

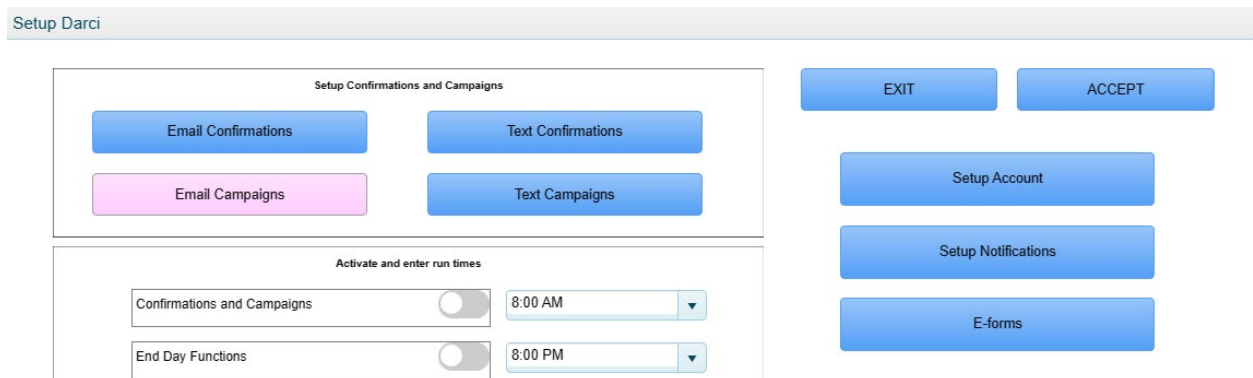
Promotional Email

In this tutorial we will cover creating an email campaign using the Promotional template. These same instructions also work Back to School, Holiday, School's Out, Spring and Summer

1. From the main screen, click DARCI



2. Click 'Email Campaigns'



3. (A) Select the 'Promotional' template from the drop down.

(B) Click the 'Date of Holiday' box to manually enter the date of your event.

(C) Make this template active by clicking the 'Active' box.

(D) Select how many email messages you would like to send out. In this first example we will just choose 1 but we will come back to this at the end to explain what more than one would look like.

(E) Choose how many days in advance of 'Date of Holiday' you would like this email to go out. In this example we will choose 7 which means your client will receive this email on December 18th.

(F) Click the '1st Message' button to begin setting up your email message.

Blast Marketing Messages

The screenshot shows a form titled "Blast Marketing Messages" with the following fields and buttons:

- Template:** A dropdown menu with "Promotional" selected. An annotation **A** points to this field.
- ACTIVE:** A toggle switch that is turned on. An annotation **C** points to this field.
- DATE OF HOLIDAY:** A text input field containing "08/30/24". An annotation **B** points to this field.
- Number of campaigns to run:** A dropdown menu with "1" selected. An annotation **D** points to this field.
- Days in Advance:** A dropdown menu with "3" selected. An annotation **E** points to this field.
- 1st Message:** A blue button with a red border, highlighted by an annotation **F**.
- Exit:** A blue button in the top right corner.
- Save Template:** A blue button below the "Exit" button.

Messages will be sent out based on the number of Days in Advance. Select 0 to send the message out the day of the event.

4. (A) Choose the font and size you would like for your message.

(B) These are the codes you can use to insert specific information into your message. For example, by typing "Thank you, <CF>!" into the subject line it will display the customer's first name automatically ie. "Thank you, Stephen!"

(C) Choose the font color (this is black by default)

(D) Choose the font's background color (this is white by default)

(E) Inserting a hyperlink allows you to enter a website's URL into the message but also have it display a different message than the URL (ie. [Click Here](#) to be taken to your businesses' website)

(F) The image button will allow you to insert the URL to a specific image and have it display in your message directly from the internet. If the image resides on your computer, you can simply drag and drop it into this screen and it will automatically display.

Set Message and Image

message number: 1

Subject
Thank you, <CF>!

A Arial, Helvetica, ... 3 (12pt) **B** **I** **U** **ab** **C** **D** **E** **F**

B Enter <BUSINESS> to inset Business Name in the subject or body of the message.
Enter <CF> to inset the Client's FIRST Name in the subject or body of the message.
Enter <CL> to inset the Client's LAST Name in the subject or body of the message.
Enter <BD> to inset the Birth Date in the subject or body of the message.
Enter <AV> to inset the Anniversary Date in the subject or body of the message.

Attach Survey

5. The Table Wizard allows you to customize the format of the message box from one square up to a 6x8 table. In this example we will use a 2x2 table.

Set Message and Image

message number: 1

Subject
Thank you, <CF>!

Save Exit

Send Test

Arial, Helvetica, ... 3 (12pt) B I U abc [text alignment icons] A [font color icon] [background color icon] [table icon]

Create a 2 x 2 table
Table Wizard

Enter <BUSINESS> to inset Business Name in the subject or body of the message.
Enter <CF> to insert the Client's FIRST Name in the subject or body of the message.
Enter <CL> to insert the Client's LAST Name in the subject or body of the message.
Enter <BD> to insert the Birth Date in the subject or body of the message.
Enter <AV> to insert the Anniversary Date in the subject or body of the message.

6. You now have up to 4 different images/text boxes to use when making your campaign email.

Set Message and Image

message number: 1

Subject
Thank you, <CF>!

Save Exit

Send Test

Arial, Helvetica, ... 3 (12pt) B I U abc [text alignment icons] A [font color icon] [background color icon] [table icon]

A	B	C	D
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7. In the example below, we have dragged two images that were on our computer into the “A” and “C” boxes and then typed corresponding messages into the “B” and “D” boxes.

Set Message and Image

message number: 1

Subject
Thank you, <CF>!


Save Exit

Send Test


Arial, Helvetica, ... 3 (12pt)

B *I* U abc

A



Spa Services
Come in any time during the holiday season and receive a free foot massage!



Salon Services
Come in for any service during the holiday season and receive a free add on service!

Attach Survey

Enter <BUSINESS> to inset Business Name in the subject or body of the message.
Enter <CF> to inset the Client's FIRST Name in the subject or body of the message.
Enter <CL> to inset the Client's LAST Name in the subject or body of the message.
Enter <BD> to inset the Birth Date in the subject or body of the message.
Enter <AV> to inset the Anniversary Date in the subject or body of the message.

8. You must first click ‘Save’ before sending yourself a test. If the test email looks great, you’re good to go! Just Exit all the way out.

Set Message and Image

message number: 1

Subject
Thank you, <CF>!


Save Exit

Send Test


Arial, Helvetica, ... 3 (12pt)

B *I* U abc

A



Spa Services
Come in any time during the holiday season and receive a free foot massage!



Salon Services
Come in for any service during the holiday season and receive a free add on service!

9. If you wish to send more than one message, you can change the 'Number of campaigns to run' to a number larger than 1. In this example, we've chosen 2 and set the 1st Message to be sent 7 days before the 'Date of Holiday' (8/23) and the 2nd Message will be set to 1 which means it will go out one day before the 'Date of Holiday' (8/29). You must configure the 2nd Message in the same manner you did the first.

Blast Marketing Messages

Email Message

Template: Promotional

DATE OF HOLIDAY: 08/30/24

ACTIVE:

Number of campaigns to run: 2

1st Message: Days in Advance: 7

2nd Message: Days in Advance: 1

Messages will be sent out based on the number of Days in Advance. Select 0 to send the message out the day of the event.

Buttons: Exit, Save Template

10. Please note that all campaigns go out at the same time each day as your appointment reminders. This is setup in the main DARCI screen.

Setup Darci

Setup Confirmations and Campaigns

Buttons: Email Confirmations, Text Confirmations, Email Campaigns, Text Campaigns

Activate and enter run times

Confirmations and Campaigns: 8:00 AM

End Day Functions: 8:00 PM

Buttons: EXIT, ACCEPT, Setup Account, Setup Notifications, E-forms