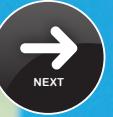


# Set & Forget Marketing™



*It's that easy!*



Set & Forget Marketing™ is the ultimate marketing tool for your business. Easy, automatic, targeted and effective, Set & Forget offers both text message and email marketing that you can set up one-time and reap the rewards all year long.

# Set & Forget Marketing™



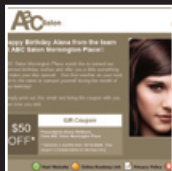
Set & Forget Marketing™ is the ultimate marketing tool for your business. Easy, automatic, targeted and effective, Set & Forget offers both text message and email marketing that you can set up one-time and reap the rewards all year long.



- 1.** Client information and transactions are recorded in Shortcuts



- 2.** Set & Forget Marketing™ campaigns are set up



- 3.** Timely, relevant emails are delivered to your clients



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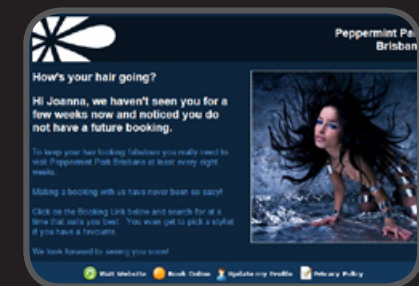
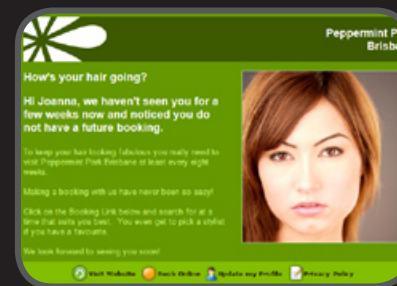
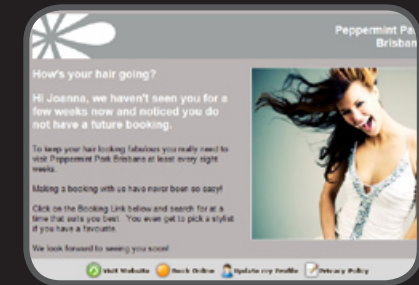
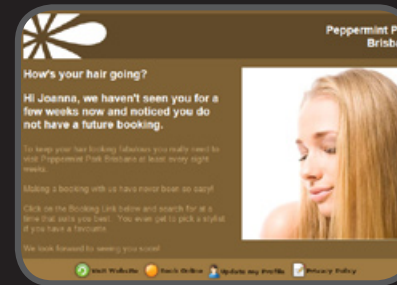
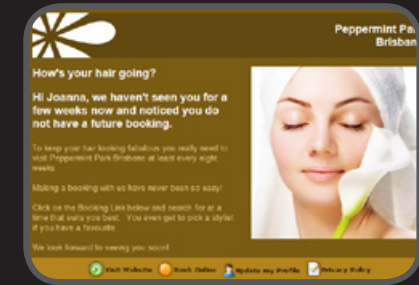
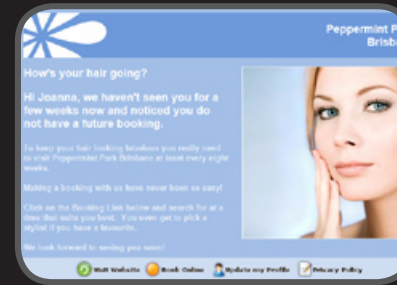
## Set & Forget – Literally!

All campaigns are based on information stored in your Shortcuts database so you are sure that messages are targeted, timely and personalized, which increases the chances of action!

With Set & Forget Marketing, you get one hour of training where your Shortcuts Trainer will walk you through setting up your entire year of campaigns. You can choose from several default templates:

### And default campaigns to help you get started:

- Time to See You Again
- New Client Welcome
- Birthday Wishes
- Refer a Friend Thanks
- Non Returning Client
- Valentines Day
- Mothers Day
- Fathers Day
- Christmas
- Newsletters
- and more!



# Set & Forget Marketing™



## Reach Your Clients

These marketing campaigns are interactive campaigns that produce reports on the success of each campaign sent right to your email inbox. Again, all automatic. These reports include items such as:

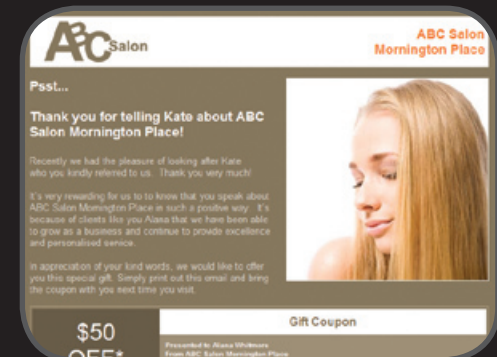
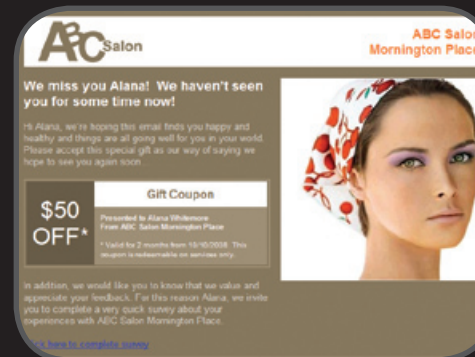
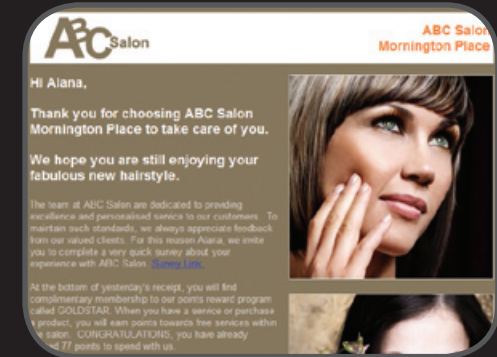
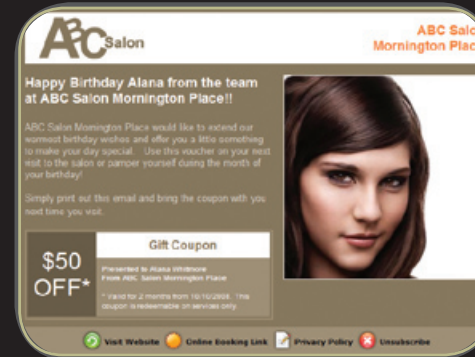
- Emails Received
- Emails Opened
- Emails Clicked On
- Emails Forwarded to a Friend

These marketing campaigns are linked directly to your website to drive traffic to your website, ultimately giving you:

1. Increased client frequency
  2. Increased average ticket
  3. Increased number of clients
- ....and more revenue!

## How do you get started?

Set & Forget is only available to clients on the support and maintenance program, so if this includes you, call your Shortcuts representative to find out more!



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