



— HI, ELIZABETH!

Welcome To Vendor Co Digital Marketing Center, Test.

[Go To Campaigns](#)

Partner Marketing Center Onboarding Guide

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What is the purpose of this onboarding guide?

Welcome to Partner Marketing Center! This onboarding guide is designed to help you start using the most common features and tools available within Partner Marketing Center.

Use this guide **on-the-job**, to aid you as you work through a variety of tasks. Upon completion of the guide, you will be able to do the following:

- Navigate and prepare to use the platform
- Set up the most commonly used asset types
- Access relevant reports to help drive your marketing activities
- Manage contacts and leads

How do I use this onboarding guide?

- This guide is divided into six lessons.
- Each lesson includes a series of skills.
- When you are ready to complete tasks within Partner Marketing Center, do the following:
 1. Identify the **lesson** associated with the task you are completing. (See the next page)
 2. Click on the **icon** associated with the lesson.
 3. Select the **skill** you are hoping to achieve.
 4. Complete the **steps** contained within the selected skill.

Agenda

Click on the icon to launch each lesson.



Lesson 1: Introducing
Partner Marketing
Center



Lesson 2: Preparing to
use the platform



Lesson 3: Setting up
campaigns



Lesson 4: Reviewing
reporting options



Lesson 5: Reviewing
contact management
capabilities



Lesson 6: Introducing
lead management



Lesson 1: Introducing Partner Marketing Center

We will cover these skills:

- [What is Partner Marketing Center?](#)
- [What four PMS features work together to enable campaign success?](#)

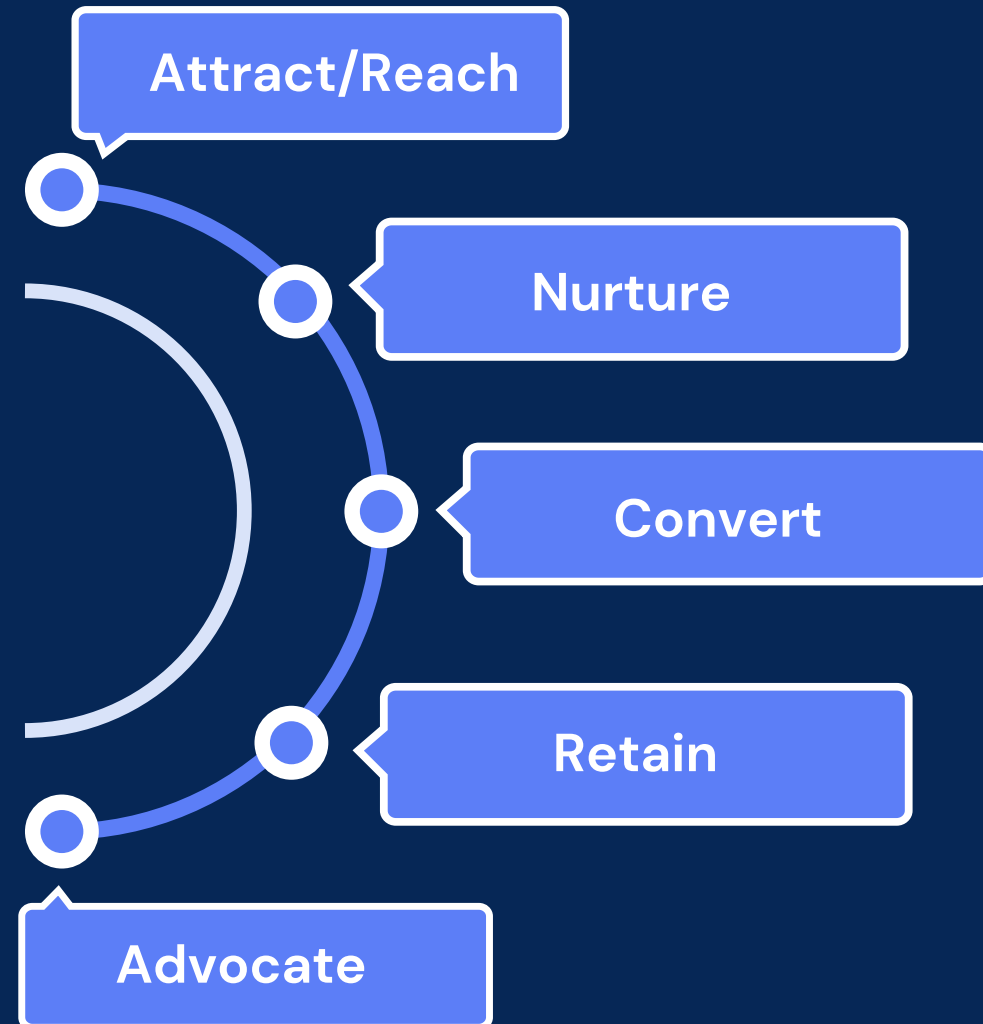


What is Partner Marketing Center?

Partner Marketing Center (PMC) is a marketing automation platform that helps you accomplish tasks at each stage of the marketing funnel.

Using the PMS enables you to:

- Cobrand assets to provide value to your customers
- Reduce production time of assets
- Enhance the quality of assets
- Speed up the go-to-market process



What four PMC features work together to enable campaign success?

[Main Menu](#) | [Return to Lesson 1](#)



Lesson 2:

Preparing to use the platform

We will cover these skills:

- [How do I navigate the Partner Marketing Center?](#)
- [How do I create my profile?](#)
- [How do I update my language and time?](#)



How do I navigate Partner Marketing Center?

[Main Menu](#) | [Return to Lesson 2](#)

1. **Home Page:** Featured content, such as campaigns, individual assets, recent activities, and more
2. **Campaigns:** Collection of assets related to specific products or services, with instructions on how to execute the campaign
3. **My Marketing:** Your content, including activities, contacts, settings, reports, etc.
4. **Asset Library:** Library of marketing assets grouped by asset type
5. **Social Media:** Social campaign library and your social posts
6. **Bootcamp:** Marketing 101 Bootcamp recorded webinars
7. **Resources:** Training Resources to help you learn about the PMC

The screenshot displays the Vendor Partner Marketing Center (PMC) interface. At the top, the 'VENDOR' logo is on the left, and a 'SHOW ME HOW' button with a question mark icon and a user profile 'James Demo' is on the right. A navigation menu below the logo includes: Home (2), Campaigns (3), My Marketing (3), Asset Library (4), Social Media (5), Bootcamp (6), and Resources (7). A 'Marketing Center' dropdown is also visible. The main content area features a dark blue card titled 'Vendor Sample Campaign' (1) with the text 'Click here to browse tactics and learn more about this Campaign' and a 'Take me to the Campaign' button. To the right of the text is a photo of a woman with curly hair smiling while working on a laptop. Below the card are navigation arrows and a 'Contact us' button with an envelope icon.

[Return to the last slide](#)

How do I create my profile?

Before setting up assets, update marketing assets with your company-specific content such as logos, address, phone number, and website. (Note: all required fields are marked by the red asterisk.)

1. From the toolbar, select **My Marketing > Settings** (Review [How do I navigate the Partner Marketing Center?](#))
2. Select the **Marketing Assets** tab.
3. For each **Marketing Asset** type, in the text box, type the **correct content**. Or, from the **Choose File** button, select the **correct image**.
4. Click **Save**.

Marketing Assets Unsubscribe Bcc Settings

Edit Marketing Assets for Vendor Company LLC

Update your account profile below with your company details. The information you enter below is used to automatically populate your details in the marketing materials you use.

Save

General Use

Company Email
Company Email

***Company Logo**
Recommended minimum size: 170px X 40px 2022-06-17_15-05-14.png

Company Name
e.g. ABC Company

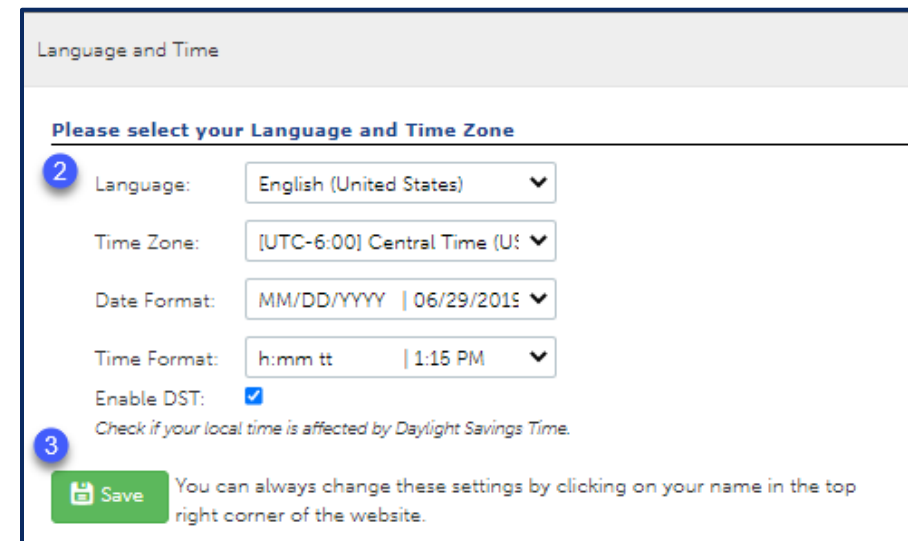
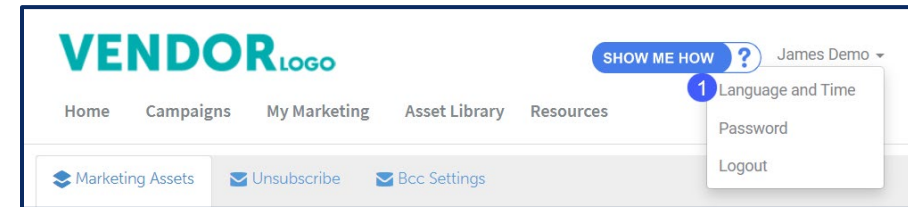
Contact Email Address
Email address of contact person for tactic marketing leads

Contact Name
Name of contact person for tactic marketing leads

How do I update my language and time?

Update your preferred language and time zone at any time. To update your language and time do the following:

1. On the upper right side of any page, click the **drop-down** menu. Then select **Language and Time**.
2. From the Language and Time box, from each **drop-down** menu, select the **appropriate options**.
3. Click **Save**.



Lesson 3: Setup Campaigns

We will cover these skills:

- [What assets types are available?](#)
- [How do I select a campaign?](#)
- [How do I set up individual campaign assets, including](#)
 - [Landing pages](#)
 - [Email campaigns](#)
 - [Banner ads](#)
 - [Social campaigns](#)
- [How do I review my campaign activity?](#)
- [How do I access other campaign assets?](#)



What asset types are available?

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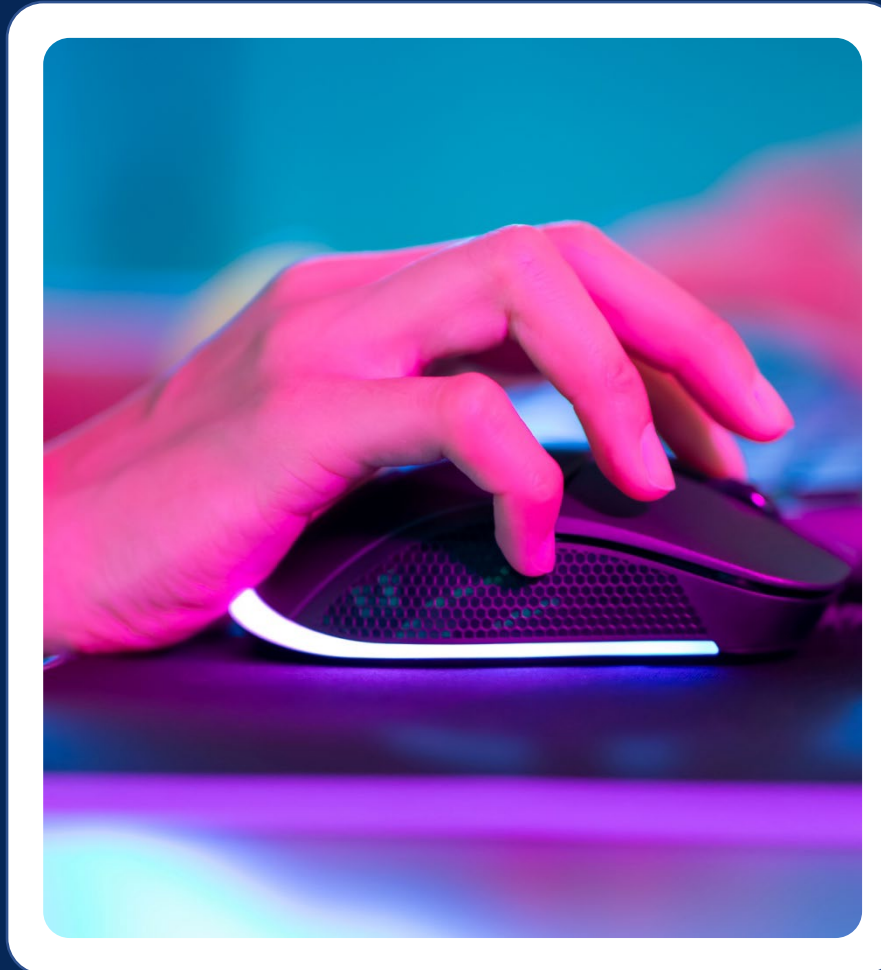
Downloadable

Cobrand assets, then download them for use across multiple mediums.

Reporting is unavailable.

Examples:

- Files
- eBooks
- Whitepapers
- Infographics
- Videos



Executable

Cobrand assets, then execute them directly from the PMS.

Reporting is available.

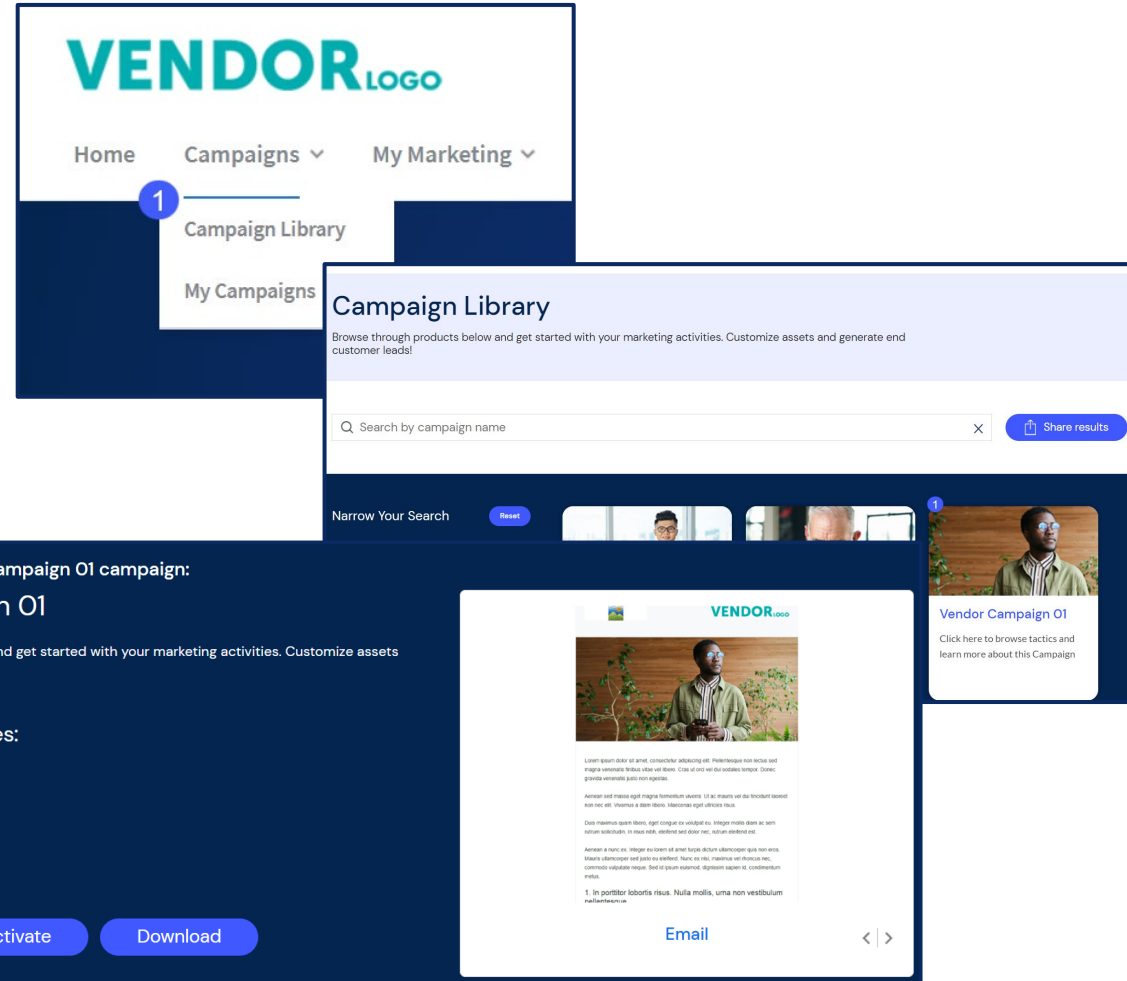
Examples:

- Landing pages
- Email campaigns
- Banner ads
- Social campaigns

How do I select a campaign (1)?

A campaign is a collection of assets on a particular product or service, along with instructions on how to execute the campaign. To access a campaign, do the following (This example displays the Vendor Campaign 01):

1. From the toolbar, select **Campaigns** > **Campaign Library**.
2. Select the **Campaign Topic** you want to use.
3. Scroll to the **Campaign Banner**. Then click **Activate**



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How do I select a campaign (2)?

Here, you have the option to **cobrand** and **deploy** the different **assets** available within the campaign, with instructions, to help you every step of the way.

1. From the **box**, type a **name** for your campaign,
2. Click **Yes, proceed**.
3. From the campaign page, scroll to review **the available assets**.
4. For the asset you choose, click **Edit**.

In the next section, you will learn how to customize and deploy a variety of asset types.

The screenshot shows a two-step process. Step 1: A dialog box asks "Would you like to activate and customize this campaign?" with a text input field for "New Campaign Name" containing "Vendor Campaign 01 #2". Step 2: A "Yes, proceed" button is highlighted. Step 3: The campaign page shows "Campaign Name: Vendor Campaign 01 #2" with an "Edit" link. Step 4: A list of landing pages is shown, with "Vendor Campaign 01 Landing Page" selected and an "Edit" link highlighted.

How do I set up a landing page?

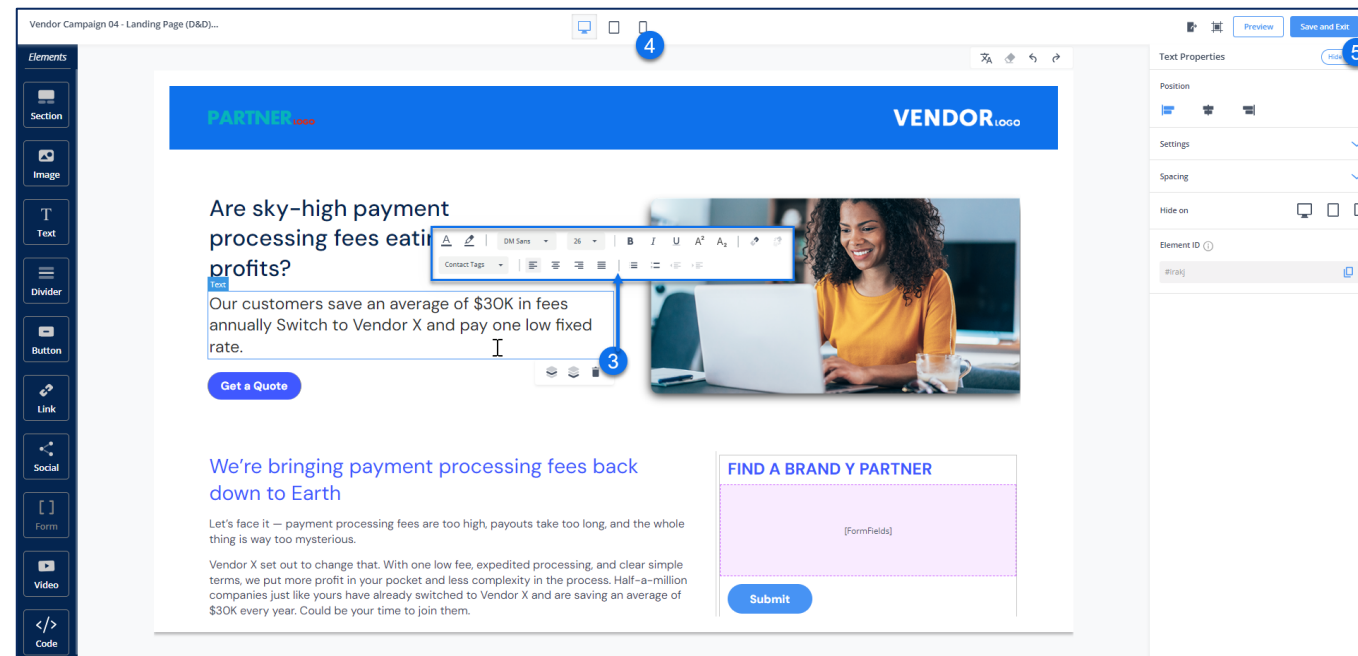
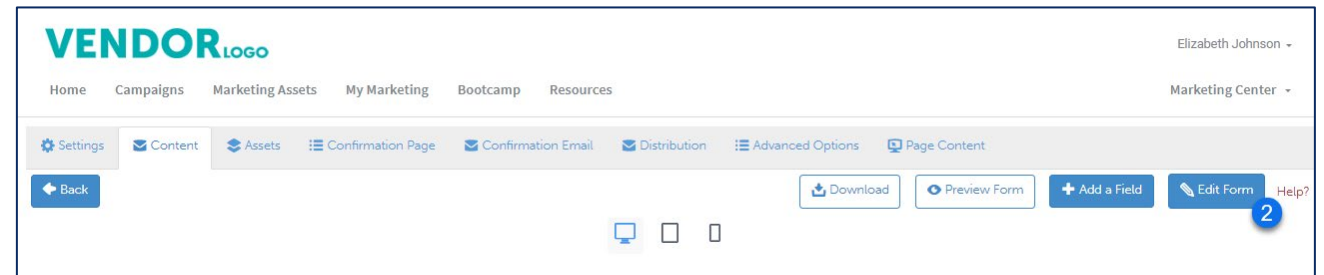
The landing page is the heart of each campaign. It's where contacts enter their information and eventually become leads and opportunities. Landing pages often include forms and are linked directly to campaign assets, such as emails, banner ads, and social campaigns through buttons and links.

When setting up a landing page, complete the following steps:

1. [Edit content](#)
2. [Edit form fields](#)
3. [Update Marketing Assets](#)
4. [Set-up Confirmation page](#)
5. [Set-up Confirmation email \(Optional\)](#)
6. [Edit Distribution assignment \(Optional\)](#)

1. Edit Content

1. From the **Campaign** page, in the **Landing Page** box you want to deploy, click **Edit**. (Review [How do I select a campaign?](#))
2. From the **Content** tab, click **Edit Form**. The Drag & Drop Editor opens.
3. If desired, click inside a **text box** to edit content. **Type** add text or **use the toolbar** to edit text. (Note: text boxes may be locked by your vendor).
4. Click the **Mobile Response** icons to preview on different devices.
5. Click **Save & Exit**.



2. Edit Form Fields

Main Menu | Return to Lesson 3 | How do I set up a landing page?

1. From the **Content** tab, click **Add a Field**.
2. From **Add a Field**, click **Contact** fields.
3. Select the **form fields** you want to add.
4. Click **Save**.

(Note: To rearrange form fields, on the form, click and drag the field to the appropriate location.)

The screenshot displays the Vendor Logo CRM interface. The top navigation bar includes 'Home', 'Campaigns', 'Marketing Assets', 'My Marketing', 'Bootcamp', and 'Resources'. The 'Content' tab is active, and the 'Add a Field' button is highlighted with a blue circle and the number 1. Below this, the 'Add a Field' modal is shown, with 'Contact Fields' selected and highlighted with a blue circle and the number 2. The modal lists 'Contact Fields', 'Profile Fields', and 'Form Fields'. The 'Form Fields' section is expanded, showing a table with columns 'On Form', 'Required', 'Field', and 'Rename'. The 'Last Name' field is selected with a blue circle and the number 3. A 'Save' button is highlighted with a blue circle and the number 4.

On Form	Required	Field	Rename
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Company	<input type="text"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	First Name	<input type="text"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Last Name	<input type="text"/>

2. Update Marketing Assets

If you haven't updated your profile or would like to make a change to your information, update your marketing assets directly from the Landing Page setup area.

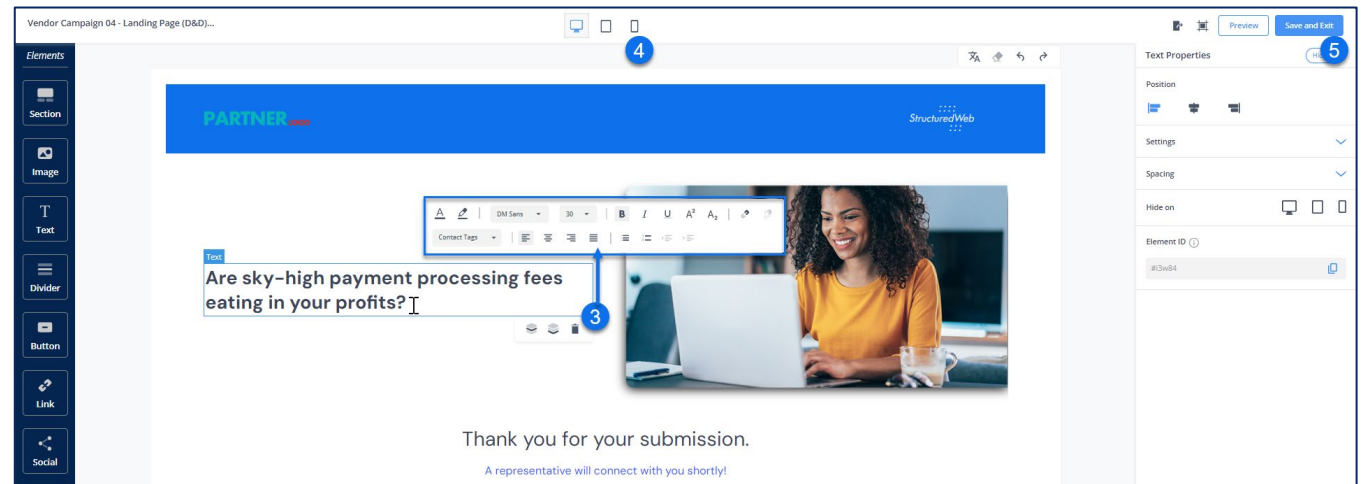
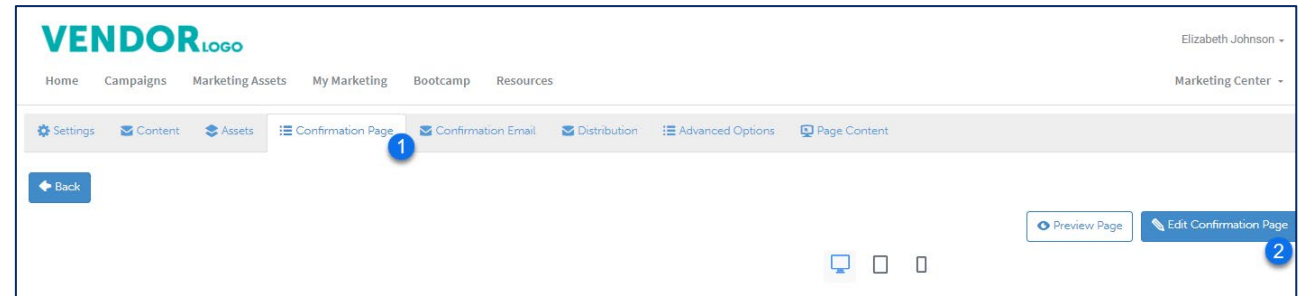
1. From the toolbar, click **Assets**.
2. For each **Marketing Asset** type, in the text box, type the **correct content**. Or, click the button, and select the **correct image**. (Note: your logo must be 170px by 40px)
3. Click **Save**.

The screenshot shows a web interface for editing marketing assets. At the top, there is a navigation bar with tabs for Settings, Content, Assets (highlighted with a blue circle and '1'), Confirmation Page, Confirmation Email, Distribution, Advanced Options, and Page Content. Below the navigation bar is a 'Back' button (highlighted with a blue circle and '2'). The main heading is 'Edit Marketing Assets for Vendor Co - Olli Test'. Below this is a sub-heading 'General Use' and a 'Save' button (highlighted with a green circle and '3'). The form contains several sections: 'Company Email' with a text box containing 'test@test.com' (highlighted with a blue circle and '2'); '*Company Logo' with a 'Choose File' button, 'No file chosen' text, a 'PartnerCompany' logo image, and a 'Delete Image' button; 'Company Name' with a text box containing 'Reseller Company'; 'Partner logo' with a 'Choose File' button and 'No file chosen' text; and 'Phone Number' with a text box containing '6465555555'.

3. Setup Confirmation Page

The confirmation page appears after your contact completes the form.

1. From the toolbar, click **Confirmation Page**.
2. Select **Edit Confirmation Page**. The Drag & Drop Editor opens.
3. If desired, click inside a **text box** to edit content. **Type** add text or **use the toolbar** to edit text. (Note: text boxes may be locked by your vendor).
4. Click the **mobile response** icons to preview on different devices.
5. Click **Save & Exit**.



4. Setup Confirmation Email

Like the confirmation page, the confirmation email is delivered after contacts fill out the form. (Note: This step is optional)

1. From the toolbar, click **Confirmation Email**.
2. In **Confirmation Email Settings**, click the **switch** to activate.
3. In the **Email Subject** text box, type a **subject**. Then click **Save**.
4. Click **Edit Confirmation Email**.
5. If desired, click inside a **text box** to edit content. **Type** add text or **use the toolbar** to edit text. (Note: text boxes may be locked by your vendor).
6. Click the **mobile response** icons to preview on different devices.
7. Click **Save & Exit**.

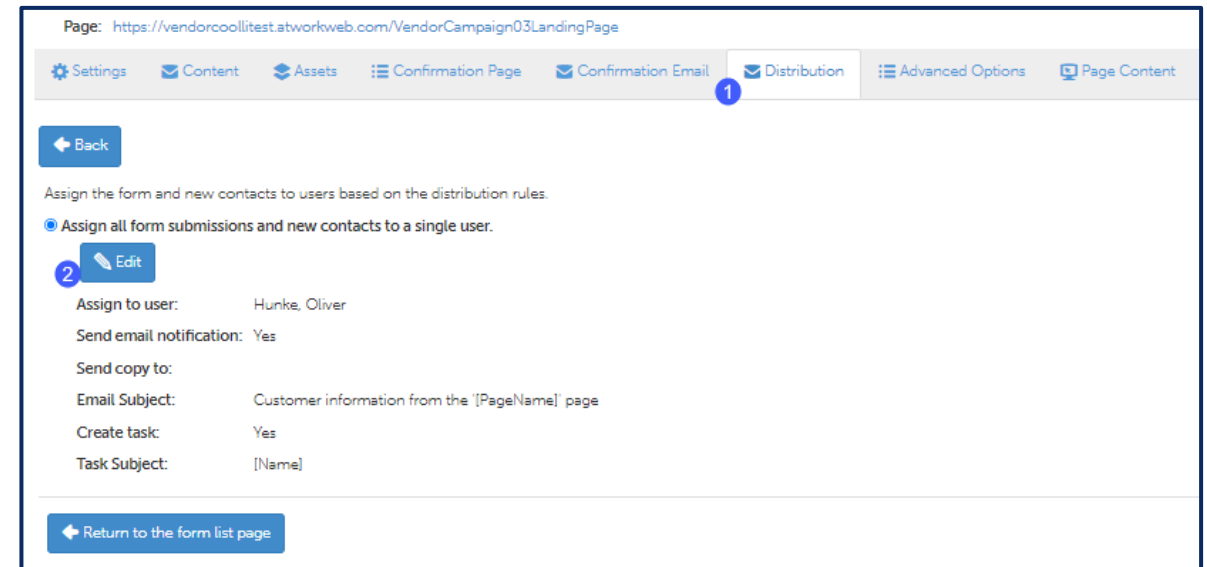
The screenshot displays the Vendor Marketing Center interface for setting up a confirmation email. The top navigation bar includes 'Home', 'Campaigns', 'Marketing Assets', 'My Marketing', 'Bootcamp', and 'Resources'. The user is identified as Elizabeth Johnson. The main toolbar contains 'Settings', 'Content', 'Assets', 'Confirmation Page', 'Confirmation Email', 'Distribution', 'Advanced Options', and 'Page Content'. The 'Confirmation Email' tab is active, showing a 'Back' button and 'Confirmation Email Settings'. A toggle switch for 'Automatically send an email confirmation after the form submission' is turned on. The subject line is 'Thank you for submitting your request', and a 'Save' button is present. An 'Edit Confirmation Email' button is in the top right. An inset window shows a preview of the email content, featuring a 'PARTNER.LOGO' header, a photo of a woman, and a text box with a personalized message: 'Hi [FirstName], Thank you for your interest in our products/services. We have received your request and will respond as soon as possible. We look forward to connecting with you soon!'. The preview also shows a signature 'Best regards,' and a 'Save and Exit' button.

5. Edit Distribution Assignment (1)

Once a contact fills out the form, a notification email generates. By default, this notification is distributed to the PMC assigned user.

To change or add additional emails (users), do the following:

1. From the toolbar, select **Distribution**.
2. Click **Edit**.



5. Edit Distribution Assignment (2)

1. In the **Assign this form submission and new contacts to** drop-down menu, select the **appropriate user**.
2. In the **Would you like to send an email to the user you are assigning the form to**, click **Yes**. Then, in the **Send a copy of the email notification to** text box, **type additional emails**.
3. To add a new email, click **Select a different email or create a new email**. A box opens.
4. In the **Would like to create a task when this form is submitted** area, click **Yes**. Then, in the fields below, define the **task**. (Optional)
5. Click **Save**. (Not pictured)

The screenshot shows a web interface for editing a distribution assignment. At the top, there is a navigation bar with tabs for Settings, Content, Assets, Confirmation Page, Confirmation Email, Distribution, and Advanced Options. The main content area contains several sections:

- Text:** "You can use the following merged fields to add contact information to the email: [Email], [FirstName], [LastName], [Company]."
- Text:** "If you use these merged fields you want to make sure that you make them required on the form because otherwise you could end up with blank"
- Text:** "You can also use the following merged fields to add user information to the email: [UserFirstName], [UserLastName], [UserEmail]."
- Text:** "You can also use these fields to merge the form data: [FormSubmissionContent], [PageName]"
- Form Section:** "Assign this form submission and new contacts to:" with a dropdown menu showing "Darek Rensing" (callout 1).
- Form Section:** "Would you like to send an email notification to the user you are assigning this form to?" with radio buttons for "No" and "Yes" (callout 2).
- Form Section:** "Send a copy of the email notification to:" with a text input field (callout 2) and a note: "Separate email addresses by ; and to send a copy to the current customer owner use the [CustomerOwner] merged field."
- Form Section:** "Current Email:" with the text "Customer information from the '[PageName]' page" and a button "Select a different email or create a new email" (callout 3).
- Form Section:** "Would you like to create a task when this form is submitted?" with radio buttons for "No" and "Yes" (callout 4).
- Form Section:** "Define this task" with the text "You can use this field to merge the campaign, quote, form name data: [Name]" and a "Subject" text input field containing "[Name]" (callout 4).

How do I set up an email?

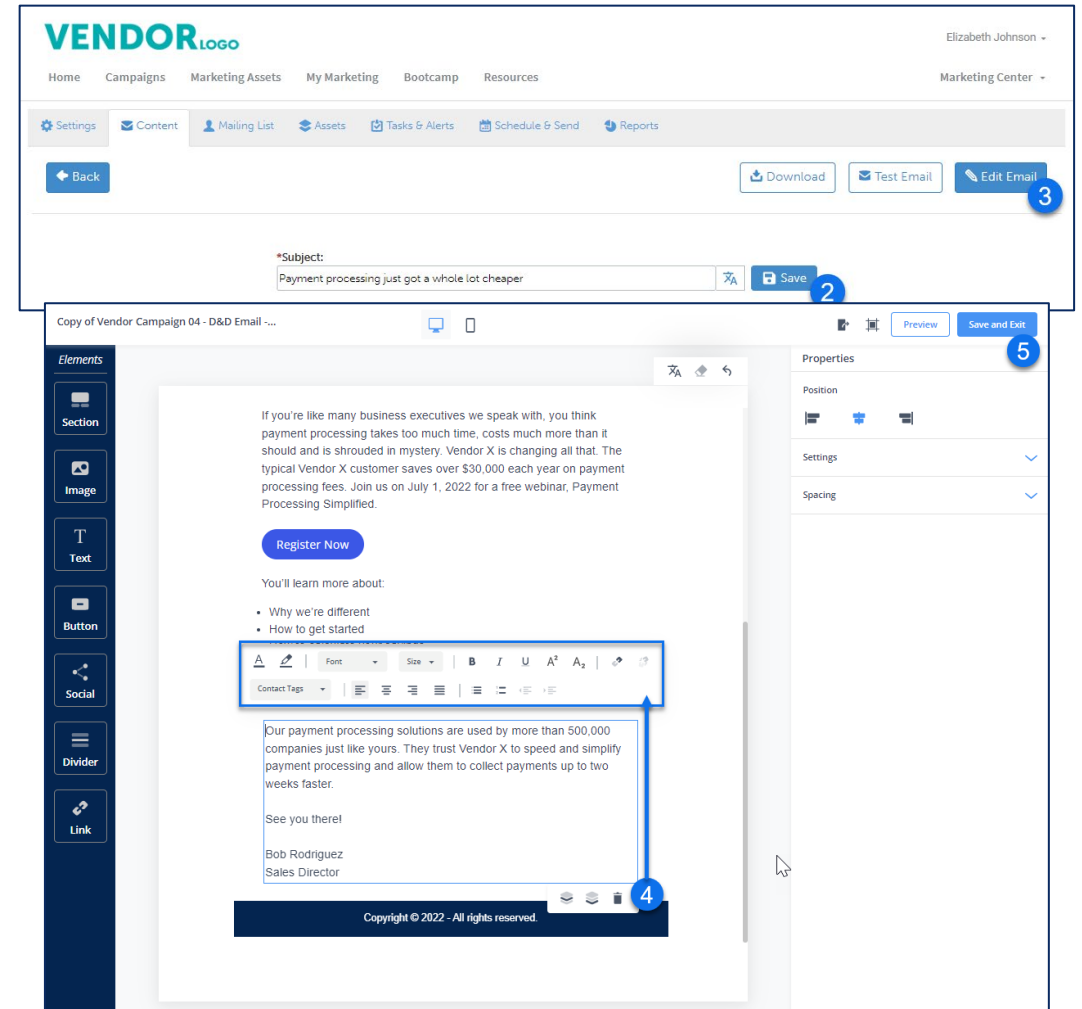
Within each campaign, you find one or more emails related to a particular product or service. Emails are provided by your vendor and ensure consistent messaging and design across email campaigns. Most emails include a call-to-action link or button, which directs your contact to a landing page where they fill out a contact form.

When setting up an email campaign, complete the following steps:

1. [Customize content](#)
2. [Send a test message](#)
3. [Add a mailing list](#)
4. [Update marketing assets](#)
5. [Schedule and Send](#)

1. Customize Content

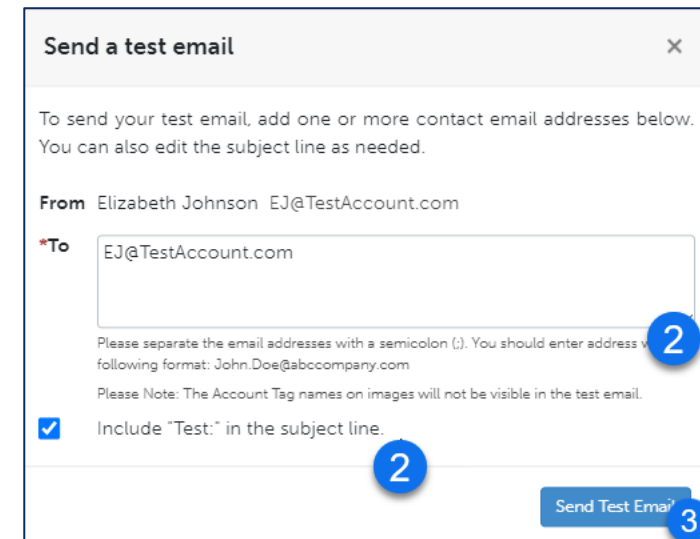
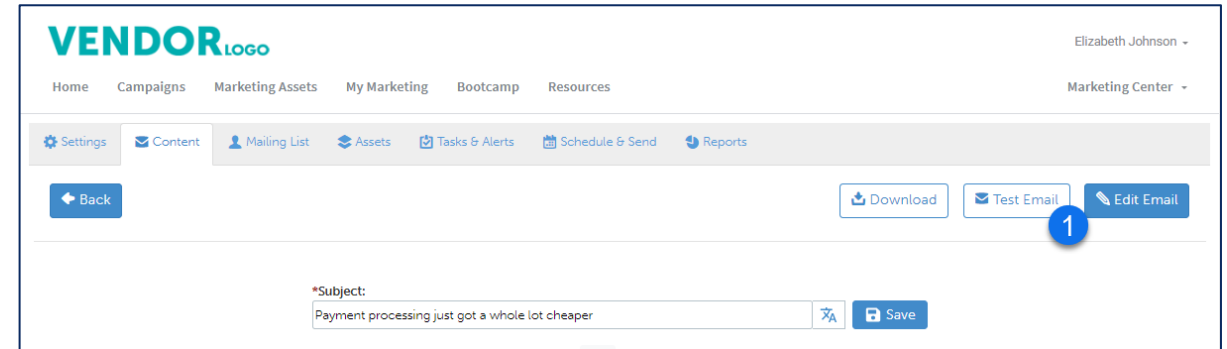
1. From the **Campaign** page, in the **Email** box you want to deploy, click **Setup**. (Review [How do I select a campaign?](#))
2. From the Content tab, In the **Subject** text box, enter a **subject line** for your email.
3. From the **Content** tab, click **Edit Email**. The Drag & Drop Editor opens..
4. If desired, click inside a **text box** to edit content. **Type** add text or **use the toolbar** to edit text. (Note: text boxes may be locked by your vendor).
5. Click the **mobile response** icons to preview on different devices.
6. Click Save & Exit.



5. Test Email

Send a test message to verify that the email content and links are working as expected. Do the following:

1. From the Content tab, select **Test Email**.
2. In the **To** field, enter your email address,
3. If desired, check the box next to **Include "TEST:" in the subject line**. (Note: this step is optional. If you do not receive your test email, contact customer support.)
4. Click **Send Test Email**.



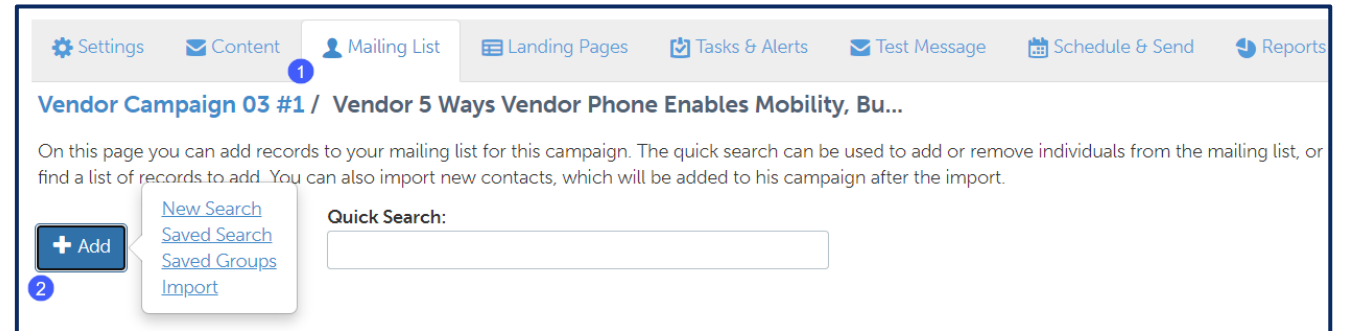
2. Mailing List

Before deploying an email, you must add a list of contacts to whom you want to send the email. Add a contact list in one of the following ways:

- Search for contacts by a set of criteria (click [here](#) for instructions)
- Select a saved search or group.
- Import new contacts. (Click [here](#) for instructions)

To access the mailing list area, do the following:

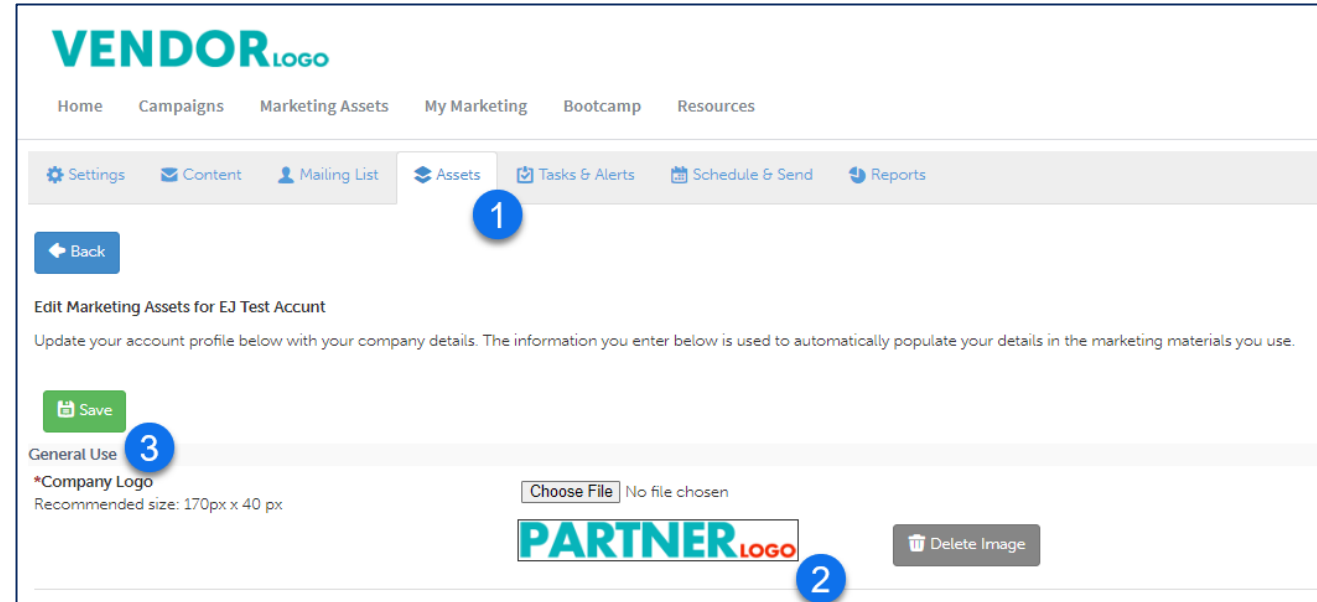
1. From the toolbar, select **Mailing List**.
2. Click the **Add** button. Then select **Import**. A box opens.



2. Update Marketing Assets

If you haven't updated your profile or would like to make a change to your information, update your marketing assets directly from the Landing Page setup area.

1. From the toolbar, click **Assets**.
2. For each **Marketing Asset** type, in the text box, type the **correct content**. Or, click the button, and select the **correct image**. (Note: your logo must be 170px by 40px)
3. Click **Save**.



6. Schedule & Send

The final step is to send and schedule your email. After you choose a date and time, your email is automatically generated from Partner Marketing Center. Do the following:

1. From the toolbar, select **Schedule & Send**.
2. In the **Distribution Schedule** area, in the **Date** field, type the **Date** you want to send the email.
3. In the **Time** area, select the **time** you want to send the email.
4. In the Quantity Limit area, select the **correct option**.
5. Click **Schedule**.

Note: Click [here](#) for guidance on how to whitelist structured web servers and improve email deliverability.

The screenshot displays the 'Schedule & Send' configuration page. At the top, a navigation bar includes 'Settings', 'Content', 'Mailing List', 'Landing Pages', 'Tasks & Alerts', 'Test Message', 'Schedule & Send' (highlighted with a blue circle 1), and 'Reports'. A 'Back' button is located on the left. The 'Distribution Schedule' section contains the following elements:

- Status:** A dropdown menu set to 'New - Not Scheduled' (2).
- Date:** A text input field containing '05/22/2022' (3).
- Time:** Three dropdown menus for hours (7), minutes (15), and period (PM) (4). A note indicates the current time zone is Eastern Standard Time.
- Quantity Limit:** Two radio button options: 'Send all email at the selected time and date.' (selected) and 'Limit daily distribution.' (4).
- Agreement:** A checkbox labeled '* Check here to indicate that you have read and agree to the following terms.' Below it is a scrollable text area for the 'Data Processing and Privacy Agreement'.
- Schedule:** A green button at the bottom right (5).

How do I set up a Banner Ad?

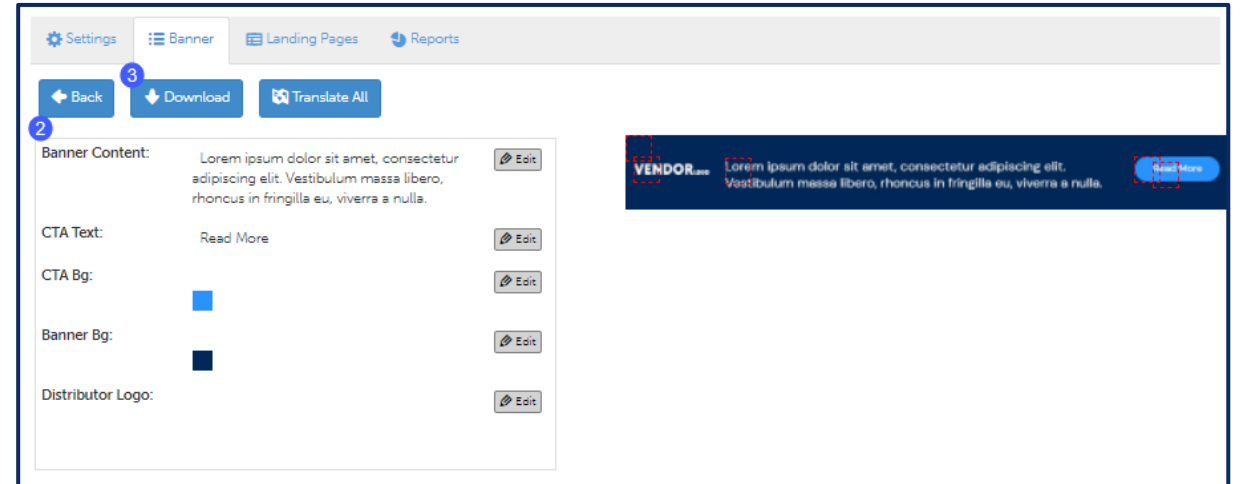
Unlike an email, which is limited to a single use, banner ads are a flexible asset type that allows you to expand your reach across multiple mediums. Banner ads can be added to your website and used in digital advertising; and they are adaptable to mobile devices. Banner ads can attach a landing page, so it's another great method to gather leads.

When setting up a banner ad, complete the following steps:

1. [Edit a Banner Ad](#)
2. [Update a landing page \(optional\)](#)

1. Edit banner ad

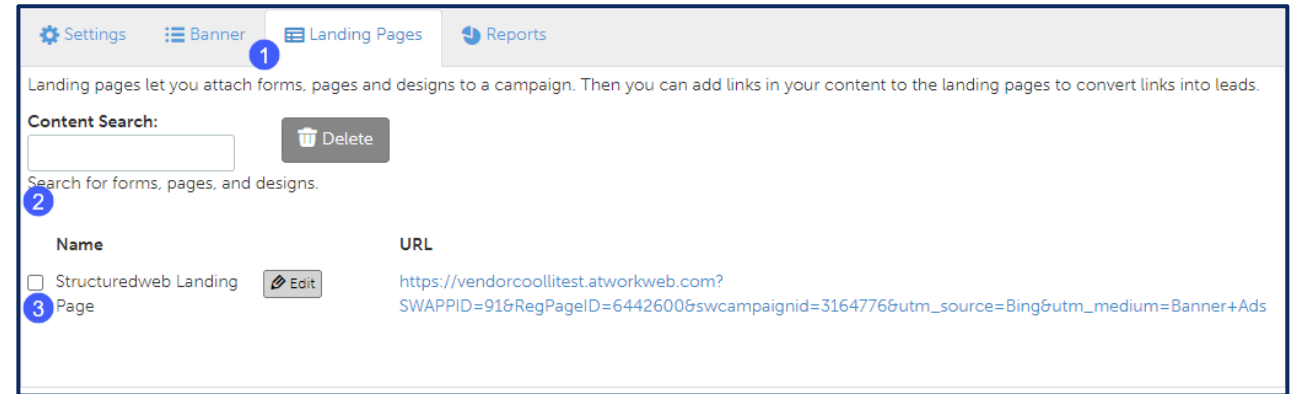
1. From the **Campaign Page**, select the **banner ad** you want to set up. Then click **Edit**. (Review [How do I select a campaign?](#))
2. In the **Banner Content** area, next to the **field** you want to edit, click the **Edit**. (Or, on the banner, click directly on the red boxes to edit).
3. Click **Download**. (Or, select a Landing page, then return to the Banner tab to click Download).



2. Landing Pages

By default, a landing page is often attached to the banner ad. However, if you would like to change the landing page, do the following:

1. From the toolbar, select **Landing Pages**.
2. In the **Content Search** text box, type **any letter for all forms and pages to appear**. Then select the Landing Page you want to use.
3. In the **Name** area, check the **box** next to the Landing page you want to use. (Note: to edit the landing page, click **Edit**).



How do I activate a social campaign?

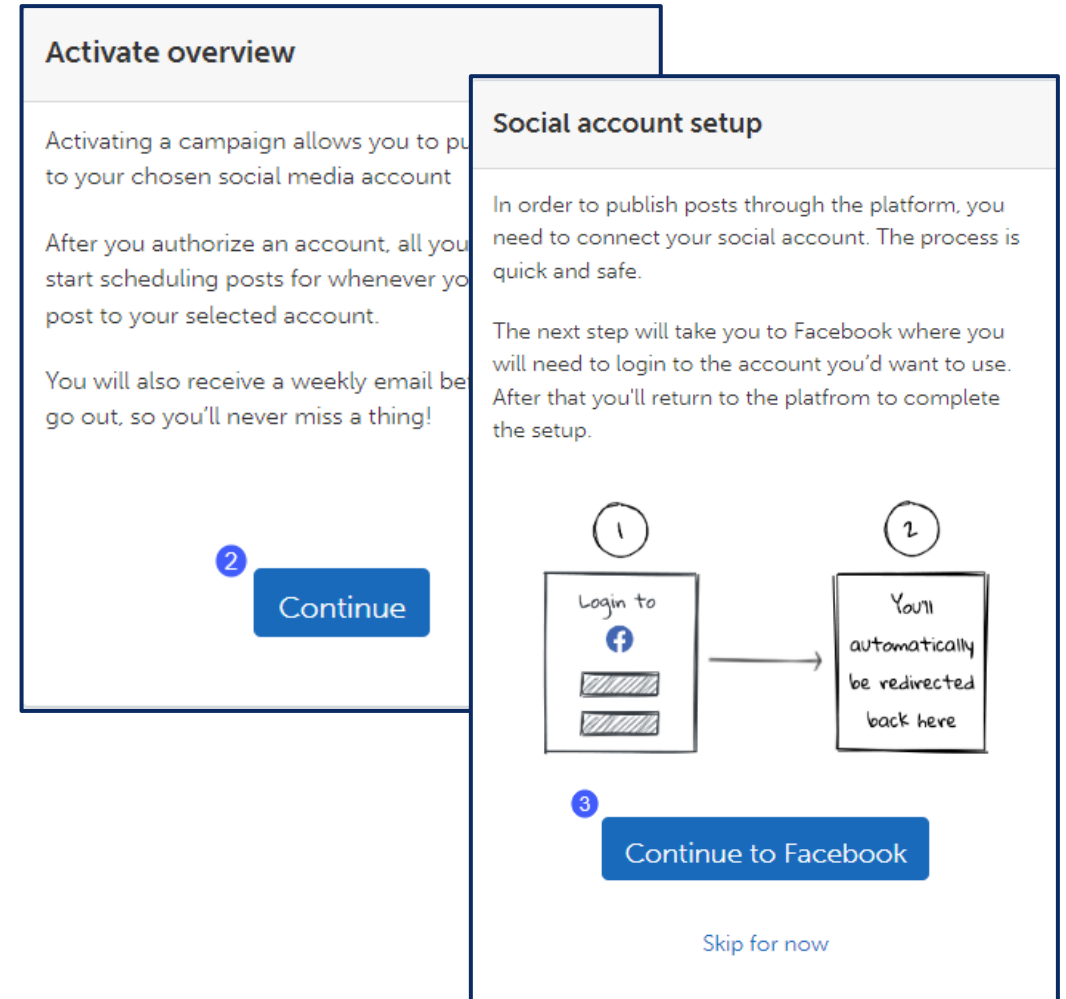
Increase your visibility and reach by executing social campaigns directly from Partner Marketing Center. Social posts create name recognition that builds trust with potential contacts.

When setting up a social campaign, complete the following steps:

1. [Activate social media account](#)

1. Activate Social Media campaign (1)

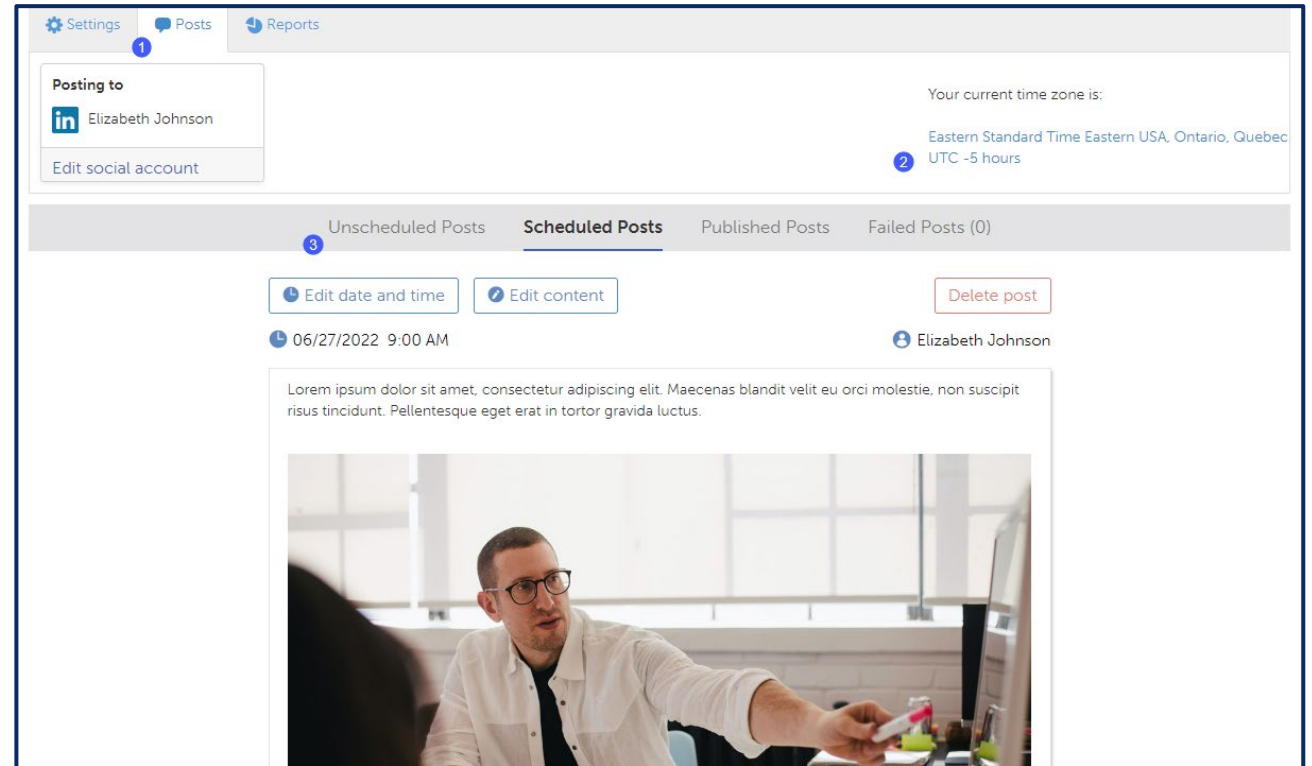
1. From the **Campaign Page**, select the **social campaign** you want to activate. Then click **Edit**. (Review [How do I select a campaign?](#))
2. Click **Continue** to activate the social media account. The Social Account Setup box opens.
3. Click **Continue to Facebook** (Or the social media platform you selected). The social media platform opens. Follow the instructions within the platform.



1. Activate Social Media campaign (2)

1. From the toolbar, remain on the **Posts** tab.
2. In the **Your current time zone is** area, verify that the **time zone** is accurate.
3. Notice you can **monitor** your posts within the **bar underneath your post**.

In some cases, your initial subscription may expire, and you may need to resubscribe to the social network. (This will be indicated by a red box appearing around the connect account tab)

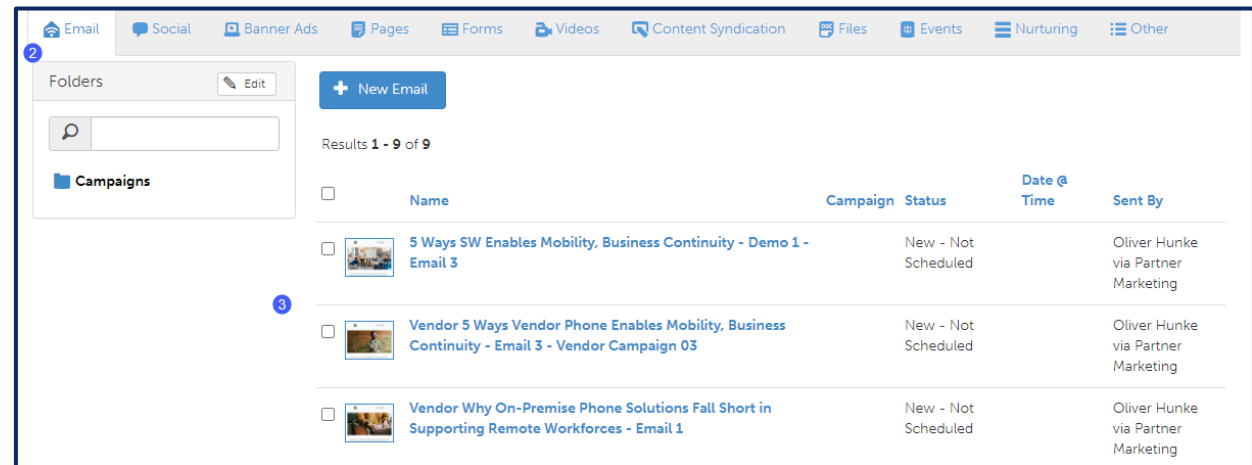


How do I view my asset activity?

After you deploy campaign assets, review your campaign activity at any time. To access your campaign activity, do the following:

1. From the toolbar, select **My Marketing > Activities**.
2. Select the **Asset Type** you want to review, then select the **activity**.

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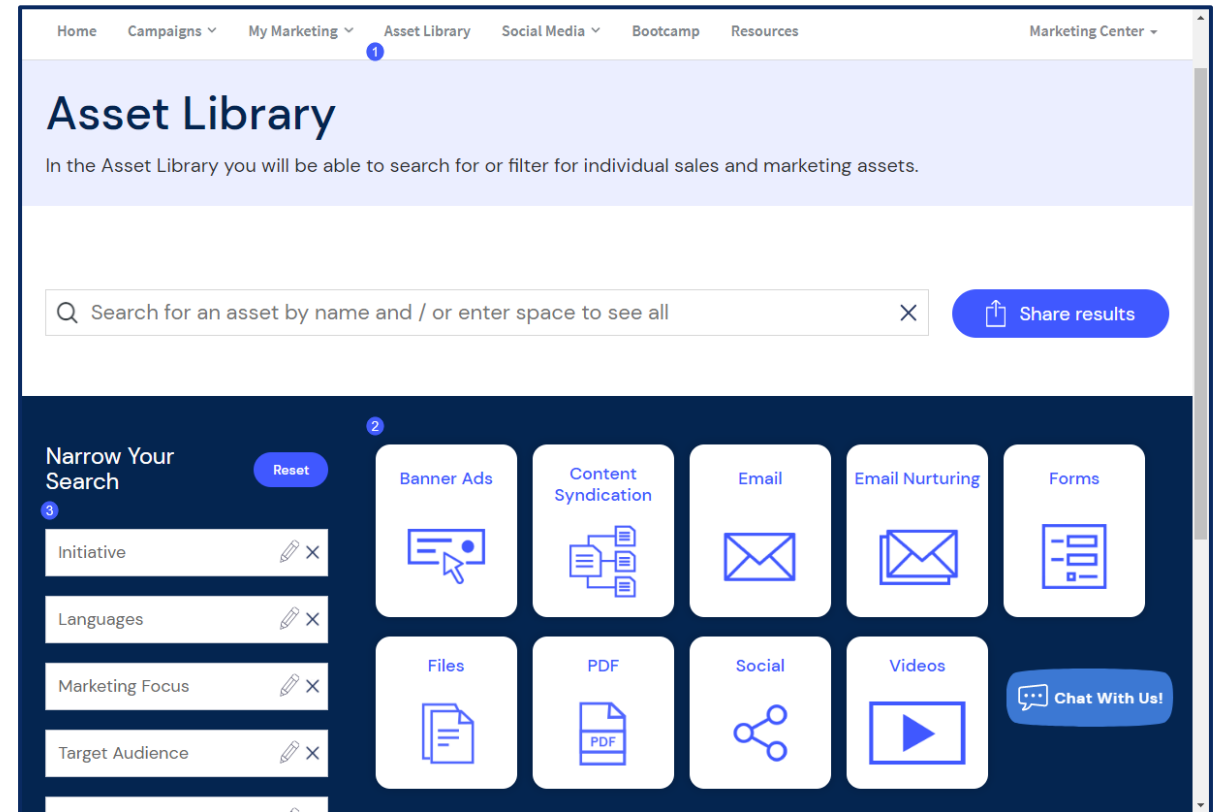


How do I access other asset types?

In addition to campaigns, you can access standalone asset types from the Asset Library.

1. From the toolbar, select **Asset Library**.
2. To access assets by type, click on the **appropriate asset type** drop-down menu.
3. To narrow your search, use the **Filters** on the left side of the page.

From there, select the asset, then customize and download or customize and activate depending on the asset type chosen.



Lesson 4: Reporting

We will cover these skills:

1. [What is the difference between individual reports & aggregate reports?](#)
2. [How do I access individual campaign reports?](#)
3. [How do I access aggregate reports?](#)



What are different report types available within the PMC?

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Individual Reports

Review and monitor marketing activity for individual campaigns. Individual reports are interactive. Click on data points to view more detailed information.

The data displayed varies across campaign types, however each report details the following:

- Campaign interaction
- Leads generated
- Potential opportunities



Aggregate Reports

Review and monitor activity for all your marketing efforts in single report. Aggregate reports are static.

Use aggregate reports to review

- Marketing trends and costs
- Lead and opportunities generated by campaigns
- Email and Social Media engagements
- And much more ...

How do I generate reports?

To ensure you get the best results from your campaign efforts, Partner Marketing Center provides a variety of reports to review success metrics.

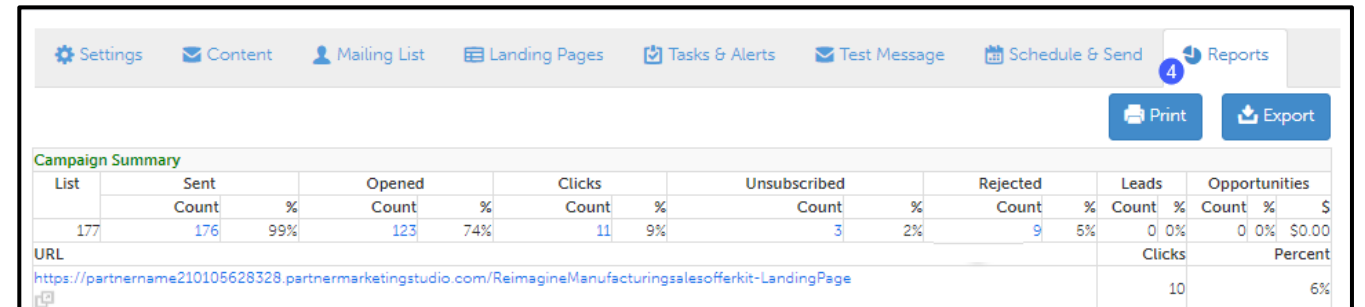
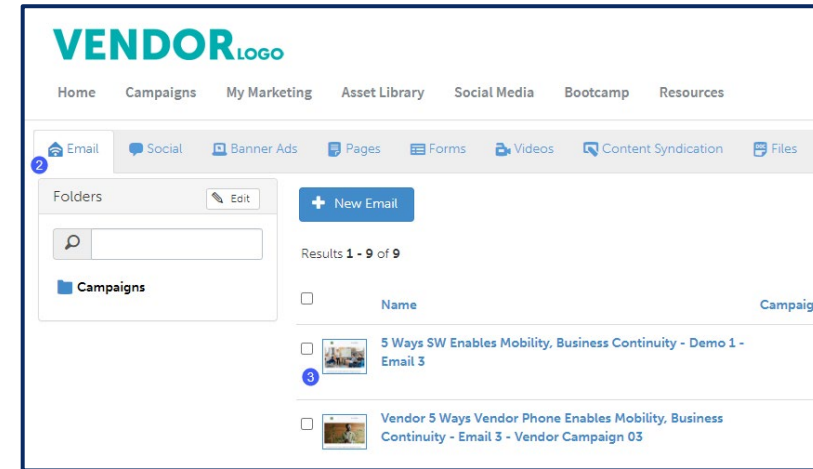
Reports can be generated for a variety of campaign activities. This lesson describes how to access reports for the following campaign types:

1. [Email Campaign Report](#)
2. [Social Campaign Report](#)
3. [Aggregate Reports](#)

1. Access Email Campaign Report

1. From the header, select **My Marketing > My Assets** (Review [How do I view my asset activity?](#)).
2. From the **toolbar**, select **Email**.
3. In the **Name** column, click the **name of the email campaign** you want to access a report for. The email setup page opens.
4. From the email toolbar, select **Reports**.

To export the reports for further analysis, click **Export**. (Note: to export a specific data point, click on the value. Then click export.

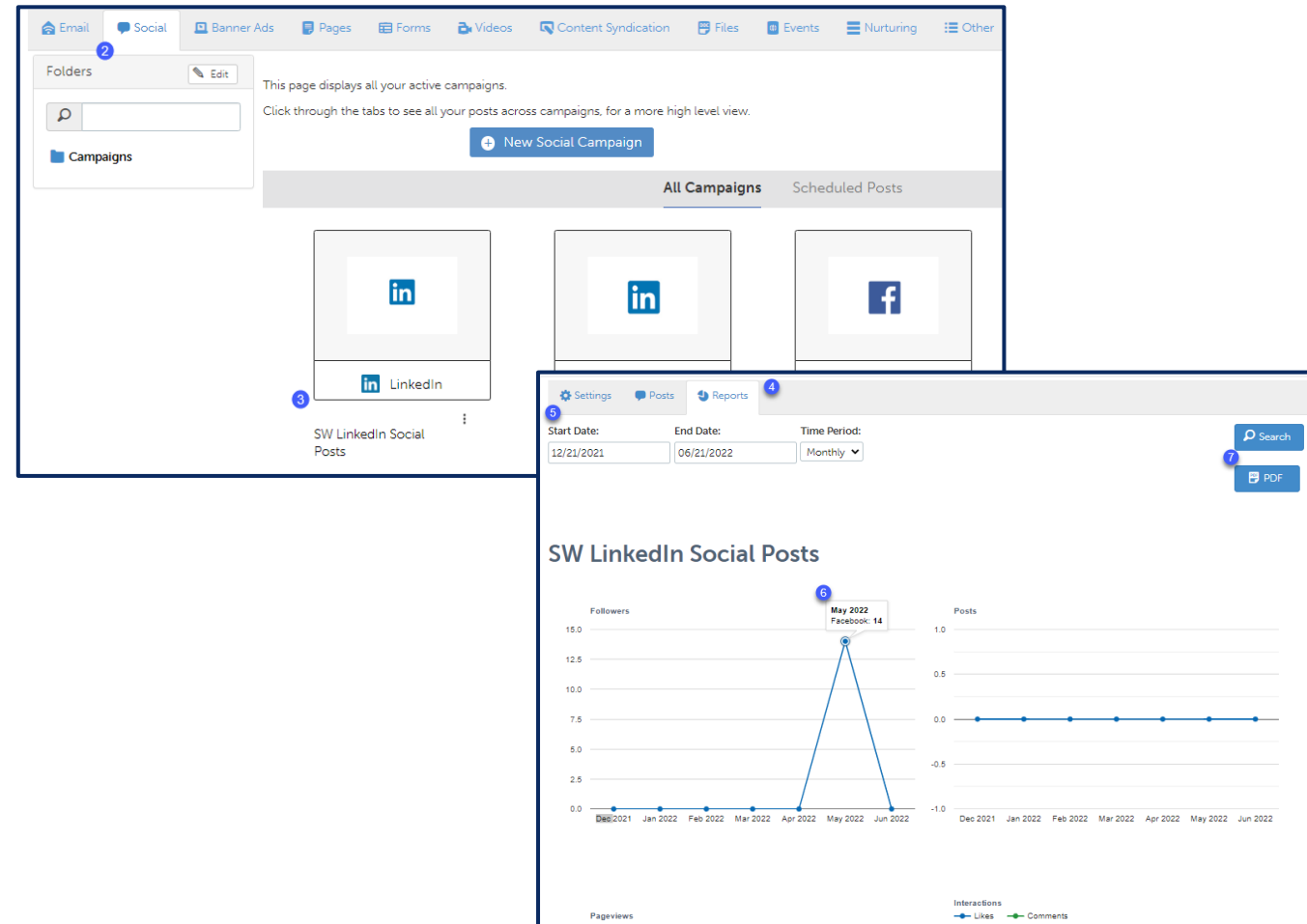
A screenshot of the 'Campaign Summary' report. The top navigation bar includes 'Settings', 'Content', 'Mailing List', 'Landing Pages', 'Tasks & Alerts', 'Test Message', 'Schedule & Send', and 'Reports'. The 'Reports' icon is highlighted with a blue circle and the number '4'. There are 'Print' and 'Export' buttons. The table below shows the following data:

List	Sent		Opened		Clicks		Unsubscribed		Rejected		Leads		Opportunities		
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	\$
177	176	99%	123	74%	11	9%	3	2%	9	5%	0	0%	0	0%	\$0.00
URL https://partnername210105628328.partnermarketingstudio.com/ReimagineManufacturingsalesofferkit-LandingPage											Clicks		Percent		
											10		6%		

2. Access Social Campaign Report

Main Menu | Return to Lesson 4 | How do I generate reports?

1. From the header, select **My Activities > My Assets** (Review [How do I view my asset activity?](#)).
2. From the **toolbar**, select **Social**.
3. In the **All Campaigns** tab, click the **social campaign** you want to view a report for.
4. In the **Social** toolbar, select **Reports**.
5. In the **Date** fields, enter a **Start Date** and **End Date**. Then, in the **Time Period** drop-down, select the **correct option**.
6. Hover over **any point** to view details.
7. To export the reports for further analysis, click **PDF**.



4. Access Aggregate Reports

1. From the header, select **My Marketing > Reports** (Review [How do I navigate the Partner Marketing Center?](#))
2. From the **Current Report** drop-down menu, select the **report** you want to run (In this example, Email Marketing List is selected).
3. In the date range area, in the **Start** text field, type the **start date**. Then, in the **End** text field, type the end date.
4. Click **Search**.
5. To export the reports for further analysis, click the **export options**.

Note: Unlike the individual reports, aggregate reports display static values only.

The screenshot shows the 'My Marketing' section of the Partner Marketing Center. The 'Current Report' dropdown menu is open, showing a list of reports including 'Email Marketing List', 'Campaigns by Message', 'Marketing Cost Analysis', 'Marketing Trends Dashboard', 'Leads Generated by Campaigns', 'Opportunities Generated by Campaigns', 'Social Media', and 'Social Marketing by Network'. The 'Email Marketing List' is selected. Below the dropdown, the 'Start' date is set to 12/21/2021 and the 'End' date is set to 06/21/2022. The 'Search' button is highlighted. Below the search area, there are buttons for 'Export to CSV', 'Export to Excel', and 'PDF'. The table below shows the following data:

Name	List		Sent		Opened		Clicks		Unsubscribed		Rejected		Leads		Opportunities	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	\$	
Email 2 - [ITDM] How it's done 23/03/2022	165	8	4	4.85%	2	50.00%	0	0%	0	0%	1	25.00%	0	0%	\$0.00	
Email 2 - [ITDM] How it's done 23/03/2022	177	176	99.44%	123	73.65%	11	8.94%	3	1.70%	9	5.11%	0	0%	\$0.00		
Total:	342	184	53.80%	127	72.57%	13	10.24%	3	1.63%	9	4.89%	1	0.79%	0	\$0.00	

Lesson 5: Contact Management

We will cover these skills:

- [How do I manage my contacts?](#)
- [How do I set up my CSV file?](#)
- [How do I import contacts?](#)
- [How do I search for & save contact lists?](#)



How do I manage my contacts?

The contacts area allows you to import and manage your contacts in one convenient location. Once imported, search for and save your contacts by a series of criteria to create targeted campaigns, faster.

In addition, use lead scoring to track the interest level of your contacts when executing campaigns directly from Partner Marketing Center. (Note: lead scoring will be introduced in the next lesson).

When managing your contacts, complete the following steps:

1. [Set up CSV file](#)
2. [Import contacts](#)
3. [Search for & save contacts in a list](#)
4. [Viewing Contact Information](#)

1. Setting up CSV files

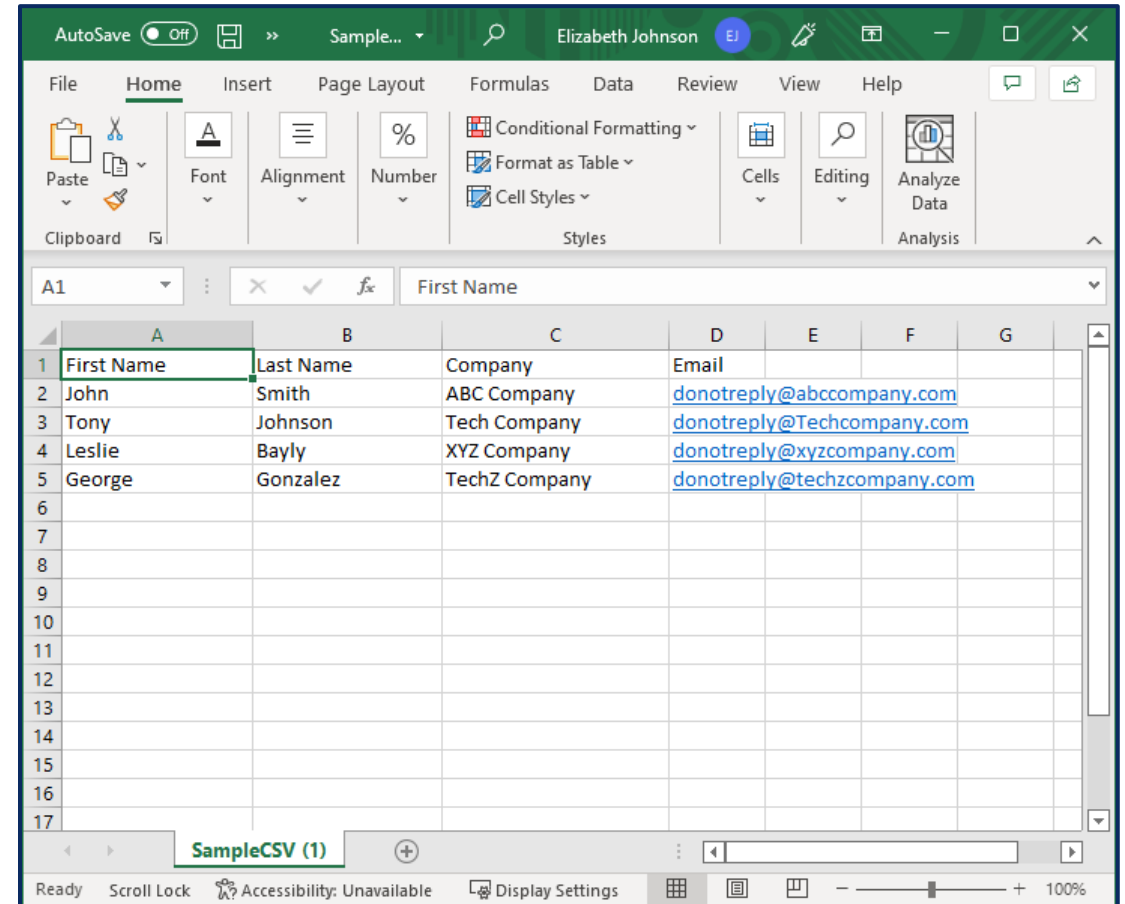
Before importing your contacts list, be sure to prepare your spreadsheet. Partner Marketing Center requires a comma-separated file (or .csv) and requires, at a minimum, the following fields:

- First name
- Last Name
- Company
- Email Address

(Note: Each field must reside in a separate column header, i.e., First Name and Last Name must be separated. See the example to the right.)

Once imported, map your column header to the appropriate field name.

Return to the last slide

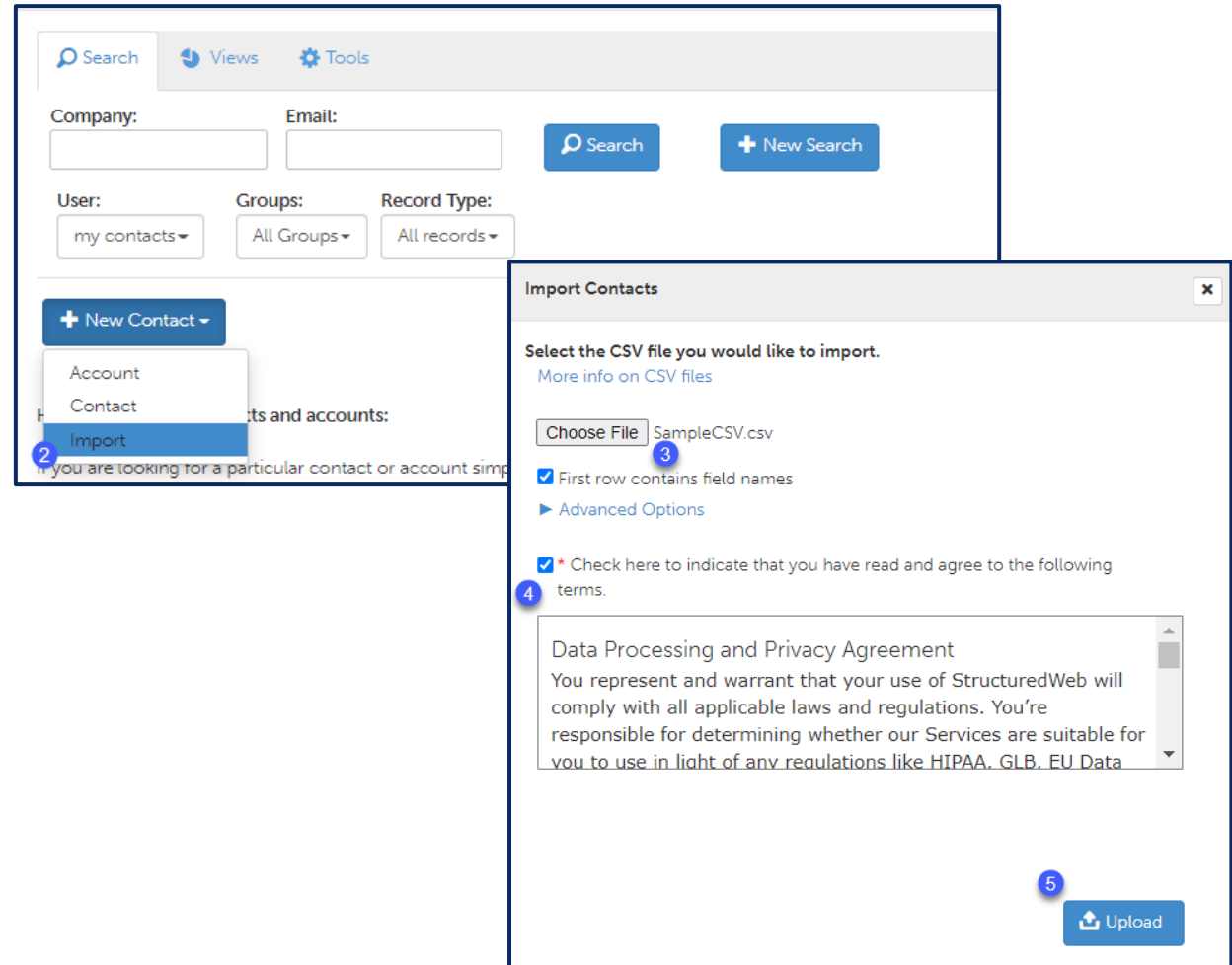


The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E	F	G
1	First Name	Last Name	Company	Email			
2	John	Smith	ABC Company	donotreply@abccompany.com			
3	Tony	Johnson	Tech Company	donotreply@Techcompany.com			
4	Leslie	Bayly	XYZ Company	donotreply@xyzcompany.com			
5	George	Gonzalez	TechZ Company	donotreply@techzcompany.com			
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							

2. Importing Contacts(1)

1. From the toolbar, select **My Marketing > Contacts**. Then select **Contacts** (Review [How do I navigate Partner Marketing Center?](#))
2. From the **Search** tab, select **New > Import**.
3. From the Import Contacts box, click **Choose File**, then select the **prepared CSV file** from your local drive. (See [Setting up CSV files.](#))
4. Above the **Data Processing and Privacy Agreement** box, click the **check box**.
5. Click **Upload**.



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2. Importing Contacts(2)

1. In the **Import** row, select the **appropriate column header**.
2. **Scroll to the bottom** of the box. Then, click **Continue**. A box opens
3. From the **Import into Group(s)** area, select the **option** that best suits your needs. (Note: when creating a new group, in the text box, rename the group to easily identify contacts.)
4. Click **Run Import**.

Once contacts have been uploaded you find a confirmation page alerting you that all contacts have been uploaded successfully.

Import Contacts and Add to Campaign

Map Columns to Fields

Use this form to associate the fields from your upload with the following fields in CustomerCenter.

The column on the left shows the fields available in CustomerCenter, while the right column shows the fields imported from your file. For each CustomerCenter field, use the drop-down box to choose what data you would like saved. To save blank, select "None".

Field Name	Import
Title	None
Salutation	None
First Name	Column 1: First Name
Last Name	Column 2: Last Name
Company Name	Column 3: Company
Address 1	None
Address 2	None

Import Contacts and Add to Campaign

Import into Group(s)

Choose how contacts will be sorted into groups

Import into a single existing group:

Select existing group

Import into a single new group:

Import on 05/22/2022 at 05/22/2022 6:35 PM

Import into multiple groups based on imported data:

Field containing group name(s):

Column 1: First Name

Create new groups from unrecognized group names

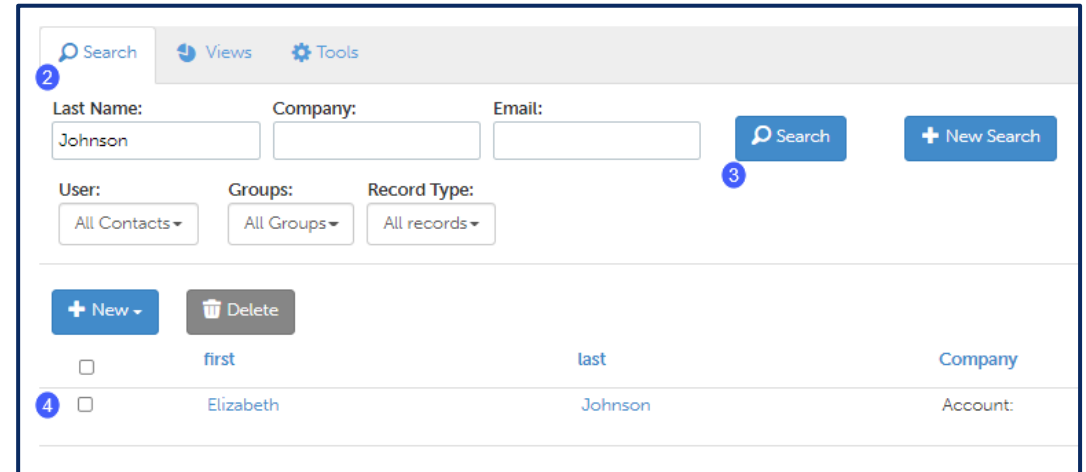
Multiple values, separated by: None

Go back Run Import

3. Searching for Contacts (Quick Search)

To search for a specific contact record, use the quick search tool. Do the following:

1. From the toolbar, select **Reports & Contacts** > **Contacts**. (Review [How do I navigate the Partner Marketing Center?](#))
2. In the **Search** tab, enter one of the following fields:
 - **Last Name**
 - **Company**
 - **Email**
3. Click **Search**. (Note: to view all contacts at once, click Search)
4. At the **bottom** of the page, find your **contact**.

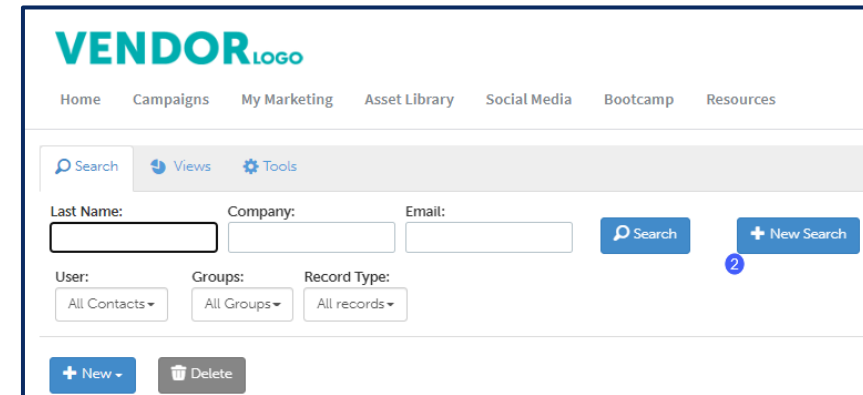


2. Searching for Contacts(Advanced 1)

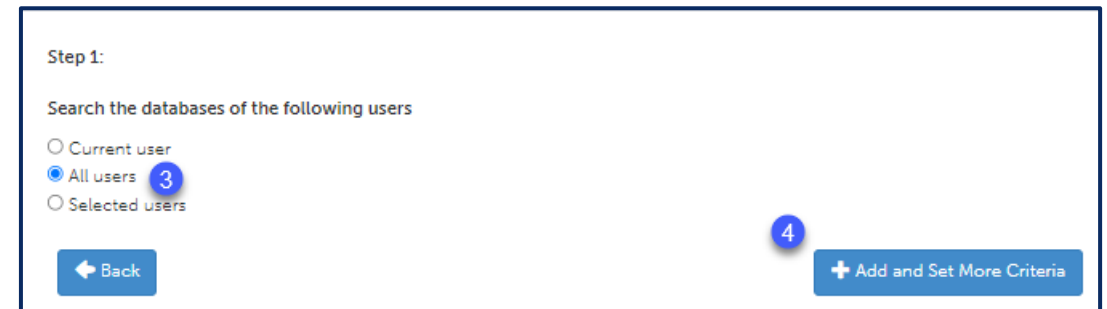
Partner Marketing Center includes a robust search engine that allows you to search and save your contact by a variety of criteria. Searching allows you to create contact lists targeted by region, lead score, and more.

To create a search, do the following:

1. From the toolbar, select **Reports & Contacts > Contacts**. (Review [How do I navigate the Partner Marketing Center?](#))
2. In the **Search** tab, click **New Search**. A new page opens.
3. In Step 1, select **All Users**. (Note: when selecting All Users, all contacts will appear across all users of the platform.)
4. Click **Add and Set More Criteria**.



The screenshot shows the Vendor Logo search interface. At the top, there is a navigation bar with links for Home, Campaigns, My Marketing, Asset Library, Social Media, Bootcamp, and Resources. Below this is a search bar with a magnifying glass icon and a 'Search' button. To the right of the search bar are 'Views' and 'Tools' icons. Below the search bar are three input fields: 'Last Name:', 'Company:', and 'Email:'. To the right of these fields is a 'Search' button and a '+ New Search' button. Below the input fields are three dropdown menus: 'User:' (All Contacts), 'Groups:' (All Groups), and 'Record Type:' (All records). At the bottom of the search bar are two buttons: '+ New' and 'Delete'.



The screenshot shows the 'Step 1' search configuration page. The heading is 'Step 1: Search the databases of the following users'. Below this are three radio button options: 'Current user', 'All users', and 'Selected users'. The 'All users' option is selected and has a blue circle with the number '3' next to it. At the bottom of the page are two buttons: 'Back' and '+ Add and Set More Criteria'. A blue circle with the number '4' is positioned to the right of the '+ Add and Set More Criteria' button.

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3. Searching for Contacts (Advanced 2)

1. From the **Select the search category** area, select the **appropriate search criteria**. (In this example, Contact Information is selected).
2. From the **Select the contact field that you would like to search on** area, select the **appropriate contact field**. (In this example, City is selected)
3. Within Step 3, enter the **appropriate criteria** (In this example, New York is entered)
4. Click **Save the Search**.

The image displays three overlapping screenshots of a search interface, illustrating the steps for searching for contacts. Each screenshot shows a 'Current search criteria' panel on the right with buttons for 'Run the Search', 'Save the Search', and 'Remove Checked Search Criteria'.

- Step 1:** Shows the 'Select the search criteria category:' section with a list of categories. 'Contact Information' is selected.
- Step 2:** Shows the 'Select the contact field that you would like to search on.' section with a list of fields. 'City' is selected.
- Step 3:** Shows the 'Include contacts and accounts' section with radio buttons. 'Include contacts and accounts' is selected. Below, the 'Where City:' section has a dropdown menu set to 'Exactly Matches' and a text input field containing 'New York'. The 'Save the Search' button is highlighted with a blue circle and the number 4.

3. Searching for Contacts (Advanced 3)

1. From the Save Advanced Search page, in the **Save this search as** text box, type the **name** of your search.
2. Click **Save and then Run the Search**. Your search opens in the Contacts window.
3. At the **bottom** of the page, find your **contacts**.
4. To access your saved search, click the **Select a search to run** box. Then select your saved search.

The image shows two screenshots from a CRM application. The top screenshot is the 'Save Advanced Search' dialog. It has a text box labeled 'Save this search as:' containing 'New York City Contacts', a dropdown menu for 'Which folder would you like to place this search in?' set to 'My Searches', and a green button 'Save and then Run the Search'. The bottom screenshot is the 'Contacts' window. It features search filters for 'Last Name', 'Company', and 'Email'. A 'Saved Searches' dropdown menu is open, showing 'My Searches' with a sub-item 'New York City Contacts'. Below the filters is a table of contacts with columns for 'first', 'last', 'Company', 'ID', 'Email', 'Phone', 'Next Activity', and 'Owner'. The table shows five records. A blue circle with the number '3' is at the bottom left of the table area.

first	last	Company	ID	Email	Phone	Next Activity	Owner
Leslie	Bayly	XYZ Company		donotreply@xyzcompany.com			Kreiser, Kevin
George	Gonzalez	TechZ Company		donotreply@techzcompany.com			Kreiser, Kevin
Tony	Johnson	Tech Company		donotreply@Techcompany.com			Kreiser, Kevin
John	Smith	ABC Company		donotreply@abccompany.com			Kreiser, Kevin

4. Viewing Contact information

Once your contact is imported, click directly on the contact record to view, update, and add contact information. Contact information is broken into the following tabs:

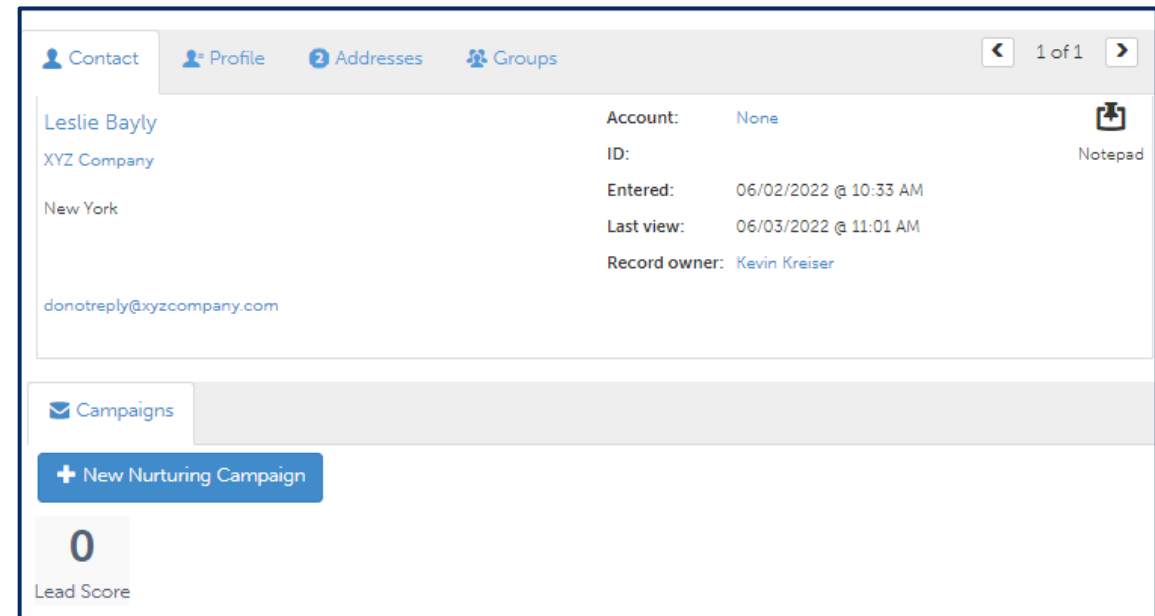
- Contact
- Profile
- Addresses
- Groups

To make changes to records in mass, re-import your contact list. The system will override any existing contact record.

Return to the last slide



<input type="checkbox"/>	first	last	Company	ID	Email
<input type="checkbox"/>	Leslie	Bayly	XYZ Company		donotreply@xyzcompany.com
<input type="checkbox"/>	George	Gonzalez	TechZ Company		donotreply@techzcompany.com



Navigation: Contact | Profile | Addresses | Groups | 1 of 1

Leslie Bayly
XYZ Company
New York
donotreply@xyzcompany.com

Account: None
ID:
Entered: 06/02/2022 @ 10:33 AM
Last view: 06/03/2022 @ 11:01 AM
Record owner: Kevin Kreiser

Campaigns

+ New Nurturing Campaign

0
Lead Score

Lesson 6: Introduce lead management

We will cover these skills:

- [What defines a lead?](#)
- [What is lead scoring?](#)
- [Where do you find the lead score of a contact?](#)
- [How do I access lead management?](#)



What is a lead?

So far, you've learned about the different capabilities available within Partner Marketing Center.

However, at its core, the platform is designed for one single purpose ... generating and managing your leads.

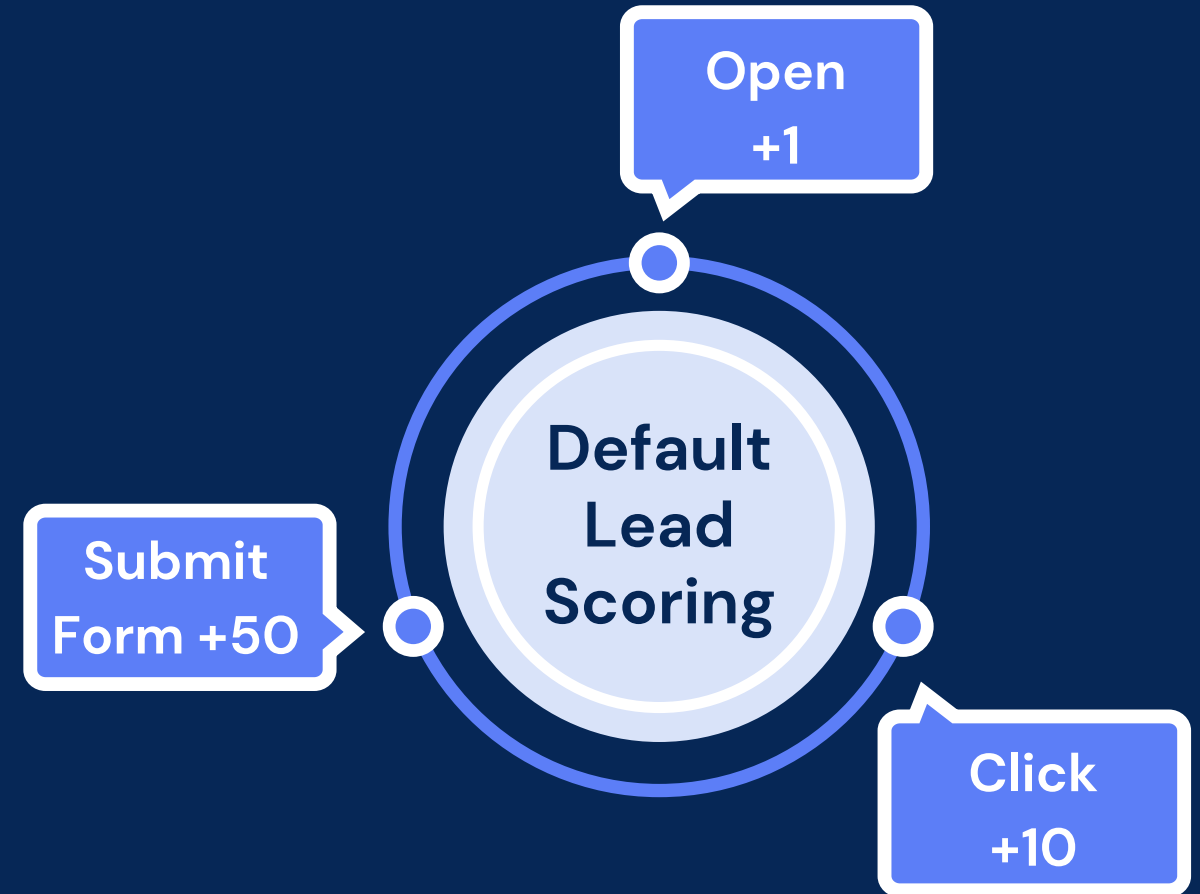
Leads are contacts who have interacted with a campaign by either opening an email, clicking on a link, or filling out a form.



What is lead scoring?

Lead scoring allows you to track the interest level or behavior of your contacts. Lead scores measure specific actions, such as opening an email or filling out a form by assigning a score value to that activity. The higher the lead score the more interest the contact has shown.

Partner Marketing Center provides a default lead scoring system; however, you do have the option to create your own lead score values.



Where do I find lead scores?

Lead scores are generated automatically based on the activity that the contact has completed.

Lead scores are located within your contact's record. (see [How do I view a contact record?](#)) In this example, the contact's lead score is 61 based on the activities they've completed.

By reviewing their lead score, you can target the appropriate content to bring them from a lead to a customer.

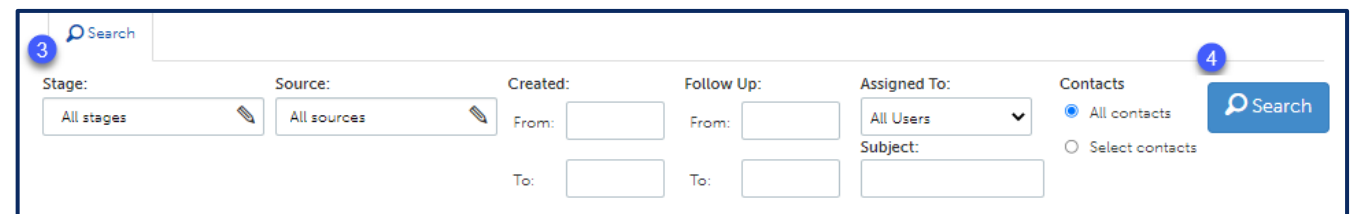
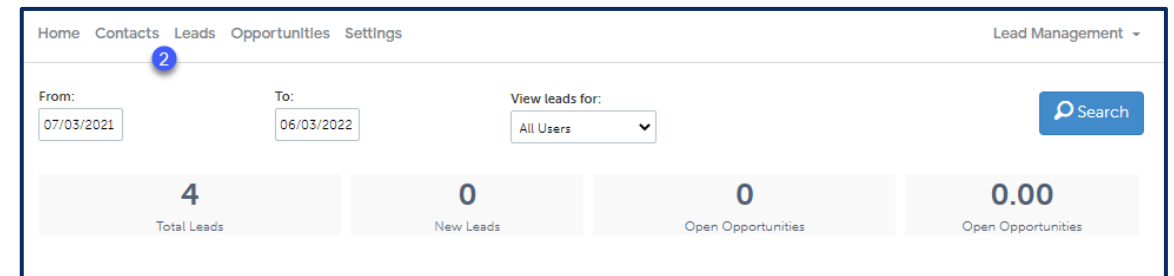
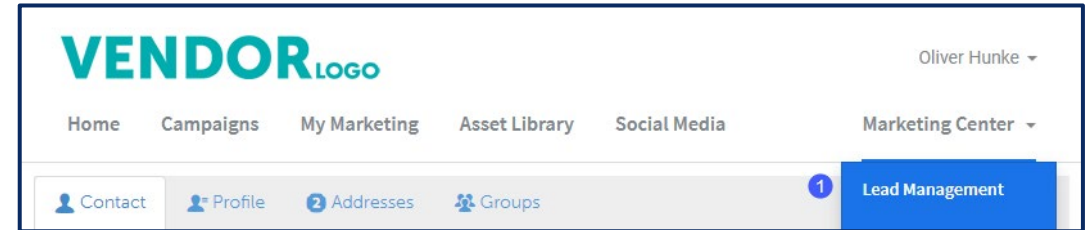
The screenshot displays a contact record for Leslie Bayly at XYZ Company. The contact's email is donotreply@xyzcompany.com. The record shows the account as 'None', the ID, and the date and time the contact was entered and last viewed. The record owner is Oliver Hunke. Below the contact information, there is a 'Campaigns' section with a 'Lead Score' of 61 highlighted in a red box. Below the lead score, there is a table of messages sent to the contact.

Name	Sent	opened	linked	Unsubscribe	Rejected
Email for CXOs	06/03/2022	06/03/2022 4:06 PM	06/03/2022 4:05 PM		

Where do I locate Lead Management (1)?

Lead management is a separate area of Partner Marketing Center to identify and manage your leads. To view all your leads from inside Lead Management, do the following:

1. On the right-hand side of the page, from the **drop-down menu**, select **Lead Management**.
2. On the toolbar, click **Leads**.
3. To view all leads, in the **Stage** drop-down menu, select **All stages**. Then remove all other data fields. (i.e., Source, Date, etc.)
4. Click **Search**.



Where do I locate Lead Management (2)?

Once your leads list generates, click inside any lead record to manage your leads, including the following:

1. Adjust the stage of the lead
2. Create Notes or send an email
3. Review the information entered into the form

The screenshot displays a CRM interface for Lead Management. At the top, there are navigation tabs: Home, Contacts, Leads, Opportunities, and Settings. The current page is titled 'Lead Management'. Below the navigation, there is a 'Task Details' section for a lead named 'Gated Download Landing Page: Google's Guide to Innovation whitepaper'. This section includes fields for 'Follow Up:' (06/03/2022), 'Stage:' (New), 'Source:' (Forms), 'Lead Cost:', 'Assigned To:' (Kevin Kreiser), 'Created:' (06/03/2022), 'Rating:' (5 stars), and 'Marketing Campaign:' (Email for CXOs - 'Google's Guide to Innovation'). A red circle '1' highlights the 'Stage:' dropdown menu.

Below the task details is a 'Contact' section for 'Elizabeth Morgan' at '123 Company'. It shows her email 'lizmorgan@gmail.com' and identifies her as the 'Record owner: Kevin Kreiser'. Action buttons include 'Change contact', 'Add a new contact', and 'Edit this contact'.

A row of action buttons is present: 'Save', 'Save & Next', 'Save & Close', 'Convert to New Opportunity', 'Delete', and 'Return to list'. A red asterisk indicates that 'Convert to New Opportunity' and 'Return to list' are required actions. A red circle '2' highlights the 'Email' button.

Below the contact information are tabs for 'Summary', 'Forms', and 'Campaign'. The 'Forms' tab is active, showing a 'Form Submission View' for the 'Gated Download Landing Page: Google's Guide to Innovation whitepaper' form, filled out on 06/03/2022 at 4:06 PM. A red circle '3' highlights the 'Fields' section of the form submission data.

Fields	Form Values
*First Name	Elizabeth
*Last Name	Morgan
*Email Address	lizmorgan@gmail.com
Phone	
Job Title	
Website	
Organization	
*Sign up for our emails with news, updates, event information, special offers and more.	Yes



Thank You!