



fast start training

JIVE!™ Fast Start – Getting you off the ground ... fast

Contacting your customers with JIVE!™

All successful business owners know that it takes fewer resources to keep an existing customer than to acquire a new one.

You can easily touch base with your customers and remind them that you exist, simply by sending out an **Electronic Direct Mailer (EDM)**. What do you say in the **EDM**? Well, it could be anything related to your business; new product launch, latest promotions, tips and tricks, or even the company's newsletter.

Doing so at regular intervals will remind your customers of who you are and what you provide. And this is precisely what makes them come back! With **JIVE!™**, it's a snap.

Here's how you can send out your very 1st EDM:

1. Under '**Connect & Engage**', click Campaigns >> New Campaign
2. Enter '**Campaign Name**' (i.e. *your Email Subject Line*) and '**Description**', click '**Create**'
3. Click on the Campaign you've just created, ensure your Campaign Name, Sender Name and Sender Email is correct
4. Click '**Edit Content**', then edit your content accordingly. Click '**Save**', then '**Close**'
5. Click '**Add Address Book**'
6. Search for the appropriate address book, click '**Search**'
7. Check the tickbox next to the intended address book, click '**Add**', then '**Close**'
8. Click '**Test**', enter your own email address to ensure the email is formatted properly and that you can receive it. Click '**Send**', then '**Close**'
9. Under '**Date Start**', input the Date and Time of when you want your email to be sent out
10. Save >> Activate

Chicken feed, ain't it?

* Prefer to 'see' how we do it? Watch our *training video* instead.