

Which marketing option is right for you?

Have you heard that we're moving away from Set & Forget Marketing (gCast)? Yep, it's happening!

But don't stress, we have two amazing marketing options for you to choose from: Shortcuts Marketing, and Mailchimp Marketing.

So which one will suit you best?
P.S. You can always use them both!



SHORTCUTS
SMARTER BUSINESS TECHNOLOGY

it suits you

THE MOVE FROM SET & FORGET MARKETING (GCAST)



Effective 23 August 2019 Set & Forget Marketing (gCast) will no longer be supported. Action is required by you to ensure your marketing continues. But, please don't worry! We've been working on better, more user-friendly marketing alternatives for you.

We are excited to announce that we have created a brand new automated email and SMS marketing feature within Shortcuts. Plus, we have integrated Shortcuts with Mailchimp for your more sophisticated email marketing needs.

WHAT DOES THIS MEAN FOR ME?

You get to choose how you want to market your business. You can pick either:

Option 1. Shortcuts Marketing which is easy-to-use and has all the best-practice emails and SMS campaigns you need.

Options 2. Mailchimp Marketing is a best-of-breed email marketing solution with customisable templates and additional features.

You can even choose both and use Shortcuts Marketing for your recurring campaigns, while using Mailchimp Marketing for your more sophisticated once-off campaigns. It's completely up to you!

WHAT DO I NEED TO DO?

STEP 1

Check your email (including your junk folder)

You have been sent an email with a unique link so that you can get started with either Shortcuts Marketing or Mailchimp Marketing.

STEP 2

Follow the instructions on your unique landing page

We recommend that you do this TODAY to ensure you can continue to send marketing emails.

THE DIFFERENCE BETWEEN SHORTCUTS MARKETING AND MAILCHIMP MARKETING



Now you're probably wondering what the difference between these two fab marketing options are... And look there are quite a few, but it all comes down to how simple or sophisticated you like to be with your marketing.

THE BIG DIFFERENCE

The main difference between these hot lil marketing options is Shortcuts Marketing is all about keeping it super simple yet effective, while Mailchimp Marketing is all about getting creative and sophisticated.

Shortcuts Marketing has pre-built best practice emails to drive results. You can edit the subject line, copy, add an offer, and a book button if you wish - but that's it! It's designed to be a super simple solution that requires very little setup. Shortcuts Marketing also includes cost-effective SMS Marketing.

Mailchimp Marketing on the other hand has a lot of customisation power so you can tweak your emails to your heart's content. It also comes with more inclusions, such as social features and direct mail out capabilities.

Remember though, you can use both solutions together to get the most efficiency out of your marketing. Read on for a more in-depth look at each option!

Functionality	Shortcuts Marketing	Mailchimp Marketing
Email marketing	✓	✓
SMS marketing	✓	X
Multi-site marketing	X	✓
Single site marketing	✓	✓
Automated/daily campaigns	✓	✓
Once-off campaigns	✓	✓
Targeted campaigns	✓	✓
Appointment acknowledgments (email & SMS)	✓	X
No-show follow up (email & SMS)	✓	X
Customisable send times & triggers	X	✓
Business logo on emails	✓	✓
Booking button on emails	✓	✓
Voucher/offers on emails	✓	✓
Drag 'n' drop editor	X	✓
HTML editor	X	✓
Social media links	✓	✓
Unlimited client database size at no extra cost	✓	X
Accessible within Shortcuts	✓	X



OPTION 1: SHORTCUTS MARKETING

Shortcuts Marketing is our latest and greatest marketing feature here to make your email and SMS marketing an easy breeze.

Shortcuts Marketing is a cloud feature, meaning you can access it from anywhere, anytime while you're on the go. There's no new login required either, just use your regular Console login! When the feature is available, you can find it under "General Settings" then "Marketing" at pos.shortcutssoftware.com.

TEMPLATES

Shortcuts Marketing templates are designed to be simple and best-practice in design to drive results, so there's very little customising to do! You can tweak the message of course, but really all that needs to be done is activate your campaigns and send away!

DATABASE SIZE

Unlike with Mailchimp, there is absolutely no database size limit for Shortcuts Marketing, and there are no fees involved with your database size. You can also send an unlimited amount of emails. And don't worry, we take care of all the opt-outs!

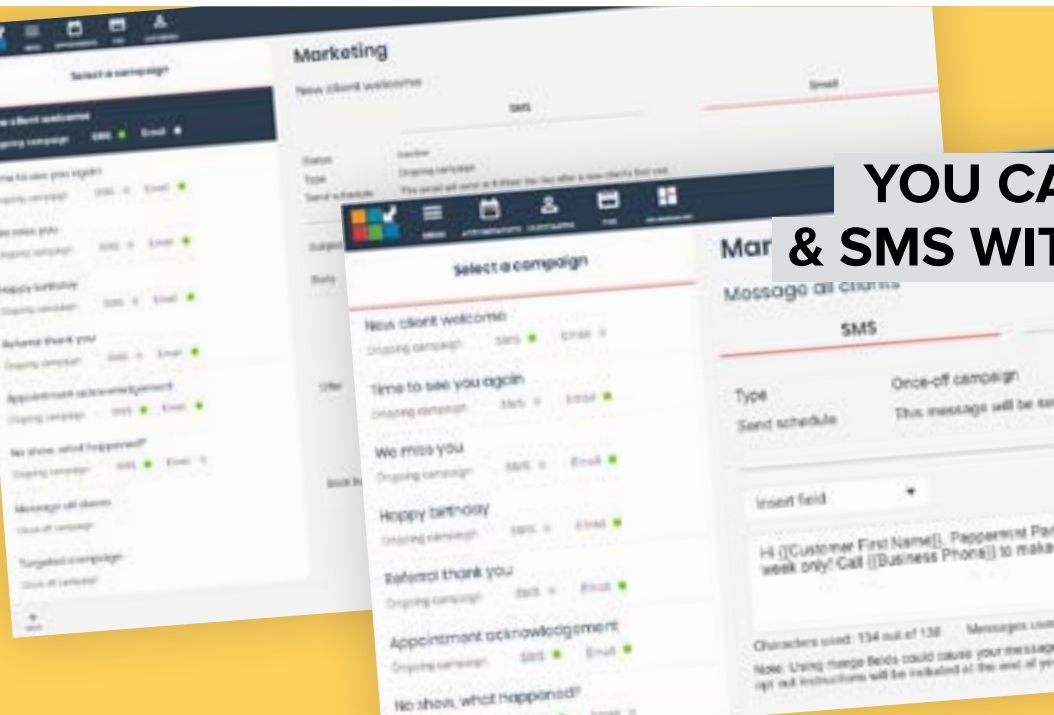
PRICING

Shortcuts Marketing is included in all of our Shortcuts packages: Essentials, Evolve and Elevate. If you're not currently on one of these packages, please contact our Customer Care team to check if this feature is available to you.

Get in touch with Customer Care on **1300 667 374** (option 2).

TARGETED MARKETING

Shortcuts Marketing works with the Targeted Marketing feature within your Shortcuts Fusion system. This means you can filter then export a list of clients from Fusion, such as clients who have visited 10 times but haven't yet had colour, and send them a specially targeted email or SMS for super effective marketing.



YOU CAN HAVE EMAIL & SMS WITH SHORTCUTS MARKETING!

EMAIL MARKETING

Shortcuts email marketing comes with simple, clean templates proven to drive results. The minimalistic design features your logo, and (if you wish) a voucher and booking button. A banner image will also be coming very soon!

You can edit the body copy, and add or remove the offers or booking button. Keep in mind though that you won't be able to change the simple font, colour, or layout of the email.

Apart from that it's already been designed and ready to go to make it so easy for you. We take care of all the opt-outs too.

The templates include social media links in the footer so your clients can find you on Instagram and Facebook. Just don't forget to add your social media links into your Shortcuts Console first so your templates know where to link to!

You can preview your emails and send tests before you activate or send them to see what your client will receive to be extra safe.

SMS MARKETING

You will be able to see the character count to ensure you don't go over! When you go to send your once-off SMS campaigns, you will be notified of approximately how many messages will be sent.

SMS Marketing comes with cost-effective bundles to ensure you're getting bang for your buck. Chat to our Customer Care team on 1300 667 374 (option 2) today for the best SMS bundle for you.

And don't worry, if a client replies back with "STOP" they will be opted-out.



YOUR SHORTCUTS MARKETING EMAILS WILL LOOK LIKE THIS!



CAMPAIGNS AND SEND CRITERIA

The campaigns you'll get and their send criteria* are:

- **Happy birthday**
Sent at 9:00am each day to all clients who are having a birthday.
- **Welcome new guest**
Sent at 9:00am the day after a client's first visit.
- **We miss you**
Sent at 9:00am each day to all clients who haven't visited in 12 weeks and have no future appointments.
- **It's time to see you again**
Sent at 9:00am each day to all clients who haven't visited in 6 weeks and have no future appointments.
- **Referral thank you**
Sent at 9:00am to clients who referred someone the day after the referred client's first visit.
- **No-show follow-ups BONUS**
Sent to the client when their appointment is marked as a no show.
- **Appointment acknowledgments BONUS**
Sent to the client each time an appointment is created or updated.

*Please note the send criteria cannot be changed.

SENDING CAMPAIGNS

With both email and SMS marketing, you can send automated, ongoing campaigns, as well as once-off blasts and targeted campaigns. To send targeted campaigns, simply filter a client list in Fusion, export the list and upload it to your targeted Shortcuts Marketing campaign. Your automated campaigns are triggered daily based on pre-defined send criteria.

SET UP

There is very little set up required with Shortcuts Marketing. All of your email and SMS campaigns come with default copy. If you like what you see, you can click the activate button straight away! Otherwise you can tweak the copy before activating it. Once you activate your first campaign, you will see a pop-up asking if you're ready to deactivate your campaigns in gCast to ensure no double-ups are sent to your clients.

GET STARTED

Check your inbox for an email from Shortcuts with a unique link to get started with Marketing. Learn more:

www.shortcuts.com.au/marketing-faqs/



OPTION 2: MAILCHIMP MARKETING

Mailchimp Marketing is here to give you more kapow from your campaigns, in a best-of-breed solution that's integrated with Shortcuts. Experience gorgeous templates, a mobile app, social features and more!

Mailchimp Marketing lets you automatically send emails based on activities in your Shortcuts system, such as welcoming new clients and rebooking reminders. You can also send once-off email campaigns such as special offers and promotions.

TEMPLATES

You can be as creative as you like with the look and feel of your email templates in Mailchimp! Depending on what your vision is, you can create your own or use the templates we've created specially for you here:

www.shortcuts.com.au/mailchimp-templates

PRICING

Depending on the size of your database you may incur some costs from Mailchimp. This is not controlled by Shortcuts, so please refer to the Mailchimp website for a pricing <https://mailchimp.com/pricing/>

DATABASE SIZE

When Shortcuts and Mailchimp are synced, we won't be syncing every single client in your database. In fact, we only want to send up the most engaged clients to ensure you get the best results (and bang for your buck) from your Mailchimp campaigns.

You can get an approximate estimate on how many of your clients will be synced to Mailchimp.

Follow these steps:

1. Click the unique link in the email you received announcing our new Marketing options
2. On the Mailchimp Marketing option, you will see that the last bullet point says "click here to check your number"
3. Click that link and you'll see your approximate number of clients.

FIND OUT MORE

www.shortcuts.com.au/marketing-faqs/

www.shortcuts.com.au/mailchimp-resource-hub/