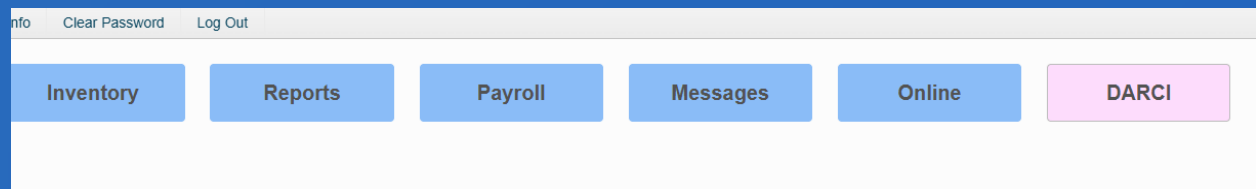


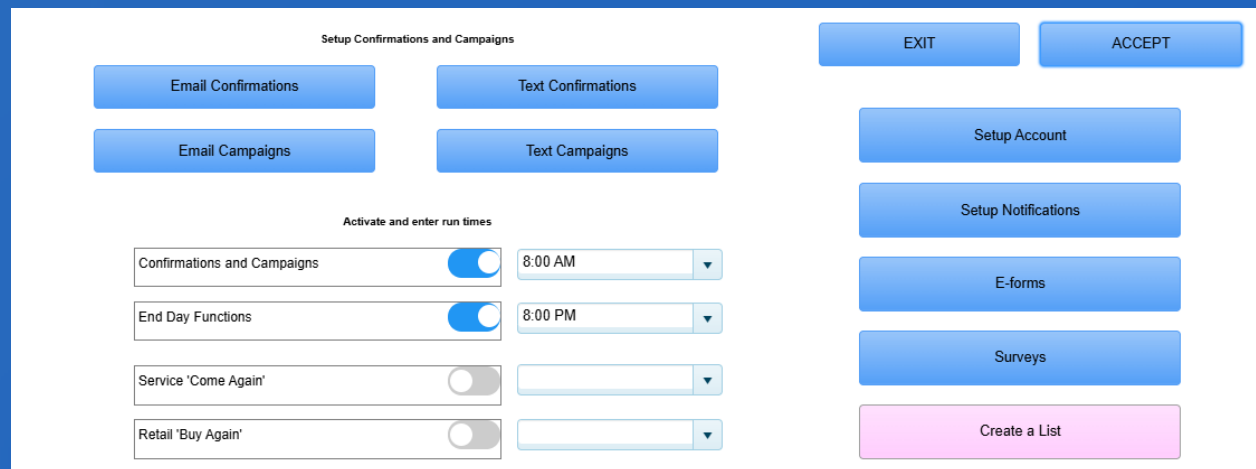
Marketing Blast

Marketing blasts work in conjunction with list creations. This is different than DARCI campaigns. Marketing blasts can be sent to specific types of people and can be done any time of day.

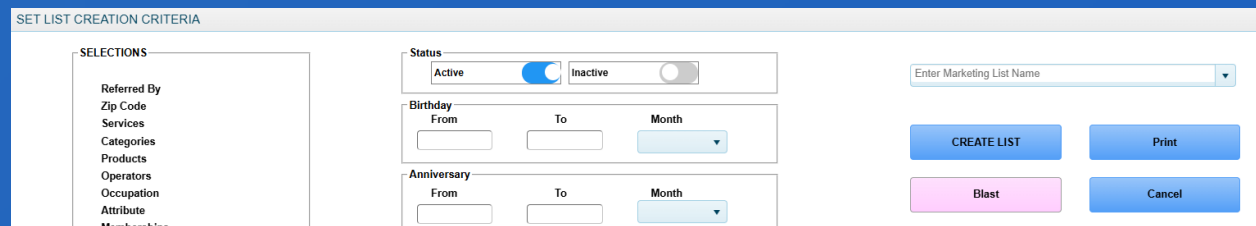
1. From the main toolbar, click 'DARCI.'



2. Next, click 'Create a List'



3. If you haven't already created a marketing list, please read our tutorial on that before proceeding. If you have already created your list, click 'Blast.'



4. Using the drop-down box, select the marketing list you would like to send this blast to.

BLAST EMAIL/TEXT MARKETING

Marketing List

SUMMER PROMOTION

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

Setup

5. Now click 'Setup' to create the message you'd like to send.

BLAST EMAIL/TEXT MARKETING

Marketing List

SUMMER PROMOTION

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

Setup

6. In the setup screen you have two options, email and text. Emails are always unlimited and free. The text option on the right-hand side can be used for both text messages (which is an extra charge) or push notification to your Paired Plus app (included free of charge).

Blast Marketing Messages

EMAIL

Template: Summer Package Specials Delete

Subject Line: Summer Specials Are Here!

(inherited font) (inherited size) **B** *I* U abc [align icons] [color icon] [background color icon]

JOURNEY TO VITALITY
Slimming & Oxygenating Body Treatment and Leg Sculpting - \$140

Reenergize yourself with a breath of fresh air utilizing essential oils of Cedar & Cypress inspired by French forests!

This invigorating experience includes an intense full body, salt scrub, followed by a sculpting, bamboo-based, leg massage for a renewed feeling of lightness and well-being!

15% OFF retail purchases of our Aroma Fusion Body Collection!

JOURNEY TO HARMONY
Detoxifying & Calming Body Treatment and Massage - \$160

Upload Image Save Template

TEXT

Template Delete

Subject Line

Body

Limit Text Messages to 140 characters total, including both subject and body.

Save Template

7. In this step we'll discuss email blasts. You must give your message a template name. This template will be saved for future use. Next enter the subject line and the message itself. There is no limit to the email message. If you have created an image outside of our software and wish to use it, simply click the 'upload image' button.

Blast Marketing Messages

Email Message

Template: Summer Package Specials Delete

Subject Line: Summer Specials Are Here!

(inherited font) (inherited size) **B** *I* U abc [List Icons] **A** [Color Icon] [Link Icon]

✉️ 🖼️ 📄

JOURNEY TO VITALITY
Slimming & Oxygenating Body Treatment and Leg Sculpting - \$140

Reenergize yourself with a breath of fresh air utilizing essential oils of Cedar & Cypress inspired by French forests!

This invigorating experience includes an intense full body, salt scrub, followed by a sculpting, bamboo-based, leg massage for a renewed feeling of lightness and well-being!

15% OFF retail purchases of our Aroma Fusion Body Collection!

JOURNEY TO HARMONY
Detoxifying & Calming Body Treatment and Massage - \$160

Upload Image Save Template

8. Drag and drop your image into the image upload box that appears and click 'close' once it has uploaded.

PROSOLUTIONS SOFTWARE

Drop Image Here or Click to Browse

Close

9. Text message follows the same setup as emails with a few exceptions. Currently text messages are limited to 140 characters and cannot have images uploaded to them. If you wish to drive traffic to your website, we would suggest inserting the 'URL' into the text message you're going to send. If your 'URL' is quite long, you may want to consider using free resources such as Bitly or TinyURL to shorten it. When you are done setting up your template, click 'Save Template'

Text Message

Template

▼

Subject Line

Body

Limit Text Messages to 140 characters total. Including both subject and body.

10. When you're done, click 'Exit.'

Blast Marketing Messages

Email Message

Template: Summer Package Specials Delete

Subject Line: _____

(inherited font) (inherited size) **B I U** abc **A**

JOURNEY TO VITALITY
Slimming & Oxygenating Body Treatment and Leg Sculpting- **\$140**

Reenergize yourself with a breath of fresh air utilizing essential oils of Cedar & Cypress inspired by French forests!

This invigorating experience includes an intense full body, salt scrub, followed by a sculpting, bamboo-based, leg massage for a renewed feeling of lightness and well-being!

15% OFF retail purchases of our Aroma Fusion Body Collection!

JOURNEY TO HARMONY
Detoxifying & Calming Body Treatment and Massage - **\$160**

Upload Image Save Template

Text Message

Template: _____ Delete

Subject Line: _____

Body: _____

Limit Text Messages to 140 characters total. Including both subject and body.

Save Template

Exit

Enter <BUSINESS> to insert 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.

11. Back in the marketing blast screen, choose the format of message you're sending (text, email or push notification)

BLAST EMAIL/TEXT MARKETING

Marketing List
SUMMER PROMOTION ▼

Template to use for Blast
_____ ▼

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

12. Now choose the template you'll be using.

BLAST EMAIL/TEXT MARKETING

Marketing List
SUMMER PROMOTION ▼

Template to use for Blast

Summer Package Special

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

13. It is ALWAYS recommended that you do a test before sending this out to your selected marketing list. To do this, click 'Test Email' (or Test Text, Text Push Notification)

BLAST EMAIL/TEXT MARKETING

Marketing List
SUMMER PROMOTION ▼

Template to use for Blast
Summer Package Special x ▼

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

14. Once you have confirmed your marketing message looks the way you'd like it to, click the 'Process' button to send to your clients.

BLAST EMAIL/TEXT MARKETING

Marketing List: SUMMER PROMOTION ▼

Template to use for Blast: Summer Package ... ▼

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

15. When your message has been fully sent, you will receive the message 'Marketing Blast Complete.' You can now exit out.

BLAST EMAIL/TEXT MARKETING

Marketing List: SUMMER PROMOTION ▼

Template to use for Blast: Summer Package ... ▼

SMSText

EMAIL

Push Notification

Process

Clear

Test Email

Setup

Cancel

Marketing Blast Complete