



Creating Campaigns

User Guide

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Introduction

Integrated campaigns helps you create and organize partner marketing strategy to reach their sales and marketing goals. You can specify tactics such as emails, direct mail and banner ads, revenue goals and different types of attributes such as product categories, business segment, industry vertical and geography.

Narrow your Search Reset To filter the tactics you view, select the tactic type

Activity Types
All

Campaign Name
All

Language
All

Marketing Objectives
All

Offers
All

Products

Banner Ads
413

Email
825

Guide (8)

3 TOUGH CHOICES IN VIRTUALIZATION SECURITY: DO YOU KNOW WHICH ONE TO PICK?
3 Tough Choices in Virtualization Security Do You Know Which One to Pick

BE THE ONE WHO PUTS SECURITY ON THE AGENDA
Be The One Who Puts Security on the Agenda

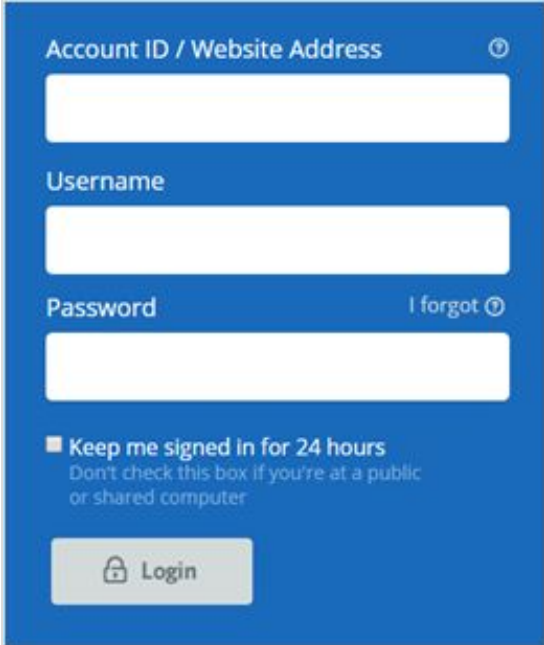
VIRTUALIZATION SECURITY
Practical Guide to Virtualization Security

QUICK START GUIDE
Partner Demand Center

Login

- If your vendor does not offer single sign on login access go to www.structuredweb.com and click **Login**.
- Enter your **Account ID, Username** and **Password**.

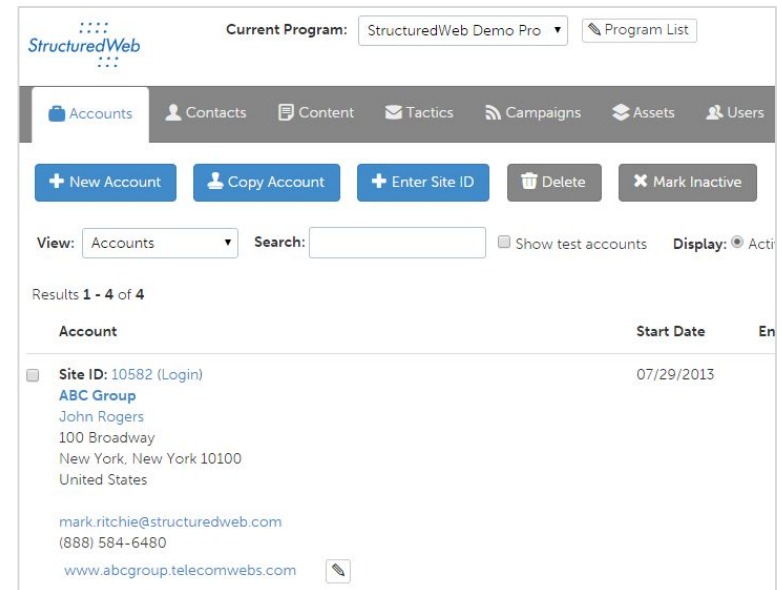
If you forget your login information you can reset it by selecting the **I Forgot** link above the password field.



The screenshot shows a login form with a blue background. It contains three input fields: 'Account ID / Website Address', 'Username', and 'Password'. The 'Password' field has a link 'I forgot' next to it. Below the fields is a checkbox labeled 'Keep me signed in for 24 hours' with a sub-note: 'Don't check this box if you're at a public or shared computer'. At the bottom is a 'Login' button with a lock icon.

Getting Started

- After logging in you are brought to the **Program Manager**.
- The Program Manager is where you can create and manage tactics and campaigns that are available to partners.



The screenshot displays the StructuredWeb Program Manager interface. At the top, the 'Current Program' is set to 'StructuredWeb Demo Pro'. A navigation bar includes 'Accounts', 'Contacts', 'Content', 'Tactics', 'Campaigns', 'Assets', and 'Users'. Below the navigation bar, there are buttons for '+ New Account', 'Copy Account', '+ Enter Site ID', 'Delete', and 'Mark Inactive'. A 'View' dropdown is set to 'Accounts', and a search field is present. A checkbox for 'Show test accounts' is checked, and the 'Display' options are set to 'Active'. The results section shows 'Results 1 - 4 of 4' and a table with columns for 'Account', 'Start Date', and 'End Date'. The first row is expanded to show details for 'Site ID: 10582 (Login)' under the 'ABC Group', including contact information for John Rogers.

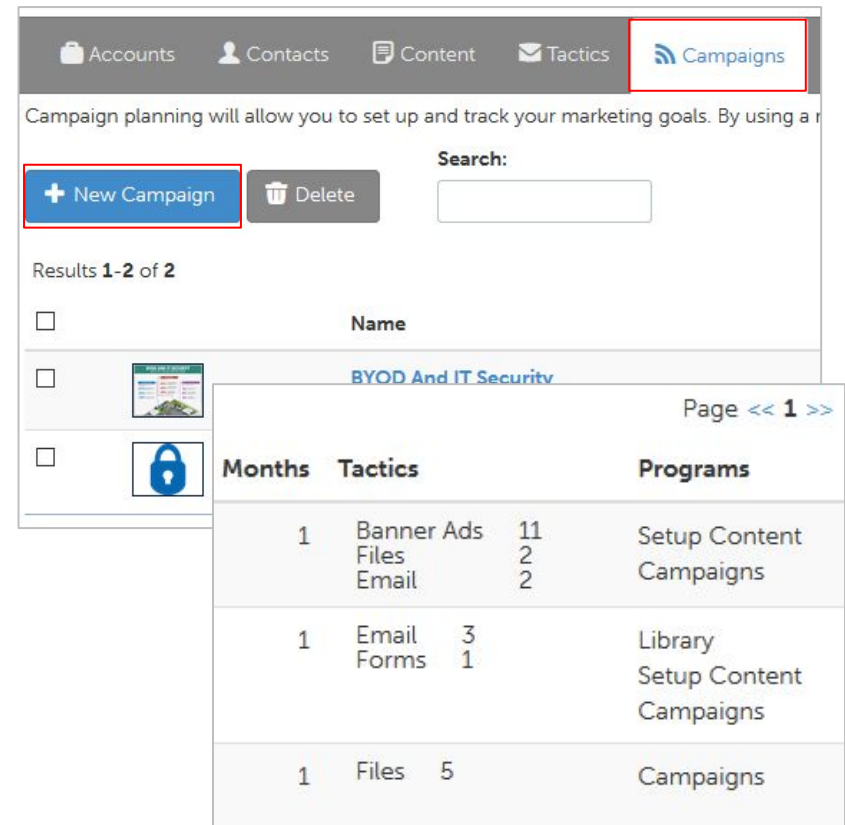
Account	Start Date	End Date
<input type="checkbox"/> Site ID: 10582 (Login) ABC Group John Rogers 100 Broadway New York, New York 10100 United States mark.ritchie@structuredweb.com (888) 584-6480 www.abcgroup.telecomwebs.com	07/29/2013	

If you are not in the Program Manager, select it from the drop down menu in the upper right hand corner.

Creating Campaigns

- Select the **Campaigns** tab.
- Here you can see all campaigns that have been created on this program.
- On the right you can see how many tactics are available in each campaign and which programs can access it.
- Click the **New Campaign** button.

To select a campaign that has previously been created, click the **Campaign Name**.





Campaign planning will allow you to set up and track your marketing goals. By using a

[+ New Campaign](#) [Delete](#) Search:

Results 1-2 of 2

Name

 [BYOD And IT Security](#)



Page << 1 >>

Months	Tactics		Programs
1	Banner Ads Files Email	11 2 2	Setup Content Campaigns
1	Email Forms	3 1	Library Setup Content Campaigns
1	Files	5	Campaigns

Creating Campaigns

- Enter a **Campaign Name** and **Brief Description**.
- Click **Browse...** to upload a thumbnail image for the campaign.
- For **Enable Testing Mode**, select **Yes**.
- If you have any campaign attributes, apply the appropriate attributes to the campaign.
- Click **Save & Continue**.

Campaign Information

* Campaign Name:

* Revenue Goal:

Brief Description:

Campaign duration: months

Thumbnail: camp_plan_1196 200 x 150 pixels

Enable adding entire campaign to a plan: No
 Yes

Enable testing mode: No, disable test mode I am deploying this campaign.
 Yes, I am still testing this campaign.

Campaign Overview

- Select the **Description** tab.
- Here you can use the HTML editor to create an overview page for this campaign. This overview can be used to explain the campaign, its purpose, and what is included.
- If you are familiar with HTML you can access the HTML code by clicking **Source**.
- When finished adding content click **Save**.

Attaching Tactics

- Select the **Tactics** tab.
- Tactics are split into Outbound and Inbound Marketing Tactics.
- Outbound Marketing Tactics include **Email, Direct Mail, Events, Files, and Telemarketing.**
- Inbound Marketing Tactics include **Banner Ads, Pay Per Click, Social, and Other Campaigns.**

Inbound and Outbound tactics are sorted separately but the process of adding them to the campaign is identical.



Accounts Contacts Content Tactics Campaigns

Campaign planning will allow you to set up and track your marketing goals. By using a

+ New Campaign Delete Search:

Results 1-2 of 2

Campaign Information

* Campaign Name: Endpoint Security

* Revenue Goal: 0

Brief Description: Drive awareness and consideration for Endpoint Security

Campaign duration: 1 months

Thumbnail: Browse... camp_plan_1196 200 x 150 pixels

Enable adding entire campaign to a plan: No Yes

Enable testing mode: No, disable test mode I am deploying this campaign. Yes, I am still testing this campaign.

Attaching Tactics

- Tactics can be added to campaigns in three ways:
- Use the **Add Tactics** search to find existing tactics by name. When you find the tactic click **Add to Campaign**.
- Click **Browse Tactics** to search for existing tactics using the attribute filters. Select the tactic and click **Add to campaign**.
- Click **New Tactic** to create a new tactic from scratch for the campaign.

The screenshot shows a web interface for campaign planning. At the top, there are navigation tabs for Accounts, Contacts, Content, Tactics, and Campaigns. Below the tabs, there is a search bar and a '+ New Campaign' button. The main content area displays 'Results 1-2 of 2' and a form for creating a campaign. The form includes the following fields and options:

- Campaign Information**
- * Campaign Name:** Endpoint Security
- * Revenue Goal:** 0
- Brief Description:** Drive awareness and consideration for Endpoint Security
- Campaign duration:** 1 months
- Thumbnail:** Browse... camp_plan_1196 200 x 150 pixels
- Enable adding entire campaign to a plan:** No, Yes
- Enable testing mode:** No, disable test mode I am deploying this campaign. Yes, I am still testing this campaign.

Activating the Campaign

- When your campaign is ready, go to the **Settings** tab.
- Set **Enable Testing Mode** to **No**.
- If you want to feature this campaign at the top of the campaigns list, check the box for **Feature this campaign in the library**. You can then set a **date** for when the campaign will automatically no longer be featured.
- If necessary, select which programs should have access to this campaign.
- Click **Save**.

Endpoint Security

Settings Description Goals Tactics

Campaign Information

* Campaign Name: Endpoint Security

* Revenue Goal: 0

Brief Description: Drive awareness and consideration for

Enable testing mode: No, disable test mode I am deploying this campaign.
 Yes, I am still testing this campaign.

Feature campaign: Feature this campaign in the library 01/01/2016

* What programs would you like to use this campaign in?

Global (for test)

Partner Marketing - APAC - ANZ

Partner Marketing - APAC - Asia

Partner Marketing - BENELUX

Share the Campaign



- Select the **Description** tab.
- Click the **Share** button.
- This is a direct link to the campaign. You can provide this link directly to partners, which will prompt them to login. Once they have logged in, they will be taken directly to the campaign.

Accounts Contacts Content Tactics Campaigns

Campaign planning will allow you to set up and track your marketing goals. By using a r

+ New Campaign Delete Search:

Results 1-2 of 2

<input type="checkbox"/>	Name
<input type="checkbox"/>	 BYOD And IT Security
<input type="checkbox"/>	 Endpoint Security

Direct Link to Campaign

```
http://www.structuredwebdemoprogram.atworkweb.com/sw/atworkweblogin.html?SWURL=/sw/app/Marketing/Library/CampaignPreview.aspx&CampaignID=11979&SWSCOPEID=14
```

Additional Help

- Email
✓ service@structuredweb.com
- Phone
✓ 888-584-6480
- Online Support Center
✓ support.structuredweb.com
- Product Walk Thru
- Chat

The screenshot shows a help article titled "How Do I Download a File?" with a "Last Updated: Oct 29, 2015 03:29PM EDT" timestamp. It features a purple "VIDEO" button and a green "USER GUIDE" button. Below the title, a section titled "What will I find in this article?" contains three blue icons: a document with a plus sign labeled "1. File Selection", a folder with a download arrow labeled "2. Download", and a document with a pencil labeled "3. Customization".

Overlaid on the bottom half of the screenshot is a search filter interface. It includes a "Narrow your Search" section with a search bar and a "Reset" link. Below this are several filter categories, each with a dropdown menu and a pencil icon for editing: "Activity Types" (Files), "Campaign Name" (All), "Language" (English), "Marketing Objectives" (All), "Offers" (All), and "Products and Solutions" (All). To the right of the filters, there is a text prompt: "To filter the tactics you view, select the tactic type and Select Files and the subsequent file types." with "Back" and "Next" buttons. The background of the screenshot shows a list of marketing assets, including "End-User Computing Horizon DaaS Campaign Assets (English)" and "Analyst Reports (2)".