



USER GUIDE FOR TSL*impact*TM

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About this guide:

This [TSLimpact™](#) user guide is for executives and administrators. It has been drafted ensuring wholesome comprehension by any end user.

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TSLimpact™

TSLimpact™ is an automation marketing tool that uses bulk emailing as its principle of function. It has been built using competent systems like MySQL, JavaScript, and Ajax on PHP platforms.

TSLimpact™ enables you to:

- Send mails in the form of an HTML page or plain text to any number of addresses easily just by uploading an Excel sheet with recipient data.
- Add links to microsites and webpages in the HTML which will direct your recipients to a larger database of your product-related information.
- Track your campaign response by getting valid and updated statistics about the amount of opened, unopened, and even bounced mails.
- Track your addressee's movements on hyperlinked pages and websites using a micro-detailing feature that counts the number of visits per page.
- Identify future business prospects and narrow your marketing area, thus saving your time and resources.



TSLimpactTM Value Proposition:

- Higher sales conversion rate.
- Shorter sales cycle time.
- Cross selling to existing customers.
- Cost effective marketing.
- Better return on investment.
- Brand Visibility



FEATURES AND SERVICES:

Pre-designed Templates

The pre-designed templates have been meticulously drafted considering various campaign structures. Create customized EDMs by simply adding your logos, banner images, content and links to microsite and landing pages as per your requirements.

List Management

To avoid sending your campaign information to invalid addresses, the tool automatically tracks bounced emails and clears your recipient list of outdated destinations. Upload lists in the form of Microsoft Excel™ documents containing recipient details such as name, company, designation, etc. This list can be edited, saved, and reused.

Statistical Reporting

Our smart reporting systems provide graphical data that helps facilitate analysis about the success of the campaign with certain recipients by providing updates about the number of site opens and pages visited.

Email Deliverability

TSL*impact*™ and its HTML formats are designed to stream directly into inboxes by adhering to email guidelines. Thus they are not automatically channelized into spam folders.

Security

The security of your personal information is important to us. We host the data on multi-domain servers of BigRock, which is an accredited registrar of Internet Corporation for Assigned Names and Numbers (ICANN). Also, all Personal Information provided is transmitted using SSL (Secured Socket Layer) encryption. SSL is a coding system which lets your browser automatically encrypt or scramble data before you send it to us. CAPTCHA codes are required before each account formation to avoid electronic sign-ups.

GETTING STARTED

You are first required to create a unique ID on our website www.tslimpact.com
It is through this account that you will manage and edit your campaigns.

SIGNING UP

1. Click on the sign-up icon at the top right hand corner of the homepage.
2. You will land on a sign-up page. Fill in valid details as these are important for us to support you in the course of your campaign.
3. Create a user ID and password.
4. Choose the package that is best suited for your marketing needs. Remember, you can switch over to another plan later.
5. Decode the CAPTCHA provided at the end of the sign-up for your security.
6. Please read our Terms and Conditions with care and then click on the “Agree with the Terms and Conditions” box.
7. Click on “Sign-up” once you confirm all entered details.
8. Visit the email address that you have provided during the sign-up process. Two messages will be sent to you:
 - *The first message will confirm your email address and provide a link to login into TSLImpact™ with your new user id.*
 - *The second message approves that you have thoroughly read our Terms of Service.*



PAYMENT AND CONFIRMATION

1. Login into the website with your userid and password
2. The selected plan details will be displayed. You may proceed or change the plan that you have previously chosen.
3. Payment detail page with bank information will be displayed. Click on proceed tab and you will get a confirmation mail with the order id.
4. Proceed with the payment through wire transfer.
5. Post payment confirmation by our team, your userid would be activated to access the tool. Payment confirmation message along with the link to access the tool will be sent to your email address.
6. Follow the link to the *TSLimpact*TM tool and you are now ready to create and track campaigns.



1) What is TSL Impact?

TSL*Impact*TM is a marketing automation tool that drives digital marketing initiatives along with social media posting and email intelligence. Automatically analyzes and segregates the prospect according to their interests to reap more sales opportunities in less time.

2) How do I get access to the tool?

- a) Signup on the website
- b) Select a suitable plan
- c) Make payment
- d) Click on the link provided to you over email and login into the tool

3) Do you provide templates to send email campaigns?

Yes, we provide 4 types of predesigned templates. You have an option to customize it with your logos, banner images, microsites, landing pages etc. In addition, you can also use your own templates and or plain text format.

4) Should I create new template each time I send a campaign?

No, you have an option of choosing previously used template as well.

5) Do you provide demo of the tool before subscription?

Yes, click request demo button on the website and update your contact details. Our team will facilitate the demo within 24 hrs.

6) How do I get support?

Contact our support team at tslimpactsupport@tslmarketing.in or call +91-20-4901-8383. We also have live chat support.

7) How is the tool integrated with Social Media?

The tool provides flexibility to upload your campaign details directly into Facebook or LinkedIn. There is no need to login separately into each of these platforms and update individually.



CONTACT DETAILS

Email: tslimpactsupport@tslmarketing.in

Phone: +91-20-4901-8383

Website: <http://www.tslimpact.com>

Twitter: <https://twitter.com/TSLImpact>

Facebook: <https://www.facebook.com/tslimpact>

LinkedIn: <https://www.linkedin.com/company/tsl-consulting-pvt-ltd>

Live Chat: *Refer Home Page on website (Monday to Friday- 10.00AM to 6:00PM)*