DASH

FOR

Dummies

Learn to:

· Create your profile

· Upload your List

· Select your Art

· Create your broadcast

· Send your broadcast

COOPER HARRIS

6 YEARS OLD & CURRENTLY IN KINDERGARTEN

First the Art Specs

Width: 650px
Max-height: 1999px (anything more than this will not display in outlook)
DPI: 72
Color mode: RGB
File type: jpg, png, gif

Failure to follow specs may cause:

Art to not display in email clients
Increased spam scores
Potential black listing
Death of a puppy
Is it really that hard to follow the rules

Custom HTML Specs

Width: 650px
Format: HTML
CSS: Must be inline (meaning in the element tags)
Img SRC: Must include full URL beginning with http://
Remove: All HTML above and including the <body> tag
and below and including the </body> tag

Failure to follow specs may cause:

Email to not display in email clients
Increased spam scores
Potential black listing
Death of a puppy
Is it really that hard to follow the rules

Why do you ☠ want to kill puppies?

1

Fill out all Profile Information in the following sections:

Profile

Contact Information
Company Information
Remember to press update
Logo
Remember to press update

2

Load all assets (Ad, End User Safe Ad, Catalog)

Assets

Hover over Assets Icon
Click Assets
Load Ad
Go to Ads tab
Click Add New
Fill in all information
Press Submit

Load Safe Ad
Load Catalog

3

Create Broadcast (you cannot get here until steps 1 and 2are finished)

Create

Hover over Email Icon
Click Create Broadcast
Fill out the entire form
Choose Send date
Choose send time
Click Submit Broadcast

4

This step is only applicable if using your own list

Send

Hover over Email Icon
Click Send Broadcast
Hover over the email listing on the right side of page
Click Send

Brain broken?

WHAT IS DASH?

In short, DASH from Eight Legged media is an inbound marketing and sales platform that helps companies to attract visitors, convert leads and close customers.

It does this by bringing together a variety of functionalities and allowing marketing and sales departments to manage all their activities in one place. This includes email marketing, digital catalgs, content creation, social media sharing, workflow automation, lead capture, and performance tracking.

As a result, companies are better equipped to manage sales and marketing activities efficiently, and leads can be nurtured through the buyer's journey effortlessly. No more siloed information, no more misaligned departments. Everything happens in one place.

Crucially, DASH provides teams with a single platform which brings

together everything they do. No more forgetting passwords for dozens of different accounts, juggling admin settings or emailing across endless documents. By managing all elements of your inbound marketing through DASH, it's also easy to see every part of the lead generation, nurturing and conversion process in action.

DASH
FOR
DUMMIES

Explainations from a 6yo

If he can do it so can you!

Have some fun

Be creative

Make more money

EIGHT LEGGED
MEDIA