





JumpReach Basic offers a quick and easy way to add a customer, subscriber or member referral program to your website and/or email newsletters. To get started creating your campaign, prepare the materials discussed in this quick start guide. Once you've finished, login to your client center using the information in your confirmation email and then use the Setup Wizard to get your campaign up and running.

<p><b>DECIDE WHAT YOU'RE GOING TO PROMOTE</b></p> <p>You can use your campaign to increase awareness about important content on your website, timely news articles, special offers, events and much more. The first step in setting up your campaign is to determine what you are going to promote. Some examples include:</p> <ul style="list-style-type: none"> <li>○ Free Trials</li> <li>○ Newsletter Subscriptions</li> <li>○ Coupons/Sales</li> <li>○ Whitepapers</li> <li>○ New Programs</li> <li>○ Membership</li> <li>○ Events/Fundraisers</li> <li>○ News Items/Press Announcements</li> </ul>	
<p><b>CREATE PROMOTIONAL MATERIALS</b></p> <p>When completing the online setup wizard, you'll need the following materials:</p> <ul style="list-style-type: none"> <li>● Campaign Descriptions – JumpReach Basic provides template content to help you set up your campaign. You can customize this content based on your specific needs or write new content. <ul style="list-style-type: none"> <li>○ Campaign Title – the description of your promotion, such as “Share our 50% off coupon with your friends”</li> <li>○ Offer Text – the text that explains what you're promoting</li> <li>○ Campaign Content – the unique content that appears on each page and also in the email message sent by the referrer to their contacts</li> </ul> </li> <li>● Graphic Design Elements <ul style="list-style-type: none"> <li>○ Header &amp; Footer Images – all the pages viewed by your audience can be branded with your own logo or other images. To do this you'll need the images as a JPEG, GIF, or a PNG. Each file should not exceed 1 MB and your images should be 728 pixels by 90 pixels in size.</li> <li>○ Link or Button Design – you may link to your campaign with text or design and create your “share button” which people will click to start the sharing process. The text on the button should mention what you're promoting and also include wording that tells your audience what you want them to do such as share, refer, tell, pass on, etc.</li> </ul> </li> </ul>	
<p><b>COMPLETE THE JUMPREACH BASIC ONLINE SETUP WIZARD</b></p> <p>After you logging in to your client center, you can setup your entire campaign in only seven steps using the Setup Wizard. During the process you will need to do the following:</p> <ul style="list-style-type: none"> <li>○ Upload your header &amp; footer images</li> <li>○ Customize the content for each page and for the email message sent by the referrer</li> <li>○ Embed the provided HTML content behind your share button and add it to your website/emails</li> </ul>	
<p><b>PROMOTE YOUR JUMPREACH BASIC CAMPAIGN</b></p> <p>Once you've setup your campaign, you need to advertise it on places where it will be seen early and often. You can do this by:</p> <ul style="list-style-type: none"> <li>○ Adding a link or share button to your website in key places</li> <li>○ Adding a link or share button to your email newsletter</li> <li>○ Creating a banner ad on your website announcing your new campaign</li> <li>○ Sending an email to your existing audience announcing your new campaign</li> </ul>	

If you have any questions or need assistance please contact us at [help@jumpreach.com](mailto:help@jumpreach.com)