



Lead Tracking Technology

Lead tracking and nurturing technology is an enhanced capability to the Proclaim suite of tools. Learn how to better target your leads in today's video world!

The lead tracking and nurturing technology is a component of the Netbriefings Proclaim suite of tools. This enhanced capability allows you to know when contacts view your video message without the need for registration.

Wave Marketing Process

Below are the steps you would go through to utilize Netbriefings lead tracking technology.



Create Video Messages

The first step in the process is to create your video messages. To begin, we recommend creating both an introductory and follow up message. That way, when you receive the notification that your introductory message was watched, you have the follow up message ready to go.

Make sure to turn on the *email watched notification* feature for your video messages from your Proclaim Messenger portal.

Introductory



Follow up



Create Emails

The second step in the process is to create the introductory and follow up emails to go along with the video messages you just created.

Your first email is sent from inside Proclaim Messenger. This email will automatically include a screen snap of your video along with a business card graphic that you can customize and upload. You have the option to add additional text as well.

Introductory



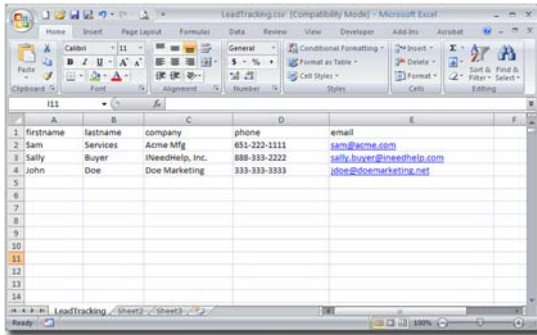
Follow up



You can elect to send the follow up email from Proclaim Messenger or from an email service of your choosing. It is best to have the follow up email ready to go so you can quickly send it out manually when you receive the notification that your introductory video message was watched.

Import Contact List

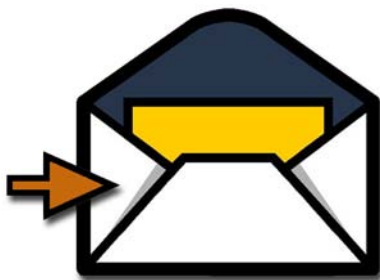
Now you are ready to import your contacts into your video message. There are specific headers and data sets that must be included in the file to be uploaded.



| 1 | firstname | lastname | company | phone | email |
|---|-----------|----------|----------------|--------------|--------------------------|
| 2 | Sam | Services | Acme Mfg | 651-222-1111 | sam@acme.com |
| 3 | Sally | Buyer | Needhelp, Inc. | 888-333-2222 | sally.buyer@needhelp.com |
| 4 | John | Doe | Doe Marketing | 333-333-3333 | jdoe@doemarketing.net |

Send Email

Once the contact data is imported into the system and you have added any optional text, you are ready to send your introductory email.



Receive Notifications via Email

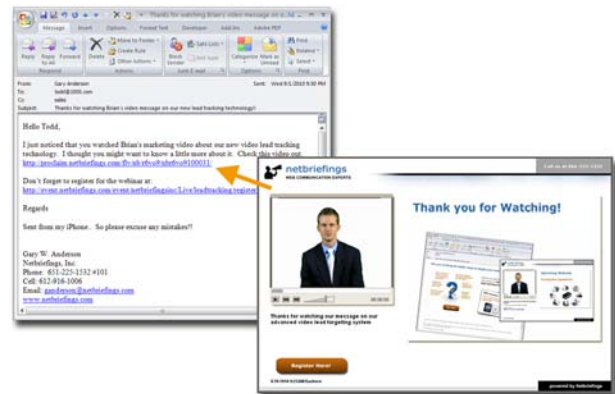
While one of your contacts watches your introductory video message, you will receive an immediate notification via email.

The notification email will include the below information:

- Title of video message
- Rewatch message capability
- Contact email
- Contact name
- Contact company
- Device information

Immediately Send Personal Follow up Email

When you receive notification that one of your contacts viewed your introductory video message, then immediately send the follow up email with the link to the follow up video message.



Notice the Results

Timing is everything! The key is to follow up with your contacts when you know they are engaged with your message. This will produce a higher success rate of engagement!

