

SimplyCast[®]



Discover, Organize, Communicate

Agent Guide

Table of Contents

Part One: Introduction.....Page 3

- Welcome.....Page 4
- About SimplyCast.....Page 5
- Marketing Automation Facts.....Page 6

Part Two: Products and Channels.....Page 7

- SimplyCast 360.....Page 8
- Agency 365.....Page 9
- Sonar Web Tracking.....Page 10
- CRM.....Page 11
- EngagerLive.....Page 12
- Email.....Page 13
- SMS.....Page 14
- Fax.....Page 15
- Voice.....Page 16
- Facebook.....Page 17
- Twitter.....Page 18
- Landing Page Generator.....Page 19
- Form Builder.....Page 20
- Survey Builder.....Page 21
- Autoresponder.....Page 22
- Blacklist Monitor.....Page 23
- Overview of Products.....Page 24

Part Three: Industry Use Cases.....Page 25

Part Four: Questions and Answers.....Page 34

Contact Us.....Page 52

Part One

Introduction

Welcome

Congratulations, you are now an Agent of SimplyCast: the world's best Customer Flow Communication and Marketing Platform! We provide businesses with powerful marketing automation to enhance customer experiences and relationships.

You are now a part of the marketing automation industry, which is growing at a rate of over 50 percent year-over-year and is already a \$130 billion market!

As an Agent, you will need to learn the main benefits and selling points of our products. SimplyCast's flagship product is SimplyCast 360, which has over fifteen ways to communicate with customers.

We have designed this training manual with lessons and questions to help you understand SimplyCast and the world's best marketing automation solutions.

Welcome!

About SimplyCast

About SimplyCast

SimplyCast is the world's best Customer Flow Communication and Marketing platform. It includes comprehensive, yet simple, communication and marketing tools. Without any coding knowledge, you can create sophisticated automated campaigns that appeal to each customer's unique needs and interests.

SimplyCast's Mission

We want to provide every business and organization with the ability to reach their customers on their preferred mode of communication. Our affordably priced solution enables small, medium, and large businesses to form strong relationships with their customers, save time, and boost revenue.

SimplyCast's Vision

Our main vision has always been to build the most comprehensive communication solution on the market. We wanted to provide businesses with powerful marketing automation capabilities to help enhance customer experience and relationships. We have achieved this goal.

Trusted Worldwide

SimplyCast is a world class interactive marketing platform. Our solution is trusted by thousands of customers in over 175 countries, including widely recognized brands in retail, telecommunications, nonprofit, education, web host, hospitality, and more.

Marketing Automation Facts

80 percent of users see their leads increase after using marketing automation (VentureBeat).

Of people using marketing automation, 77 percent see conversions increase (VentureBeat).

90 percent of organizations using marketing automation call it a success (Ascend2).

Nearly 11 times more B2B organizations use marketing automation now than in 2011 (Sirius).

79 percent of top-performing companies have been using marketing automation for more than two years (Gleanster).

Part Two

Products and Channels

SimplyCast[®]

SimplyCast 360

The world's best all-in-one marketing automation solution, SimplyCast's 360, is your technological platform that manages and automates marketing and communication for your business.

SimplyCast 360 manages over 15 ways to market and communicate to customers including web tracking, email, and SMS.

With thousands of potential customers online everyday, businesses need to reach them at the right time, right place, and with the right product.

Discover. Organize. Communicate.

Agency 365

SimplyCast Agency 365 is for marketing and advertising agencies. Agency 365 provides all the marketing tools for agencies and their clients under their own brand.

Marketing and advertising agencies are able to manage up to 10 clients from a single master account.

Boost Efficiency

Managing multiple client accounts through a single master account helps save time, increase organization, and boost efficiency. Rather than having to switch between accounts, take care of many different client campaigns from one central location. Client billing and subscription is also centralized.

Keep Staff Organized

Keep staff organized by setting permissions that are activated upon each user's log in. This not only keeps campaigns organized, but it also provides security and accountability among staff members. Set who has access to campaign creation, billing, and more.

Increase Profitability

Agency365 enables you to provide clients with everything they need in one place. It provides maximum convenience and profitability for you while helping you meet the needs of your clients. Set all your own prices, bring in new clients, and grow your business.

Sonar Web Tracking

Sonar web tracking tracks who visits your site to identify potential customers and collects customer data.

Why? It's important because only two to three percent of people who visit your site register. This means over 95 percent of your traffic and potential customers might slip through the cracks.

Visitor Tracking

Gain insight on who visits and interacts with your site. Analyzing your Sonar reports will show you where anonymous leads are going on your sites. This enables you to build a personal profile on each lead based on their IP addresses before they sign up or provide their contact information.

Website Optimization

View a snapshot of your website hits and clicks over time and your top links in real time. From the Sonar dashboard, learn which parts of your website are the most popular and effective. Analyzing this information helps you optimize your website, landing pages, and social media pages.

Personal Profiles

Build full profiles for each contact using data collection forms and behavioral tracking. All contact data, activity, and history is automatically collected and stored in personal profiles. Gathering detailed information helps you create personally targeted campaigns for each lead, which increases effectiveness and enables you to build stronger personal connections.

Lead Scoring

Automatically tag and score contacts based on which site categories they visited. Identify qualified leads by tracking which pages they visit and which actions they take. Lead interaction and activity is automatically collected, saving you time and providing you with personalized details so you can build better campaigns.

CRM

Customer relationship managers (CRMs) are a database where you can store valuable information on all of your contacts.

With SimplyCast's CRM, you are able to track your leads' behavior from the first touch through to the first sale and beyond. Your timeline shows you when each interaction took place and dynamic pipelines enable you to identify qualified leads. Even anonymous visitors are tracked.

If you store your important data with a third party CRM, you can have your CRM solution integrated with the SimplyCast CRM. Integration allows you to provide your customers with highly personalized campaigns based on their individual information.

View Lead Data

Discover which products and services leads are interested in and learn how to best engage them. The lead dashboard shows all the important contact information you need. View behavior tracking data, interaction history, preferred method of contact, and more.

Create Tasks

Auto-generate tasks for your sales team to make sure they are as effective as possible. Specific tasks help your team stay on track and follow up with qualified leads automatically. Leads may be automatically or manually added to your process.

Sales Dashboard

Get a daily snapshot of the progress of your company's data collection methods and pipelines. The sales dashboard reports where each lead is, enables you to manage all contact data, and reports your data. Salespeople can even take ownership of specific leads to further personalize the connection and decrease confusion.

- Discover what each lead is looking for with detailed activity tracking and personalized profiles
- Organize your leads and customers and increase efficiency with easy-to-create sales pipelines
- Communicate with all your contacts based on their own needs, interests, special dates, and other personal information

EngagerLive

EngagerLive is live chat software you can integrate on your own website. EngagerLive gives immediate online help and support for customers and builds a personal connection.

Add one line of code by copy and pasting and you are ready to go with instant support and service.

With live chat software, website visitors who have questions or feedback can easily connect with a support representative right away or leave a message.

Instant Engagement

Increase engagement and conversions for your business by adding live chat to your website. Provide instant service instead of making customers wait for a long time on the phone.

Chat Queues

Create different queues for specific departments to increase effectiveness. You can transfer chats from one staff member to another and get email alerts whenever a specific lead is online. Assign customers to specific support representatives to form a more personal and ongoing connection.

Message Option

Enable "Away" messages when no representatives are available. This function enables people to leave messages so you may answer them when you have time. This also helps you avoid long tie-ups on the phone with multiple customers waiting.

View Chat Logs

View a snapshot of chats over time and the average chat length on the dashboard. You can look through entire chat logs that store all the information from chats, enabling you to maintain a strong connection.

Email

SimplyCast enables you to create appealing emails easily by using the drag-and-drop editor. You just select the elements needed and add them in: no HTML coding needed. Your email is checked before completion to make sure it is ready to send.

Professional Ready-Made Templates

Choose from a large variety of professionally designed email and newsletter templates. Templates save time since once you select your template all you need to do is add content and schedule. Save your own email templates for future use. You can also have a company branded template built for you by our in-house designers.

Tracking Data

Build stronger, more profitable relationships by sending personalized and targeted content to each person on your list. With email tracking and detailed reports, you will learn how to best appeal to each subscriber. Personalized emails increase open rates and lead to higher conversions and increased revenue.

Detailed Reports

View full campaign reports to gain insight into who your best leads are and how to engage. Track which emails each subscriber responds to, which emails gain the most opens and more with simple graphs and charts. Reports show you when the most effective times are to send, which content your subscribers prefer, and so on.

SMS

SimplyCast provides the fastest and most direct type of communication. SMS is the fastest growing form of communication and allows you to text directly to your customers' cellphones.

Personalized Text Messages

Personalize text messages for your contacts. Use the simple merge feature to insert names and gain the attention of your subscribers. If you select the merge feature, the personalized merge information will be automatically added to each individual text message.

Shortcodes

A short code is a six digit number users can text, Since it's so short, it is easier for your customers to remember.

Allow for simple text opt-ins using shortcode keywords. Shortcodes are simple and engaging because they allow people to take action with just a few keystrokes. Shortcodes are useful for contests, promotions, charity events, and more.

Automated Responses

Follow up on text replies using marketing automation. When you set up a comprehensive text message campaign, you can create messages that will automatically be sent based on subscriber actions. This functionality enables you to provide immediate customer service even when your representatives are busy.

Easy Unsubscribes

Stay compliant with CAN-SPAM and CASL with unsubscribe management. Most text message marketers enable subscribers to opt out by texting the word "Stop" to their number. Unsubscribes may be added to your opt-out list either automatically or manually. Keeping your unsubscribe list up to date ensures that you are legally compliant. This is essential to building and keeping your customers' trust.

Fax

SimplyCast provides online fax software. Fax a great way to connect with other businesses, send sensitive documents, reach out with coupons and special promotions, and communicate with people who don't have the internet.

Manage Faxes Online

Send thousands of personalized faxes at once without touching a fax machine. Everything is created and sent online for maximum efficiency. This makes it easy to manage and automate your campaigns.

Drag-and-Drop Editor

Build your faxes in our system or upload a PDF you've already created. All documents you upload are stored in your account so you can reuse them to save time and maintain brand consistency.

Segmented Sending

Use segmented sending to schedule blasts to different groups at different times. This enables you to target specific groups and test the effectiveness of different send times. You can also add time restrictions so your faxes will stop automatically and won't send after work hours or on the weekends.

Voice

SimplyCast provides automated voice technology in multiple languages. It's great for customers who do not have an internet connection. Voice broadcasting is great for appointment reminders, service notifications, event invitations, and more.

Simple Setup

Send thousands of voice messages at once without touching a phone. You can easily upload your own message or create a message in multiple languages using our text-to-speech feature. With simple setup, quick scheduling, and test calling, your automated voice campaigns will be up and running in minutes.

Text to Speech/Audio File

Build your voice message using text-to-speech or upload an audio file you've created. Our voice tool supports WAV, MP3, and Ogg. You can easily upload, delete and manage audio files. Decide whether or not you want to leave a message if your contacts don't pick up so you can connect with them even if they're not immediately available.

Legal Compliance

Customize your text-to-speech ID and use our unsubscribe management system to ensure legal compliance. Because voice marketing and communication is strictly regulated, it is essential to follow legal standards. Our voice tool offers an easy unsubscribe function for contacts.

Facebook

SimplyCast provides Facebook automation in 11 languages. Using SimplyCast's app saves time because it automatically posts, gives detailed reports, and targets certain groups.

Facebook is one of the hottest social media sites, with over 1 billion people using the site. It is an effective way to reach new leads and build customer engagement. Share stories, pictures and videos, run special promotions and contests, and keep your company page up to date with automated daily posting.

Automated Posting

Build Facebook campaigns in advance to make the most of your time. Automated posting takes no time at all! Keep your Facebook page up to date. Target posts to specific segments of your audience for greater effectiveness. Set start and end dates to keep campaigns relevant and make the most of your resources.

Integrated Forms

Build your contact list by integrating a signup form into your Facebook page. This is a great way to gain new fans and subscribers as well as boost engagement. All contact information collected through forms on your Facebook page is automatically stored in each contact's personal profile. This means it is available when you want to target them with personalized messages.

Twitter Automation

SimplyCast provides Twitter automation. Twitter is used by millions of people. With SimplyCast's Twitter automation tool, you can access multi-account posting, auto-following, and posting RSS to Twitter, and integration with SimplyCast 360. Your tweets look more organic with our trickle schedule feature.

Easy Campaign Creation

Build all your Twitter campaigns in advance save time. With campaign creation view, you can review and organize all campaigns based on your specific timeline. Create beginning and end dates for campaigns and target specific groups of followers. All campaigns are reviewed by our Twitter cross-check feature to make sure you haven't forgotten anything.

Track Links

The Twitter application automatically uses Sonar to track shortened link activity. This feature shortens links to save character space. It then tracks follower clicks and interactions with each link. View your reports to learn which links are popular and which ones need to be reviewed.

Repeat Tweets

Set up custom repeating tweet intervals and auto-follow functionality. Repeating tweets are useful for contests, promotions, and big company news. You can even schedule them to post at organic times to avoid looking robotic or repetitive.

Landing Page Generator

SimplyCast provides landing pages to allow you to connect with leads and provide a targeted experience. Easily create your own landing pages to engage and convert leads when you run special promotions, campaigns, events, and contests.

Drag-and-Drop Editor

With no coding knowledge, you can create professional landing pages using our simple drag-and-drop editor. Drop in the design and functional elements you need to build attractive landing pages that convert visitors. Integrate social media elements to extend your page's reach and enable visitor interaction.

A/B Split Testing

You can A/B split test different content and designs with custom traffic strategies. Sending visitors to specific landing pages enables you to provide a highly targeted experience for each lead. This boosts conversion rates and interaction with landing pages.

Custom Domain

Set up a custom domain so your landing page appears to be hosted on your own site. Custom domain landing pages promote brand consistency and keeps your information under your own company name. Brand consistency leads to higher brand recognition, engagement and loyalty.

Personal Targeting

Send personalized targeted content to contacts after conversion events. Since landing pages enable you to gather personal information from each lead, you can use this information to send unique personalized messages. Targeted messages receive higher open rates and more interaction, leading to increased loyalty.

Definition of A/B Split Testing: As the name implies, two versions of your landing page are compared. The pages are identical except for one variation that might affect a user's behavior. A company with a customer database of 2,000 people decides to create an email campaign with a discount code in order to generate sales through its website. It creates two versions of the landing page with different call to actions (the part of the copy which encourages customers to do something — in the case of a sales campaign, make a purchase) and identifying promotional code. The company then monitors which campaign has the higher success rate by analyzing the use of the promotional codes.

Form Builder

SimplyCast provides a form builder where you can build forms to gather information from customers and online leads. Using this information, you can make personal connections based on individual interests and other data provided. Learn more about your customers and their experiences.

Drag-and-Drop Editor

With pre-made templates and backgrounds create professional and attractive forms. There is no coding needed using our simple drag-and-drop editor. Just drop in the elements you need and then you can put the form anywhere on your website or social media pages.

Automatic Personal Profiles

Gather valuable data from contacts to gain insight on demographic patterns and segments. Information is automatically collected and stored in each contact's personal profile. This enables you to create highly relevant and personally targeted campaigns.

Nurture Leads

Nurture new signups with targeted content after they submit a form. Use personal information to nurture leads, create a lasting bond, build customer loyalty, and increase revenue.

Survey Builder

Learn more about your customers and their online experiences through simple surveys.

With easy-to-create surveys, you can gather more information about your customers and gain valuable feedback.

Multiple Question Types

Use multiple question types to gather valuable feedback from contacts. Choose from a selection of pre-made question types or create your own custom questions. Specific question types make for simpler more detailed answers that enable you to gather more information.

Drag-and-Drop Editor

Create easy-to-follow surveys with our simple drag-and-drop editor. It's easy for anyone to create a professional survey in just minutes without knowing any HTML code. If you want more design options and you do wish to use code, you can insert your own code to further customize your survey.

Wide Distribution

Use the survey link anywhere. Distribute surveys using multiple communication channels such as email, SMS, and social media. You can show or hide the survey at any time and you can reuse old survey templates to maintain brand consistency and save time.

Autoresponder

Autoresponder provides immediate support and information to customers when they take an action online.

Autoresponder messages are completely customizable to your needs. They can provide automatic confirmation, additional information, birthday wishes, and more.

Nurture and Create More Signups

Nurture new signups with automated email campaigns after they submit a form. Your autoresponder campaigns will kick in and provide subscription. Depending on what information they provide, contacts will be added to specific lists and sent personally targeted campaigns.

Personal Targeting

Once you set up the messages for autoresponder and gather customer information the process is simple. Automated messages save time and still provide a personalized level of customer service.

Date Triggers

With date triggers, send personalized Happy Birthday emails and personalized promotions whenever contacts have a special anniversary or date. Date triggers build loyalty, engagement, and create a more personal connection with each customer.

Blacklist Monitor

Blacklist monitors keep your online reputation safe by ensuring that your IP addresses have not been blacklisted. Blacklisting hurts a business's reputation and email deliverability rate. SimplyCast's monitoring tool checks over 40 blacklists to ensure that your IP addresses have not been blacklisted. If any have, we will provide you with the steps to get it removed.

Monitor Multiple IP Addresses

Monitor multiple IP addresses over time to maintain a good reputation. Your business may use several IP addresses for various purposes. Our monitoring tool will ensure that if any of them are blacklisted, you will be immediately notified so you can begin the removal process.

Instant Notifications

Get notified with blacklist alerts and removal instructions in real time. You will instantly be sent an email at your preferred email address if any of your monitored IP addresses are blacklisted. This enables you to do damage control right away so your online reputation doesn't suffer.

Automatic Monitoring

Monitoring is automatic. Once you enter the IP addresses you wish to have monitored, there is nothing else to do. You don't even have to think about it again unless you receive an email notifying you that your IP address has been added to a blacklist.

Overview Products

SimplyCast tools help businesses discover, organize, and communicate automatically with customers!

Discover Your Customers

Discover what each of your customers is interested in with detailed tracking and automated segmentation.

Anonymous Web Tracking

Get a detailed timeline of everyone who visits your website. Track both customers and anonymous leads!

Simple Signup Forms

The form builder allows you to quickly create forms for qualifying and converting your anonymous leads into real customers!

Landing Pages

Quickly build dedicated landing pages for your signup forms and campaigns to easily convert your customers. No coding experience required!

Powerful Contact Pipelines

Turn your existing processes into pipelines for customers to automatically flow through. This offers a simple, tool for tracking your processes!

Customer-Focused Tasks

Create tasks for staff manually and automatically based on customer behavior. Ensure that no customer is missed in your sales and support pipelines!

Contact Lists and Tags

Segment contacts and automatically update them on a regular basis. Sort contacts with similar behavior using contact tags. This enables highly targeted communication!

Organize Them Effectively

CRM enables you to easily organize contacts for sales, marketing, and support!

Communicate

Use SimplyCast 360 to automatically engage customers via email, SMS, voice, fax, and more!

Communicate 15 ways with potential customers through a single easy-to-use automation platform.

SimplyCast 360

Use SimplyCast 360 to create powerful automated flows that control your sales, marketing, and support processes. Let your team get back to focusing on your customers!

Every Communication Channel

Send marketing campaigns and targeted communications through any of our communication channels such as email, SMS, voice, and fax. Use data driven by the CRM to personally engage customers. Take support to next level with live chat and reach customers automatically!

Part Three

Industry Use Cases

No Matter the Industry, Easily Reach Your Audience

Companies need marketing and communication solutions that are flexible, customizable, and interactive. SimplyCast provides tools built around unique industry requirements.

SimplyCast's all-in-one marketing and communication platform helps effectively engage your customers and expand your company's reach. The platform is simple to use and has a powerful built-in Customer Relationship Manager (CRM).

Create your own message, customize the look and feel of your campaigns to be consistent with your company brand, and greatly reduce your manual work. SimplyCast's team works with clients in every industry and uses real feedback to develop tools that customers want.

Identify Leads and Generate New Business Referrals

Save time and qualify hot leads

1. When an online lead visits your site and signs up as a subscriber through a form or survey, the Customer Relationship Manager (CRM) creates a personal profile of the lead.
2. Once they are signed up and in the CRM, you can follow up by sending tips, educational information, coupons, birthday discounts, and more.
3. When the online lead is a subscriber in the CRM, they can be tracked online and a more personalized profile is created. Tags within the CRM show you what each subscriber is interested in and scoring reports their online activity to gauge if they are really engaged.

Get New Clients Started Easily

When new clients sign up, provide them with all the necessary information easily

1. Create a signup form for each service offered and custom tailor each form for each service.
2. Based on information from the signup form, automatically follow up and send additional forms that have to be completed.
3. Send client email confirming all information is received. Add additional information with further instructions or expectations.

Grow Loyalty with Personalized Emails/Newsletters

Engage and nurture email subscribers, building stronger relationships

1. Create a simple signup process where you can engage subscribers with their preferred communication like SMS or email.
2. Organize subscribers with a personal profile in the CRM once they are confirmed as a subscriber.
3. Instantly welcome new subscribers with a welcome/thank-you email.
4. As subscribers read your newsletter interactions can be tracked and stored. This information is stored on your CRM so you can target subscribers based on their unique interests with personalized content.
5. Easily manage emails and newsletters with time delays that schedule your delivery. Time delays ensure that subscribers do not become overwhelmed and unsubscribe.
6. Perform A/B split tests with different emails and newsletters to see what content is more effective.

Offer Rewards

Offer customers rewards to show customer appreciation and create loyalty

1. Offer rewards automatically. When a customer reaches a milestone in the CRM, the system checks to see if customer qualifies for a reward and an email is sent to the customer if so.
2. If customer clicks on the offer in the email, the CRM is updated.
3. Once a customer redeems the reward, an automated email is sent informing them they have claimed the reward.

Attract More Guests, Easily Manage RSVPs

Boost attendance for your events and save time managing event details

1. Easily create simple signup forms with an RSVP link. Add each guest's preferred mode of communication.
2. Invite hundreds of guests with a single click. Having this automated process means you don't have to spend time organizing your guest list.
3. Automatically reconnect with invited guests who might have dropped off. You can re-send invitations as the date approaches.
4. After your guests sign up, they receive a thank you. Contact information is stored on the CRM and tagging is done to personalize their messages.
5. Keep attendance high with automated reminders. No manual work is required and guests are continually engaged.

Improve New Patient Registration

Quickly sign up new patients and keep them engaged

1. Create a form for staff to give to new patients. Include contact information, medical conditions, etc.
2. After a patient leaves an appointment, automatically send a follow-up email with information specific to their condition.
3. Stay in touch with monthly automatic emails that contain specific information to their condition or generic information.

Gain Real Feedback and Build Loyalty

Learn how to improve your customers' experiences through direct feedback

1. Create a survey. Ask customers how they found your service and if they would provide a recommendation. Ask what they thought of your office and staff. You can increase chances of customers completing the survey by offering an incentive.
2. After a visit or purchase, have the survey triggered or timed to send to each customer that visited. After the customer clicks the link, the survey data is collected and viewed in reports. See how happy your customers are and what they need.
3. A thank you email is sent with a coupon or reward after the completion of the survey. Have a message with a link asking for recommendations or a review. This helps build loyalty and keep your customers engaged.
4. Follow up with customers not satisfied and ask what could be done to improve their experience.

Combat Shopping Cart Abandonment in E-commerce

Reduce lost revenue from customers falling off during purchase

1. Set up a re-engagement process in minutes and connect your e-commerce site to the SimplyCast CRM. If a customer abandons their shopping cart for a set period of time, they will automatically be entered into the process to encourage them to complete their purchase.
2. The system uses tags to see where the customer stopped shopping and what they were shopping for.
3. Send highly personalized messages with relevant information, like coupons or free shipping, to reconnect with shoppers. Target shoppers with messages offering help and support or a survey asking why they did not make a purchase.
4. Thank customers who complete purchases after re-engagement by email. The email confirms the purchase and includes other important content like tracking information.
5. It is important that you connect with shoppers that did not make a purchase in the end. You could include a survey in your email asking about their experience. After the customer answers the survey, a task would automatically be created for a representative to follow up with that customer.

Let Customers Quickly Report Utility Issues

Simply report issues reduce phone wait times and increase customer satisfaction

1. Set up a simple reporting process in minutes by creating an SMS shortcode. Customers can text in the keyword that matched the issue they're experiencing such as: OUTAGE, TREE, POLE, or LIGHT. You are able to send different messages to customers based on the keyword they send you.
2. Respond immediately to customers with a thank you letting them know the issue is registered and give them an estimated response time.
3. The issue is registered in system based on the keyword. A notification is sent to the service team.
4. If more information is needed from the customer, a service representative can call them. They then notify the technician.

Grow Loyalty and Voter Engagement

Connect with voters in new, more effective ways than traditional flyers and phone surveys.

1. Create a general signup and nurture process using the SimplyCast 360 drag-and-drop tool. Engage your subscribers with different communication methods, such as SMS and email. Subscribers specify their preferred method of communication, so this way they get information in the form you know they will read.
2. A voter fills out a web form to collect all relevant information. They select specific boxes on the signup form to indicate which topics they are interested in. Each voter's information is fed directly into the CRM. The CRM begins to build a personal profile for each voter so they will receive relevant messages.
3. As soon as the voter submits their information, a thank you message is sent out in the preferred mode of communication form (email or SMS). Receiving content conveniently ensures that voters will read it instead of ignore it.
4. As voters engage with your content, you learn more about them. Each voter continues to be tracked and the web tracking software builds up a personal profile for each voter. The voter continues to receive targeted messages based on their interactions, including fundraising campaigns, events, and town halls. Personalized messages help build a relationship with your voters, increasing trust and confidence. Easily A/B test different messages to see which one gains better responses, focusing on content that tests well with voters.
5. Automated reminders are sent out to all voters as election day approaches to ensure that voters don't forget the time or date. SMS messages are especially effective for reminders, as they are almost always opened within five minutes of being received.

Part Four

Questions and Answers

SimplyCast Overview Questions

What is SimplyCast's mission?

SimplyCast wants to provide every business and organization with the ability to reach each customer through their preferred mode of communication.

How many countries is SimplyCast in?

SimplyCast is in 175 countries.

How many ways does SimplyCast's all-in-one platform automatically communicate to customers?

SimplyCast's all in one platform, SimplyCast 360, automatically communicates in over 15 ways to customers. Communication forms include email, fax, voice, surveys, and more.

Is it possible to track leads from the moment they are on your site with SimplyCast?

It is possible to track leads from the moment they land on your website with SimplyCast's web tracking tool: Sonar.

What is the pricing like for SimplyCast products?

SimplyCast products are affordably priced for small to large businesses.

SimplyCast 360 Questions

What does SimplyCast 360 provide for businesses and their customers?

SimplyCast 360 provides software to help businesses automatically communicate with current and potential customers.

How many ways can SimplyCast 360 communicate to customers? Give a few examples.

SimplyCast 360 communicates over 15 ways to customers. This can include email, SMS (text), fax, etc.

What are the advantages to a business when using SimplyCast 360?

Businesses save time, increase effectiveness, drive sales and engage customers.

How long does it take to personalize targeted campaigns with the SimplyCast 360?

Within minutes you can personalize targeted campaigns with SimplyCast 360.

How can businesses use automation to reach customers at the right time, right place and with the right product?

This can all be done with SimplyCast 360. The SimplyCast 360 helps businesses discover potential customers and what they are interested in. It helps organize leads and turn them into customers. Also, the 360 has the potential to communicate to customers in over 15 ways.

Agency 365 Questions

Who is Agency 365 for?

Agency 365 is for marketing and advertising companies.

How many clients can marketing and advertising companies manage under one account?

Advertising and marketing companies can manage up to 10 clients under one account.

How does Agency 365 help marketing and agency companies?

Marketing and advertising companies can set their own prices, bring in new clients, and grow their business with Agency 365.

What are the advantages for marketing and advertising agencies if they use Agency 365?

Having Agency 365 helps marketing and advertising companies become organized, save time, and boost efficiency.

Is client billing and subscription centralized with Agency 365?

Yes, your client billing and subscriptions come centralized with Agency 365.

Sonar Web Tracking Questions

What is Sonar?

Sonar tracks who visits your site to identify potential customers and collects customer data.

What can you do with Sonar to improve your website?

Track anonymous or known leads and customers from the very first point of contact. Use information gathered to create highly targeted automated nurturing campaigns that lead to more conversions and increased revenue. Shorten your sales cycle and reach out to leads with unique personalized content based on their needs and interests.

What do you do with tracking information provided by Sonar?

Analyzing your Sonar reports shows you where anonymous leads are going on your site. This enables you to build a personal profile of each lead based on their unique IP address and browser identity before they sign up or provide you with their contact information.

What can you do with personal profiles created from Sonar?

Gathering detailed information helps you create personally targeted campaigns for each lead that increases effectiveness and enables you to build a stronger personal connection.

Why is it important?

It's important because only 2 to 3 percent of people who visit your site register. This means over 95 percent of your traffic and potential customers might slip through the cracks.

CRM Questions

What is CRM?

CRM is your customer relationship manager where you are able to track your leads' behavior from the first touchpoint through to the first sale and beyond.

Are anonymous visitors tracked with CRM?

By working with Sonar, the CRM stores the profiles of anonymous visitors to your website.

How does CRM help businesses with customers?

CRM helps businesses improve interactions with their customers by displaying behavior tracking data, interaction history, and preferred method of contact.

How can I organize my leads in the CRM?

The pipeline feature within the CRM is perfect for organizing your leads. With pipelines, you can see where your leads are in your sales cycle and how close they are to purchasing.

Am I able to see how engaged each contact is at a glance?

If you use the scoring feature, you are able to assign points to contacts depending on what actions they have taken. You can then see this number on every contact's page, giving you a quick assessment of how engaged they are.

EngagerLive Questions

Why should businesses use EngagerLive on their website?

EngagerLive is live chat software you can implement on your website. It gives immediate online help and support for customers and helps build personal connections.

What is the process to set up EngagerLive?

All you need to do to get started with EngagerLive is add one line of code to your website. Then you are ready to go with instant support and service.

Is it possible to personalize live chats to different salespeople?

You can use chat queues to accomplish this. Chat queues allow you to have different salespeople take questions for different departments.

Is it possible to leave an away message when nobody is available?

You can enable "Away" messages when no representatives are available. This function enables people to leave messages so you may answer their questions when you have time. This also helps you avoid long tie-ups on the phone with multiple customers waiting.

Can you view the average chat length?

The EngagerLive dashboard allows you to view entire chat logs and get an overall view of your online chat's performance, including the average chat length.

Email Questions

How do you create stylized emails in SimplyCast without coding?

You can design your email in the Simple Editor easily by using the drag-and-drop functionality. All you have to do is select the element you want to include and add them to your template. No HTML or CSS knowledge is required.

Do you have to design your own emails or are there templates to use?

SimplyCast has a large variety of professionally designed email and newsletter templates. Using templates save time since all you need to do is add content and schedule. You can also save your own email templates for future use to keep brand consistency.

What is used to personalize and gather information for emails?

Sonar is used with emails and newsletters within SimplyCast and provides detailed reports on your campaigns. Through these reports, you will learn how to appeal to each subscriber, build a stronger relationships, and sending personalized content to each subscriber. Personalized emails increase open rates and lead to higher conversions.

Can you get a company branded template?

You can have a company branded template built for you by our in-house designers.

How do you gain insight on your best email leads?

Detailed reports show you who your best leads are and how they engage with your emails. Track which emails each subscriber responds to, which emails gain the most opens, and more with simple graphs and charts.

SMS Questions

Why should businesses use SMS marketing?

Texting is the fastest growing form of communication and most direct type of communication. By using SMS marketing, you have the ability to reach your clients in a direct and convenient way.

How can you personalize texts?

You can use the simple merge feature to personalize texts with each contact's name and gain the attention of your subscribers.

What is a short code?

A shortcode is a short "from" number six numbers that customers text to get information. Businesses should consider using these because customers can remember them easier.

Can you provide immediate service with texting?

Using marketing automation, you can create messages that will automatically be sent based on each subscriber's actions. This functionality enables you to provide immediate customer service even when your representatives are busy.

Is this SMS application compliant with CAN-SPAM and CASL?

SimplyCast's SMS application provides you with default Stop and Help messages (you can customize them if you like) that help keep you CASL and CAN-SPAM compliant.

Fax Questions

Why is fax used by businesses?

Businesses use fax to send sensitive documents, reach out with coupons and special promotions, and communicate with people who don't have internet.

How many faxes can you manage at once with SimplyCast's app?

You can send thousands of faxes at once when using SimplyCast's fax software. Since the program is online, you do not need a fax machine to do fax marketing.

What do you use to build your fax in SimplyCast's application?

When creating a fax inside SimplyCast, you can use the HTML editor to make it or you can upload your own document as a PDF.

Can I schedule my fax campaign for later?

If you want to create a fax campaign but not send it until a later day and time, you can do that easily. SimplyCast allows you choose whether or not to send your campaign immediately or select a later date/time.

What do you use to send faxes to different groups at different times?

Segmented sending allows you to break up your faxes in order to send to different groups at different times.

Voice Questions

Why should businesses use voice broadcasting?

Voice broadcasting is great for customers who do not have internet. It's perfect for appointment reminders, service notifications, event invitations, and more.

How do you set up a voice message?

You can easily upload your own message or create a message using our text-to-speech feature. With simple setup, quick scheduling, and test calling, your automated voice campaigns will be up and running in minutes.

Does the voice broadcasting app provide features to help stay legally compliant?

The voice broadcasting app provides you with an unsubscribe management system to help ensure legal compliance.

Is voice broadcasting available in multiple languages?

The voice broadcasting application can be used in multiple languages.

Can voice campaigns be scheduled for later days and times?

With the voice application, you can choose to send your campaign immediately or schedule it to send at a later day/time.

Facebook Questions

What do businesses do on Facebook and why?

Businesses share stories, pictures, and videos to engage customers and reach potential customers.

What does SimplyCast's Facebook application provide?

SimplyCast's Facebook application provides automatic posting to save you time and keep your Facebook up to date. The application also provides reports so you can see how well your Facebook profile is performing.

Can you schedule your posts in advance using SimplyCast's app?

SimplyCast's Facebook application allows you to write and schedule your posts in advance. Doing this allows you to save time because you won't have to be constantly posting and monitoring your Facebook account.

Can you target posts to specific segments of your audience with SimplyCast's Facebook app?

With the SimplyCast Facebook application, you can target posts to specific segments of your audience. This is helpful for appealing to different demographics based on geographical location and interests.

Can you integrate a form onto Facebook with SimplyCast?

You are able to integrate a signup form onto your Facebook profile. This helps you build your contact list and gain new fans and subscribers.

Twitter Questions

How many people use Twitter?

Twitter has about 320 million active monthly users.

What are the advantages of Twitter automation?

By using Twitter automation you can post on your account automatically, follow people automatically, and integrate with SimplyCast 360.

Can you create a Twitter campaign in advance with Twitter automation?

SimplyCast's Twitter application allows you to easily create Twitter campaigns in advance. When creating your campaign, you can create beginning and end dates, repeat specific tweets, and post photos or links.

What can you use to shorten links for Twitter?

Links are shortened within the Twitter application simply by clicking the "Enable Link Tracking" button on the tweet containing the link you wish to shorten. Doing this will also enable link tracking. This means you can see reports on how your followers interacted with the link.

Can you schedule tweets and make them look organic?

When you are scheduling individual tweets, you can choose the exact time they post to make them look organic. For repeated tweets, you can use the trickle span to make sure those tweets don't look robotic.

Landing Page Questions

Why should a business have a landing page?

A landing page gives businesses a chance to connect with leads in seconds and provide a highly targeted experience. This is used to engage and convert leads when running special promotions, campaigns, events, or contests.

Do you need coding to build a landing page?

You do not need to know coding to build a landing page. With SimplyCast, you can use the simple to use drag-and-drop editor to drag in the elements you require to build your landing page.

What do you use to create custom traffic strategies?

Use A/B split testing to test different content and designs for custom traffic strategies. This creates a highly targeted experience for each lead. Targeting provides highly relevant information, which boosts conversion rates and interaction with pages.

Why should businesses use a custom domain for landing pages?

Businesses should set up a custom domain so their landing page appears to be hosted on their own site. Custom domain landing pages promote brand consistency.

Could a landing page be used to increase communication opt-ins?

You could use a landing page in conjunction with a signup form. This would be a great way to get people to opt-in for your communications from somewhere that is not your website.

Form Questions

How easy is it to use SimplyCast's Form Builder?

SimplyCast's form building application is easy to use since it provides you with drag-and-drop elements to help you create the perfect form with the questions you need.

How do forms help businesses?

Forms help businesses make personal connections based on individual interests and other data provided. Forms help businesses learn more about customers and experiences.

Does the form builder have pre-made templates?

The SimplyCast Form Builder has pre-made templates and backgrounds to create professional, attractive forms easily and quickly.

What information does Form Builder gather?

Form Builder gathers valuable data from contacts to gain insight on demographic patterns and segments. Information is automatically collected and stored in each contact's personal profile. This helps to create highly relevant personally targeted campaigns.

How does Form Builder help nurture personalized bonds with customers?

The information gathered by Form Builder will help businesses nurture personalized bonds with customers through future personalized communications.

Survey Questions

Why should businesses use surveys?

Businesses should use surveys to learn more about their customers and their experiences with the company. Surveys are the perfect way to gather customer feedback.

Are there pre-made questions?

The SimplyCast survey tools comes with premade questions. You can also create your own custom questions.

Do you need to know code to create a survey?

With the Simple Editor, you do not need to know any code to create your surveys. Instead, you use the drag-and-drop editor to select the element you want to include. If you do want to use your own code, you can include it but it is not required.

Can you use the survey in different places?

You can promote your survey anywhere you can promote a URL. You can distribute surveys through different communications including email, SMS, and social media.

How long does it take to create a survey?

With SimplyCast it is easy and quick to build a survey. Depending on the length of your survey, you can be done in as little as a few minutes.

Autoresponder Questions

What is the main benefit of Autoresponder?

Autoresponder provides you with the ability to communicate with customers as soon as they contact you. The trick is that Autoresponder does not require you to do anything to answer. Instead, there are responses already set up and the Autoresponder send the appropriate answer.

Can you customize AutoResponder?

AutoResponder can be customized. Once messages are set up for AutoResponder and customer information is gathered, they will be added to specific lists and sent personally targeted campaigns.

If a customer has a special event, can AutoResponder send an email to them?

Date triggers can send personalized messages to customers based on the day. For example, birthday and anniversary wishes can be sent automatically in order to create a personalized connection and build loyalty.

What are the advantages of AutoResponder?

With Autoresponder you are able to automatically communicate with customers. Automated messages save time and provide immediate personalized customer service.

Can you use information from AutoResponder to send an email campaign?

When used with SimplyCast 360, Autoresponder stores customer information in the CRM. In turn, this information can be used in all communication campaigns including email.

Blacklist Monitor Questions

Why should a blacklist monitor be used?

In order to protect your online reputation, you need to ensure that your IP addresses have not been blacklisted. The easiest and most effective way to do this is with a blacklist monitor because it can do the work for you automatically.

How many IP addresses can I monitor at once?

There is no limit to the number of IP addresses you can monitor using the SimplyCast Blacklist Monitor.

How many blacklists does SimplyCast monitor?

SimplyCast monitors over 40 blacklists through the use of the SimplyCast Blacklist Monitor.

Do you have to check in on the Blacklist Monitor regularly?

SimplyCast's Blacklist Monitor checks your IP addresses automatically. You do not have to think about it again unless you are notified that your IP is blacklisted.

Is there an easy way for me to receive notifications about any blacklistings?

If any of your IP addresses have been blacklisted, you will receive an email notifying you. You won't even need to log into the system to receive notifications about blacklistings.

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