

# Step by Step Guide To Start Your Campaign

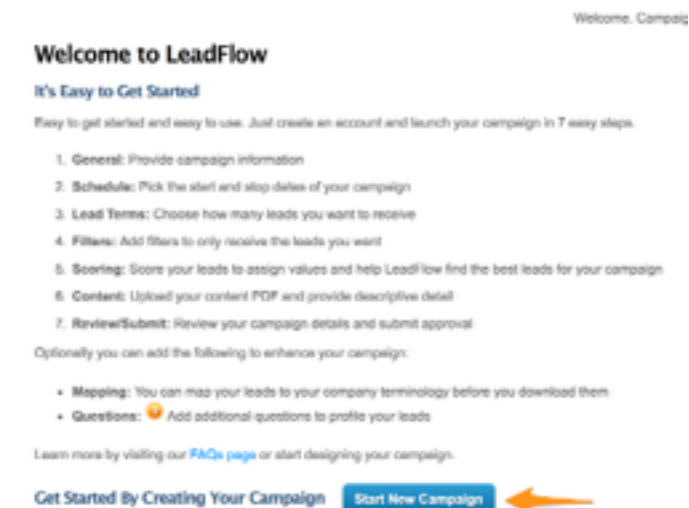
In this guide we will walk you through the required sections to start a campaign on LeadFlow. Refer to the FAQ if you have questions about any of the other options for your campaign.

1. Select 'Get Started Now' or 'New User Registration' and create your LeadFlow account by entering your email address and selecting a password.



2. Verify your email by clicking on the link from the email sent by LeadFlow.

3. Select 'Start New Campaign'



4. Enter your Campaign Name, Company Name, and Company Website URL. This is also where you will upload your Company Logo.

The screenshot shows the 'General Campaign Information' form. On the left is a navigation sidebar with steps 1 through 11. Step 1, 'General', is selected. The main area contains the following fields:

- Campaign Name:** Text field with 'Test Beta' entered.
- Company Name:** Text field with 'NutLine Corporation' entered.
- Company Website (URL):** Text field with 'www.nutline.com' entered.
- Company Logo Image:** A circular logo with a blue and white 'N' shape.

Below the logo, there is a 'Browse...' button and a note: 'Upload image from your PC or drag and drop. Maximum file size: 10MB. Do not use logo images that have transparent backgrounds.' A 'Next' button is at the bottom right.

**Price per Lead:**

- \$0 = Base Lead
- \$0 = (0) Questions
- \$0 = (0) Filters
- \$0 = CPL (up to)
- \$0 = Total CPL

**NOTE:**

You may move from one step to another using the navigation tabs on the left or by clicking the Previous or Next buttons on each page. Each tab will change color once each step has been completed. [\(more\)](#)

Legend:

- Dark Blue Tab:** Step has not been visited yet or is optional.
- Light Blue Tab:** Step has been visited and is fully completed.
- Orange Tab:** Required step, currently incomplete.

5. Upload your Content Offer by selecting 'Add Content Offer.' This is where you will enter your Content Title, Tagline, Abstract, select Content Type, upload your Content Offer, and optionally upload a Cover Image.

The screenshot shows the 'LeadFlow Campaign Material Submission' form. On the left is a navigation sidebar with steps 1 through 11. Step 2, 'Content', is selected. The main area contains the following elements:

- Add Content Offer:** A button to add a new content offer.
- Upload and describe each content offer for your campaign:** A section with instructions and a list of requirements.

**Requirements:**

- Content offers must be in PDF Format and be no larger than 15MB.
- Content offer cannot consist of Company Data Sheets or Sales Collateral.
- [Click here](#) for offer positioning best practices.
- [Click here](#) for a guide to writing the copy needed for your content.
- The minimum number of leads per content offer is 25.
- For each content offer added you must provide the following:
  - Content Title – The content title as it appears on the PDF. Maximum length is 150 characters, text only.
  - Tagline – A sentence describing the highlights of the offer. Maximum length is 200 characters, text only.
  - Abstract – A more detailed description of the PDF document that identifies the audience the content is intended for, as well as the benefits they will gain from reading the content. Maximum length is 1,024 characters.
  - The PDF document
  - Offer Type – Categorize your content offer (ebook, whitepaper, etc)

**Instructions:**

- Use the **Add Content Offer** button to add content to your campaign. When you are finished adding your content, Click the **Next** button.
- For further information, click [here](#).

Buttons: 'Previous' and 'Next'.

**Add/Edit Content Offer**

Content Title

Maximum characters is 100

Tagline

Maximum characters is 200

Abstract

Maximum characters is 1024

Offer Type

Content PDF Document

Maximum file size: 15MB

[Click thumbnail to view Display Page example](#)

[close](#)

6. Next is setting your Campaign Lead Terms. Here you can set either your maximum Budget or your Total Number of Leads for your campaign. You can see the total cost and number of leads automatically update as you adjust either of these figures.

**1. General**

**2. Content**

3. Questions

4. Filters

5. Scoring

6. Mapping

**7. Lead Terms**

8. Schedule

9. Review

10. Submit

**Price per Lead**

\$0 = Base Lead

\$0 = (Q) Questions

\$0 = (F) Filters

\$0 = CPL Uplift

\$0 = Total CPL

Price/Lead: \$0 - Total Cost is \$225 (You have not met the \$500 minimum) when all 25 leads are fulfilled

**Campaign Lead Terms:** (required section)

Enter the number of leads you would like to allocate to your campaign. [\(more\)](#)

Select Lead Terms ☐ Budget ☒ Number of Leads

Budget (\$)

Total Number of Leads

Monthly Maximum Lead Goal

Leave blank or set to 0 if no monthly goal required

CPL Uplift (\$)

Important Notes to Consider:

- Lead Volumes are **not** guaranteed. If you want lead guarantees, please see [NetLine's LeadSource](#) product for more details.
- Campaign performance is dependent on good content with an attractive cover graphic and filters. If lead flow rate is essential, please see [NetLine's LeadSource](#) product for more details.
- All pricing is based on a Cost per Lead (CPL).
- Minimum order size is \$500 **per** campaign.
- A lead over delivery of 10% of your campaign's total number of leads will be provided at the end of the campaign at no cost.

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7. At the Campaign Schedule stage you will determine when your campaign begins and ends. You don't have to enter an end date (it will default to three years if you don't).

The screenshot shows the 'Campaign Schedule' stage of a campaign setup process. On the left is a vertical sidebar with steps 1 through 10. Step 8, 'Schedule', is highlighted. Below the sidebar is a 'Price per Lead' breakdown table. The main content area is titled 'Campaign Schedule (required section)' and includes instructions on setting start and end dates. It features two input fields for 'Campaign Start Date' and 'Campaign End Date', each with a warning icon. A 'Previous' button is at the bottom left and a 'Next' button is at the bottom right. A summary bar at the top right shows 'Price/Lead: \$8 - Total Cost is \$228 (You have not met the \$500 minimum) when all 25 leads are fulfilled'.


| Price per Lead: |                 |
|-----------------|-----------------|
| \$8             | = Base Lead     |
| \$0             | = (0) Questions |
| \$0             | = (0) Filters   |
| \$0             | = CPL uplift    |
| \$8             | = Total CPL     |

**Campaign Schedule** (required section)

Enter the Start and End dates for your campaign (minimum campaign duration is 60 days).

• Your campaign will end on either the end date you specify or when your Total Number of Leads requested has been reached – whichever comes first. [\(more\)](#)

Campaign Start Date 

Campaign End Date 

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Price/Lead: \$8 - Total Cost is \$228 (You have not met the \$500 minimum) when all 25 leads are fulfilled

8. Make sure to double check your settings on the Review page before clicking through to Submit your campaign.
9. After pressing Submit, LeadFlow will let you know if there are any issues with your campaign. Once your campaign is submitted it will be approved within one business day and will go live on the NetLine network. And you're Done!