





In this topic we will:

Learn how campaigns are created in the platform, both automatically and manually

How To Use The Tiger Pistol Platform To Onboard Customers And Create Campaigns

CAMPAIGN CREATION

Usually, customers are set up on subscription packages.

During the client's set up process packages are established, with options for campaigns to **auto-configure** and/or **auto-publish**.

Auto-configure

ON:

A campaign will auto-generate
On the same date every month
Using assets from the library
Using learnings from
previous campaigns

OFF:

Campaigns need to be manually created

Auto-publish

ON:

The campaign will automatically go live
on the set start date (usually three days
after the campaign is auto-generated, on
the subscription date)

OFF:

The campaign will sit in Draft status, until
a user goes into the campaign and
manually publishes it

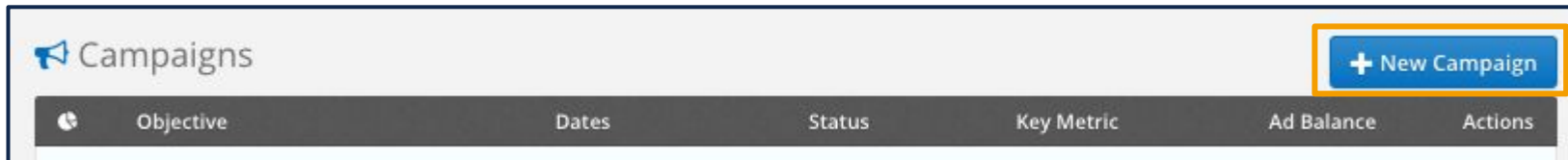
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If a client chooses not to use the auto-configure function, a user will need to manually create campaigns.

This manual creation can also be helpful for creating ad hoc campaigns that fall outside the usual subscription model.

To manually trigger the creation of a campaign a user needs to navigate to the customer's account and click "+ New Campaign" in the Campaigns section towards the bottom of the dashboard.

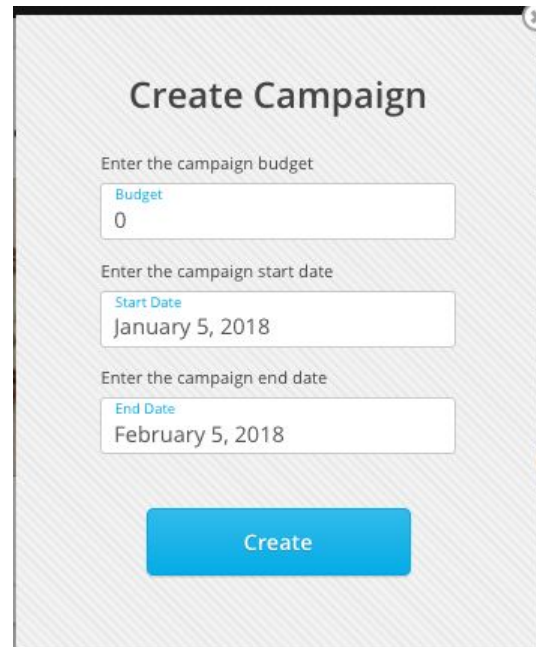


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A box will pop up with auto-filled dates (start date: 3 days from the current date, end date: one month after that), and a box to input the budget for the campaign.

Upon clicking 'create', a campaign will be generated based on assets that have been uploaded to the customer's library. Assets can also be manually added, and any part of the campaign can be overridden if necessary.



The screenshot shows a 'Create Campaign' modal window. It contains three input fields: 'Budget' with the value '0', 'Start Date' with the value 'January 5, 2018', and 'End Date' with the value 'February 5, 2018'. Each field has a small blue icon to its left. Below the fields is a large blue 'Create' button. The modal has a close button in the top right corner.

Create Campaign

Enter the campaign budget

Budget
0

Enter the campaign start date

Start Date
January 5, 2018

Enter the campaign end date

End Date
February 5, 2018

Create

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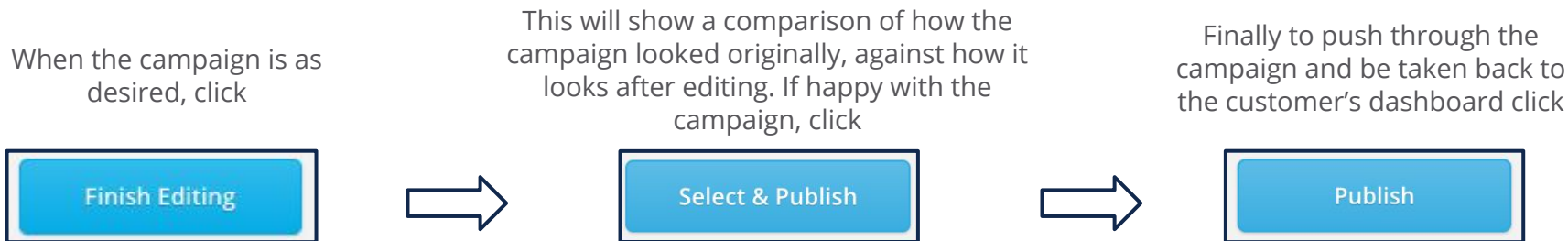
Creating the campaign takes the user straight to the campaign editor. Click the pencil to edit any of the campaign's assets, including:

- Media
- Copy
- Audience
- Testing Focus
- Call To Action Button

The screenshot displays the Tiger Pistol platform's campaign creation interface. At the top, the navigation bar includes the Tiger Pistol logo and links for Customers, Network, and Admin. Below this, the breadcrumb trail shows the path: Home > All Customers > Lucy's Lockets > Campaign. The campaign settings bar at the top right specifies a Date Range of 05 Jan - 15 Jan, a Budget of \$10.00, and an Objective of Clicks to Website. The main content area features a preview of a Facebook post for 'Lucy's Lockets', which is a sponsored advertisement for sterling silver locket necklaces. The post includes a 'Like Page' button, a description about buying a locket and getting a free engraving, a photo of two heart-shaped locket necklaces, and a 'Shop Now' button. On the left side of the interface, a vertical sidebar contains several icons. The icon representing a pencil (used for editing) is highlighted with an orange rectangular box.

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Campaigns + New Campaign

	Objective	Dates	Status	Key Metric	Ad Balance	Actions
	Lead Gen.	05 Jan - 04 Feb	Pending		£0.00/£100.00	

- View Campaign
- Pause Campaign**
- Delete Campaign
- Download Leads

The campaign will now be in a pending state, and will go live on the date set. If the campaign needs to be checked before going live, it can be put into draft status by clicking the **three dots - pause campaign**.

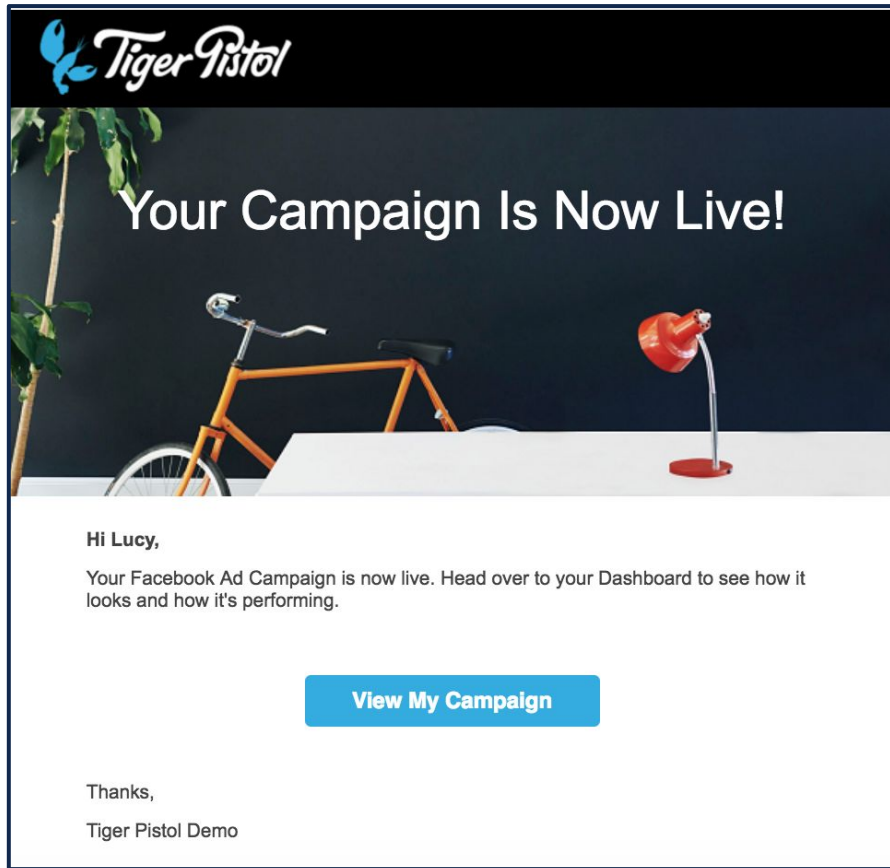
Note: the campaign will now not go live until a user goes back into the campaign editor & publishes the campaign.

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If the email has been turned on in set up, a 'campaign live' email will be sent to the customer on the date the campaign goes live.

Clicking 'View My Campaign' will take the customer to their own view of the dashboard where they can see what their campaign looks like.





We now know

How to manually create a campaign in the platform if necessary