

Diksha Technologies

Smart Invoice Pro

TM Forum Framework 18.0 Certification

Business Process Framework (eTOM) Release 18.0

Self-Assessment Process Mapping Report

Market & Sales Domain

Level 2 Process: Marketing Campaign Management (1.1.15)

Version 2, Final Review

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Diksha Technologies

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1.1.15 Marketing Campaign Management

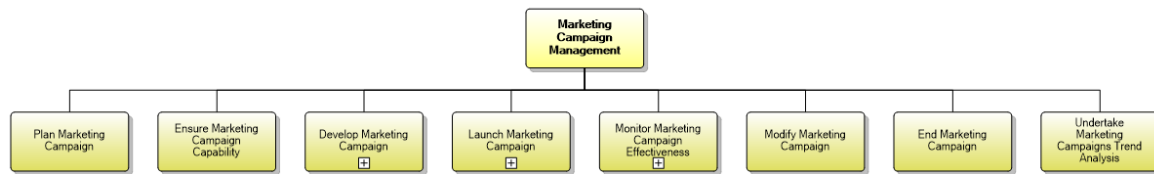


Figure 1 1.1.15 Marketing Campaign Management

Marketing Campaign Management

Process Identifier: 1.1.15

Brief Description

Develop a marketing campaign through a coordinated series of steps that can include promotion of a product through different mediums (television, radio, print, online) using a variety of different types of advertisements to reach the market, customers and channels. **A**

Extended Description

Marketing Campaign Management develops a marketing campaign through a coordinated series of steps that can include promotion of one or more product offerings through different mediums (television, radio, print, online) using a variety of different types of advertisements to reach the market, customers and channels.

Marketing campaigns can be designed with different ends in mind, including building a brand image, introducing a new product, retaining customers, bringing in new customers, increasing sales of a product already on the market, or even reducing the impact of negative news.

Marketing Campaign Management works with other processes, such as Brand Management, Market Research, Marketing Communications, Product Offering Promotion Development, and Advertising Management to design marketing promotions and advertising, to determine trade show participation and presence, to support product introductions, and so forth. One of the key roles of all these processes is to position the product in the market, especially versus competitive products. **AM**

This L2 Process is defined in detail with L3 processes. Refer below L3 processes and shared artifacts

1.1.15.1 Plan Marketing Campaign

Process Identifier: 1.1.15.1

Brief Description

Put together a plan for a marketing campaign to be used for positioning the enterprise and its product offerings in the marketplace. The plan includes targets, delivery channels, budget, return on investment (ROI). This process also ensures the campaign adheres to the overall campaign plan developed by Market Strategy & Policy. AM

For ROI, we are capturing click through rate and open through rate for email and SMS campaigns. For Social Media campaigns, ROI development is in progress.

Extended Description

Plan Marketing Campaign defines the specific strategy, objectives, start/end date, and messages to be used for positioning the enterprise in the marketplace, including its relationship to competitors. Establish Market Strategy defines the overall umbrella, and this process operates within that umbrella to target the marketing campaigns for the enterprise in general, specific products, market segments, customers and prospects, and so forth. AM

It selects the appropriate channel or channels to support delivery of the campaign and defines contact rules in order to make certain that commercial pressure on customers is managed. AM

It ensures that the campaign adheres to the campaign plan defined by Market Strategy & Policy specifically to fall in sequence with other campaigns in the plan to reach the expected business objectives for a specific market segment. A

Smart Invoice Pro provides campaign management with below mentioned features

- **Campaign Preparation**
 - *Campaign Goals*
 - *How to Target Campaigns*
 - *Determine Campaign Programs*
 - *Define Campaign Responses*
 - *Define Campaign Access*

- **Campaign Execution**
 - *Build Campaign*
 - *Campaign Tools*
 - *Campaign Members*
 - *Bulk E-mail/SMS*
 - *Social Media (Facebook, Twitter, LinkedIn)*

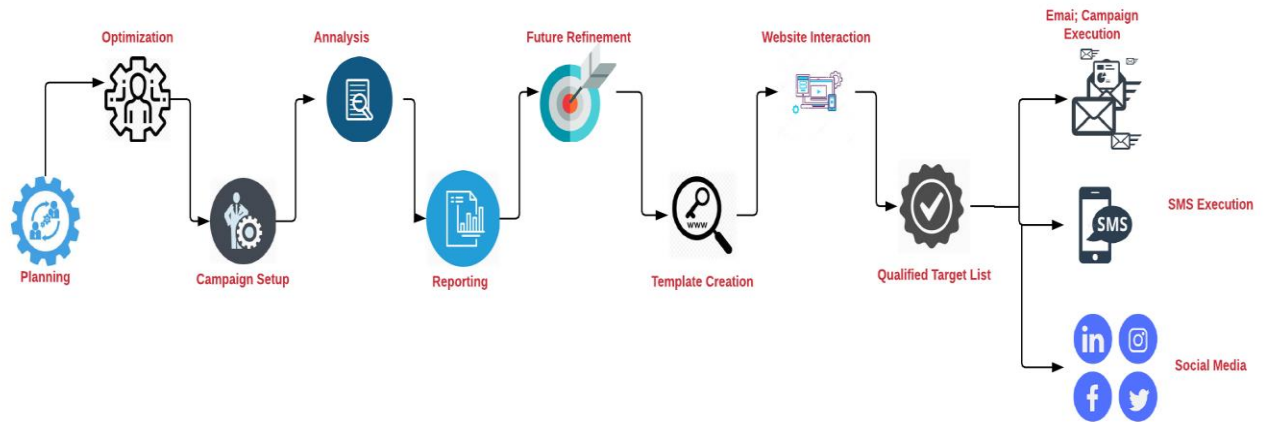
- **Campaign Tracking**
 - *Campaign Responses*
 - *Campaign Measurement*

- **Campaign Preparation**
 - *Increase sales revenue*
 - *Enhance pipeline on open opportunities*
 - *Track customer interest*
 - *Increase customer retention*
 - *Awareness events that drive PR and brand awareness for the company (e.g. product launches)*
 - *Add-on products targeted to call down campaign with Sales-Pat*
 - *Campaign Preparation Goal of the campaign: Define your goals and objectives*

- **Campaign Execution**
 - *Products and services*
 - *Create a campaign picklist field for Product or Focus Area*
 - *Advertisements and publications/media*
 - *Create a picklist field for Ad Type with values such as Magazine, Newspaper, Online, etc.*

- Create another picklist for specific publication so you can report on both levels
- Campaign Preparation Goal of the campaign: Define your goals and objectives
- Offers made in campaigns
- Track the different types of high-level offers (e.g. whitepapers, demos, web seminars) to track overall effectiveness

Below is the Process Flow for Smart Invoice Pro campaign management



1.1.15.2 Ensure Marketing Campaign Capability

This process element is out of scope for this conformance certification

1.1.15.3 Develop Marketing Campaign

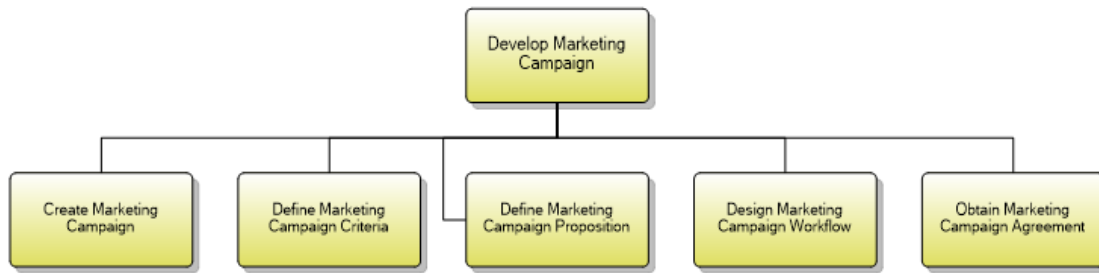


Figure 2 1.1.15.3 Develop Marketing Campaign

Develop Marketing Campaign

Process Identifier: 1.1.15.3

Brief Description

Manage all activities and stakeholder engagement to develop and agree on a marketing campaign and the selection of appropriate channel or channels to support delivery of the campaign. **A**

Extended Description

Develop Marketing Campaign manages all activities and stakeholder engagement to develop and agree on a marketing campaign. It also interacts with Marketing Communications to develop campaign messages and Product Offering Promotion Development to create product offering promotions associated with the campaign. **AM**

Smart Invoice Pro can create, edit and launch campaign to the targeted customer via different channels – Email, SMS, Facebook, LinkedIn, twitter and helps in tracking the effectiveness of the campaign across the channels

The criteria used to identify the customer and other parties targeted by the marketing campaign are defined. Develop a target list of customers and other parties that will be contacted as part of the campaign. **A**

Target list can be imported or manually created for targeted campaigns. Refer screenshots below

Describe the marketing campaign proposition which that will be addressed to each market sub-segment in terms of discounts for associated product promotions, requested effort, and validity period. Design the marketing campaign workflow which includes establishing and scheduling waves, or periodical steps in the campaign. Each wave is designed to take into account responses from those targeted by the campaign. **A**

Smart Invoice Pro provides end user to schedule the campaigns with specific start date and end date which can be edited based on campaign effectiveness

Smart Invoice pro provides the feature to schedule the campaigns. A user can set day and time and campaign will be automatically triggered

Below is the screen for create and edit campaign. Here we can select the channel from dropped down list

SMART INVOICE PRO CAMPAIGN SUITE

Template User Targets **Create Campaign** Config Setting Insights Logout

Welcome Administrator

Create Campaign

Create Campaign

*Channel Type:

*Campaign Name:

*Template Available:

*Select Target List:

*Start date:

*Expiry date:

*Time:

ADD

Show entries: Search:

Sr No	Channel	Template	Campaign	Target List (Name)	Start Date	End Date	Status	Action
1	Email	Welcome Template	Welcome Campaign	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
2	SMS	SMS Template	Welcome SMS Campaign	Mr. Sunil Dutt Mr. Vivek Mayank	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
3	Email	Email Interactive Template	Smart Invoice Pro Launch 4.0	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
4	Email	Welcome SIP	First SIP SUITE Test	Mr. Ravi Dhiman	2018-09-07	2018-09-21	Enable	Edit Send Now Delete

Showing 1 to 4 of 4 entries

First Previous 1 Next Last

Template Design:

Below is the screen for Template Design. Here user Can select the Channel and user can create the template.

SMART INVOICE PRO CAMPAIGN SUITE

Template User Targets Create Campaign Config Setting Insights Logout

Welcome Administrator

Create Template

*Channel: Please Select *Title:

Dear Target_name

Add your headline here..

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempus odio ante, in feugiat ex pretium eu. In pharetra tincidunt urna et malesuada. Etiam aliquet auctor justo eu placerat. In nec sollicitudin enim. Nulla facilisi. In viverra velit turpis, et lobortis nunc eleifend id. Curabitur semper tincidunt vulputate. Nullam fermentum pellentesque ullamcorper.

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempus odio ante, in feugiat ex pretium eu. In pharetra tincidunt urna et malesuada. Etiam aliquet auctor justo eu placerat. In nec sollicitudin enim. Nulla facilisi. In viverra velit turpis, et lobortis nunc eleifend id. Curabitur semper tincidunt vulputate. Nullam fermentum pellentesque ullamcorper.

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempus odio ante, in feugiat ex pretium eu. In pharetra tincidunt urna et malesuada. Etiam aliquet auctor justo eu placerat. In nec sollicitudin enim. Nulla facilisi. In viverra velit turpis, et lobortis nunc eleifend id. Curabitur semper tincidunt vulputate. Nullam fermentum pellentesque ullamcorper.

SAMPLE Title SAMPLE Title

ADD

Show entries: 100 Search:

Sr No	Channel	Title	Message	Status	Creation Date	Action
5	Email	Email Interactive Template	View...	Enable	04-SEP-18 03:38:58 PM	Edit Delete
1	SMS	SMS Template	View...	Enable	04-SEP-18 10:55:57 AM	Edit Delete
4	Email	Welcome Template	View...	Enable	04-SEP-18 11:10:14 AM	Edit Delete
6	Email	Welcome SIP	View...	Enable	07-SEP-18 02:25:41 PM	Edit Delete
3	Email	New Template creation	View...	Enable	23-JUL-18 03:24:39 PM	Edit Delete
2	Email	New Template TEST	View...	Enable	23-JUL-18 10:23:01 AM	Edit Delete

Showing 1 to 6 of 6 entries

First Previous 1 Next Last

User Creation: Admin user will have access to create users based on role. Admin can give permissions based on the user requirement. Below is the screen for user creation. All permissions are configured.

Create User

Create User

*First Name:

*Last Name:

*Email ID:

*Password:



*Confirm Password:

*Image: No file selected.

*Permissions

- User**
 - Can Create User
 - Can Edit User
 - Can Delete User
- Template**
 - Can Create Template
 - Can Edit Template
 - Can Delete Template
- Target**
 - Can Create Target
 - Can Import Target
 - Can Edit Target
 - Can Delete Target
- Target List**
 - Can Create Target List
 - Can Import Target List
 - Can Edit Target List
 - Can Delete Target List
- Campaign**
 - Can Create Email/SMS Campaign
 - Can Edit Email/SMS Campaign
 - Can Post Now Email/SMS Campaign
 - Can Delete Email/SMS Campaign
 - Can Create Facebook Campaign
 - Can Post Now Facebook Campaign
 - Can Create Twitter Campaign
 - Can Post Now Twitter Campaign
 - Can Create LinkedIn Campaign
 - Can Post Now LinkedIn Campaign
- Insights/Config**
 - Can View Insights
 - Can Set Configuration
- Reports**
 - Can view Reports
 - Can download Reports as CSV
 - Can download Reports as PDF

Show entries: Search:

Sr No	Name	Email ID	Permissions	Action
1	 user test	demo@dikshatech.com	View...	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
2	 userUpdate testUpdate	demo1@dikshatech.com	View...	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

Showing 1 to 2 of 2 entries

First Previous 1 Next Last

Target List Creation: In campaign management system, a user can create list of the target to whom user want to send the campaigns. We can Edit/delete the campaigns.

We have target list bulk upload. A sample file can download and fill the mandatory details and upload. Then it will create the target list.

SMART INVOICE PRO CAMPAIGN SUITE

Template User **Targets** Create Campaign Config Setting Insights Logout Welcome Administrator

Create Target List

Import Target List

Target List Name

Browse... No file selected.

IMPORT Download Sample File

Show entries: 100 Search:

Sr No	List Name	Selected Targets	Creation Date	Action
1	Email Target List	Mr. Sunil Dutt Mr. Ravi Dhiman	04-SEP-18 11:43:11.000000 AM	Edit Delete
2	SMS Target List	Mr. Sunil Dutt Mr. Vivek Mayank	04-SEP-18 11:43:29.000000 AM	Edit Delete
3	ArjunList	Mr. Arjun Sujir	06-SEP-18 03:12:41.000000 PM	Edit Delete
4	SIP First Demo	Mr. Ravi Dhiman	07-SEP-18 02:29:58.000000 PM	Edit Delete
5	SingleUser	Mr. Sunil Dutt Mr. Ravi Dhiman	14-SEP-18 09:52:03.000000 AM	Edit Delete
6	test	Mr. Demo Test Mr. Test test1 Miss Testing Testing Mrs. update existing	24-SEP-18 04:25:03.000000 PM	Edit Delete
7	SIP Picked	Test User Business User Business User Business User Business User Business User Business User Business User More...	28-SEP-18 03:41:52.000000 PM	Edit Delete

Showing 1 to 7 of 7 entries First Previous 1 Next Last

User can also create the target list manually. In UI it will show the list of target list whom a user need to send the campaigns. Below is the screen shot for Manual target list Creation

Create Target List

Manual Create Target List

Create Target List

Target List Name

- Mr. Arjun Sujir (arjun.sujir@dikshatech.com) (9986383113)
- Mr. Vivek Mayank (vivek.mayank@dikshatech.com) (9019867525)
- Mr. Demo Test (demo@dikshatech.com) (999112220)
- Mrs. update existing (abc@xyz.in) (32524234)
- Business User (business@vodafone.co.nz) (8826822313)
- Business User (business@vodafone.co.nz) (8826821025)
- Business User (business@vodafone.co.nz) (9717791451)
- Business User (business@vodafone.co.nz) (8826822408)
- Business User (business@vodafone.co.nz) (8826821491)
- Business User (business@vodafone.co.nz) (8826821609)
- Business User (business@vodafone.co.nz) (882682129)
- Business User (business@vodafone.co.nz) (9958565558)
- Business User (business@vodafone.co.nz) (8588840053)
- Business User (business@vodafone.co.nz) (8826820664)
- Business User (business@vodafone.co.nz) (8130516444)
- Business User (business@vodafone.co.nz) (8826820838)
- Business User (business@vodafone.co.nz) (8826819842)
- Business User (business@vodafone.co.nz) (8826821309)
- Business User (business@vodafone.co.nz) (8800711444)
- Business User (business@vodafone.co.nz) (882682032)
- Business User (business@vodafone.co.nz) (9958565557)
- Business User (business@vodafone.co.nz) (8826822086)
- Business User (business@vodafone.co.nz) (8588855134)
- Business User (business@vodafone.co.nz) (9818712353)
- Business User (business@vodafone.co.nz) (8826821939)
- Business User (business@vodafone.co.nz) (8588855132)
- Business User (business@vodafone.co.nz) (9971125785)
- Mr. Sunil Dutt (sunil.sharma@dikshatech.com) (9742780732)
- Mr. Vinod Pulluru (pulluru.vinod@dikshatech.com) (9916922664)
- Mr. Test test1 (test@abc.in) (121331321)
- Test User (demo1@vodafone.co.nz) (9815086729)
- Business User (business@vodafone.co.nz) (8826820790)
- Business User (business@vodafone.co.nz) (8826821280)
- Business User (business@vodafone.co.nz) (8826821498)
- Business User (business@vodafone.co.nz) (8826820824)
- Business User (business@vodafone.co.nz) (8826821862)
- Business User (business@vodafone.co.nz) (8130431444)
- Business User (business@vodafone.co.nz) (882682135)
- Business User (business@vodafone.co.nz) (991004809)
- Business User (business@vodafone.co.nz) (8130790844)
- Business User (business@vodafone.co.nz) (8826819788)
- Business User (business@vodafone.co.nz) (8130366144)
- Business User (business@vodafone.co.nz) (8826821160)
- Business User (business@vodafone.co.nz) (8826819895)
- Business User (business@vodafone.co.nz) (8826821898)
- Business User (business@vodafone.co.nz) (8800022046)
- Business User (business@vodafone.co.nz) (8826820594)
- Business User (business@vodafone.co.nz) (8826821889)
- Business User (business@vodafone.co.nz) (7042296975)
- Business User (business@vodafone.co.nz) (8826819869)
- Business User (business@vodafone.co.nz) (9871580116)
- Business User (business@vodafone.co.nz) (8826821973)
- Business User (business@vodafone.co.nz) (8800022049)
- Business User (business@vodafone.co.nz) (9971449821)
- Mr. Ravi Dhiman (ravidhiman21@gmail.com) (9034189993)
- Miss Sonal Jain (sonal.jain@dikshatech.com) (7722007208)
- Miss Testing Testing (tester@inf.in) (2324234234)
- Business User (business@vodafone.co.nz) (8800598706)
- Business User (business@vodafone.co.nz) (8826819746)
- Business User (business@vodafone.co.nz) (9971125768)
- Business User (business@vodafone.co.nz) (7042296976)
- Business User (business@vodafone.co.nz) (8826820988)
- Business User (business@vodafone.co.nz) (8826821530)
- Business User (business@vodafone.co.nz) (9350839018)
- Business User (business@vodafone.co.nz) (882682146)
- Business User (business@vodafone.co.nz) (7307731444)
- Business User (business@vodafone.co.nz) (880002047)
- Business User (business@vodafone.co.nz) (8800448583)
- Business User (business@vodafone.co.nz) (8800022048)
- Business User (business@vodafone.co.nz) (8826821182)
- Business User (business@vodafone.co.nz) (8826819965)
- Business User (business@vodafone.co.nz) (7042903077)
- Business User (business@vodafone.co.nz) (8826820864)
- Business User (business@vodafone.co.nz) (8826821757)
- Business User (business@vodafone.co.nz) (9958115558)
- Business User (business@vodafone.co.nz) (9350542120)
- Business User (business@vodafone.co.nz) (8826820442)
- Business User (business@vodafone.co.nz) (8826821779)
- Business User (business@vodafone.co.nz) (8588840052)
- Business User (business@vodafone.co.nz) (8800431444)
- Business User (business@vodafone.co.nz) (8826821665)

ADD

Show entries

100

Search:

Sr No	List Name	Selected Targets	Creation Date	Action
1	Email Target List	Mr. Sunil Dutt Mr. Ravi Dhiman	04-SEP-18 11:43:11.000000 AM	Edit Delete
2	SMS Target List	Mr. Sunil Dutt Mr. Vivek Mayank	04-SEP-18 11:43:29.000000 AM	Edit Delete
3	ArjunList	Mr. Arjun Sujir	06-SEP-18 03:12:41.000000 PM	Edit Delete
4	SIP First Demo	Mr. Ravi Dhiman	07-SEP-18 02:29:58.000000 PM	Edit Delete
5	SingleUser	Mr. Sunil Dutt Mr. Ravi Dhiman	14-SEP-18 09:52:03.000000 AM	Edit Delete
6	test	Mr. Demo Test Mr. Test test1 Miss Testing Testing Mrs. update existing	24-SEP-18 04:25:03.000000 PM	Edit Delete
7	SIP Picked	Test User Business User Business User Business User Business User Business User Business User More...	28-SEP-18 03:41:52.000000 PM	Edit Delete

Showing 1 to 7 of 7 entries

First Previous 1 Next Last

SMART INVOICE PRO CAMPAIGN SUITE

Template User **Targets** Create Campaign Config Setting Insights Logout

Welcome Administrator

Create Target List

Pulled Target List from SIP

Target List Name

- Who Paid last 1 month bill on time.
- Who Paid last 1 month bill late.
- Who's account balance is advance of more than 1
- Who's account balance is pending of more than 1
- Who exceed last 1 month plan limits.

ADD

Show entries: 100 Search:

Sr No	List Name	Selected Targets	Creation Date	Action
1	Email Target List	Mr. Sunil Dutt Mr. Ravi Dhiman	04-SEP-18 11:43:11.000000 AM	Edit Delete
2	SMS Target List	Mr. Sunil Dutt Mr. Vivek Mayank	04-SEP-18 11:43:29.000000 AM	Edit Delete
3	Arjun List	Mr. Arjun Sujir	06-SEP-18 03:12:41.000000 PM	Edit Delete
4	SIP First Demo	Mr. Ravi Dhiman	07-SEP-18 02:29:58.000000 PM	Edit Delete
5	SingleUser	Mr. Sunil Dutt Mr. Ravi Dhiman	14-SEP-18 09:52:03.000000 AM	Edit Delete
6	tcst	Mr. Demo Test Mr. Test test1 Miss Testing Testing Mrs. update existing	24-SEP-18 04:25:03.000000 PM	Edit Delete
7	SIP Picked	Test User Business User Business User Business User Business User Business User Business User More...	28-SEP-18 03:41:52.000000 PM	Edit Delete

Showing 1 to 7 of 7 entries

First Previous 1 Next Last

Create Campaign: In below we can create the Campaign by selecting all necessary fields

SMART INVOICE PRO CAMPAIGN SUITE

Template User Targets **Create Campaign** Config Setting Insights Logout

Welcome Administrator

Create Campaign

Create Campaign

- *Channel Type: Please Select
- *Campaign Name:
- *Template Available:
- *Select Target List: Please Select
- *Start date: 2018-10-10
- *Expiry date: 2018-10-10
- *Time: 11:00 AM

ADD

Show entries: 100 Search:

Sr No	Channel	Template	Campaign	Target List (Name)	Start Date	End Date	Status	Action
1	Email	Welcome Template	Welcome Campaign	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
2	SMS	SMS Template	Welcome SMS Campaign	Mr. Sunil Dutt Mr. Vivek Mayank	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
3	Email	Email Interactive Template	Smart Invoice Pro Launch 4.0	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
4	Email	Welcome SIP	First SIP SUITE Test	Mr. Ravi Dhiman	2018-09-07	2018-09-21	Enable	Edit Send Now Delete

Showing 1 to 4 of 4 entries

First Previous 1 Next Last

Create Facebook Campaign

Create Facebook Campaign

*Post Type: Please Select

Schedule Date: 2018-10-10

[ADD](#)

Show entries: 100 Search:

Sr No	Social Media	Post Type	Post Content	Schedule Date	Action
1	Facebook	message_video	Smart Invoice Pro Video http://localhost/SIP_campaign_oracle/uploads/153690339149454.mp4	2018-09-14	Post Now!
2	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	2018-09-19	Post Now!
3	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	2018-09-14	Post Now!
4	Facebook	message_image	Smart Invoice Pro Image http://www.diksatech.com/images/diksfa_Logo.png	2018-09-14	Post Now!

Showing 1 to 4 of 4 entries
[First](#)
[Previous](#)
1
[Next](#)
[Last](#)

Create Twitter Campaign

Create Twitter Campaign

*Post Type: Please Select

Schedule Date: 2018-10-10

[ADD](#)

Show entries: 100 Search:

Sr No	Social Media	Post Type	Post Content	Schedule Date	Action
1	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	2018-09-19	Post Now!
2	Twitter	message_image	Smart Invoice Pro Image http://localhost/SIP_campaign_oracle/uploads/153733499538558.jpg	2018-09-19	Post Now!
3	Twitter	message_video	Smart Invoice Pro Video 1042284989738446848	2018-09-19	Post Now!

Showing 1 to 3 of 3 entries
[First](#)
[Previous](#)
1
[Next](#)
[Last](#)

Create LinkedIn Campaign

Create LinkedIn Campaign

*Post Type:

Schedule Date:

Show entries: Search:

Sr No	Social Media	Post Type	Post Content	Schedule Date	Action
1	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/) Array ([code] => anyone)	2018-09-17	<input type="button" value="Post Now"/>
2	LinkedIn	message_image	Demo Test ImageArray ([title] => Smart Invoice Pro [submitted-url] => https://www.smartinvoicepro.com/ [submitted-image-url] => https://pbs.twimg.com/media/DJXqsV4AAIUIU.jpg) Array ([code] => anyone)	2018-09-17	<input type="button" value="Post Now"/>

Showing 1 to 2 of 2 entries

1.1.15.4 Launch Marketing Campaign



Figure 3 1.1.15.4 Launch Marketing Campaign

Launch Marketing Campaign

Process Identifier: 1.1.15.4

Brief Description

Manage and co-ordinate the delivery of the marketing campaign to the selected channel(s).

Extended Description

Launch Marketing Campaign executes the marketing campaign by managing and coordinating the delivery of the marketing campaign to the selected channel(s). It ensures that the channel(s) (owned and/or contracted) are adequately trained and/or informed to manage the campaign launch, and that sufficient resources are available in the selected channel(s) to support the launch. **AM**

Once marketing campaign is developed then it can be launch to multiple channel like Social Media, email, SMS and tracked via trend analysis.

An initial launch of the marketing campaign may be made to limited audiences in order to validate the campaign before it is formally launched. In this case the MoMnitor Marketing Campaign Effectiveness process may also be executed during the initial launch. **AM**

Launch of a campaign can be done only for limited or targeted customer and its effectiveness across the channels can be measure via trend analysis feature of Smart Invoice Pro

Below is the screenshot to import target list, via this feature a user can send the campaigns to limited audience for validation.

SMART INVOICE PRO CAMPAIGN SUITE

Template User **Targets** Create Campaign Config Setting Insights Logout

Welcome Administrator

Create Target List

Import Target List

Target List Name

Browse... No file selected.

IMPORT Download Sample File

Show entries: 100

Sr No	List Name	Selected Targets	Creation Date	Action
1	Email Target List	Mr. Sunil Dutt Mr. Ravi Dhiman	04-SEP-18 11:43:11.000000 AM	Edit Delete
2	SMS Target List	Mr. Sunil Dutt Mr. Vivek Mayank	04-SEP-18 11:43:29.000000 AM	Edit Delete
3	ArjunList	Mr. Arjun Sujir	06-SEP-18 03:12:41.000000 PM	Edit Delete
4	SIP First Demo	Mr. Ravi Dhiman	07-SEP-18 02:29:58.000000 PM	Edit Delete
5	SingleUser	Mr. Sunil Dutt Mr. Ravi Dhiman	14-SEP-18 09:52:03.000000 AM	Edit Delete
6	test	Mr. Demo Test Mr. Test test1 Miss Testing Testing Mrs. update existing	24-SEP-18 04:25:03.000000 PM	Edit Delete
7	SIP Picked	Test User Business User Business User Business User Business User Business User Business User More...	28-SEP-18 03:41:52.000000 PM	Edit Delete

Showing 1 to 7 of 7 entries

First Previous 1 Next Last

Below is the screenshot for creating and launching campaign

Create Campaign

Create Campaign

*Channel Type:

*Campaign Name:

*Template Available:

*Select Target List:

*Start date:

*Expiry date:

*Time:

ADD

Show entries: Search:

Sr No	Channel	Template	Campaign	Target List (Name)	Start Date	End Date	Status	Action
1	Email	Welcome Template	Welcome Campaign	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
2	SMS	SMS Template	Welcome SMS Campaign	Mr. Sunil Dutt Mr. Vivek Mayank	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
3	Email	Email Interactive Template	Smart Invoice Pro Launch 4.0	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
4	Email	Welcome SIP	First SIP SUITE Test	Mr. Ravi Dhiman	2018-09-07	2018-09-21	Enable	Edit Send Now Delete

Showing 1 to 4 of 4 entries

First Previous 1 Next Last

1.1.15.5 Monitor Marketing Campaign Effectiveness



Figure 4 1.1.15.5 Monitor Marketing Campaign Effectiveness

Monitor Marketing Campaign Effectiveness

Process Identifier: 1.1.15.5

Brief Description

Establish metrics, monitor metrics, and analyze metrics to gauge the effectiveness of a marketing campaign or campaigns. AM

Extended Description

Monitor Marketing Campaign Effectiveness establishes metrics, monitors metrics, and analyzes metrics to gauge the effectiveness of a marketing campaign or campaigns. Based on analysis these processes feedback suggested changes to adapt the campaign or campaigns to become more effective now or in the future. A

Note that this process' sub-processes reuse a generalized set of metric processes to develop, gather, and analyze (to some degree) marketing campaign metrics.

Smart Invoice pro provides metrics and graphs to analyze the effectiveness of the campaign across the channels. Refer screenshots below

A user can monitor a campaign across the channels.

For Social media campaigns, details insights are being captured for e.g. net likes, post reach etc. as shown below

Dashboard

[Sync DB with Social Media](#)

7

Total Post Facebook

6

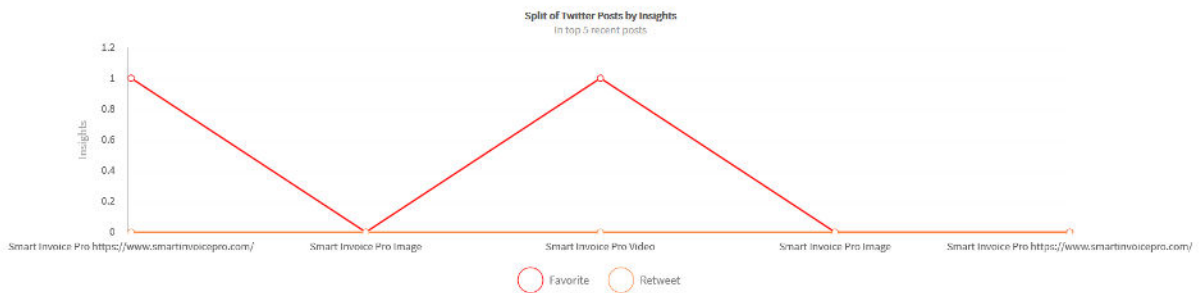
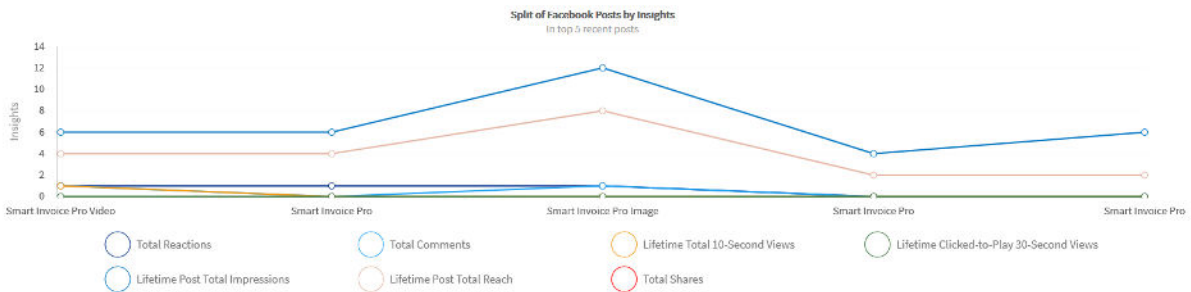
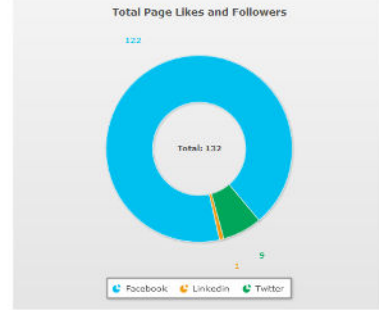
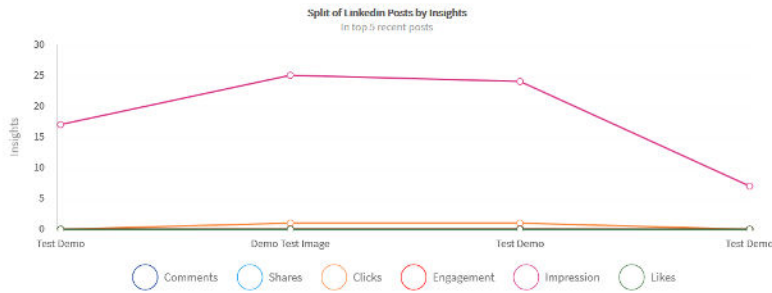
Total Post Twitter

4

Total Post LinkedIn

5

Total Post SMS/EMAIL



1.1.15.6 Modify Marketing Campaign

Process Identifier: 1.1.15.6

Brief Description

Modify a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders. AM

Extended Description

Modify Marketing Campaign updates a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders.

It may also extend the end date of a marketing campaign if warranted and modify the campaign message based on feedback from the market and external stakeholders. AM

In Smart Invoice Pro, Campaign can be modify/Update, as shown in below screen shot any of the parameter of a campaign can be changed based on the feedback.

The screenshot shows the 'Modify Campaign' interface within the SMART INVOICE PRO CAMPAIGN SUITE. The navigation bar includes 'Template', 'User', 'Targets', 'Create Campaign', 'Config Setting', 'Insights', and 'Logout'. The user is logged in as 'Welcome Administrator'. The form contains the following fields:

- *Channel Type: Email
- *Campaign Name: Welcome Campaign
- Template Available: Welcome Template
- Select Target List: Email Target List
- Start date: 2018-09-04
- Expiry date: 2018-09-18

An 'UPDATE' button is located at the bottom of the form.

Modify Campaign

Modify Campaign

*Channel Type: SMS

*Campaign Name: Welcome SMS Campaign

Template Available: SMS Template

Select Target List: SMS Target List

Start date: 2018-09-04

Expiry date: 2018-09-18

UPDATE

Modify Template

Modify Template

*Channel: Email

*Title: Email Interactive Template


Source

Rich text editor toolbar with icons for bold, italic, underline, link, unlink, list, indent, outdent, undo, redo, etc.

Styles: Formal, Font

Size

Font color, background color, text color, text background color, text background color, text background color, text background color



Diksha Technologies
Smart Invoice Pro
Version 4.0

Ready for blasting Invoice in Telecom Sector

Call for Demo Now!
1800123456789

Smarter
Lorem ipsum ne mea postea minimum accusata, tritani voluptua reprimique per ne.

Normal Price
(Sun) = \$50 \$29.50
(Sat/Sun) = \$79 \$39.50

Faster
Lorem ipsum ne mea postea minimum accusata, tritani voluptua reprimique per ne.

UPDATE

1.1.15.7 End Marketing Campaign

Process Identifier: 1.1.15.7

Brief Description

End a marketing campaign when its useful life is reached. It may also include an assessment of the campaign by reusing Monitor Marketing Campaign Effectiveness and add comments about the campaign's success. **A**

Smart Invoice Pro provides end user to schedule the campaigns with specific start date and end date.

Once life of the campaign is reached i.e. the campaign end date. Campaign will be ended, and no more notifications will be sent to customer

In Smart Invoice pro we can send the automated campaigns by scheduling the events and same will be ended based on end date provided.

SMART INVOICE PRO CAMPAIGN SUITE

Template User Targets **Create Campaign** Config Setting Insights Logout Welcome Administrator

Create Campaign

Create Campaign

*Channel Type: Please Select

*Campaign Name:

*Template Available:

*Select Target List: Please Select

*Start date: 2018-10-10

*Expiry date: 2018-10-10

*Time: 11:00 AM

ADD

Show entries: 100 Search:

Sr No	Channel	Template	Campaign	Target List (Name)	Start Date	End Date	Status	Action
1	Email	Welcome Template	Welcome Campaign	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
2	SMS	SMS Template	Welcome SMS Campaign	Mr. Sunil Dutt Mr. Vivek Mayank	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
3	Email	Email Interactive Template	Smart Invoice Pro Launch 4.0	Mr. Sunil Dutt Mr. Ravi Dhiman	2018-09-04	2018-09-18	Enable	Edit Send Now Delete
4	Email	Welcome SIP	First SIP SUITE Test	Mr. Ravi Dhiman	2018-09-07	2018-09-21	Enable	Edit Send Now Delete

Showing 1 to 4 of 4 entries First Previous 1 Next Last

Extended Description

Not used for this process element

1.1.15.8 Undertake Marketing Campaigns Trend Analysis

Process Identifier: 1.1.15.8

Brief Description

Undertake trend analysis on marketing campaigns including the identification of problems occurring with them. A

With Smart Invoice pro end user can track the progress and effectiveness of marketing campaigns.

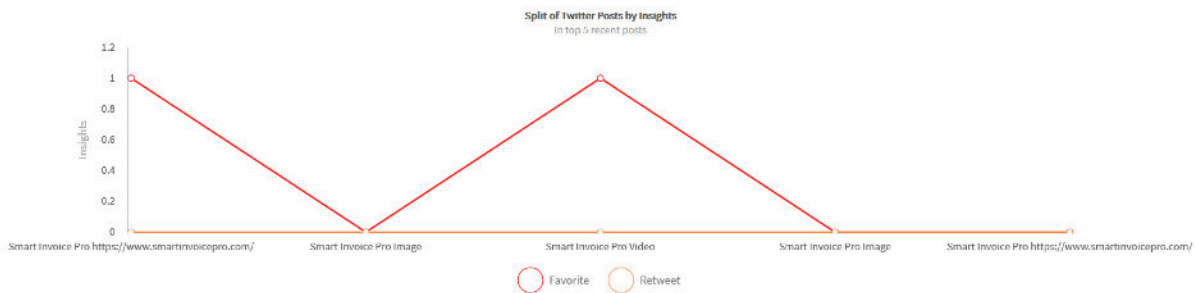
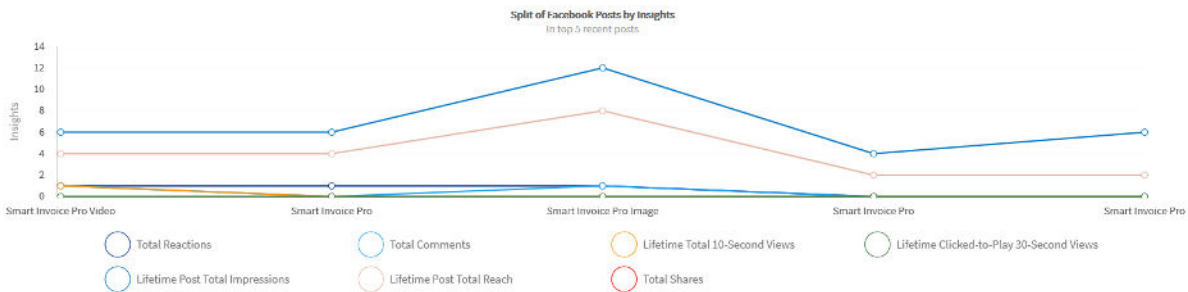
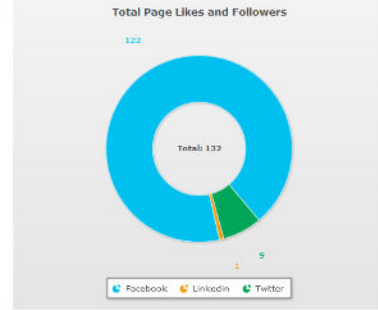
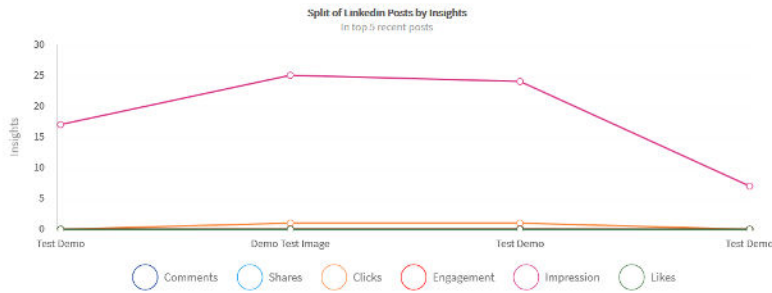
It gives end user a graphical representation of all the stats

All insights are being captured for trend analysis

Dashboard

Sync DB with Social Media

7 Total Post Facebook f 6 Total Post Twitter t 4 Total Post LinkedIn in 5 Total Post SMS/EMAIL ✉



Insights

Sync DB with Social Media

10/10/18 11:00:00 TO 10/10/18 11:00:00 Search

Show entries

100

Search:

Sr No	Social Media	Post Type	Post Content	Insights Capture Time	Action
1	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:22.000000 AM	Post Details
2	Twitter	message_image	Smart Invoice Pro Image http://localhost/SIP_campaign_oracle/uploads/153733499538558.jpg	08-OCT-18 09:46:22.000000 AM	Post Details
3	Twitter	message_video	Smart Invoice Pro Video 1042284989738446848	08-OCT-18 09:46:23.000000 AM	Post Details
4	Twitter	message_image	Smart Invoice Pro Image http://localhost/SIP_campaign_oracle/uploads/153733499538558.jpg	08-OCT-18 09:46:27.000000 AM	Post Details
5	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:27.000000 AM	Post Details
6	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:28.000000 AM	Post Details
7	Facebook	message_video	Smart Invoice Pro Video http://localhost/SIP_campaign_oracle/uploads/153690339149454.mp4	08-OCT-18 09:46:30.000000 AM	Post Details
8	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:31.000000 AM	Post Details
9	Facebook	message_image	Smart Invoice Pro Image http://www.dikshatech.com/images/diksha_logo.png	08-OCT-18 09:46:17.000000 AM	Post Details
10	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:24.000000 AM	Post Details
11	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:24.000000 AM	Post Details
12	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:25.000000 AM	Post Details
13	Facebook	message_video	Smart Invoice Pro Video http://localhost/SIP_campaign_oracle/uploads/153690339149454.mp4	08-OCT-18 09:46:21.000000 AM	Post Details
14	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:19.000000 AM	Post Details
15	LinkedIn	message_image	Demo Test ImageArray ([title] => Smart Invoice Pro [submitted-url] => https://www.smartinvoicepro.com/ [submitted-image-url] => https://pbs.twimg.com/media/DjCXq5-V4AAIU.jpg) Array ([code] => anyone)	08-OCT-18 09:46:20.000000 AM	Post Details
16	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:25.000000 AM	Post Details
17	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:29.000000 AM	Post Details
18	Email	Email	Smart Invoice Pro Launch 4.0	12-SEP-18 12:08:32.000000 PM	Post Details
19	Email	Email	Smart Invoice Pro Launch 4.0	06-SEP-18 11:30:06.000000 AM	Post Details
20	SMS	SMS	Welcome SMS Campaign	06-SEP-18 11:30:27.000000 AM	Post Details
21	Email	Email	Welcome Campaign	18-SEP-18 04:03:14.000000 PM	Post Details
22	Email	Email	First SIP SUITE Test	27-SEP-18 11:49:18.000000 AM	Post Details

Showing 1 to 22 of 22 entries

First Previous 1 Next Last

SMART INVOICE PRO
CAMPAIGN SUITE

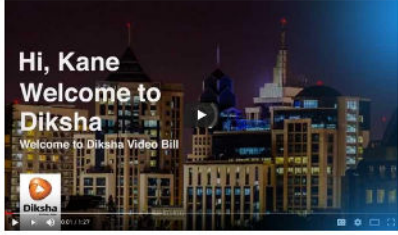
Template User Targets

Insights

Sync DB with Social Media

Show entries: 100

Smart Invoice Pro



Likes: 1 Comments:0 Shares:0
 Haha: 0 WoW:0 Sad:0
 Angry: 0 Love:0
 Total Reactions: 1
 Lifetime Total 10-Second Views : 0
 Lifetime Average time video viewed : 0
 Lifetime Clicked to Play 30 Second Views : 0
 Lifetime Post Total Impressions : 6
 Lifetime Post Total Reach : 4
 Lifetime Post Organic Impressions : 6
 Lifetime Post organic reach : 4

Welcome Administrator

11:00:00 TO: 10-10-18 11:00:00

Search:

Sr No	Social Media	Post Type	Content	Capture Time	Action
1	Twitter	message_link			Post Details
2	Twitter	message_image			Post Details
3	Twitter	message_video			Post Details
4	Twitter	message_image			Post Details
5	Twitter	message_link			Post Details
6	Twitter	message_link			Post Details
7	Facebook	message_video			Post Details
8	Facebook	message_link			Post Details
9	Facebook	message_image			Post Details
10	Facebook	message_link			Post Details
11	Facebook	message_link			Post Details
12	Facebook	message_link			Post Details
13	Facebook	message_video	Smart Invoice Pro Video http://localhost:8080/campaign_uploaded/1526/032018/54.mp4	08-OCT-18 05:46:21.000000 AM	Post Details
14	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/ [code] => anyone)	08-OCT-18 05:46:19.000000 AM	Post Details
15	LinkedIn	message_image	Test DemoImageArray ([title] => Smart Invoice Pro [submitted-url] => https://www.smartinvoicepro.com/ [submitted-image-url] => http://pics.twimg.com/media/DRCUp-wAAARl.jpg) Array ([code] => anyone)	08-OCT-18 05:46:22.000000 AM	Post Details
16	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/ [code] => anyone)	08-OCT-18 05:46:25.000000 AM	Post Details
17	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/ [code] => anyone)	08-OCT-18 05:46:25.000000 AM	Post Details
18	email	email	Smart Invoice Pro Launch 4.0	13-SEP-18 12:08:32.000000 PM	Post Details
19	email	email	Smart Invoice Pro Launch 4.0	06-SEP-18 11:30:06.000000 AM	Post Details
20	SMS	SMS	Welcome SMS Campaign	06-SEP-18 11:30:27.000000 AM	Post Details
21	Email	Email	Welcome Campaign	18-SEP-18 04:03:14.000000 PM	Post Details
22	Email	Email	First SIP SUITE Test	27-SEP-18 11:49:18.000000 AM	Post Details

Showing 1 to 22 of 22 entries

First Previous 1 Next Last

SMART INVOICE **3.0.0** CAMPAIGN SUITE

Template User Targets Create Campaign Config Setting Insights Logout

Welcome Administrator

Insights

Sync DB with Social Media

18-10-18 11:00:00 TO: 18-10-18 11:00:00

Show entries: 100

Search:

Sr No	Social Media	Post Type	Post Content	Insights Capture Time	Action
1	Twitter	message_link	Smart Invoice Pro https://t.co/ES0IfR1rWh	08-OCT-18 09:46:27.000000 AM	Post Details
2	Twitter	message_image	Retweet: 0	08-OCT-18 09:46:28.000000 AM	Post Details
3	Twitter	message_video	Favorite: 1	08-OCT-18 09:46:29.000000 AM	Post Details
4	Twitter	message_image		08-OCT-18 09:46:30.000000 AM	Post Details
5	Twitter	message_link		08-OCT-18 09:46:31.000000 AM	Post Details
6	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:32.000000 AM	Post Details
7	Facebook	message_video	Smart Invoice Pro Video http://localhost:8080/campaign/oracle/uploads/133690329149454.mp4	08-OCT-18 09:46:33.000000 AM	Post Details
8	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:34.000000 AM	Post Details
9	Facebook	message_image	Smart Invoice Pro Image http://www.dikshatech.com/images/diksha_logo.png	08-OCT-18 09:46:35.000000 AM	Post Details
10	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:36.000000 AM	Post Details
11	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:37.000000 AM	Post Details
12	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:38.000000 AM	Post Details
13	Facebook	message_video	Smart Invoice Pro Video http://localhost:8080/campaign/oracle/uploads/133690329149454.mp4	08-OCT-18 09:46:39.000000 AM	Post Details
14	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech (submitted-url) => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:40.000000 AM	Post Details
15	LinkedIn	message_image	Test DemoImageArray ([title] => Smart Invoice Pro (submitted-url) => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:41.000000 AM	Post Details
16	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech (submitted-url) => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:42.000000 AM	Post Details
17	LinkedIn	message_link	Test DemoArray ([title] => Diksha Tech (submitted-url) => https://www.smartinvoicepro.com/) Array ([code] => anyone)	08-OCT-18 09:46:43.000000 AM	Post Details
18	Email	Email	Smart Invoice Pro Launch 4.0	13-SEP-18 12:08:32.000000 PM	Post Details
19	Email	Email	Smart Invoice Pro Launch 4.0	06-SEP-18 11:30:06.000000 AM	Post Details
20	SMS	SMS	Welcome SMS Campaign	06-SEP-18 11:30:27.000000 AM	Post Details
21	Email	Email	Welcome Campaign	18-SEP-18 04:03:14.000000 PM	Post Details
22	Email	Email	First SIP SUITE Test	27-SEP-18 11:49:18.000000 AM	Post Details

Showing 1 to 22 of 22 entries

First Previous 1 Next Last

SMART INVOICE **PRO** CAMPAIGN SUITE

Template User Targets Create Campaign Config Setting Insights Logout

Welcome Administrator

Insights

Sync DB with Social Media

10-10-18 11:00:00 TO: 10-10-18 11:00:00

Show entries: 100

Sr No	Social Media	Post Type	Post Content	Insights Capture Time	Action
1	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:27.000000 AM	Post Details
2	Twitter	message_image	Smart Invoice Pro Image http://localhost/rfp_campaign_oracle/uploads/153733499538558.jpg	08-OCT-18 09:46:22.000000 AM	Post Details
3	Twitter	message_video	Smart Invoice Pro Video 104228498738544648	08-OCT-18 09:46:21.000000 AM	Post Details
4	Twitter	message_image	Smart Invoice Pro Image http://localhost/rfp_campaign_oracle/uploads/153733499538558.jpg	08-OCT-18 09:46:27.000000 AM	Post Details
5	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:27.000000 AM	Post Details
6	Twitter	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:28.000000 AM	Post Details
7	Facebook	message_video	Smart Invoice Pro Video http://localhost/rfp_campaign_oracle/uploads/153690339149454.mp4	08-OCT-18 09:46:30.000000 AM	Post Details
8	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:31.000000 AM	Post Details
9	Facebook	message_image	Smart Invoice Pro Image http://www.dikshatosh.com/images/diksha_logo.png	08-OCT-18 09:46:13.000000 AM	Post Details
10	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:14.000000 AM	Post Details
11	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:24.000000 AM	Post Details
12	Facebook	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:25.000000 AM	Post Details
13	Facebook	message_video	Smart Invoice Pro Video http://localhost/rfp_campaign_oracle/uploads/153690339149454.mp4	08-OCT-18 09:46:21.000000 AM	Post Details
14	LinkedIn	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:29.000000 AM	Post Details
15	LinkedIn	message_image	Smart Invoice Pro Image http://localhost/rfp_campaign_oracle/uploads/153733499538558.jpg	08-OCT-18 09:46:22.000000 AM	Post Details
16	LinkedIn	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:25.000000 AM	Post Details
17	LinkedIn	message_link	Smart Invoice Pro https://www.smartinvoicepro.com/	08-OCT-18 09:46:25.000000 AM	Post Details
18	Email	Email	Smart Invoice Pro Email	08-SEP-18 12:08:32.000000 AM	Post Details
19	Email	Email	Smart Invoice Pro Email	08-SEP-18 11:30:06.000000 AM	Post Details
20	SMS	SMS	Welcome SMS Campaign	06-SEP-18 11:30:27.000000 AM	Post Details
21	Email	Email	Welcome Campaign	18-SEP-18 04:03:14.000000 PM	Post Details
22	Email	Email	First SIP SUITE Test	27-SEP-18 11:49:18.000000 AM	Post Details

Showing 1 to 22 of 22 entries

First Previous Next Last

Post Link

Comments: 0

Shares: 0

Clicks: 1

Engagement: 0.04

Impression: 25

Likes: 0

Extended Description
Not used for this process element