

WEBCENTER GUIDE

LÆR ALT OM DIT DASHBOARD



SoMe Management Guide - Opret kampagne

Lav kampagner med dertilhørende konkurrencer på dine sociale medier og få likes, delinger og mere engagement. Lad dine besøgende foretage forskellige handlinger, for at forbedre deres chance i konkurrencen. F.eks. points for like af din side, deling af opslag osv.

1

Gå til:

https://management.webcenter.dk/accounts/manage_socialtiles.php

2

På "Campaigns" siden, kan du få et overblik over dine aktuelle kampagner. Deres tilmeldinger, views og foretage handlinger.

The screenshot shows the 'Campaigns' section of the WebCenter management interface. The top navigation bar includes the 'WebCenter' logo, a 'Help' icon, and a user profile for 'Test Tester' with the time '04:25 PM'. The left sidebar contains icons for 'Publish', 'Calendar', 'Reports', 'Campaigns' (highlighted), 'Approve', 'Share Buttons', and a user profile icon. The main content area has tabs for 'Campaigns', 'Series', and 'Display Groups'. Below the tabs is a search bar with a placeholder 'Type to search...' and a dropdown menu for 'Name'. To the right of the search bar are an 'Add New' button and a 'Show' dropdown set to '10'. The main table displays campaign data with columns: Name, Campaign Type, Series, Entries, Views, and Actions. One entry is visible: 'Weekly Viral Competition' with a 'Viral Competition' type, 0 entries, and 0 views. Below the table, it says 'Showing 1 to 1 of 1 entries' and 'Total Entries : (0/5,000)'. Navigation links for 'First', 'Previous', '1', 'Next', and 'Last' are present. A blue chat bubble icon is in the bottom right corner.

Name	Campaign Type	Series	Entries	Views	Actions
Weekly Viral Competition	Viral Competition		0	0	

3 Tryk på "Add New" for at oprette en ny kampagne.

The screenshot shows the WEEB CENTER dashboard. The top navigation bar includes the logo, a Help icon, and a user profile for 'Test Tester' with the time '04:25 PM'. The left sidebar contains icons for Publish, Calendar, Reports, Campaigns, Approve, Share Buttons, and Social CRM. The main content area is titled 'Campaigns' and features a search bar, a dropdown menu for 'Name', and a table of campaigns. The table has columns for Name, Campaign Type, Series, Entries, Views, and Actions. A single campaign, 'Weekly Viral Competition', is listed. Below the table, it shows 'Showing 1 to 1 of 1 entries' and 'Total Entries : (0/5,000)'. The 'Add New' button is highlighted with an orange circle.

4 Vælg et template. Hold musen over og tryk "use this template"

The screenshot shows the WEEB CENTER dashboard with the 'Campaigns' section selected. The top navigation bar includes the logo, a Help icon, and a user profile for 'Test Tester' with the time '04:25 PM'. The left sidebar contains icons for Reports, Campaigns, Approve, Share Buttons, and Social CRM. The main content area displays a grid of campaign templates. The templates are categorized by type: ALL, REFERRAL, ENGAGEMENT, PHOTO, VIDEO, CONTEST, SWEEPSTAKES, GALLERY, TESTIMONIALS, SIGNUP, and COUPON. The 'VIRAL' category is selected. The templates shown include 'Viral Sweepstakes', 'Weekly Viral Competition', 'Green Burst Giveaway', 'Viral SaaS Giveaway', 'TOP OF THE MOUNTAIN COMPETITION', 'COMPETITION', 'SWEEPSTAKES', and 'WEEKLY GIVEAWAY'. The 'USE THIS TEMPLATE' button is highlighted with an orange circle.

5

Du skal herefter navngive din kampagne og vælge om du vil inkludere "disclaimer" altså privatlivs informationer samt hvordan tilmeldingen skal ske enten via facebook formular eller din egen.

WebCENTER

Help Test Tester 04:26 PM

Back to Campaigns

1 Campaign Type 2 Settings 3 Design 4 Save & Deploy

Campaign Name

Weekly Viral Competition 2

☐ Rules/Disclaimer Link

☐ Submission Form

☒ Facebook Signup

☐ Double Opt-in

☒ Give option to use email instead

☒ Also ask for their name

List Integration

6

Vil du integrere med din email marketing udbyder, så kan du forbinde en liste. Når, du modtager tilmeldinger på din kampagner vil de blive registeret hos din email marketing udbyder f.eks. mailchimp.

Reports Campaigns Approve Share Buttons Social CRM

1 Campaign Type 2 Settings 3 Design 4 Save & Deploy

Campaign Name

Test kampagne

☐ Rules/Disclaimer Link

☐ Submission Form

☒ Facebook Signup

☐ Double Opt-in

☒ Give option to use email instead

☒ Also ask for their name

List Integration

None

Mailchimp

Salesforce

Infusionsoft

Aweber

ExactTarget

Changes are live!

Edit New

7

Vælg om der skal sendes email efter tilmelding.

Share Buttons

Social CRM

☐ Double Opt-in

☒ Give option to use email instead

☒ Also ask for their name

List Integration

None

Email Notifications

☒ Upon Form Submission: Send thank you email

Sweepstakes approval next steps

☐ Form submission internal notification

☐ Contest form submission thank you

☐ Contest submission approval congrats

☐ Voting is open - Entrant

☐ Form submission thank you

☐ Submission approval congrats

per week

Initial entry carries into future periods, bonus points reset

Edit New

8

Vælg hvordan points kan opnåes. F.eks. ved like af din facebook side, deling af opslag osv.

20 points for each referred entry

☐ Add a default comment in the social share message box

☐ Shares a Tweet

☐ Shares to LinkedIn

☐ Facebook Share

☐ Visits a Page

☐ Uploads a Video

☐ Uploads a Photo

☐ Enters Bonus Points Code

☐ Visit us on Facebook

☐ Join our Facebook group

☐ Join our FB messenger

☐ Follow us on LinkedIn

☐ Comment on our LinkedIn post

☐ Subscribe to our YouTube channel

☐ Watch this video on YouTube

☐ Comment & Thumbs Up this Video

☐ Follow us on Twitter

☐ Retweet this tweet

9 Lav en beskrivelse og hvor mange point den giver.

1 points for entering

☒ Referred Friend Joins the Competition ⓘ

20 points for each referred entry

☐ Add a default comment in the social share message box ⓘ

☐ Shares a Tweet ⓘ

☐ Shares to LinkedIn ⓘ

☐ Facebook Share ⓘ

☒ Visits a Page ⓘ

Website to visit: <https://>

Font Size A B I

Type a description of the page you want them to visit here

p

Label: Visit our website

20 points

10 Du kan også tilføje din egen bonus. Når du er færdig klikker du på "Continue"

☐ Repost this on Instagram ⓘ

☐ Follow us on Pinterest ⓘ

☐ Save pin on Pinterest ⓘ

☐ Comment on this pin ⓘ

☐ Follow my Spotify playlist ⓘ

☐ Follow us on Spotify ⓘ

☐ Download our app ⓘ

☐ Follow us on Twitch ⓘ

☐ Follow us on TikTok ⓘ

☐ Check-in to our store on Facebook ⓘ

☐ Review us on Yelp ⓘ

☐ Review your Amazon purchase ⓘ

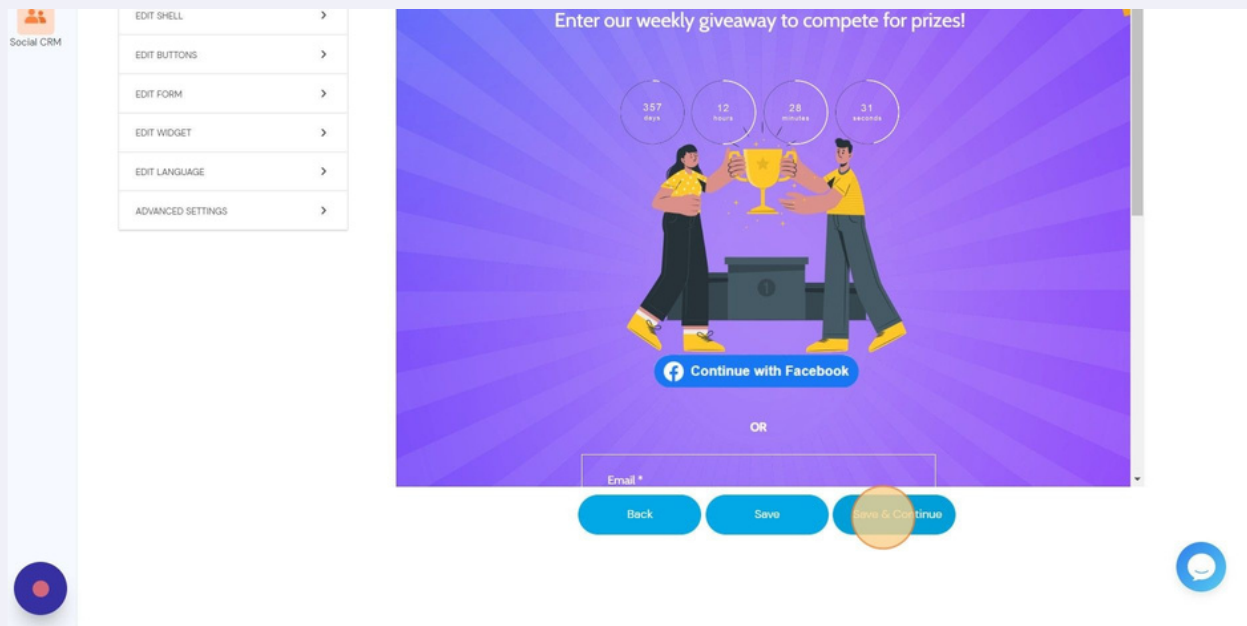
+ Add custom bonus challenge

Changes are live!

Back Continue

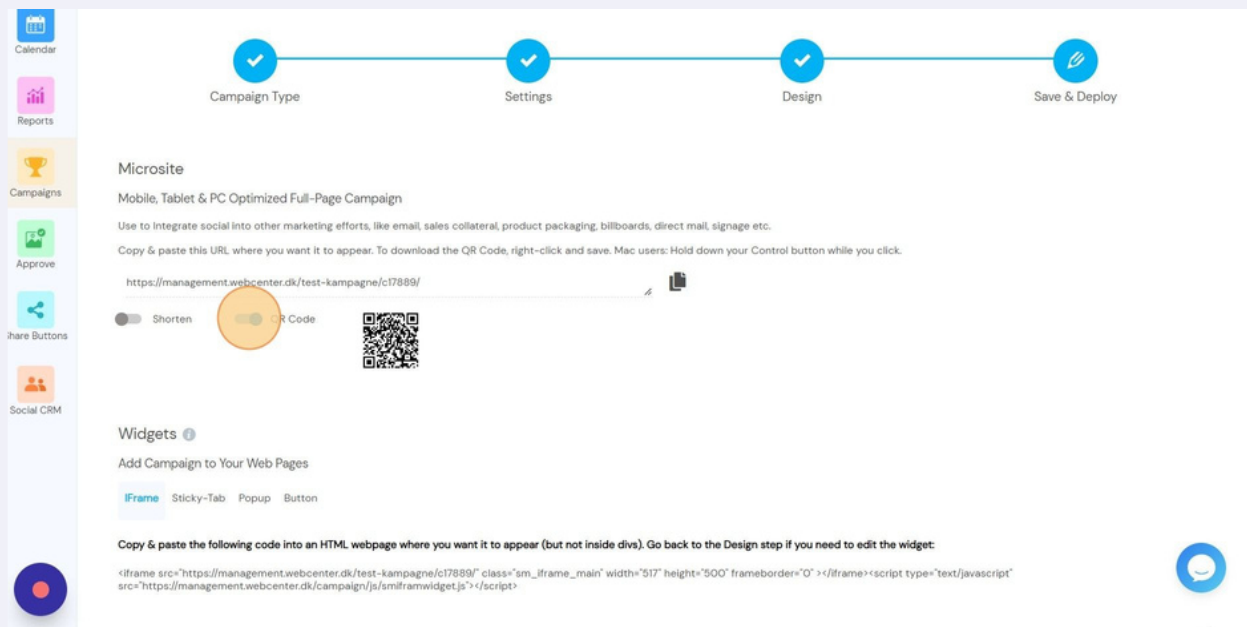
11

Du kan herefter redigere designet på dit template. Tryk på Save & Continue.



12

Du får herefter et link du kan dele. Tryk på "Shorten" for at få et kort link. Tryk på "QR code" for at få en QR kode til smartphones.



13

Ønsker du at tilføje kampagnen på din hjemmeside har du forskellige muligheder. Bl.a. iframe og popup. Herefter kan du trykke på "Publish to Social Media" og få delt kampagnen på dine sociale medier.

Campaigns

Approve

Share Buttons

Social CRM

Mobile, Tablet & PC Optimized Full-Page Campaign

Use to integrate social into other marketing efforts, like email, sales collateral, product packaging, billboards, direct mail, signage etc.

Copy & paste this URL where you want it to appear. To download the QR Code, right-click and save. Mac users: Hold down your Control button while you click.

<https://management.webcenter.dk/test-kampagne/c17889/>

☐ Shorten ☐ QR Code

Widgets ⓘ

Add Campaign to Your Web Pages

Iframe Sticky-Tab Popup Button

Copy & paste the following code into an HTML webpage where you want it to appear (but not inside divs). Go back to the Design step if you need to edit the widget:

```
<iframe src="https://management.webcenter.dk/test-kampagne/c17889/" class="sm_iframe_main" width="517" height="500" frameborder="0" ></iframe><script type="text/javascript" src="https://management.webcenter.dk/campaign/js/smiframewidget.js"></script>
```

Back Publish to Social Media