



Convey Campaign is a powerful tool to engage partners, drive sales, and increase awareness through email messaging, advertising and web events.

Stand Out with Convey Campaign

- Maximize exposure on the master agent home page
- Announce your campaign to all sales partners
- Deliver materials directly to each partners' dashboard
- Featured webinar promoting your product(s)
- Partners re-market service with Convey's 1-Touch Email Share
- Analyze & track sales partners engagement

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Introducing Convey Campaign™

Convey Campaign is a sales campaign program delivered entirely through a master agent's Convey portal. Campaigns capture sales partners' attention by promoting a selected service from a provider, to increase awareness, engage partners and drive sales.

The provider is featured prominently on each master agent's home page and in each partner's dashboard. Campaigns are announced to all site members and reinforced through email messages. The provider delivers a webinar, heavily promoted through the Convey portal on the Master Agent's home page, during the initial week of the campaign. Advanced analytics delivers detailed data on how partners are engaging.

Design a Convey Campaign to Produce Results

Use Convey Campaign to produce results and attract the attention of a Master Agent Sales Partners:

- Select a service to promote (particularly one that can be sold to existing customers.)
- Create a promotion and/or SPIFF that motivates the sales partner to engage and focus on you.
- Design a banner announcing the campaign to be featured on the master agent's home page. Create another graphic or video to appear on the home page feature box.
- Add product literature or case studies to your catalog for sales partners to deliver to their prospects using Convey's exclusive 1-Touch Email feature.
- Create a battle card to help partners understand your service and identify the ideal customer profile.
- Deliver a short webinar to announce the campaign, get partners educated on the service and inspired them to promote it.

How do I qualify for a Convey Campaign?

Identify the master agents you are most interested in delivering your message. Convey coordinates getting your campaign approved and scheduled. You must be a Convey subscriber with an up-to-date catalog to qualify.





Launching a Convey Campaign

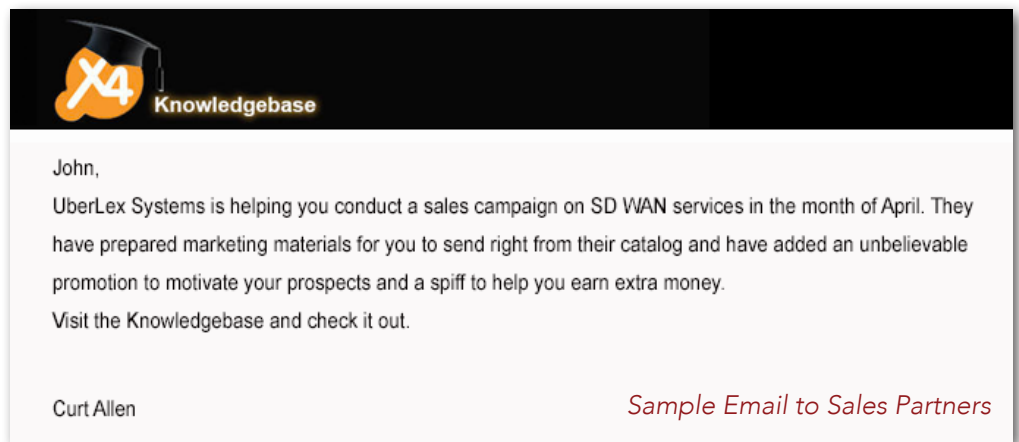
- Select one or more of your master agents
- Convey manages all approvals & scheduling
- Prepare marketing materials, add them to your catalog
- Create a promotion & spiff
- Create a campaign banner and graphic or video for the home page
- Convey launches an email to all partners announcing the campaign.
- Conduct a webinar
- Convey sends Email reminders reinforcing the campaign
- Track & measure results

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2-22-17

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What does a Convey Campaign cost?

Convey Campaigns cost between \$500-1,000 each, depending on the size of the master agent and number of sales partners. Convey Campaigns are not included in your regular Convey subscription.

How does Convey promote you?

A Convey Campaign incorporates your banner and feature box graphic or video on the master agent home page and adds a branded content tile to the member dashboard. Emails directly announce the campaign, promote your webinar and remind partners to engage.

How long does a Convey Campaign last?

You are featured on the master agent home page for one week. Afterwards, your content is still featured in the member dashboard and additional emails continue to remind partners. Convey collaborates with you and the master agent to create a schedule for maximum engagement.

How do individual sales partners promote your service?

Convey Campaign features Convey's new 1-Touch Email Share technology which allows sales partners or agents to easily re-direct your content with a single touch right from the Master Agent's site.

How can I measure Success?

Campaign success can be measured by views, clicks and shares of your campaign content. Depending on the master agent, the names & contacts may be available to you as part of the campaign.

Home / Administration / NEW Reports / Uberlex Sales Campaign

Uberlex Sales Campaign Report Dashboard Options -

Records: 244

Report Type: Member Activity
 Description: Show response to Campaign
 Date Range: 12/31/2016 - 12/31/2017
 Date Type: Activity Date
 Last Updated: 02/20/2017 12:39 Refresh
 Updated by: Brent Palmer

Summary Overview **Detail**

Enter name

Show 10 records Filter by Type -- All Types --

Last Name	First Name	Email Address	Catalog	Type	Name	Views	Clicks	Downloads
Jones	Bob	bob@uberlex.com	Uberlex	Catalog	Uberlex	3	-	-
Smith	John	jsmith@abc.com	ABC Sys	Post	SD Wan Sheet	5	4	2
Dole	Bill	bdole@123.com	123 INC	Catalog	123 INC	1	-	-

Sample Report of Content Views First Previous Next Last