

SMART CAMPAIGN

AUTOMATED EMAIL CAMPAIGNS SENT AS YOU FINALIZE PAGES

FIRST WATCH THE INTRO VIDEO

Before diving in to this document, first watch the Smart Campaign video. This video will give you a high level overview of how Smart Campaign works.

SMART CAMPAIGN BASICS

To see this in action, watch the tutorial video linked here:

<https://ybk.link/smart-campaign-overview>



HOW DOES IT WORK?

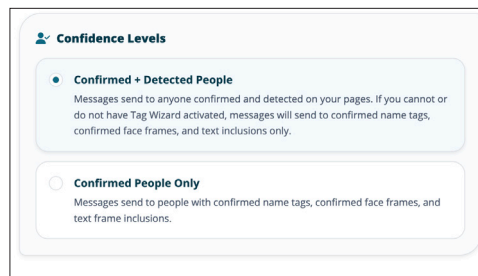
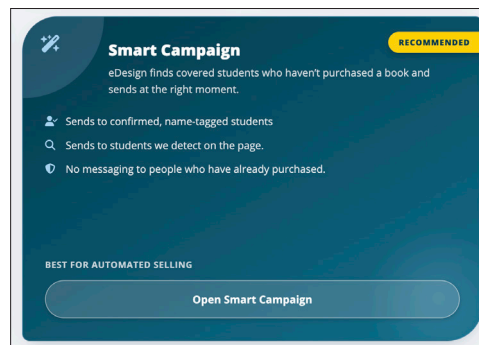
When Smart Campaign is active and your sales are open, here's what will happen as you submit pages. Note, if you submit all your pages at once, Smart Campaign runs as you put pages into Presubmit. This lets you sell your books as you go rather than all at the end. If you are not sure about this, check with your yearbook rep.

- Automatic campaign including all non-buying students on your submitted/presubmit pages
- Sends 24-hours after submission so you have a chance to adjust recipients
- Generic language to say "your child is in the book" without promising specifics
- Sends no messages unless your sales have at least 48 hours remaining

WHAT SHOULD I DO?

Set it and forget it.

1. Upload your Name List with emails and activate Tag Wizard if allowed.
2. Inside Sales Setup, set sales to close when you've sold X books to avoid overselling.
3. Head to Sales > Sales Campaigns > Settings and Stats. Decide if you want emails to fire to human confirmed (green) name tags only + text references or both confirmed tags as well as others we detect on the pages (yellows - applicable if you have Tag Wizard active.)
4. Let Smart Campaign do its thing for you. Should you need to pause Smart Campaign, you can either Skip a specific campaign from sending or you can pull the kill switch to pause it.



FAQs

1. **How do you know who's on the page?** If you have Tag Wizard active, we are automatically scanning and recognizing people in your images. We know - even if your staff doesn't apply name tags to those images. If you don't use Tag Wizard, we rely solely on the green "confirmed" name tags that people apply and text frames on pages. Either way, Smart Campaign is here to help you sell your books to the people on your pages.
2. **What if messages send and I don't have books or my books aren't for sale?** Smart Campaign will only send if you have sales live and items are available for sale. We strongly recommend setting your Sales to automatically close when you reach a book-purchase threshold to help ensure you don't oversell. You can do this inside of Sales Setup.
3. **What if we send a message and they aren't actually on the page?** Smart Campaign doesn't promise that people are on specific pages or affiliated with specific topics. It simply says they're in the book. As long as that student is in the yearbook pictured somewhere, you're covered (and remember, they likely have a portrait in the book!)
4. **What if they're detected in a photo but cropped out on the page?** Good question. You can always adjust a campaign before it sends to exclude certain people: If you know you've cropped people out, you can take the time to open the campaign and Exclude them from the email blast. Remember, though, that Smart Campaign is designed to communicate so generically that as long as they are in the book, you are covered.

