LinkFusion App Service Documentation

Welcome to LinkFusion

Congratulations on choosing LinkFusion! You've made a great decision to enhance your marketing efforts with a powerful multi-channel marketing software. This documentation will guide you through the process of setting up your campaigns and making the most out of LinkFusion's features.

Getting Started

Accessing Your Dashboard

Upon logging in, you will be directed to your **dashboard**. Here, you can view essential account details such as:

- Available credits for minutes
- Email balance
- SMS and multimedia messaging (MMS) balance

This allows you to keep track of your resources before launching campaigns.

Acquiring a Phone Number

Before creating a campaign, you need to acquire a phone number. The number of phone numbers you can obtain depends on your subscription package. However, additional numbers can always be purchased.

Steps to Acquire a Phone Number:

1. Navigate to **Account > Campaign Numbers**.
2. Choose a phone number for your website, business card, or digital business card.
3. Select an **area code** (e.g., **520 for Phoenix**).
4. Check for available phone numbers in that area.
5. Choose a number that suits your preference.
6. Click **Buy Numbers** to acquire the selected number.

Once acquired, this number is available for use in campaigns, voice messaging, and broadcasting.

Creating a New Campaign

Steps to Set Up a Campaign:

1. Go to **Campaigns > New Campaign**.
2. Enter the campaign details:
   - **Company Name** (e.g., Target LLC)
   - **Campaign Name** (e.g., Incoming Calls from Website)
   - **Phone Number** (Use the acquired number)
   - **Description** (e.g., "This number is used for website inquiries.")
3. Click **Next** to proceed.

Setting Up Voice Messaging

If you want to add a **voice message** for callers, follow these steps:

1. Click on the **voice recording** section.
2. Choose an option to upload or record a message:
   - Upload an **MP3 file**.
   - Record directly within LinkFusion.
3. Click on the **microphone icon** to record a message.
4. Example message:

   "Sorry, I missed your call. Please leave your name and number, and I'll get back to you soon."

5. Click **Save**.
6. Activate the voice recording by clicking the **gray area**.

Additional Campaign Features

LinkFusion allows you to set up **text messaging (SMS)** and **multimedia messaging (MMS)** as part of your campaign. Follow-up sequences can be configured to keep your audience engaged.

Conclusion

You are now equipped with the basics of setting up and managing your campaigns in LinkFusion. We appreciate your commitment to improving your marketing strategy with our platform. Stay tuned for more tutorials and happy marketing!

Creating an Email Campaign in LinkFusion

Introduction

LinkFusion allows users to create and manage effective email campaigns with ease. This guide provides a step-by-step process for creating a new email campaign in LinkFusion.

Steps to Create a Campaign

1. Accessing the Campaigns Section

1. Log in to your LinkFusion account.
2. Navigate to the **Campaigns** section in the dashboard.
3. Click on **New Campaign** to begin creating a new campaign.

2. Configuring Campaign Details

1. On the **New Campaign** screen, enter your **Company Name**.
2. Provide a **Campaign Name** to identify your campaign.
3. Optionally, assign a **Campaign Number** to facilitate SMS and MMS messaging.
4. If you have a pre-assigned number, select it from the available options.

3. Selecting Campaign Channels

1. Determine the type of campaign you want to create.
2. LinkFusion supports multiple channels, including:
    ○ **Voice Campaigns**
    ○ **Email Campaigns**
    ○ **SMS Campaigns**
    ○ **MMS Campaigns**
3. Hover over the **Email Campaign** icon and click to select it.

4. Configuring Email Settings

1. Enter the **email address** that will be used to send the campaign.
2. Provide a **Sender Name** to be displayed to recipients.
3. Optionally, send a test email to verify your campaign setup.

5. Designing the Email Content

1. Add an **Email Subject** that reflects the campaign's message.
2. Choose from **Basic** or **Premium** templates.
3. LinkFusion provides a variety of customizable email templates.
4. Select a template that suits your needs and click **Choose Template**.

6. Finalizing the Campaign

1. Click **Save** to store the campaign settings.
2. Toggle the campaign switch **ON** to activate the email campaign.
3. Click **Save** again to confirm all changes.

7. Campaign Completion

Your email campaign is now successfully created and ready to be sent to your target audience.

Conclusion

Creating an email campaign in LinkFusion is a streamlined process that allows for customization and flexibility. By following these steps, you can set up and launch a professional campaign to effectively reach your audience.

LinkFusion SMS Campaign Setup Guide

Introduction

Welcome to LinkFusion! This guide will walk you through the process of obtaining a campaign phone number and setting up an SMS campaign with ease.

Step 1: Assigning a Campaign Number

To create an SMS campaign, you first need to assign a campaign number. Follow these steps:

1. **Navigate to Accounts**

   - Click on **Accounts** in the LinkFusion dashboard.
   - Select **Campaign Numbers**.
2. **Choose a Campaign Number**

   - You can select a **Local USA or Canada number**, an **International number**, or a **Toll-Free number**.
   - If you have a preferred **area code**, enter it and click **Check Now**.
   - A list of available campaign numbers will appear.
   - Select an easy-to-remember number and click **Buy Number**.
3. **Confirm Your Purchase**

   - A pop-up will confirm that your number has been purchased successfully.
   - The new number will now be available for **Voice, SMS, and MMS campaigns**.
   - You can view all purchased numbers in the **Campaign Numbers Dashboard**.

Step 2: Assigning a Campaign Number to a Campaign

Once you have a campaign number, assign it to an existing or new campaign:

1. **Navigate to Campaigns**

   - Click on **Campaigns** in the dashboard.
   - Choose to **Create a New Campaign** or select an existing campaign under **Manage Campaigns**.

2. **Assign Your Campaign Number**

   - Select a campaign from the list.
   - The available campaign numbers will be displayed.
   - Select your new campaign number and click **Update Campaign**.

Step 3: Creating an SMS Campaign

Now that your campaign number is assigned, follow these steps to create an SMS campaign:

1. **Open Your Campaign**

   - Click on the campaign name and then select **Add Channel**.
   - If the campaign already has an email channel, you can now add an **SMS channel**.

2. **Set Up Your SMS Campaign**

   - Use **short codes** to personalize the message (e.g., recipient's first name).

   - Enter your **SMS message content** in the text box.

   - Example message:

     Welcome to LinkFusion! Here's a 10% off special SMS coupon to use on your next order: [Your Landing Page Link].

3. **Set the SMS Sending Schedule**

   - Choose when to send the SMS:
     - **Immediately** upon sign-up.
     - **Within a few seconds, minutes, or days**.
     - **On a specific date**.
   - For this guide, we'll select **Immediately** and click **Save**.

4. **Activate Your SMS Campaign**

   - Click **Activate SMS Campaign** to enable it.
   - Now, as soon as a lead signs up via a web form, QR code, or NFC card, they will receive the SMS instantly.

Conclusion

Congratulations! 🎉 You've successfully set up an SMS campaign in LinkFusion. Now, your prospects and customers will receive instant follow-ups, helping you stay engaged on autopilot.

Need more help? Visit our **support page** or reach out to our team!