

Marketing FAQ's on Rocketseed App for Salesforce

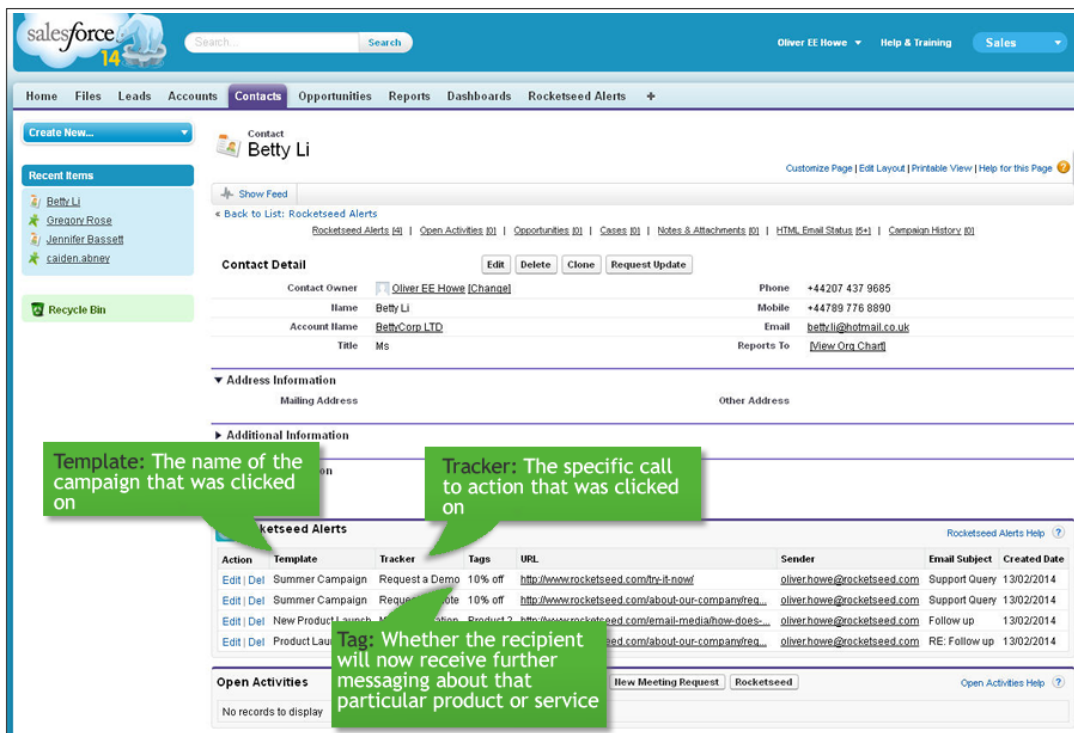
Will alerts from all clicks on email media go into Salesforce?

The most important thing is that the data in Salesforce is relevant and useful to your sales teams. Marketing campaigns email sign-ups, social media links etc. are useful for marketing to track but may not be of any interest to your sales teams. You can therefore decide exactly which clicks you want to go into Salesforce, so that they only see the data that will help them to know their customers better or which will generate qualified leads.

What information about clicks will go into Salesforce?

The key marketing information recorded is:

- the name of the campaign that was clicked on (i.e. which “template”),
- the specific call to action that was clicked on (i.e. which “tracker” link)
- Whether the recipient will now receive further messaging about that particular product or service (i.e. whether a “tag” has been assigned following a click)



The screenshot shows the Salesforce interface for a contact named Betty Li. The 'Rocketseed Alerts' section contains the following table:

Action	Template	Tracker	Tags	URL	Sender	Email Subject	Created Date
Edit Del	Summer Campaign	Request a Demo	10% off	http://www.rocketseed.com/trv-it-new	oliver.howe@rocketseed.com	Support Query	13/02/2014
Edit Del	Summer Campaign	Request a Demo	10% off	http://www.rocketseed.com/about-our-company/fre...	oliver.howe@rocketseed.com	Support Query	13/02/2014
Edit Del	New Product Launch	Request a Demo	10% off	http://www.rocketseed.com/email-media/how-does-...	oliver.howe@rocketseed.com	Follow up	13/02/2014
Edit Del	Product Launch	Request a Demo	10% off	http://www.rocketseed.com/about-our-company/fre...	oliver.howe@rocketseed.com	RE: Follow up	13/02/2014

Callouts from the image:

- Template:** The name of the campaign that was clicked on
- Tracker:** The specific call to action that was clicked on
- Tag:** Whether the recipient will now receive further messaging about that particular product or service

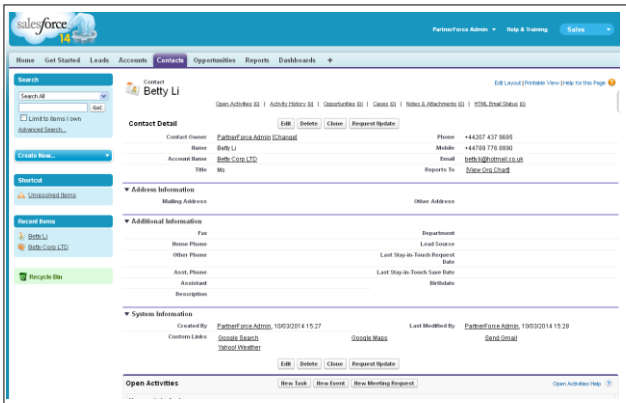
You will also see who sent the email, when and where the click occurred, and the subject line of the message (if required).

Who will see Rocketseed alerts and information in Salesforce?

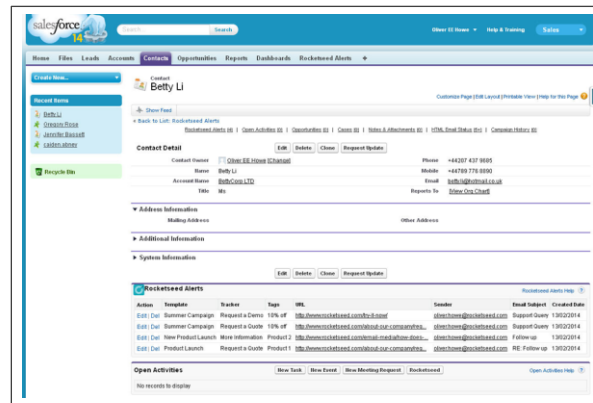
Any Salesforce user who has a Rocketseed licence enabled in Salesforce will be able to see Rocketseed alerts and information.



Non-licensed user



Licensed user



Will clicks on emails from employees who are not Salesforce users go into Salesforce?

Yes. That's the great advantage of the Rocketseed app. It means that all employees with email media added to their emails can help drive sales, whether they are in the Sales team or not.

Where is the data stored in Salesforce?

For existing Salesforce contacts, the new insights about each customer will be stored in their Contact screen, in a new "Rocketseed Alerts" section.

For people who do not have an existing contact record, the information is stored within a new Lead created by Rocketseed.

The "Rocketseed Alerts" tab on the main navigation menu gives a summary of all information generated by Rocketseed on customers and new leads.

Can I target customers and prospects with different messaging?

Yes. Through Rocketseed's segmentation functionality you can create smart rules based on who is sending the email or who is receiving it.

With the Rocketseed App, if you have also enabled media on emails sent from Salesforce, you can explicitly choose which banner to add from a selection of thumbnail images.

How do the "tags" work?

In addition to setting destination URLs in your banners, you can 'tag' the banners, to control grouping of those recipients who click. When an email recipient clicks on a tagged link for one of your services, the customer has expressed an interest in it, and is added to a group



in Rocketseed. These customers will receive more banners about that service in subsequent emails, rather than random banner assignments.

Can sales teams control which message is applied?

Yes. With the Rocketseed App, if you have enabled emails sent from Salesforce to have email media applied, then Salesforce users can also choose which banner they want to add from a selection of thumbnail images.

I'm an existing Rocketseed customer. Will this change the media we use?

Many of our clients use email media to build their brand, drive web traffic and increase the reach of their marketing. The Rocketseed app provides a new opportunity to focus on sales. For example, if you currently use email media to promote your products and services, you can still do this, but now you can add more focussed calls-to-action that will help sales, e.g. "request a demo" or "request more information".

In addition to driving web traffic, email media can provide insights that your Sales teams would love to know about their customers. For example, you could include survey messages, such as "When would you like to explore potential enhancements to your service? "Now", "in 3 months", "in 1 Year".

Your Rocketseed account manager can help you maximise your email media depending on your sales strategy.