



## Sell more yearbooks with eMarketing!

StudioBalfour offers your staff the ability to send targeted email campaigns to your student or parent buyers. This guide will walk through setting up and scheduling **eMarketing campaigns**.

### 1 Upload a Student List

Request a student list from your school's front office. The list should include First Name, Last Name, Grade, Email Address (*parent email preferred*), and Home Address. File formats accepted: xls, xlsx, csv and txt. If using a txt file, please separate columns by tabs.

To upload a list, navigate to **Manage > Upload Student List**. Once your list is imported, you will be asked to map the columns to the corresponding titles.



#### **BEFORE YOU PROCEED**

Your Account Executive will receive an email once you've uploaded your list. **They will need to approve it before you can go to Step 3.** Contact him/her to verify receipt.

PROJECT	SCHOOL	BOOK SPECIFICATION
Project Name: Chistochina School	School Name: Chistochina School (District)	Pages: 48
Project ID: 850214	Grades: K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12	Copies: 100
Year: 2018	Shipping: Edit School	Size: 8.5 x 11
Enrollment: 1400	Grades: K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12	
Delivery System: Full	School Name: Chistochina School	
Store Domain: balfour.com	Billing Address: 1000 W. Woodland Ln Dallas, TX 75220 United States	
Store Program: StudioBalfour School		
Program Option: \$2.25 per yearbook		

### 2 Set Grades

After uploading your list, set your grades on the Summary page in order to use eMarketing. To do this, click **Summary** from the dashboard, **School > Edit**, and choose your grades. Add grades from the pull-down menu, then click **Save**.

### 3 Launch a New Campaign

Navigate to **Sales & Orders > Sell It! Total Yearbook Marketing > eMarketing** or by clicking **Sell It! eMarketing** from the Bookmarks tab on the dashboard. Once inside the eMarketing home screen, click the **Launch New Campaign** button to create your first email.

**Sell It! eMarketing**

**New Email Campaign**

**Details** **Message**

**1** Campaign Name: Back to School Email #1

**2** Email Subject: Buy Your Yearbook Today!

**3** Schedule: ☒ Send Now ☐ Send Later

**4** Send To: Grade: **5** ☐ Kindergarten ☐ Pre-K ☐ K ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12

321 Filtered Contacts (175 with Email)

Last Name	First Name
Abdallah	Joseph
Abraham	George
Adrian	Jasper

**6** **Next** **Delete** **Save**

**Groups:**

- Select groups
- Yearbook buyer
- Buyer
- Non-Buyer
- Ad Buyer
- Purchased Ad
- No Ad
- Coverage reporting
- Featured in book
- Not featured in book

Email	YB Buyer	Ad Buyer	# Times in Book
john.doe@balfour.com	yes	no	0
	yes	no	0
	no	no	0

**1. Campaign Name** - This name is for internal reference only.

**2. Email Subject** - Give your email an eye-catching subject line.

**3. Schedule** - Send your campaign immediately or schedule for a future date.

**4. Send To** - Available grades are preselected. Click the X to remove a specific grade.

**5. Group** - Refine your contacts by selecting an optional group from the drop-down menu.

**6. Action Buttons** - Save, continue or delete your campaign.

# 4

## Design Your Email

Now you're ready to choose your email template and customize your message.

The screenshot shows the 'New Email Campaign' window. At the top, there's a 'Template Name' dropdown (1) with options like 'None', 'Yearbook Sales Templates', 'Yearbooks On Sale Now', 'Coverage Reporting Templates', 'Coverage Reporting 1', 'Yearbook Ad Templates', and 'Buy a Senior Ad'. Below this is a toolbar (2) with icons for font, text, image, and other formatting options. The main area displays a template preview (3) with a large image of students and the text 'YOU'RE IN THE YEARBOOK'. Below the image, there's placeholder text: '{firstName}' is photo is featured in the 2018 Yearbook! Don't miss out on your chance to order your copy of the {schoolName} Yearbook. It's the best way to remember this year's events, classmates and friends. Yearbooks are on sale for [\$XX] until [DATE]. Reserve your copy today! At the bottom is a blue button labeled 'Order Your Yearbook'. To the right, there's an 'Insert/edit image' dialog box (3) with fields for Source, Image description, and Dimensions, and a 'Constrain proportions' checkbox. Below that is an 'Insert Campaign Fields' dialog box (4) with options for First Name, Full Name, and School Name. At the top right, there's a 'Save as Template' button (5), a 'Test Email' button (6), and a 'Preview' button (7).

The screenshot shows the 'Template Preview' window. It displays the final email design, which includes the yearbook advertisement with the text 'YOU'RE IN THE YEARBOOK' and a blue button labeled 'Order Your Yearbook'. The preview is labeled with a red circle containing the number 8.

**1. Template Name** - Start by choosing a template from the drop-down list. Template are grouped into categories. Once a template has been selected, you can edit the text and images as needed.

**2. Toolbar** - Use the toolbar to customize the email by changing the font styles, justification, and formatting.

**3. Insert Image** - Use this tool to insert or replace an image. Upload an image into your gallery to use it in a template.

**4. Insert Campaign Field** - Campaign fields include first name, full name and school name. Use these fields to personalize your message to each student.

**5. Save as Template** - Save a custom or edited template into your template gallery.

**6. Test Email** - Send a test copy of your email to preview readability and formatting. Be sure to double-check any links in your email.

**7. Action Buttons** - Save, delete or send/schedule your email.

**8. Preview** - View a preview of your email to check overall formatting and campaign field text.