



EMAIL



SOCIAL MEDIA



MOBILE

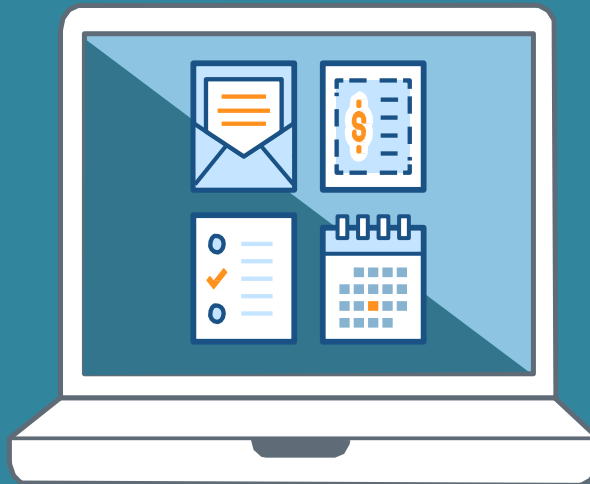


LANDING PAGES



IN PERSON

C RAY MARKETING CAMPAIGN ESSENTIALS



C Ray's marketing tools are designed to give businesses a robust range of Marketing tools.

C RAY INC

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What Is CAMPAIGN ESSENTIALS?

Gone are the days of working with multiple online marketing tools and single-point service providers. We've taken our stand alone products like Email Marketing, Social Campaigns, and Events and packaged them into one platform. CAMPAIGN ESSENTIALS a comprehensive set of marketing tools built for businesses and not-for-profits.

Campaign Essentials has the campaigns built to help your business reach current customers and find new ones in all the places that matter: email, social, web and in-person, complete with integrated contact management and reporting.

Campaign Essentials is your single source for marketing campaigns, including:

- Sending email newsletters and announcements
- Collecting online feedback
- Promoting and managing events online

Running offers, promotions, and donation drives through email or social media

Campaign Essentials also includes shared content and contact management that works across all of these campaigns with reporting insights that let you see what worked and what didn't.

Deal: Share Reward: \$5 OFF LAVA WASH



Newsletters and Announcements

Keep them in-the-know about your latest specials and sales, new services, business announcements and product updates with professional campaigns.



Offers and Promotions

Our offer and promotion campaigns help you grow your business. Send out coupons, launch a deal, and get more fans on facebook at the same time



Events and Registrations

Host an event? Start working on your event with save-the-date, event promotions, registrations, and payment collection. From beautiful announcements and invites to registration, payment, and reporting.





CAMPAIGN ESSENTIALS:

Packages and Campaign Types

CAMPAIGN ESSENTIALS was designed with your success in mind, and it's packaged and priced into two convenient tiers. Across the two pricing tiers, there are four campaign types available. The following pages will provide a deeper description of the campaign types.

Campaigns and Features	Standard Package One Monthly Newsletter or Promo send. Basic email campaigns, basic contact list management & basic social sharing.	Essential Package One Monthly Newsletter and one Monthly Promo send. Email Campaigns, Campaigns Plus, with individual landing pages & detailed tracking. Contact list management & social sharing.
One Landing Page	X	X
Campaigns	X	X
Contact Mgmt. & List Building Tools	X	X
Image & File Storage	250MB	2GB
Integrated Reporting	X	X
Social Sharing & Tracking	X	X
Auto Responders		X
Campaigns Plus Campaigns that include emails with their own online landing page, and end to end reporting.		X

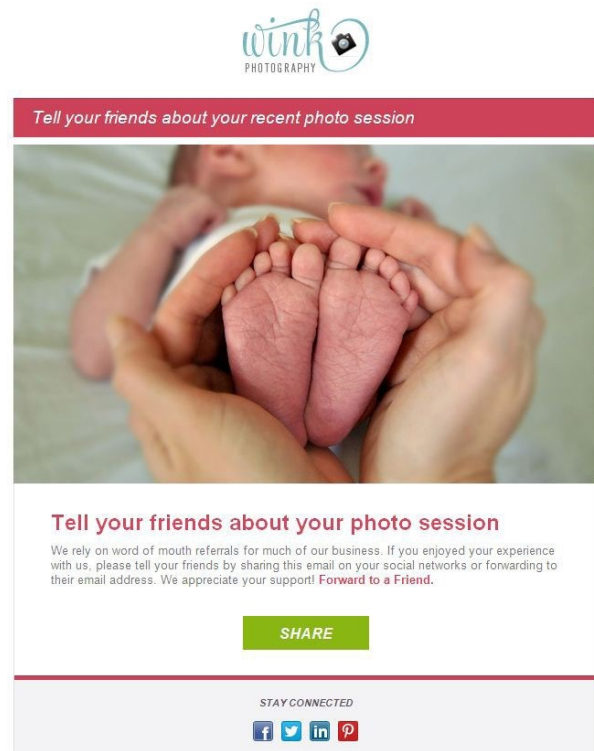
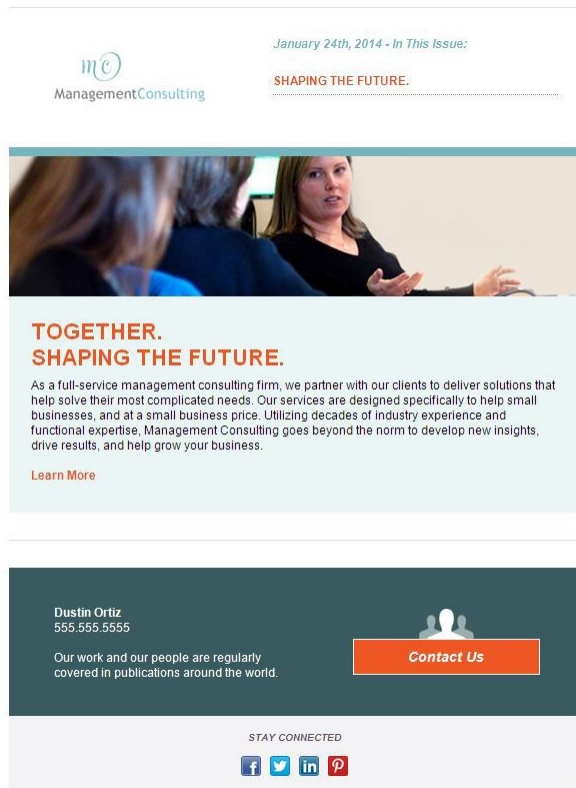


Newsletters & Announcements

Available in packages: Standard Essential

The Newsletters and Announcements campaign type is the staple of Campaign Essentials. This includes our traditional email templates, such as Newsletters, Cards, Announcements, Business Letters, and Press Releases.

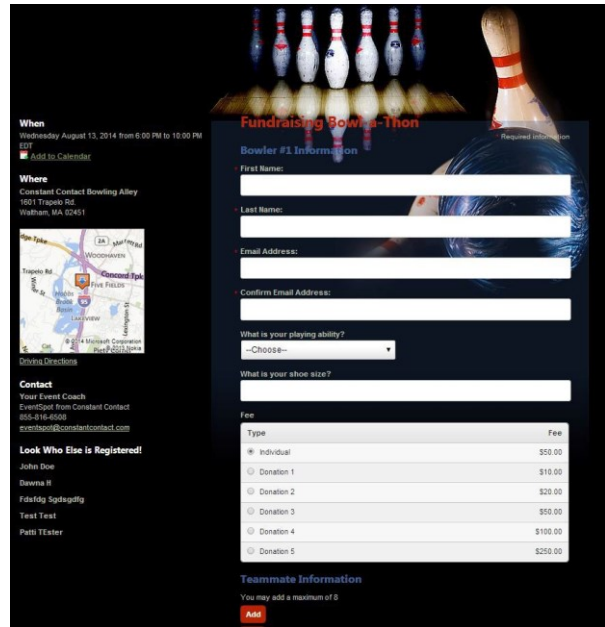
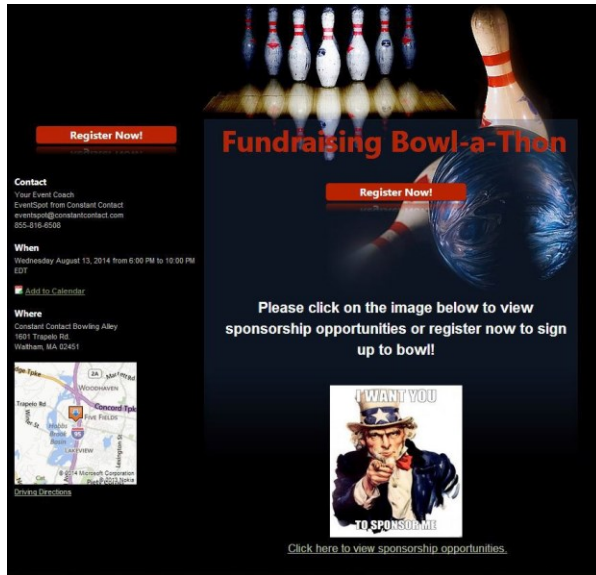
Newsletters and Announcements will keep your audience in-the-know. It drives your audience to your Facebook Page, an event registration page, and more. No matter what other marketing activities you do, email marketing should be the foundation. It is the powerful engine that will drive the rest of your campaigns.



Events & Registrations

Available in packages: Standard Essential

The Events & Registrations campaign allows you to run events, from save-the-date messages to collecting online registrations and payments and everything in between — this campaign type gives you all of the options you need to manage a successful event. Events are an effective way to bring customers together, helping build personal relationships, present new products, educate constituents or celebrate milestones. Take control of your events logistics, from promotion to post-event follow-up, saving you more time to run the day to day operations of your business.



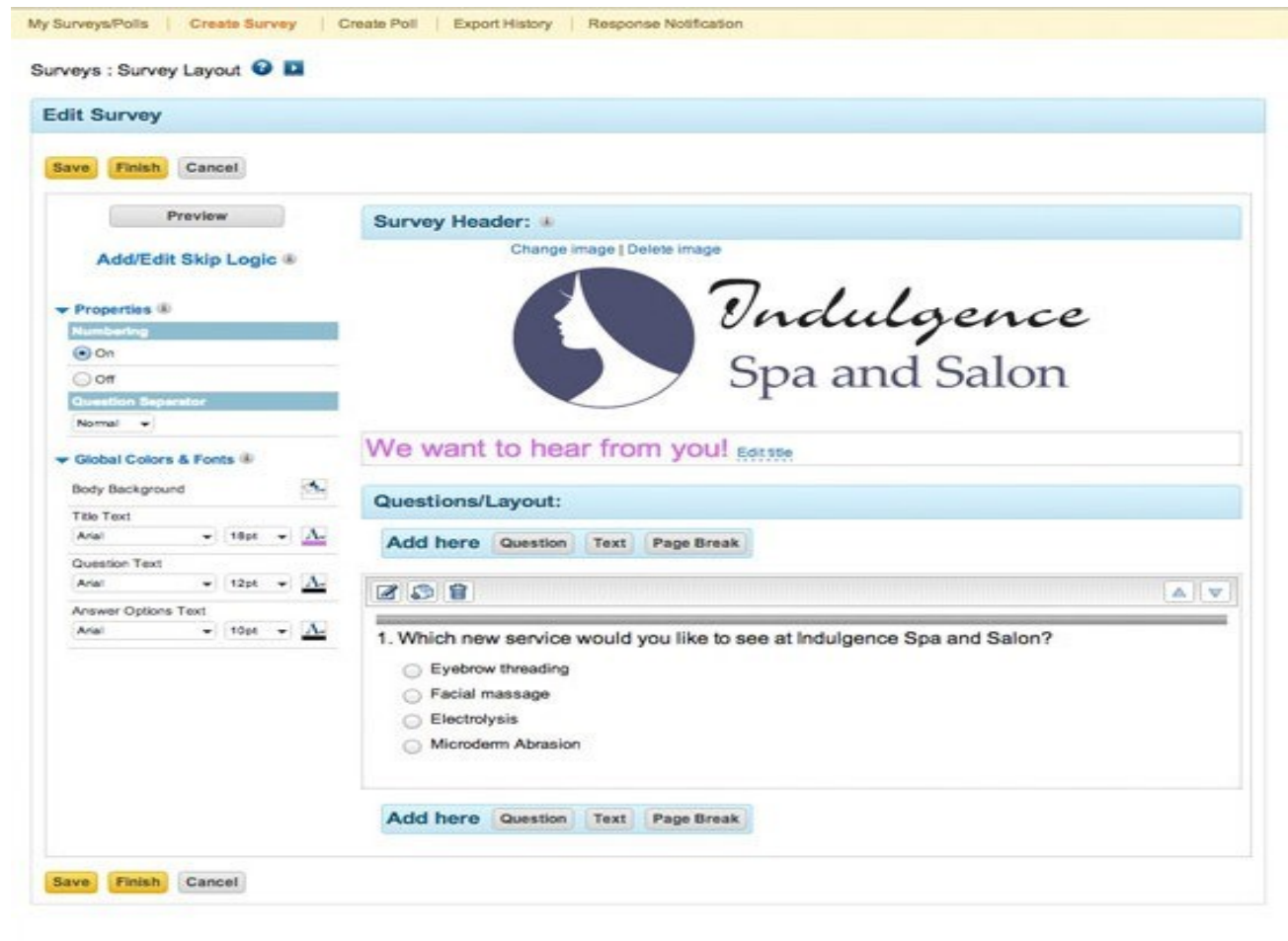
According to a recent Constant Contact survey, nearly 50 percent of organizations struggle to get people to respond to their invitations while 26 percent weren't sure which online tool to use to help them organize their event. 14 percent had no experience with online tools whatsoever. There has never been a better time to build your marketing services around an Events & Registration campaign for your clients.

Feedback & Surveys

Available in packages: Standard Essential

Great marketing starts with knowing your audience and discovering what they like most. The Feedback & Surveys campaign type lets you gather instant feedback, helping you understand what's resonating with your customers and what can be done to drive better results. Gain insight with easy to understand reporting, making it easier than ever to get feedback and better connect with your customers.

Prior to sending the online survey, decide on what you want to know about your customers, from there, you can either use one of the survey templates or develop your own set of questions to draw out the information you seek. With the Feedback & Survey campaign, you can easily include the survey anywhere online including your newsletter and social networking sites. The results will give you a comprehensive report that you can use to shape your promotions, and improve your events.



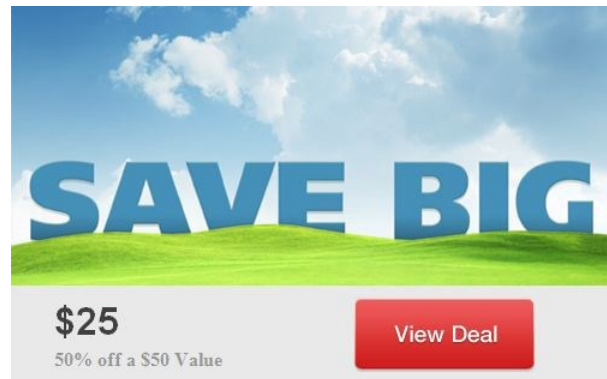
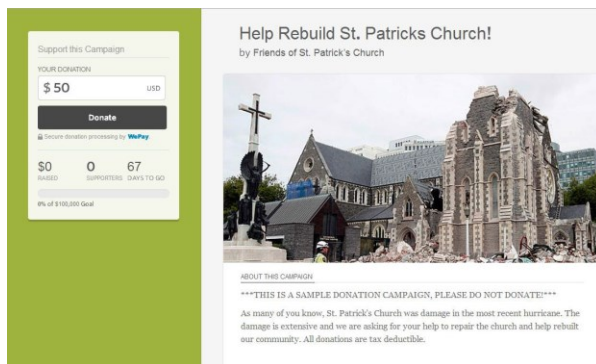
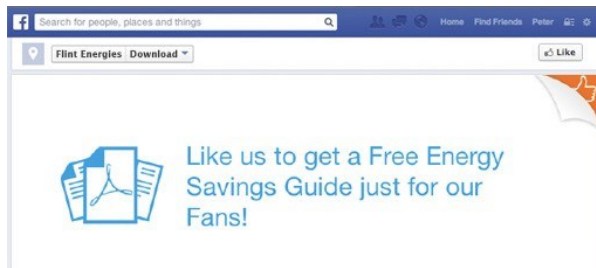
Offers & Promotions

Available in packages: Standard Essential

The Offers & Promotions campaign type includes a number of robust marketing tools. Use a combination of Facebook promotions and trackable coupons to engage with your customers and drive business through email and social media.

A Facebook promotion can help you gain fans and extend the reach of your messages through modern word-of-mouth. You can also identify and create a promotion that will resonate with your subscribers. When your customers buy, you get paid and add new customers to your email lists — immediately.

A marketing tool alone does not make a marketing strategy. However, when you combine social media platforms with powerful Offers and Promotions campaign types you deepen customer engagement and maximize the return on your marketing investment.



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\$50 to spend at Busa Ristorante

We're offering \$50 to spend at Busa Ristorante for only \$25. That's a 50% discount. Buy and share this deal with your friends to get an additional incentive!
[Learn More.](#)