodoo accounts.

Let's get right to it. Time to build a campaign and work some Voodoo magic with your prospects and customers.

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

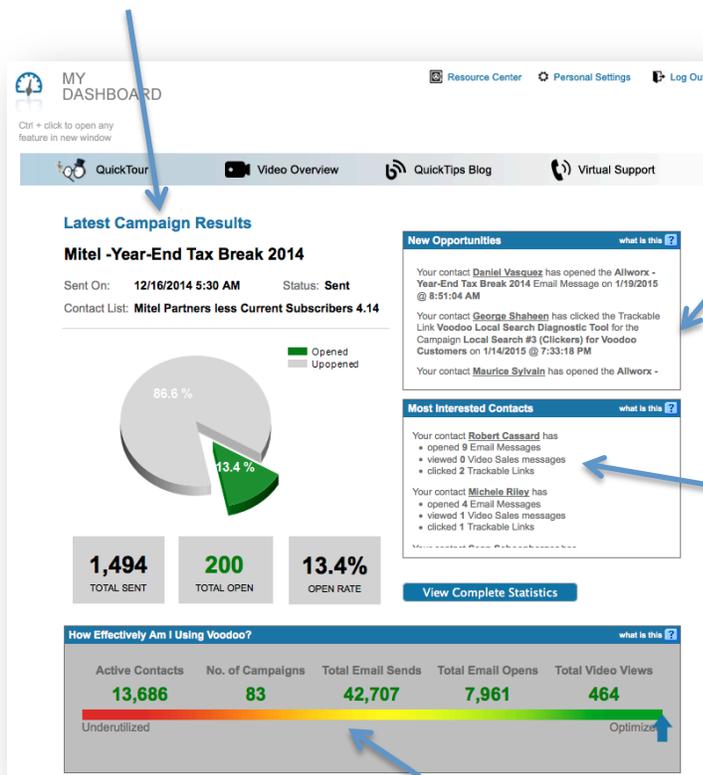
ONE: Login using your User ID and Password.

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

TWO: Look around My Dashboard.

My Dashboard makes the most important Voodoo features accessible to you, and shows what's happening with your active and most recent campaigns.

The first time you visit your Dashboard, you will see a diagram showing the process you'll follow to build Voodoo campaigns. Once you've launched your first campaign, the Dashboard will show your Latest Campaign results.



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: Explore your *Navigation* areas and features.

Feature Navigation (Left Column)

This column of icons gives you access to the 8-10 primary features of your Voodoo system. These are the features you'll use most often:



Quick Send: Want to reach out quickly to one person or a small group? Want to add them to a Contact List at the same time? Quick Send lets you do it all in one place. Reach new contacts and build your contact lists every day.

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

Customize Emails: Create and manage your library of outgoing Email messages with our full HTML editor. You can create Auto-Response follow-up messages, too.

Send Email: Send personalized campaigns to any group with a few simple clicks! Choose automated notifications for when your emails get opened and videos are viewed, plus auto-response emails to follow-up for you.

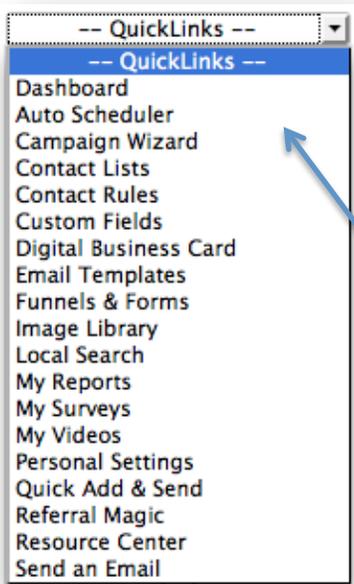
Funnels & Forms: The real magic of Voodoo, chock full of features for power users. Create drip marketing campaigns, capture forms, automated triggers. See Voodoo's *Funnels & Forms Success Guide* for more details.

My Reports: Real-time statistics and reports to track your campaigns and measure your results.

My Videos: Review your current library of Video Sales Messages (VSMs) and copy links to use in social media. Want to add your own videos or content from YouTube or Vimeo? Just ask Voodoo.

My Surveys: Voodoo lets you create full-featured "smart surveys" to get prospect and customer feedback, segment your audience, track RSVPs, and more. You can integrate these directly into your campaigns, and data flows through to individual Contact records.

Referral Magic: Our magical referral generation engine. You'll only see this link if your company has purchased Voodoo's dual-video referral generation module.



QuickLinks to Hidden Features: Not all features are available in the left Feature Navigation column. Voodoo's "hidden" features become available as needed. Go to any feature page and the extra features you need will be right there.

Need to access a feature you don't see? Just use the QuickLinks pull-down menu above the Feature Nav column.

Account & Personalization (Top Right)

This small row of options is essential to your success:



Resource Center: Here's where you'll find additional resources and tools from Voodoo like this guide. If you have a Team Manager, you may find other handy items in this area.

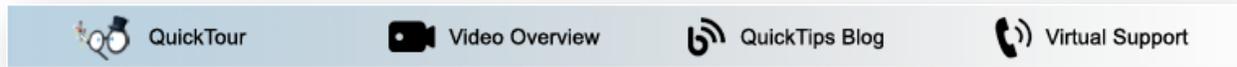
Team Members: You'll only see this link if you're the administrator of a multi-user system. Here's where you access all your team accounts, and their individual statistics and reports.

Personal Settings: Take the time to review and update your Voodoo account holder information. *NOTE:* This information automatically populates into your Voodoo campaigns, including your video pages, your From name and email address, and your anti-spam-compliance footer (included with every outgoing email). Your **Digital Business Card** (DBC) settings are here as well. Take the time to set up your DBC and add a great headshot. This enhances your video frames with your photo and can increase click-through rates significantly. People want to do business with a real person!

Log Out: When you're done, just log out. Voodoo keeps working for you.

Help & Support Bar (Top Center)

What help do you need? You'll find it all right here:



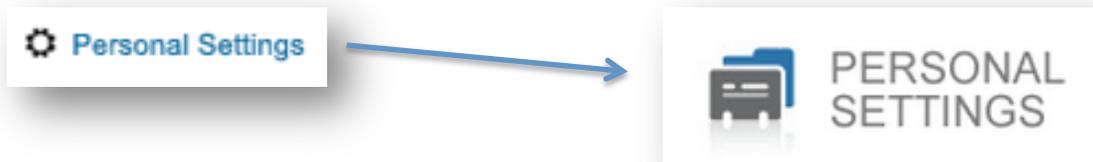
Mr. Magic (QuickTour) — Clicking this option opens up a written overview for each feature. Reading it will answer about 90% of your questions.

Video Overview and **Feature Overview** — See each feature in action by watching a video.

QuickTips Blog — We keep this searchable user guide up-to-date. It covers almost any topic you can think of. For example, if you want to know how to connect Voodoo to your Salesforce account, just type “salesforce” into the search field and voila! All articles about that topic will be available.

Virtual Support — Tried everything else and still need help? Use Virtual Support to contact a support person directly. Every Voodoo system comes with unlimited tech support, and strategic and marketing assistance is available at surprisingly low cost.

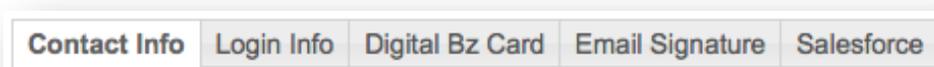
FOUR: Update your Personal Settings



Your Personal Settings are essential to deploying Voodoo with the right personalization for maximum results.

This where you keep your basic account information, and it's also the place all other parts of the software refer to when they grab your data to pre-populate or use custom tags.

*In other words, **the first name, last name, email address, web site URL and Digital Business Card information you put in Personal Settings will show up in all your outgoing emails and video frames.** (Note: You may see a different set of tabs depending on the features you've purchased.)*



← Make sure to update all your tabs.

Email Signature Setup (Optional)

This is an optional step to set up a universal email signature. Some corporate users will already have this are populated with a company signature and social media links.

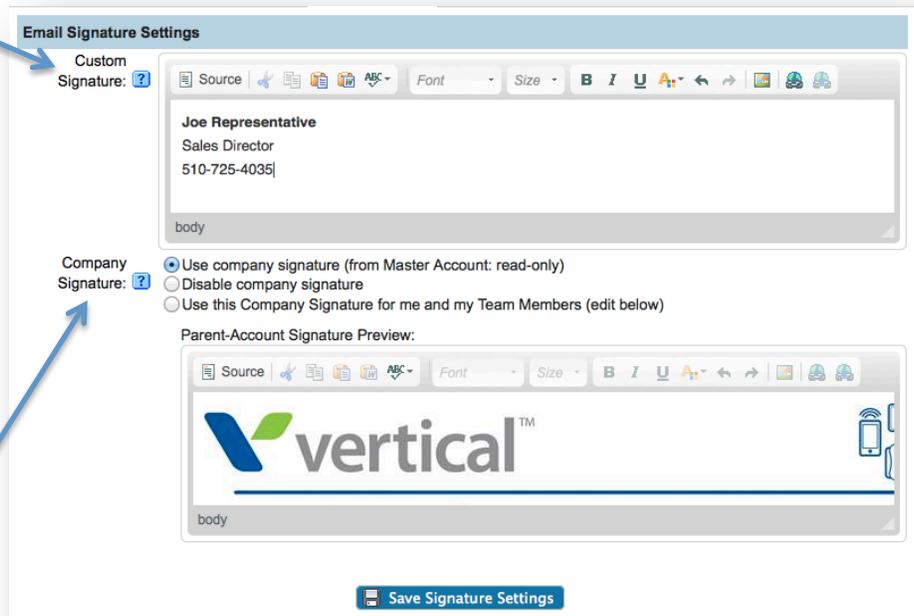
Your **Email Signature** can be changed or modified directly in any email template. But sometimes it's easier to create a master email signature here, then insert it into your email templates using simple custom reference tags.

When you open this tab, notice there are two kinds of Email Signatures: a **Custom Signature** and a **Company Signature**.

Custom Signature

The content you enter here can be inserted into any email using the Custom Tag called [YourCustomSignature].

Custom Signature is the part of your email sig that's unique to you. Type in items like your Name, Title, Phone and Email address, exactly as you want them to appear.



The screenshot shows the 'Email Signature Settings' window. It has two main sections: 'Custom Signature' and 'Company Signature'. The 'Custom Signature' section has a text input field containing 'Joe Representative', 'Sales Director', and '510-725-4035'. The 'Company Signature' section has three radio button options: 'Use company signature (from Master Account: read-only)' (selected), 'Disable company signature', and 'Use this Company Signature for me and my Team Members (edit below)'. Below these is a 'Parent-Account Signature Preview' showing a signature for 'vertical' with a logo and social media icons. A 'Save Signature Settings' button is at the bottom.

Company Signature

The content you put in this area can be inserted into any email using the Custom Tag called [YourCompanySignature].

If you *own your own company* or are the *Primary account holder* with Team Members below you, this is the place to put your logo, along with any social media icons and click-through links. This Company Signature will be available both in your own account and in Team Member accounts.

If you are a rep for a company that supplies your Voodoo account, this area may already contain a company signature developed according to your corporate branding standards. Select **Use company signature (from Master Account read-only)** to use your company-approved logo, etc.

More on this feature when you learn to **Customize Emails...**

For the **Salesforce** tab and integration setup, visit the [Voodoo QuickTips blog](#).

FIVE: Review My Videos. Grab links to post anywhere.



You can access your current library of Video Sales Messages (VSMs) anytime, preview them in standard and Digital Biz Card frames, and grab links to post anywhere.

For each VSM, you'll see the Video Name, Description, Length and two Video Link buttons.

The **Video Link** arrow will play the selected video in your standard frame (no photo).



The **Video Link w/DBC** arrow will play the video in your Digital Biz Card frame (with photo).

Want to grab a link?

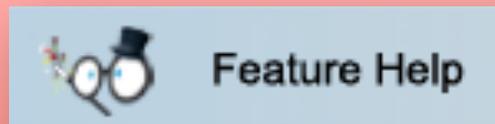
While watching either version, you'll see a complicated URL (web address) for that video and frame in the address bar of your web browser.

Use this URL to embed a link to one of your videos (playing in either of your custom frames) anywhere you want. You can add a link to an email in a non-Voodoo email system, (e.g., Outlook, Hotmail, AOL, etc.), or you can post a link on Facebook, LinkedIn, twitter or any social media account. The link will remain valid as long as your Voodoo account is active.

(Nearly any video can be installed in your library for automatic personalization and framing, even videos hosted on third-party sites like YouTube and Vimeo. Low installation fee—just ask.)

TIME SAVER:

Rely on
"Mr. Magic"



When using Voodoo's many feature pages, you'll notice this button at the left side of the Support Bar.

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

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

Building Voodoo Campaigns



CUSTOMIZE
EMAILS

STAGE ONE: Customize Emails

How to create templates for outreach and automated follow-up.

In the **Customize Emails** area, you can create and manage your 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. (NOTE: 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 **Send Email** area.)

<input type="checkbox"/>	ID	Name	Subject	Master	Created Date	Preview	Copy	Edit	Delete
<input type="checkbox"/>	2098	Voodoo Success Secrets 1.11.10	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** magnifier 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.*)

Super Feature: you may also insert a recipient’s name in the Subject Line using the *Insert Custom Field* drop-down.

Adding Customization & Tracking to your Email:

Customization & Tracking Options

Just below the text window, you'll find a **MERGE FIELDS** pull down menu. This is how you merge the contents of personalized data fields from your **Personal Settings** and your **Contact records**.



When possible, make sure your Contact Lists include first names so you can add a custom merge field for your recipient's first name and personalize your greeting. Put your cursor 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, even your whole Custom or Company email signature, which will pull that info directly from your **Personal Settings**.

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

Move your cursor to where you want to embed your link. Below the MERGE FIELDS section, you'll see the options **VIDEO LINK**, **SURVEY LINK** and **TRACKABLE LINK**. Select the 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 / Image**, click **Edit** to add whatever text and/or graphics you'd like. Everything you put in this area will be "clickable." Feel free to add a graphic like a video thumbnail. The HTML editor allows you to change the appearance of your 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."



Preview Email

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

Advanced feature: Embed one or more Trackable Links in your Email:



Voodoo also lets you create **Trackable Links** to other internet content. Control + Click **Manage** to open a new tab where you can create a new Trackable Link and return to edit your email. **Refresh** lets you see the changes you've made. 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**. You can insert multiple Trackable Links in any email template.

Before you broadcast your 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:



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 Send to send the campaign to yourself in exactly 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" including your company name and physical address, other required notices, plus an unsubscribe (optout) link.

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

To clean and validate the email addresses in your contact lists, use our [Email List Cleaning & Validation Service](#). [Click here for info.](#)

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. Emails with subject lines relating to a prospect's problems or near-term opportunities usually get open rates 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 to an audience in need, 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% or less. 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 this 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 your contacts with My 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.



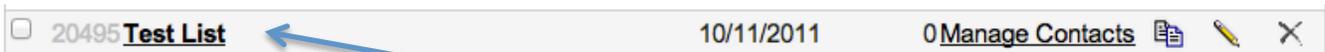
Here are some of the things you can do in this area:

- 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 **My Contacts** 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, showing the created date, the number of contacts, a **Manage Contacts** option, plus **Copy**, **Edit** and **Delete**. You'll use your new test list to send your campaigns to yourself and one or two other colleagues before full-scale broadcast.

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.

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.

Easy ways to bring contacts into your Voodoo account

Import from CSV file

Import from Salesforce

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.

ENTERPRISE: You can import contacts directly from your Salesforce account.

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:

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 of your current database will

	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

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 document does NOT have column names,

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:

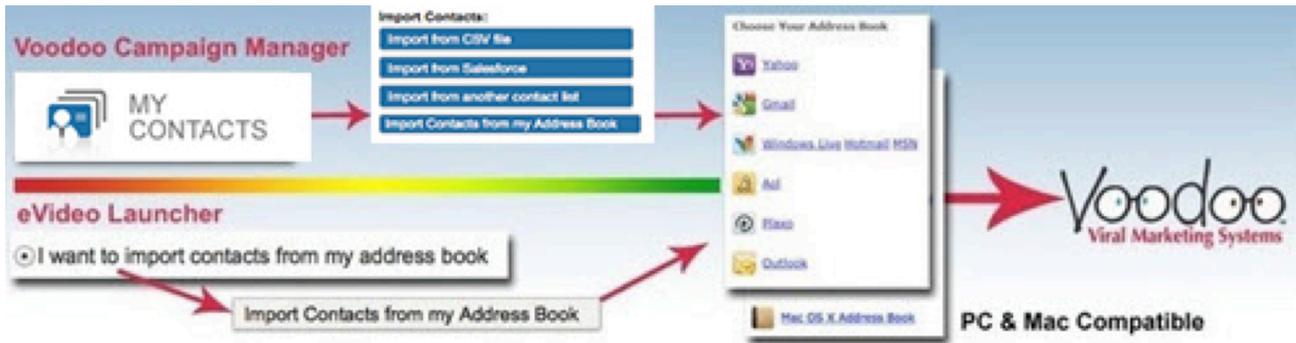
First Name	Last Name	Email Address	Company	NoName	Phone
Scott	Kellogg	scott@jandjtelecom.com	J&J Telecommunications		510-235-4953
Jeff	Kiser	jkiser@korsystems.com	KOR Systems		415-825-4325

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 personal 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 **My Contacts** 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 individual 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.

From the **My Contacts** page, click **Search For A Contact**, then search for the contact you want.



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



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

A screenshot of a web interface showing a contact record for "Robert Cassard" (ID: 409719). The interface has a top navigation bar with tabs: "Contact Info", "Contact Lists", "Custom Fields", "Survey Responses", "Send History", and "Notes". A blue arrow points to the "Notes" tab. Below the tabs is a "Basic Contact Info." section with several input fields: "First Name" (Robert), "Last Name" (Cassard), "Email" (rcassard@voodoooviral.com), "Title" (empty), "Company Name" (Voodoo Viral Marketing Systems), and "Phone" ((949)497-9822). There is also an "Optout" checkbox.

Using the tabs across the top, you can view and change which **Contact Lists** the person is part of, add or modify data in **Custom Fields**, review the contact's **Survey Responses** and 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 My Contacts list view.

Step Two Secret Weapon: QuickSend ***Add a Contact & Send from a single screen!***



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 Send**, choose an Email Template to send, and 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!

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.

Campaign Wizard

From the Send Email feature, launch the **Campaign Wizard** from the row of buttons at the top. *You'll be guided step-by-step through the process automatically.*

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

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

The screenshot shows a web interface for the "Campaign Setup Wizard". At the top, there are six numbered steps: 1, 2, 3, 4, 5, and 6. Step 1 is highlighted with a blue box. To the right of the steps are three buttons: "Cancel", "<< Back", and "Next >>". Below the steps is a section titled "Name Your New Campaign". It contains a text input field with the text "My First Campaign" and a small blue question mark icon to its left. Below the input field is a small note: "For your eyes only -- will not be seen by email recipients". A blue arrow points from the "Next >>" button to the input field, and another blue arrow points from the text "Click Next>>" to the "Next >>" button.

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) Select an **Email template** you already created. 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. (Until 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.
- Check **Notify me by email after recipient: Opens the email** and/or **Views the video** and/or **Clicks the Trackable Link(s)** and/or **Clicks the Survey Link** to receive real-time notifications sent to the email address in your personal settings.

Additional Settings

Show Digital Business Card

Notify me by email when recipient: Opens the email Views the video
 Clicks the trackable link(s) Clicks the survey link

Send Daily Statistics Report for first 3 days of campaign

To:
(separate email addresses by semicolon ";")

Automatically add to Salesforce Activity

Email To Salesforce Address:

Send automatic follow up email after recipient views the video

Auto-Response Email Template:

Wait:

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 **Finish**.

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

<input type="checkbox"/>	My First Campaign	7/11/2012			
34611	Subject: You could use this... Contact List: Voodoo—Cassard Only		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 that Voodoo 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 the Auto-Scheduler (button in the top row of your Send Email campaign list.

Auto Scheduler

OPTIONAL STAGE: Auto Scheduler

Auto Scheduler



Voodoo lets you schedule Automatic Email Sending. You can set up campaigns in advance, and send out your content whenever you like.

Just set it and forget it!

Schedule a Campaign:

+ Add New Schedule

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.

Schedule Type: ? One time
 Recurring

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 **My Reports** area, select the **Campaign** to track from the list, and you'll see the details and status of the scheduled send times.

STAGE FOUR:

My Reports

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 **Send Email** area or with the **Auto-Scheduler**, you'll find your stats and reports here.



Select the type of campaign you'd like to view from the **Report Filters** menu.

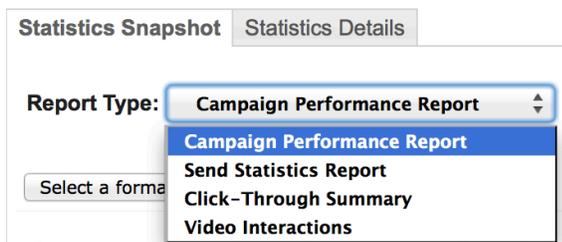
Campaigns:

<input type="checkbox"/>	Campaign Name	Last Sent	Preview	Delete
<input type="checkbox"/>	[Custom Post-Sale Campaign - Master]			
<input type="checkbox"/>	Custom Post-Sale Campaign #3 - Order Followup	01/22/2015		
<input type="checkbox"/>	Custom Post-Sale Campaign #2 - Order Shipped	01/08/2015		
<input checked="" type="checkbox"/>	Custom Post-Sale Campaign #1 - Order Purchased	08/06/2014		



Then select the specific campaign report you'd like to view.

You will see a **Statistics Snapshot** with a **Report Type** pull-down menu. Reports will be available based on the type of campaign and links included.

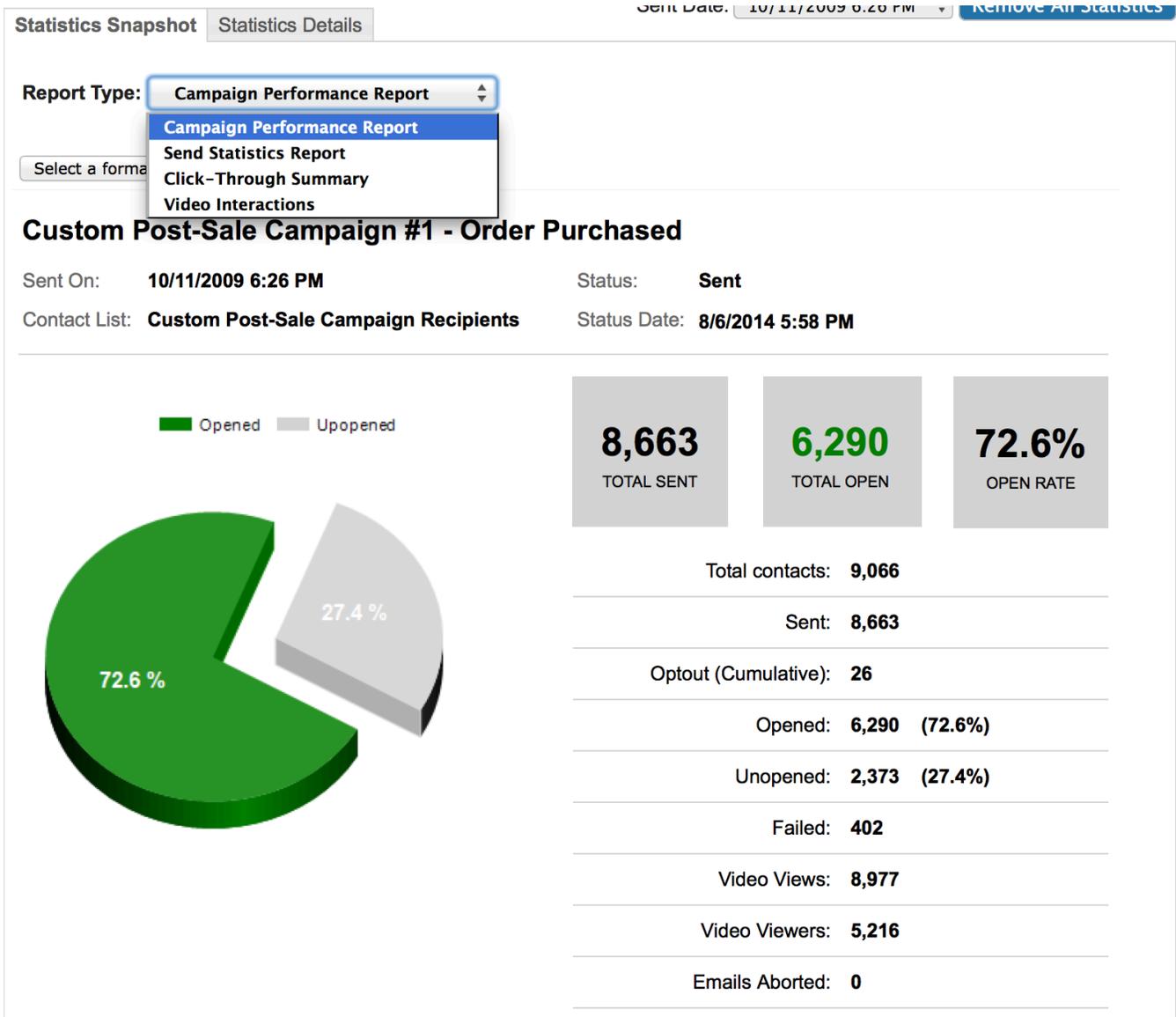


Campaign Performance Report covers the main parameters of the campaign.

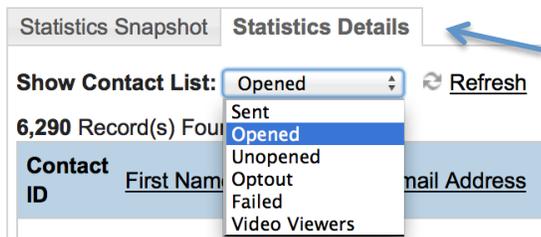
Send Statistics Report shows details regarding the original list and broadcast.

Click-Through Summary shows details of all click-through activity.

Video Interactions focuses on open rates, unique video viewers and total video views.



Statistics Snapshots provide most of the information you want at a glance. Note that as you roll over any number with available detail, it will become a live link you can click to see detailed data.



Click the **Statistics Detail** tab, then use the pull-down menu to access complete lists of contacts in various categories including **Sent**, **Opened**, **Unopened**, **Optout**, **Failed**, **Video Viewers**, **Survey Responders** and **Trackable Link Clickers**.

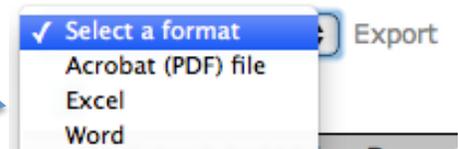
Keep in mind: **Sent** shows the number of emails successfully launched from Voodoo. **Optout** shows contacts cumulatively opted out of the campaign list. **Failed** shows emails that failed to launch, usually due to bad email addresses. **Video Viewers** shows unique viewers.

When you notice a difference between the number of **Video Views** and **Video Viewers** (unique contacts viewing the video), some people watched the video more than once or passed it along.

The pull-down menu will produce lists of contacts that can be used however you like.

For example, if you want a list of contacts who viewed your video, so you can call them and follow up, just choose Video Viewers from the Statistics Details pull-down.

You can export any of the resulting list in Acrobat (PDF), Excel or Word format.



TIP: *If you include phone numbers in your Contact Lists, you can generate call sheets of prospects who've shown direct interest in what you sent them.*

Remove All Statistics

WARNING: You can Delete campaign data and remove campaign statistics, but this action is permanent. We suggest only removing Tests and QuickSends to keep your list a bit cleaner.

*I'm looking at Funnel Statistics.
Where are my charts?*

Funnels behave differently than regular campaigns. Because they involve multiple stages, stats are presented numerically—at least for now. The **Snapshot** and **Details** are available on the same page.

Customer Email Consent Reminder Campaign

Contact List: Customer List Dec 2013 (1,391 contacts)

Statistics Snapshot

Email	Sent	Opened	Open Rate
1. (CUSTOMER) 2014 Email Consent #1	1,500	☒ 202	13.47%
2. (CUSTOMER) 2014 Email Consent #2	1,429	☒ 185	12.95%

What are those little PLUS signs?

Go ahead and click one. You'll immediately see a complete list of all contacts in that category.

WARNING: You can remove Funnel statistics, but this action is permanent. We only suggest using this button to clear a Funnel of test data before you officially launch it.

Remove all statistics for this Funnel

Remember to visit the QuickTips blog (available from the Support Bar) for more information on features, tips and tricks.

Thanks for choosing Voodoo. Go make some magic!