

Brand Tools Campaign Guide



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Campaigns in Boldomatic

A channel within Boldomatic groups a set of posts and users to a specific brand, company, or user-group. Each channel can be individually customized and branded through a set of parameters, and content that is generated through a channel is permanently flagged with the channel's ID.

Campaigns enable you, the channel owner, to easily create promotions and activities around your channel. You can run up to three campaigns simultaneously, and can update the campaigns at any time by yourself using the Boldomatic CMS.

This document will help you get started with creating and managing your own campaigns. For more details on Boldomatic channels, please see the «Boldomatic Channel Guide».



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Campaign Anatomy

The image illustrates the anatomy of a mobile app campaign interface. It is presented as a browser window with the URL `mechanic.boldomatic.com`. The interface features a dark sidebar with the 'boldomatic' logo and navigation options: Feed, Popular, Search, Write, News, Shop, and Profile. The main content area is divided into two columns, 'Campaign 1' and 'Campaign 2'. Each column contains four buttons: 'Your [Campaign Name] Talk', 'Submissions', 'Selection', and 'Top Posts', each with a right-pointing chevron. A large 'Teaser Image' at the top shows a hand holding a smartphone displaying a lock screen with the time '09:57', the date 'Monday, 21 December', and a 'lorem ipsum' logo. A 'Logo & Link' is located in the bottom right corner of the main content area. The browser window also shows a user profile 'loremipsum logged in' in the bottom left.

Campaign Title — [

Campaign Call-to-Action Buttons — [

Teaser Image — [

Logo & Link — [

Campaign 1

Campaign 2

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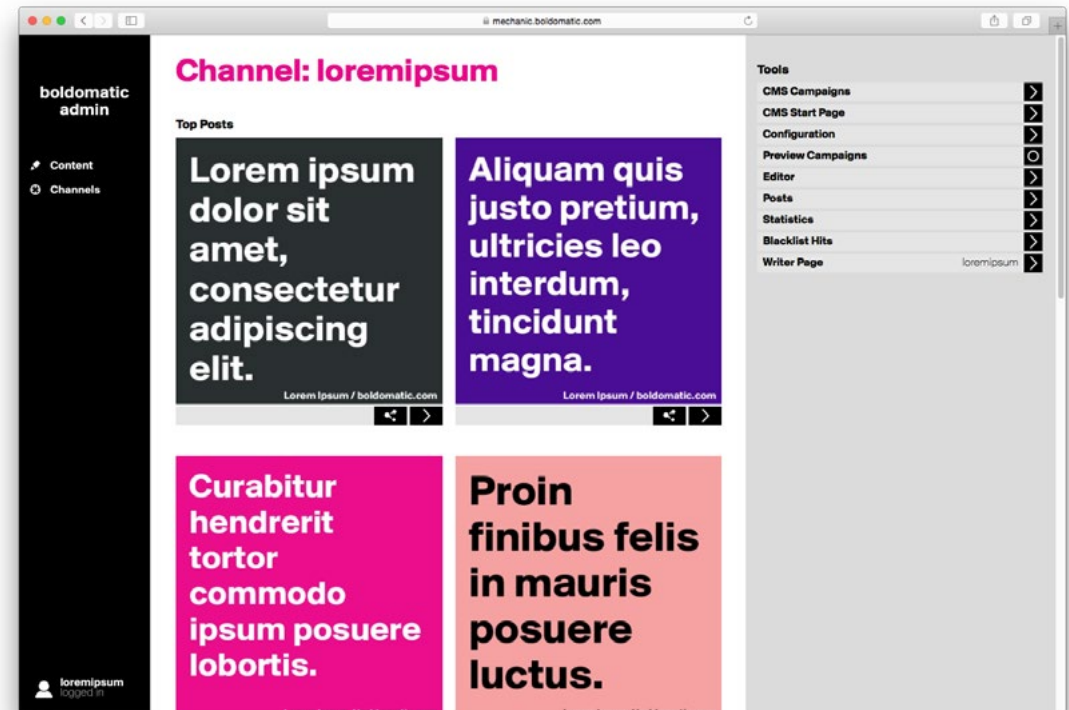
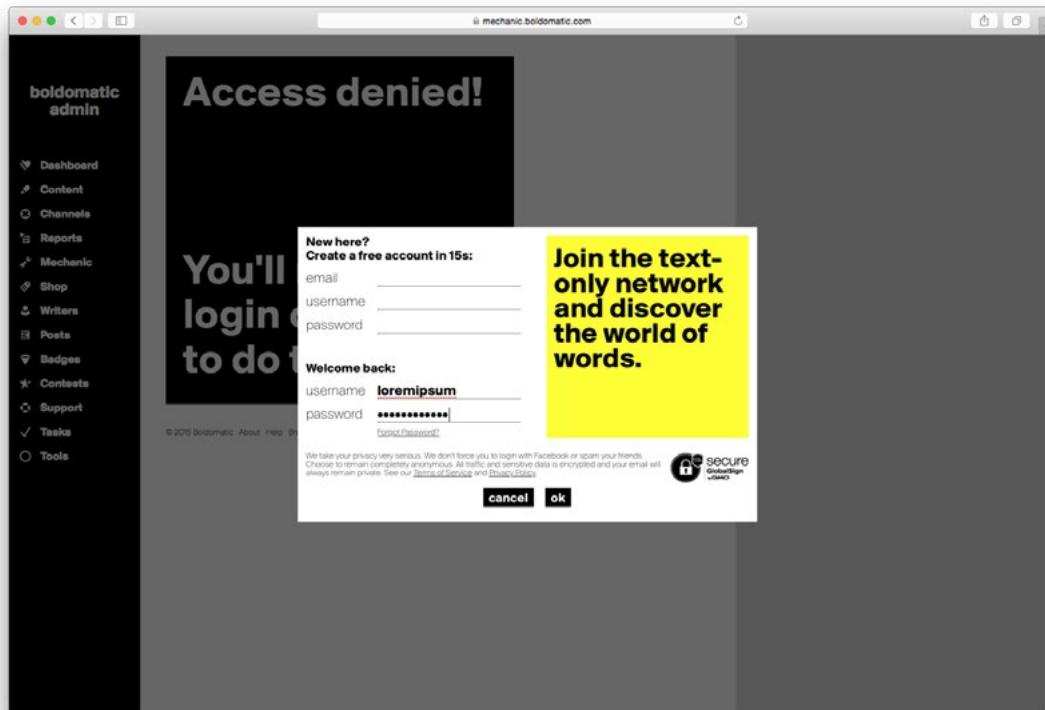
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Logging In

You should have received a username and password when your channel was created by Boldomatic. Using this account, logon to the following URL to begin managing your campaigns:

<https://mechanic.boldomatic.com/admin/channels>

Once logged in, you will be shown a list of all the channels your account can manage. If you only manage a single channel, the channel page will automatically open. On your left you will be able to switch between content and channels, and on your right there are shortcuts to the most important tools related to your channel.



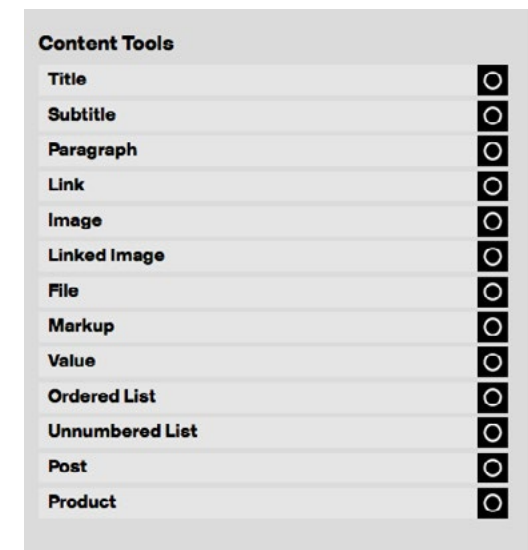
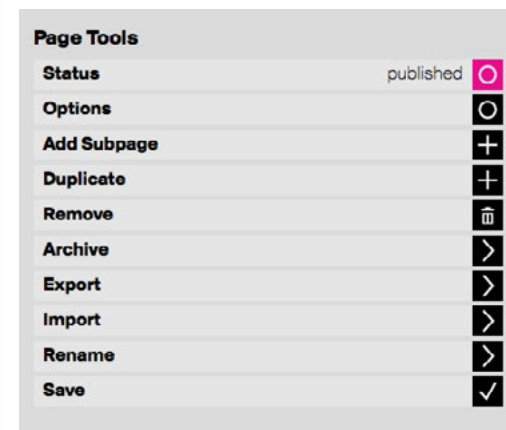
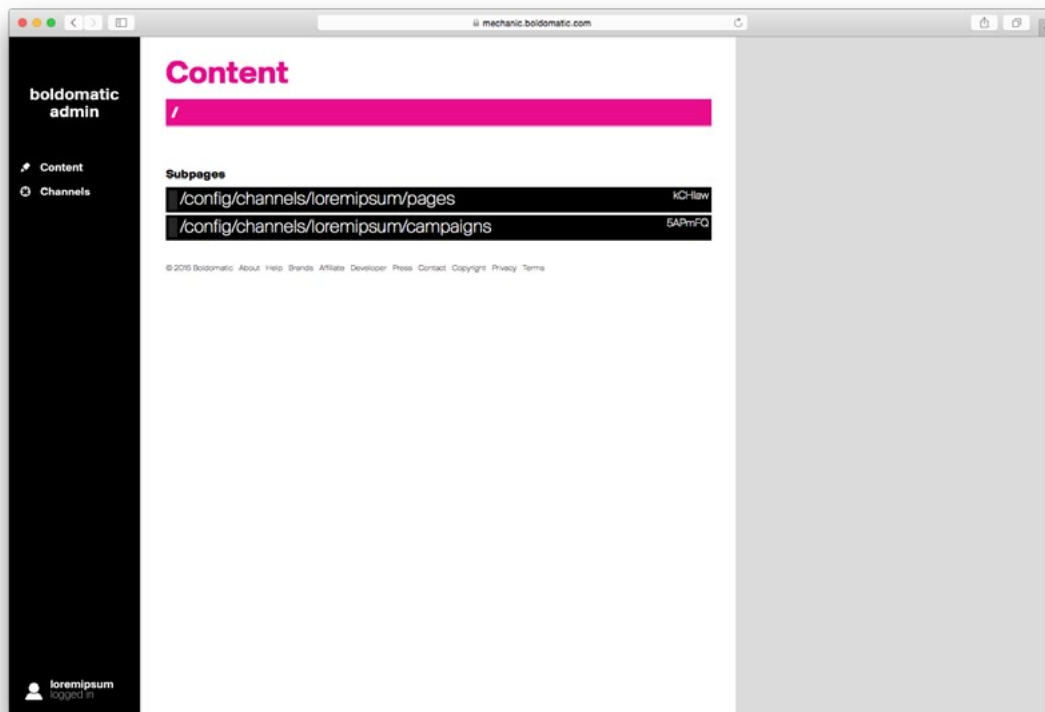
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Managing Content

Selecting the «Content» menu on the left will show you all the pages your account has access to. These can be generic pages, articles, start screens, or campaigns. Any page can contain subpages - similar to files and folders on your computer.

When a page is selected, you can manage the page through the «Page Tools» and «Content Tools» sidebar, where you can rename, remove, duplicate, and add new content elements. Any changes you make to a page will require the «Save» button for changes to take effect. Note that many channel and campaign features are cached by our servers and may take a few minutes to go live.



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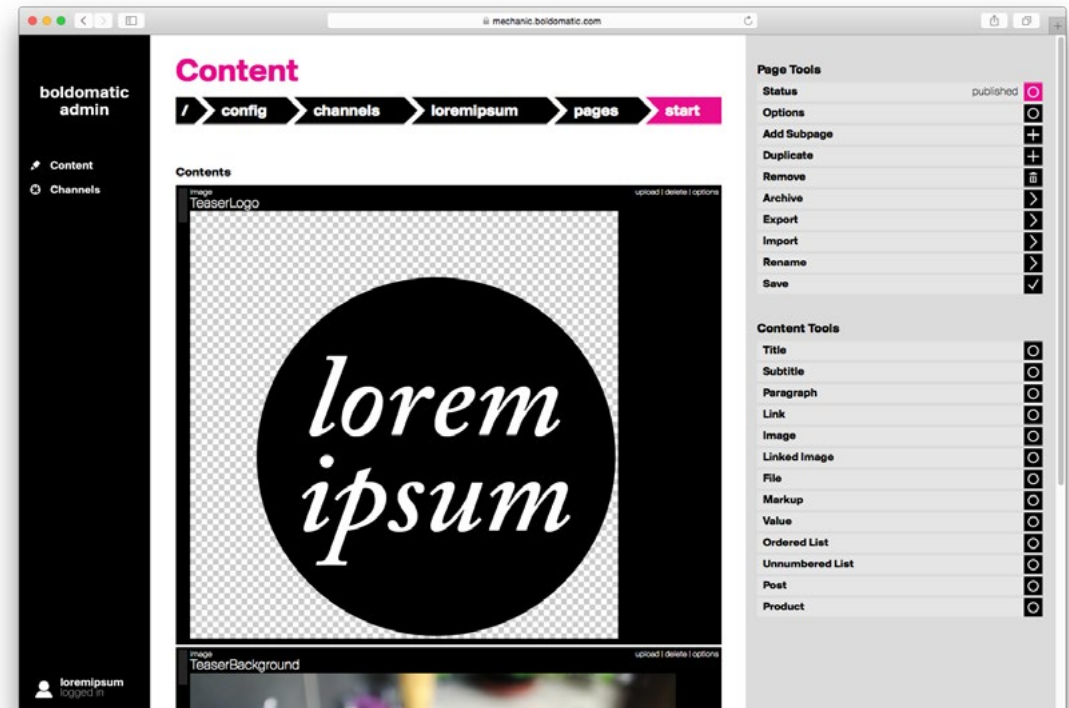
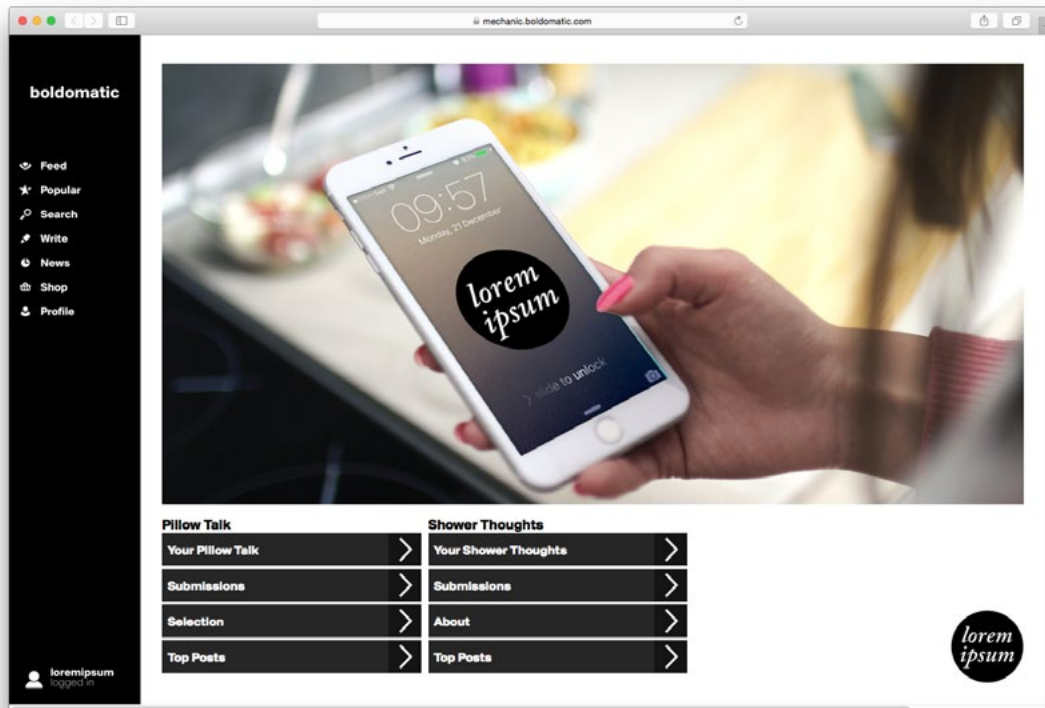
Start Page

All your campaigns can be found on your channel start page:

<https://boldomatic.com/campaign/YOURCHANNEL>

The start page features all your active campaigns and can be branded and updated at any time through the user of a teaser image and a logo.

Under «pages» in the «Content» section you will find the start page. You can upload a new logo or background image by pressing the «upload» button on the top right of the content element. Once you are finished, press the «Save» button to apply the changes.



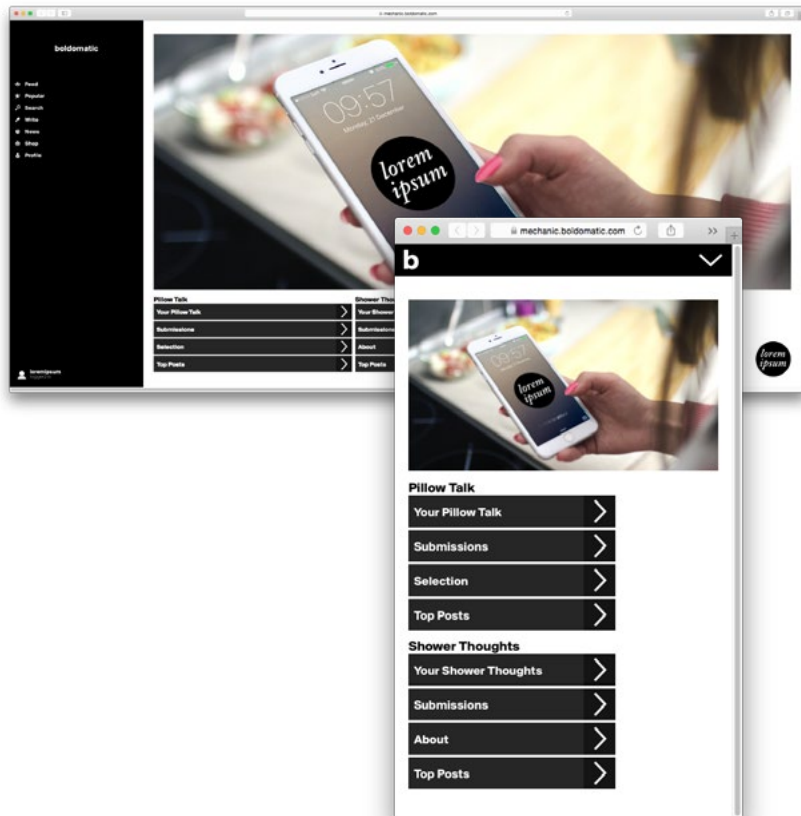
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Start Page – Logo & Image

All pages on Boldomatic are fully responsive – meaning the pages automatically adjust for all browser and device sizes, whether it be a desktop computer or mobile telephone. This includes the layout of the teaser background image, which is automatically formatted to best fit the screen.

Selecting a good teaser image is important, as the image's sizes may be cropped automatically depending on the layout. Anything that may not be cropped should be placed in the center of the image.





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Start Page – Configuration

The following elements can be configured for a start page:

▶ **TeaserLogo** image

The logo to be used on the bottom right corner of the start page. The image should be a transparent PNG 600x600px.

▶ **TeaserLogoLink** value

If set, the logo will link to the URL specified. The URL must be an absolute path, ie it must contain the http:// or https://.

▶ **TeaserBackground** image

The background image to be used on the start page. The image should be 1280x920px JPG saved at 90% quality (about 200-300kb max).

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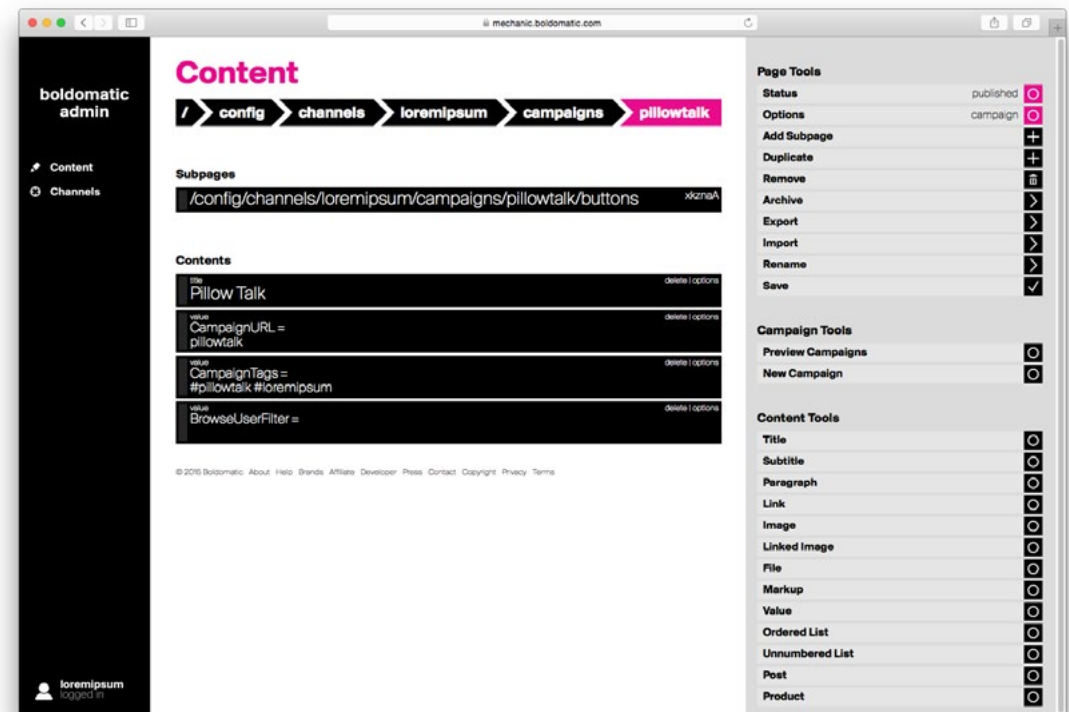
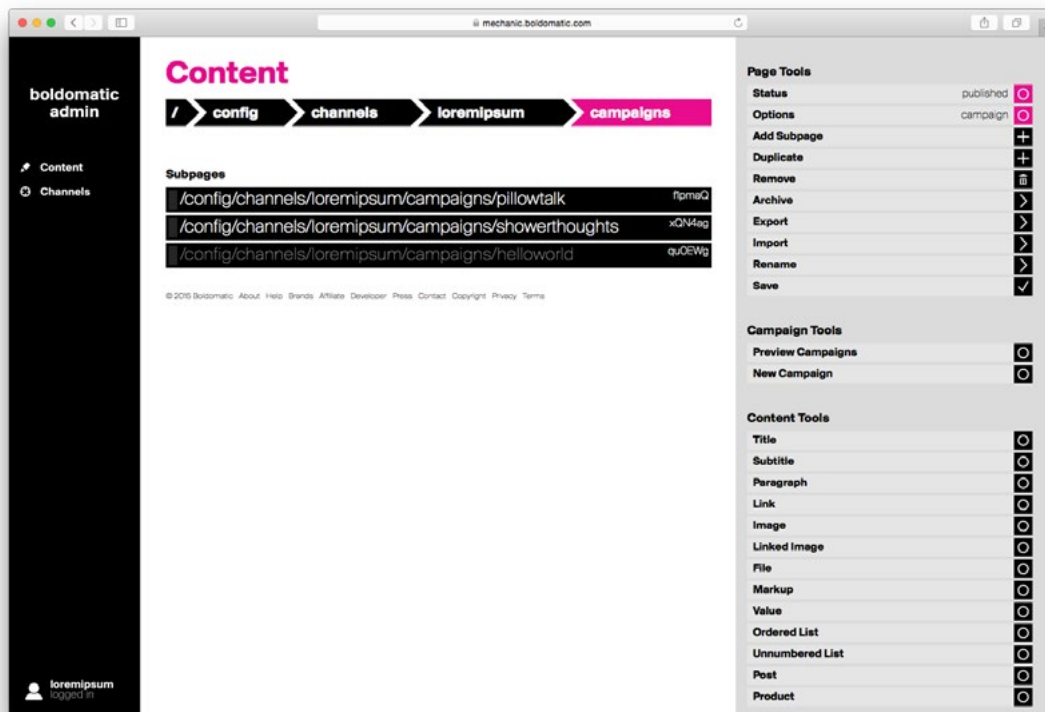
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Campaign

You can have up to three campaigns running simultaneously. These are displayed on your start page at the bottom along with all the call-to-action buttons. You can find and manage all your campaigns under the «Content» section. In the example below, there are three campaigns, two of which are published.

When you select a campaign, you will see some basic properties such as the title, it's URL, and default tags.

Under «Campaign Tools» you can also preview the campaign page or easily create a new campaign. Under «Page Tools» you can delete a campaign or duplicate an existing one.





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Campaign – Configuration

The following general elements can be configured for a campaign:

▶ **Title** title

The title to display on the top of the campaign buttons. This can be up to 8 words displayed over two or three lines.

▶ **CampaignURL** value

The short-url to use for the campaign sub-pages. This should contain only alpha-numeric characters (ie no special characters). For example, if the campaign title is «Crazy Campaign!», a good URL would be «crazy-campaign». Note that URLs should not be changed after going live with a campaign.

▶ **CampaignTags** value

The default campaign tags which are used for all call-to-action buttons. Typically, these include one tag for the campaign, and one tag for the brand/channel. For example, if the brand Lorem Ipsum is doing a campaign called «Pillow Talk», the tags might be «#pillowtalk #loremipsum».

▶ **BrowseUserFilter** value

If specified, all the post listings for the campaign will be filtered to the username provided. This means that the campaign will only show posts that were either created by the user or reposted by the user. This feature allows for greater control over the content published to the campaign.

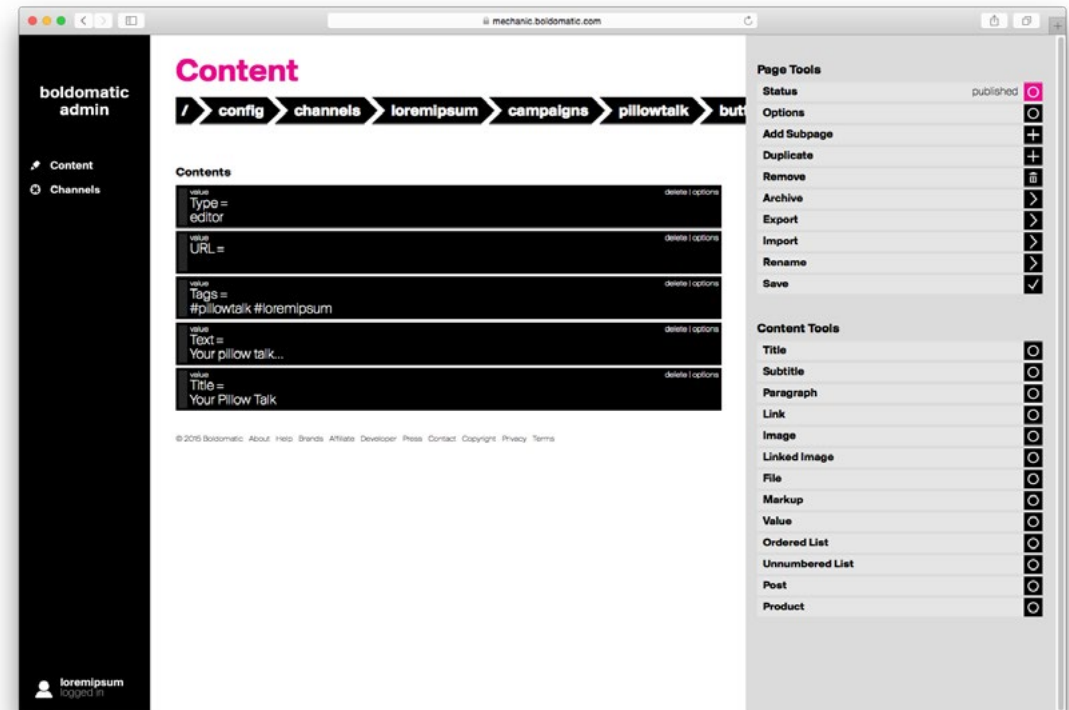
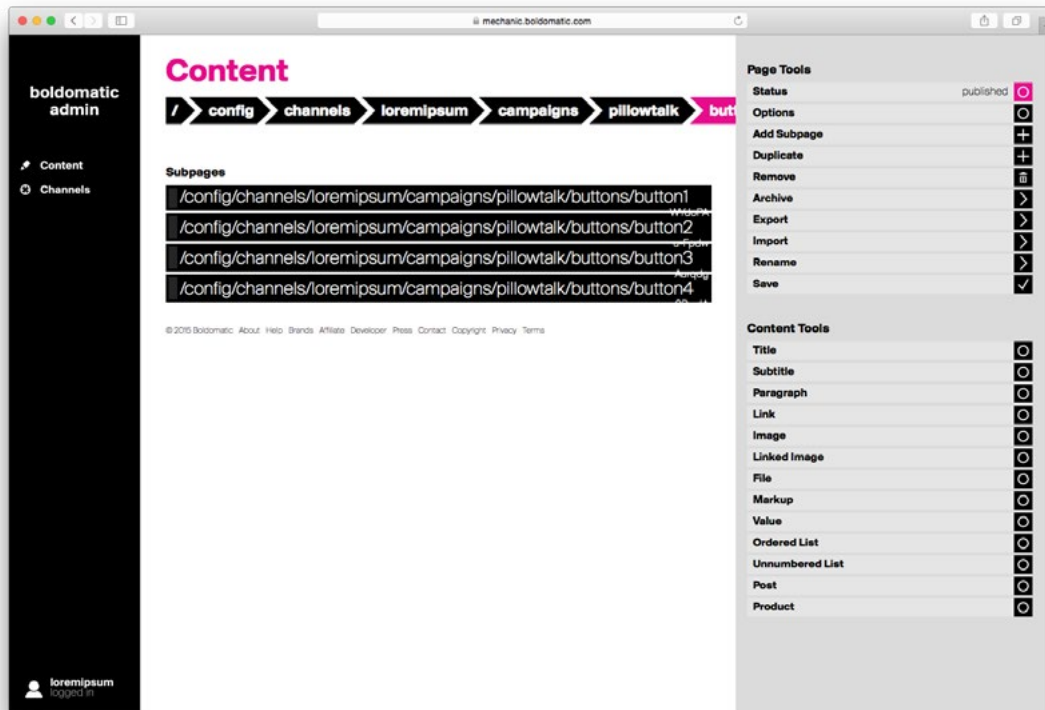
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Campaign Button

Under the «buttons» subpage of any campaign you can configure up to four custom call-to-action buttons. These can either display campaign posts or writers, or open up the editor for easy submission to the campaign.

Each button is its own subpage and can be configured as needed. The «Type» specifies what kind of action the button performs or what kind of view it should display.





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Editor Campaign Button – Configuration

The following settings can be configured for a «editor» campaign button. The «editor» button will open up a Boldomatic Editor for the given campaign.

- ▶ **Type** value
Defines what type of call-to-action the button is: «editor».
- ▶ **Title** value
The title to display on the button.
Should not exceed 18 characters.
- ▶ **Tags** value
If defined, specifies the additional tags to automatically add to the post (in addition to the campaign tags).
- ▶ **Text** value
The initial text to pre-fill in the editor.

Posts Campaign Button – Configuration

The following settings can be configured for a «posts» campaign button. The «posts» button will display a listing of all the posts submitted to the campaign.

- ▶ **Type** value
Defines what type of call-to-action the button is: «posts».
- ▶ **Title** value
The title to display on the button.
Should not exceed 18 characters.
- ▶ **Tags** value
If defined, specifies the additional tags to filter the posts by (in addition to the campaign tags).



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Top Campaign Button – Configuration

The following settings can be configured for a «top» campaign button. The «top» button will display a listing of the top N posts submitted to the campaign, where N can be freely chosen through the Limit setting.

▶ **Type** value

Defines what type of call-to-action the button is: «top».

▶ **Title** value

The title to display on the button.
Should not exceed 18 characters.

▶ **Tags** value

If defined, specifies the additional tags to filter the posts by (in addition to the campaign tags).

▶ **Limit** value

A number indicating how many top posts to display. For example, «20».

Page Campaign Button – Configuration

The following settings can be configured for a «page» campaign button. The «page» button allows for a link to a generic CMS page that can contain content. For example, this button can be used to open a Terms and Conditions page, or a Prize Info page. This page must be saved under your channel pages at «channels/YOURCHANNEL/pages/». To create a new page, navigate to your channel pages and press the «Add Subpage» button.

▶ **Type** value

Defines what type of call-to-action the button is: «posts».

▶ **Title** value

The title to display on the button. Should not exceed 18 characters.

▶ **URL** value

Defines the short-url of the page which must match the name of the saved page in the CMS.



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