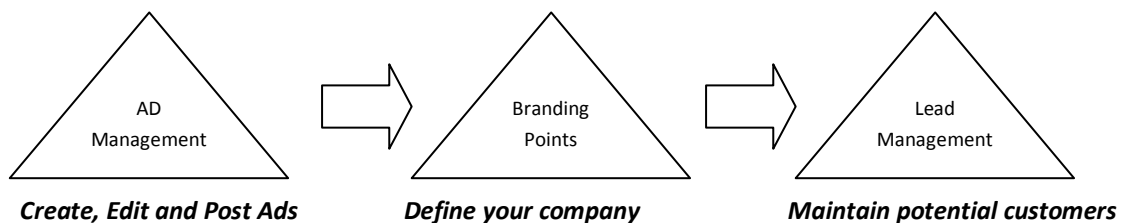# Webmagicportal.com

Table of Contents

Overview

Webmagicportal.com is an internet based system designed to help you mange your online marketing strategy. The goal of webmagicportal.com is to increase the number of people interested in you and your products and/or services. This is achieved by implementing key components that let you easily manage all aspects of your online marketing processes.

This tutorial will explain, through text and example, how to get started quickly and be the most productive in your daily usage of webmagicportal.com.

Breakout

Webmagicportal.com is essentially broken out into three main components; AD Management, Branding Points, and Lead Management.

AD Management	Branding Points	Lead Management
Create, Edit and Post Ads	**Define your company**	**Maintain potential customers**

Example Scenario

Step 1- You create an AD within AD Management

> **This AD has a built in Link that the user can click which brings them to your company's information collection point (Branding)**

Step 2- Attach a Branding Point to your AD

Step 3- Post your AD to your chosen Venue (Online classified Sites)

Step 4- A potential customer views your AD and Clicks the built-in link

Step 5- The potential customer is taken to your AD's linked Branding Point; where more detailed information about you and your company is displayed and the user is given the opportunity to further inquire about your products or services by completing a quick and easy intake form.

Step 6- The potential customer completes and submits the form and a branding confirmation point is displayed. Again, the confirmation point is customizable by you and can further communicate your message to the potential customer.

Step 7- A new Lead Record is generated within webmagicportal.com with the potential customer's information.

Step 8- An Email Notification is sent to you that you have a new lead.

Step 9- The potential customer receives a customizable Email Confirmation from you that, again, further communicates your message to them.

Step 1- Drop-Down Lists

Overview

These List Boxes allow you to categorize your information throughout the system.   They are used in all three components of the system. Once setup here you should only have to return here for changes and additions.

Drop Down List Box Setup 1

Types Defined

Lead Type, Lead Program, and Lead Status work in harmony to help define what your lead means to you and how you will choose to work with it. You can think of these three types as structured hierarchically with Lead Type at the top, Lead Program next, and finally Lead Status.

Lead Type- can be used as an overall umbrella to define your lead. In the example to the right, we can see that we have setup some very broad categories related to the Real Estate Industry. So at this level we know our Lead by either Buyer, Seller, Both, or Vendor

Lead Program- can be used to better refine what type of lead you are dealing with. Continuing with our Real Estate example, we see that we have several programs that further define our leads. So, at this point we can have leads that are Buyers (Lead Type) and then Residential (Lead Program). Now the leads can be filtered into specific categories to be handled as seen fit.

Lead Status - Is the last step in Lead Categorization. This type can be used just as it describes, as a status. Again, continuing in the Real Estate example, there have been several statuses used to define a lead. Now at the last step, we can have Buyers, that are Residential, that are statuses as; New, Idle, Active, Under Contract, etc.

Lead Status
- Active
- All
- Dead
- Idle
- Lead Sold
- New
- Pending Sale
- Under Contract
- Unknown
- Withdrawn

Remove

Add

Even though in the Real Estate example, we used all three Drop Down Types, it is not required that you do so. Again, that's the flexibility of the system. You may choose to use any combination of the three, or maybe you will choose one. It is completely up to you on how you setup the system.

Lead Source - Entries here are really the areas on the web that you do your Online Marketing. One you start with WebMagicPortal, you are given a standard set to work with. These are system set and CAN NOT be removed. The list ranges from Craig's List, Face Book, Kijji, etc. You are allowed to add your own at anytime and these entries will only be seen by you.

Lead Source
- C1OldLeadSys
- Craigs List
- Denver Post
- DomesticSale.com
- Face Book
- Face Book ADs
- File Upload
- Hot Spots
- JuneFlyer
- kageegee

Remove
Edit

Add

Task Types - WebMagicPortal has a basic Task Management system that can work with a Lead or independently as you choose. There are predefined system types that cannot be removed. You may add as many as needed.

Task Types
- Email
- Mail
- Other
- Phone Call
- Send a Quick Note

Remove

Add

Marketing Program - Allows you another level of categorization for…

Marketing Program
- Monthly Newsletter
- None

Remove

Add

As you can see WebMagicPortal allows you great flexibility in understanding who and what you are working. This level of control helps productivity by allowing you to focus on certain segments or your business when you choose.
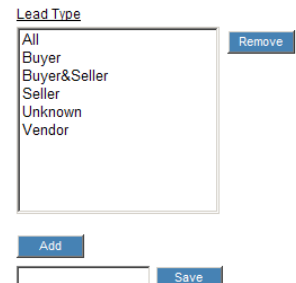
Type Maintenance

You may add or remove from these Lists as needed. When you add and item it can only be seen and removed by you. You cannot remove a System Related Item.

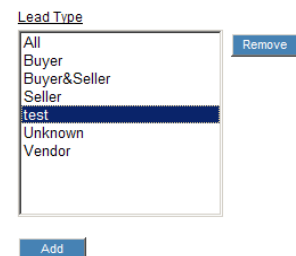From the webmagicportal.com home screen, click [Setup] then [Dropdowns]

Adding

1) Click the Add button for the Drop Down List you would like to and an input box will appear

2) Type in your text and click Save

3) The screen will refresh and display your new entry

Removing

1) Highlight the item in the list

2) Click the Remove Button

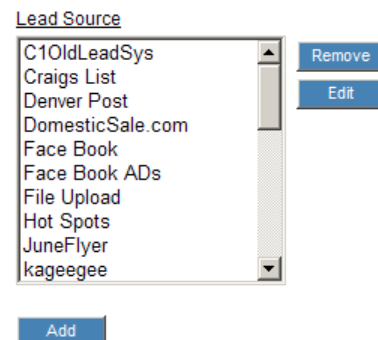3) The screen will refresh and your entry will be gone

Note: If you try to remove an item that is linked to an existing lead you will receive a warning message indicating so. You have the option to continue or cancel. If you continue, all linked leads will have this type replaced with 'Unknown'

Adding Lead Sources

Remember, Lead Sources are the actual online sites that you will be posting your AD's. Just like all the other types you may Add or Remove non-system entries and any entry added by you will only be viewable by you. In addition to adding and removing you may edit a particular entry.

Adding

1) Click the Add button under the Lead Source List Box

2) A new entry window will appear (Fig 1a)

3) Type a Lead Source Name. This will be the entry in the drop-down list box

4) If this is an Internet Based site select 'Yes'. Select 'No' if this is not an internet based site, i.e. Newspaper

5) Type in a Lead Source Code. This is a grouping of numbers or letters that will help identify this site when you are actually posting your AD. We suggest an short abbreviated code (i.e. Craig's List (cl))

6) Type in the actual URL for the site. I.e. www.craigslist.org

7) Skip Has Account Setup and Private

8) If the site supports HTML text, click 'Yes'. If you don't know leave Blank

9) Type in any special notes and /or instructions related to the site. These could be items to help you actually post your Ads. Things like User Id and Passwords, Does not support HTML, Not Free, etc..

10) Click 'Save'

11) You will be returned to the Drop-Down Maintenace screen and your new entry will appear in the List Box

Removing

1) Highlight the item in the list

2) Click the Remove Button

3) The screen will refresh and your entry will be gone

Editing

1) Highlight the item in the list

2) Click the Edit Button

3) The Entry box will appear with your information filled in

4) Make your changes and click 'Save'

Step 2- Images

Webmagicportal.com allows you to upload and store images for use in your Ads and Branding Points. This can be valid Web Image, i.e. JPG, BMP, PNG, etc. You can upload your Logo, Self or Product Photos

From the webmagicportal.com home screen, click **Setup** then **Dropdowns**
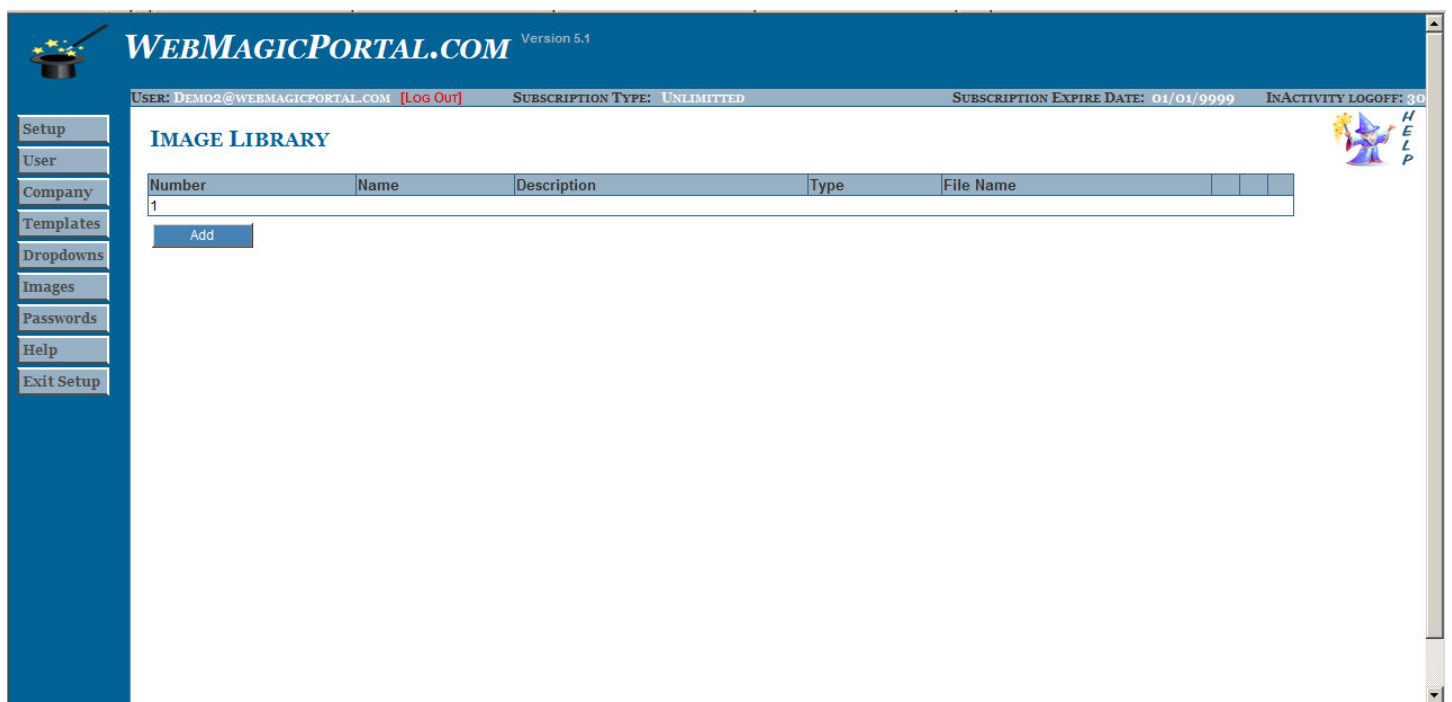
We are going to add a company logo to be used in a Branding Point

1) Click 'Add'

2) Select 'Image Type'

3) Enter a Name for the Image

4) Enter a Description for the Image

5) Click 'Browse' and select the image you want to upload

6) Click 'Upload'
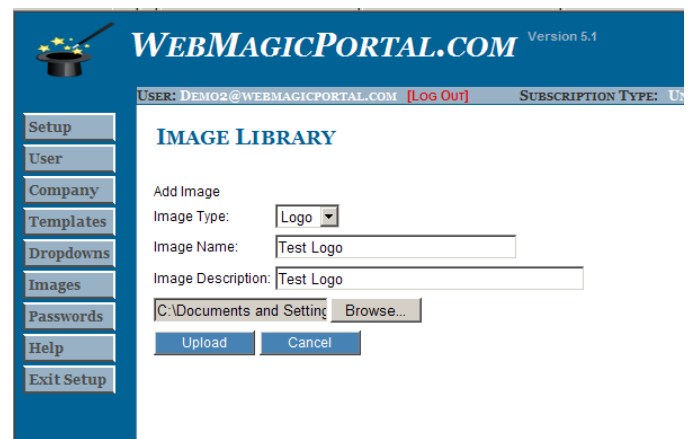
Step 3- Branding Points

Overview

Branding within Webmagicportal.com is part of the online marketing experience.   This will be the landing point for your potential customers after they have clicked on the built-in link within the AD you have placed on your selected internet site. The Branding Point accomplishes 2 major things, 1st it conveys more information to your potential customers by allowing you to add text and images . 2nd it allows your potential customers to complete an easy to use intake form when they enter some basic information into, which when completed results in a real time lead with-in the system.

The Branding Point, from the potential customers point of view, is comprised of two areas. The first is the actual intake portion of the Point. Information is entered here and the potential customer clicks 'Submit'. Which takes them to the second component of the Branding Point, the Confirmation.   The confirmation allows for a final word from you and the ability to redirect the potential customer to other locales (i.e. your website).

From the webmagicportal.com home screen, click   Branding

When you signed up with Webmagicportal.com the system setup a Default Branding Point for you to use. This point conveys the mimium amount of information to your portential customers, hwoever, can be used until you become more comfortable with webmagicportal.com

Adding a new Branding Point

From the webmagicportal.com home screen, click   **Branding**

WEBMAGICPORTAL.COM Version 5.1

USER: DEMO2@WEBMAGICPORTAL.COM [LOG OUT]   SUBSCRIPTION TYPE: UNLIMITTED   SUBSCRIPTION EXPIRE DATE: 01/01/9999   INACTIVITY LOGOFF: 30

BRANDING SETUP

| General Setup | Intake Page | Confirmation Page | Responses | Images | Linked ADs | Save | Save & Exit | Exit |

Home
Leads
AD Manager
Branding
Setup
Bug Report
Help
Log Out

Status [Active ▼]

Branding Name [   ]

Description [   ]

Company Name [Demo Company 2   ]

Header Text Line 1 [   ]

Header Text Line 2 [   ]

---

1) Status is used to activate or inactive a Branding Point. Any Inactive Branding Point will not be visible throughout the system

2) Enter a Branding Name. This is descriptive text used to select the Point throughout the system.

3) Enter a Description for this Branding Point. This is for internal use only.

4) Company Name will be displayed in the header section of the Branding point will default to your company that you signed up with. However, you may change this as needed.

5) Header Text 1/2 will be displayed in the header section and can be used to share more information. For Example, an address or company slogan.

WebMagicPortal.com - Microsoft Internet Explorer

http://app.webmagicportal.com/intakep.aspx?page=1&id=183

Demo Company 2
Header Text 1
Header Text 2

Please complete the following information and then click Submit.

Name: [   ] [   ]
        First   Last
Phone: [   ]
Email: [   ]
Comments:
[   ]

[Submit]

Branding Point Example 1

6) Click 'Intake Page'

The Intake Pages is the First component of the Branding Point

7) Header Controls will turn on and off information that is displayed in the Header Section of the Branding Point. You can Display or Not Display the Company Name, Header Line 1/2, Display a Horizontal line, and Finally what Image to display on the page. This would be good for Company logos.

8) Display Text is the text displayed to instruct the potential customer on what to do or whatever message you wish to convince

Branding Point Example 2

Step 4- AD Management

Step 5- Lead Management