

PURLs | Personal URL Marketing

contents

- Creating Your First PURL Campaign 1
- Personalize Landing Page Content 2
- Modify Landing Page Form 3
- Modify Landing Page Design 4-5
- Adding New Pages 6
- Linking Pages 6
- Variable Images 7
- Variable Images in the Upload File 8
- Adding You-Tube Videos 8
- Personalized Response Emails 9
- Uploading Multiple Contacts 10
- Export Contacts 11
- Export Results 11
- Landing Page Alert Settings 12
- Password Protect Landing Pages 12
- Pre-Populate Forms 13
- Export Campaigns 13
- Import Campaigns 14
- Delete Campaigns 14
- GoDaddy Domain & Hosting 15-16

Software Requirements

- Domain Name
- Linux Hosting
- PHP 5+

Creating Your First PURL Campaign

Creating a PURL campaign will only take minutes. Follow the steps below to get started.

- 1 Enter a campaign name and domain. Your **campaign name** can be anything you would like. The **domain** should be the Domain Name for which your landing page will be hosted.

Quick Tip: Don't have a domain name? See page 15.

- 2 Enter the **FTP Host, Username and Password.**

What is FTP? FTP stands for "File Transfer Protocol." It is used to transfer files from your computer to the Internet. Your hosting provider can provide you with your FTP settings. Don't have a hosting provider? See page 15.

- 3 Enter the **Path.** The path should be the public folder on your server.

Quick Tip: You can click on the **select** link next to the **Path** text box to see the folders on your server.

What is my public folder? Your public folder is likely the same folder that contains your home page file (index). It will likely be called 'public_html'. If you don't see that folder then just use a forward slash '/'.

- 4 If the install was successful, you will be directed to **Add a Contact.** For now just add an any name to test your landing page. Only the First Name and Last Name are required. Later you can go back and upload multiple contacts.

- 5 Test the new Personal URL page by visiting www.yourdomain.com/Firstname.Lastname "yourdomain" should be replaced with your domain name and "Firstname.Lastname" is replaced with the first and last name of the contact you just created in the previous step.

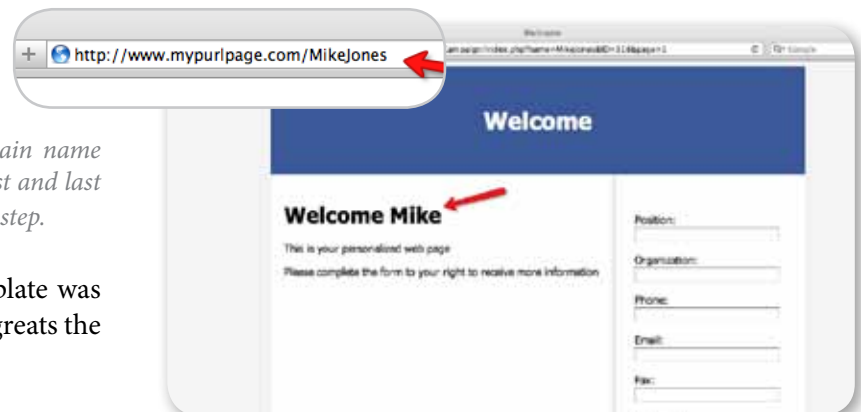
- 6 You will see that the basic landing page template was installed on your server. Notice how the page greets the visitor by their first name.

Step 1

Step 2

Step 3

Step 4



Step 5 & 6

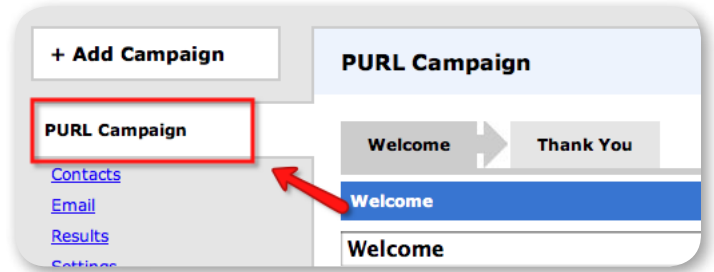
Personalize Landing Page Content

Variable Content is any content that varies depending on the visitor. You can use variable content to personalize the landing page to the visitor. For example, you could greet the visitor by their first and last name.

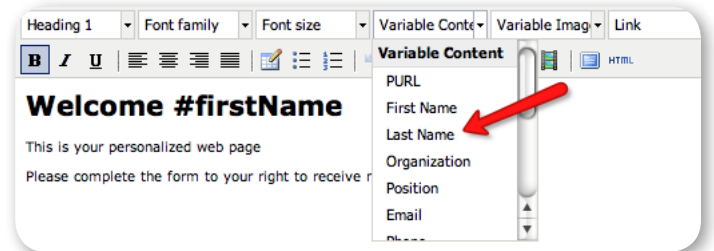
Follow these steps to add the visitor's last name to the landing page.

- 1 Select the campaign that you would like edit from the left menu.
- 2 Place the cursor and click inside the text field where you would like the variable content to appear. In this case we are going to add the person's last name after the first name. So I will place the cursor just after where it says **#firstName**.
- 3 Go to the **Variable Content** dropdown menu and select **Last Name**.
- 4 You should see **#lastName** appear in the text editor. This is special code that will display the visitor's last name. Press the **Submit** button to save the changes.
- 5 If you click **View Live Page** you can preview the changes. Notice how the landing page now displays the visitor's last name.

What is Testing Mode? The **Testing Mode is On** any time you visit the landing page from the dashboard. It is there to protect your testing from actually showing up in the campaign results. Information submitted through the form and response emails will also be suppressed when testing mode is on.



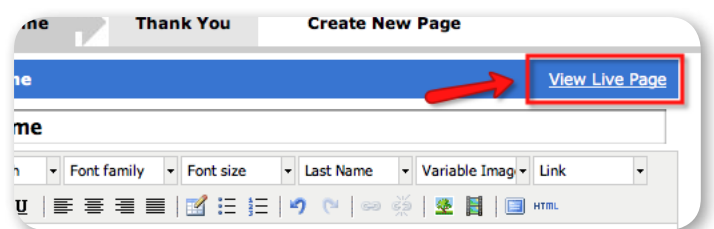
Step 1



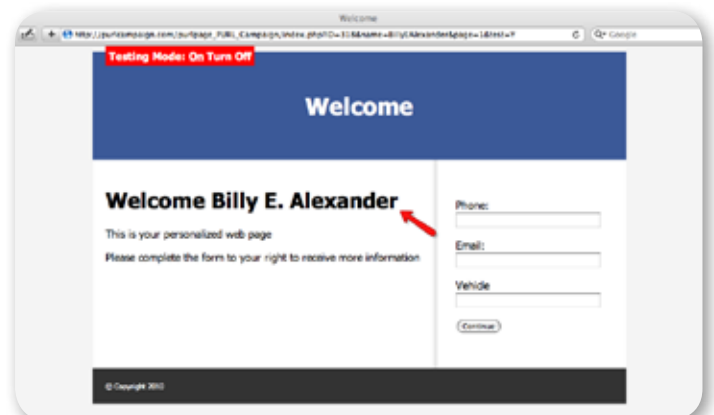
Step 3



Step 4



Step 5



Step 5

Modify Landing Page Form

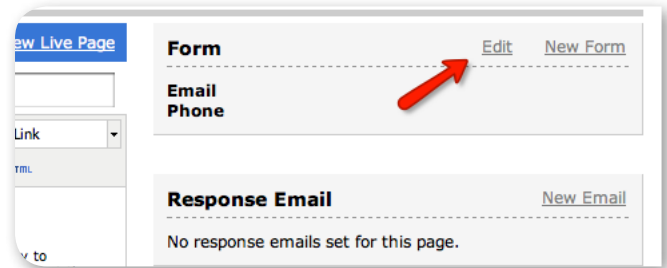
The **Landing Page Form** is the area of the landing page that collects information from the visitor. The form can consist of text fields, dropdowns, checkboxes, and radio buttons.

To modify the form follow the example below:

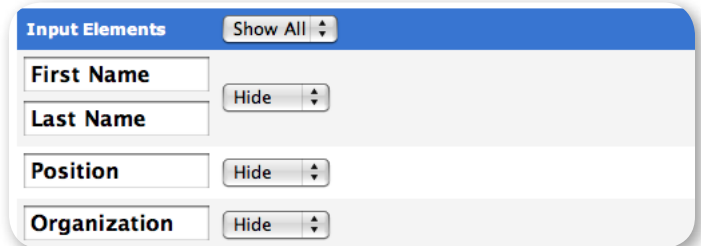
- 1 Select the campaign that you would like to edit from the left menu.
- 2 Select the **Edit** button in the **Form** box.
- 3 The Form Settings page will allow you to:
 - Show/Hide the entire form.
 - Change the name of the input elements.
 - Show, Hide, or Require each individual element.
 - Rename the button
 - Define where the user should be taken after the form is completed.
 - Add Custom Fields (see Step 4)

Quick Tip: Require means that the form must be filled out. If the visitor tries to submit the form without the input element filled out, they will receive an alert.

- 4 To add a new custom field click on the **Add/Edit Fields** link the the **Custom Fields** bar.
- 5 Give your field a name and hit the **Add Field** button.
- 6 Once you are finished adding new fields, click the **Submit** button to return to the Form Settings page.
- 7 Back at the Form Settings page, you'll see the new Custom Field(s) you just created. Select **Show** from the dropdown.
- 8 Press the **Submit** button one final time to save the changes.
- 9 Select **View Live Page** and notice how the changes you made take effect.



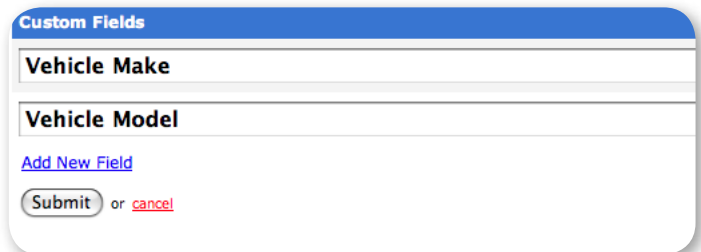
Step 2



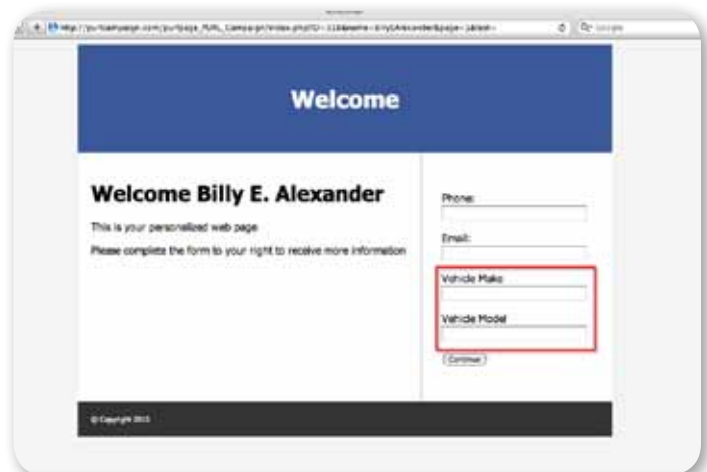
Step 3



Step 4



Step 6



Step 9

Modify Landing Page Design

You have full control to modify the landing page layout and design. These modifications are all accomplished through the **index.php** file on your server.

? Where is the index.php file? This file was automatically installed on your server when you created your PURL campaign. Look for it in a folder on your public server that starts with "purlpage_".

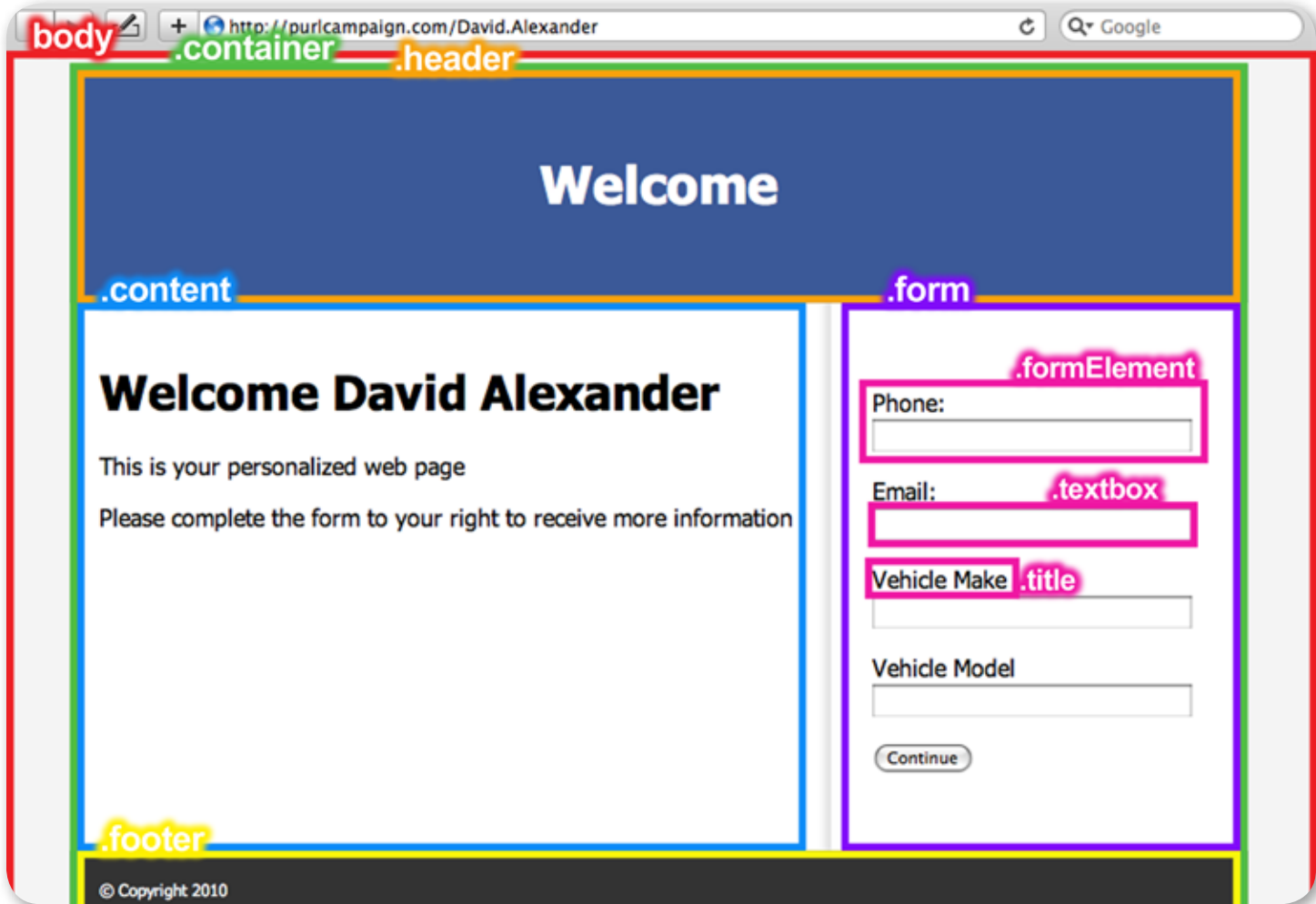
The CSS

The CSS (Cascading Style Sheets) defines the overall look of the landing page. CSS is the standard for defining the layout and design of a website. You'll find the CSS in the head of the index.php file.

To the right is a list of CSS styles that are pre-defined the index.php file. Below that is an image to help you identify what sections of the page the CSS styles are defining.

HTML & CSS Experience Required. A basic understanding of HTML and CSS design is required to modify landing page designs.

- Pre-Defined CSS Styles**
- body:** Page background color
 - .container** - Width, position, font and form background image
 - .header** - Header size, font, and background color
 - .content** - Position of the content area
 - .form** - Width and position of the form
 - .formElement** - Space below each form element
 - .textbox** - Form textbox font size and width
 - .calendar** - Form calendar font size and width
 - .button** - Form button font size and width
 - .footer** - Footer size, positioning and background color



Modify Landing Page Design (cont.)

Example Modification:

In this tutorial we are going to modify the pre-defined CSS code to change the design of the landing page.

1 Change the “body” background color

Old: body { background-color:#F4F4F4; }
New: body { background-color:#ce3e17; }

2 Change the “.container” width, background color and border. Also remove the background image.

Old:
 .container { width: 800px; margin-right: auto; margin-left: auto; font-family: Tahoma, Geneva, sans-serif; background-image: url(http://www.purlapi.com/lp/images/form_background.gif); background-repeat: repeat-y; }
New:
 .container { width: 900px; margin-right: auto; margin-left: auto; font-family: Tahoma, Geneva, sans-serif; background-color: #fee8b8; border: 10px solid #FFF; }

3 Give the “.header” an image and change the height.

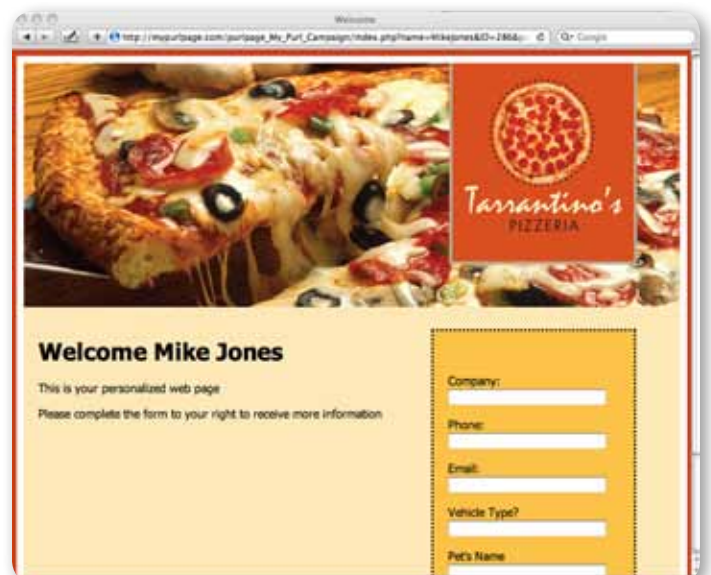
Old:
 .header { text-align: center; padding-top: 60px; font-size: 35px; font-weight: bold; background-color: #3b5998; color: #FFF; padding-bottom: 60px; }
New:
 .header { text-align: center; font-size: 35px; font-weight: bold; background-image: url(http://www.pizzapurl.com/images/header.jpg); height: 334px; }

4 Give the “.form” a border and a background color.

Old:
 .form { width: 235px; float: right; margin-bottom: 20px; padding: 20px; background-repeat: repeat-y; }
New:
 .form { width: 235px; float: right; margin-bottom: 20px; padding: 20px; background-color: #fdc247; border: 3px dotted #000; margin-right: 60px; margin-top: 30px; }



Default Landing Page



Landing Page After Modifications

Adding New Pages

You may want your landing page to consist of a series of pages that are linked together. This technique is commonly used to lead a visitor through a series of questions.

- 1 Select the campaign that you would like to add a page to from the left menu.
- 2 Select **Create New Page**. The page will automatically be added.

Quick Tip: To delete a page, click on **Delete Page** in the dark blue menu bar.



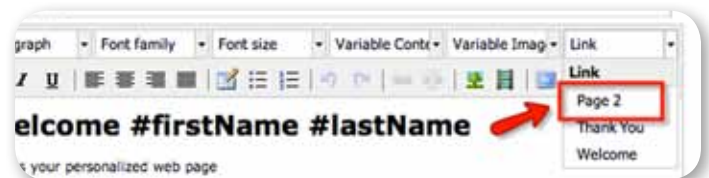
Adding New Pages - Step 2

Linking Pages

You can link pages using both hyperlinks and forms. Hyperlinks will simply place a link from one page to another. Linking pages with forms allow you to direct visitors to a specific page after they input information through a form.

Linking pages with hyperlinks:

- 1 Select the page you would like to place the link on. Place your cursor and click in the text editor where you would like the link to appear, and select the destination page from the **Link** dropdown.
- 2 A link should appear in the text editor. Press the **Submit** button to save the changes.



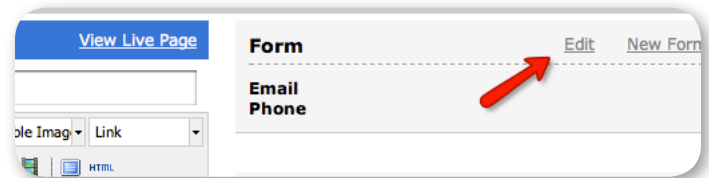
Linking pages with hyperlinks - Step 1



Linking pages with hyperlinks - Step 2

Linking pages with forms:

- 1 Select **Edit** in the Form box (Located to the right of the landing page editor).
- 2 Scroll to the bottom and select the destination page from the **Next Page** dropdown. When the user fills out the form, they will be taken to the page defined here.



Linking pages with forms - Step 1



Linking pages with forms - Step 2

Variable Images

Variable images allow you to display different images depending on who visits the landing page.

To setup variable images in your campaign take the following steps:

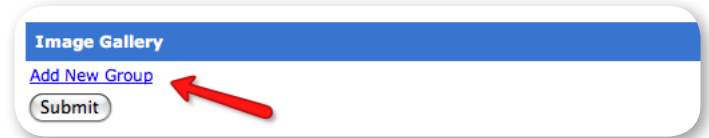
- 1 Select **Contacts** under the campaign for which you would like to set variable images.
- 2 Go to any contact's profile by selecting **Edit** next to a contact.
- 3 Select **Add/Edit Images** in the Images box in the right column.
- 4 Select **Add New Group**. Give the new image group a name and press **Submit**.
- 5 Select **Add Image** under the group you just created. Either enter the URL for the image you would like to add, or upload an image.
- 6 Continue adding images until all the images for this particular group are upload. Then **select the radio button** under the image that you would like to use for this particular contact. Press **Submit** to save the changes.
- 7 Continue to select the appropriate image for each contact in this campaign.

Quick Tip: You can define the variable images for each contact through the upload file as well. See the next tutorial for instructions.

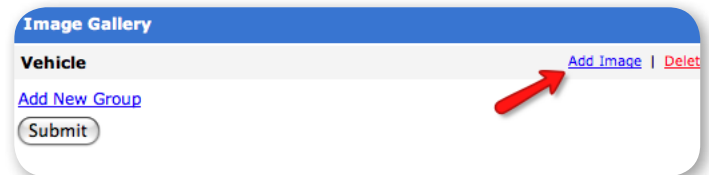
- 8 Select the campaign's tab (in the left menu) to edit the landing page content.
- 9 Place the cursor and click in the text area where you would like the image to appear. Then go to the **Variable Images** dropdown and select the image group you just created. You will notice that code is placed into the text area where you selected. Press **Submit** to save.
- 10 Click **View Live Page**. You will notice that the appropriate image appears for each visitor.



Step 3



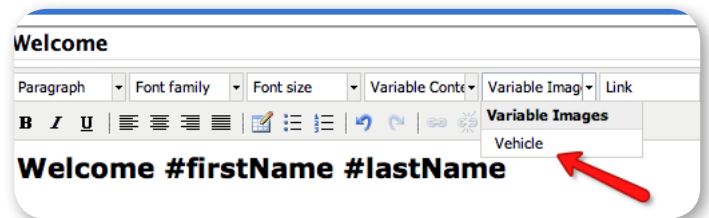
Step 4



Step 5



Step 6



Step 9

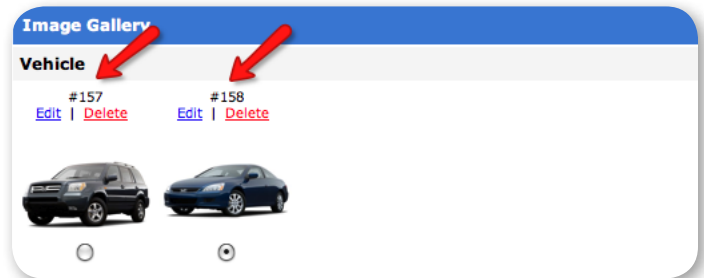


Step 10

Defining Variable Images in the Upload File

Instead of defining each contact's variable image one-by-one, you can do so all at once when you upload multiple contacts.

- 1 Go to the Image Gallery through any contact's profile. Click on the **Add/Edit Images** in the Image box on the right hand side.
- 2 Take note of the numbers displayed above each image in your image gallery.
- 3 Click on **Contacts** (in the left menu), then **Upload** in the light blue bar.
- 4 Download the most recent 'csv template'.
- 5 Open the 'csv template' in a program like Microsoft Excel. Notice the 'Image: ...' column. Place the image number for this image group as noted in Step 2.
- 6 Complete the Upload process and the images will automatically be assigned to each contact.



Step 2



Step 3

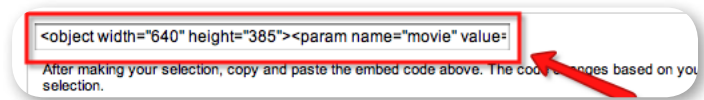
H	I	J	K	L	M
Address1	Address2	City	State	Zip	Image: Vehicle
2351 Pierpont Ave		Conyers	CA	30034-3556	157
660 Oxford Crest Ct		Decatur	IL	30022-6669	158
585 Twin Brook Way		Suwanee	OH	30024-3563	157
6740 Lullwater Rd		Dacula	MI	30024-3563	158
1712 Atlanta Hwy Ste B		Johns Creek	CT	30030-2128	157
2941 Treehouse Ln		Lawrenceville	CA	30030-2712	157
45 Hallmark Ln		Conyers	IL	30034-5259	158
225 Nancy Ln Apt 114		Decatur	OH	30030-5020	157
4465 Settles Bridge Rd		Alpharetta	MI	30038-6993	158
418 Conditon Hwy		Conitaton	CT	30031-043	157

Step 5

Adding You-Tube Video to Landing Pages

To add a YouTube video to your landing page take the following steps:

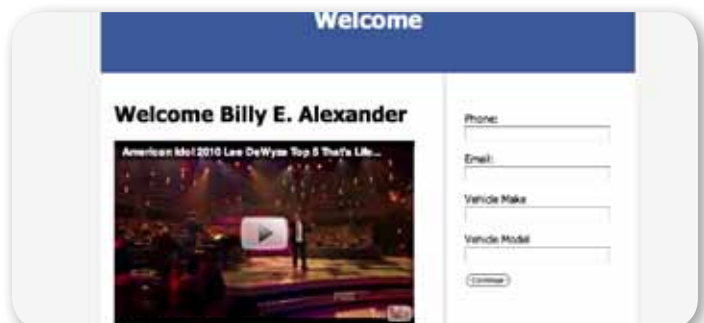
- 1 Navigate to the video on youtube.com.
- 2 Click on the **<Embed>** button under the video you would like to add on youtube
- 3 Copy the provided embed code.
- 4 Return to the dashboard, and select the **HTML** button from the text editor.
- 5 Paste in the embed code where you would like the video to appear. Press the **Update** button
- 6 Press the **Submit** button to save the changes.
- 7 Select the **View Live Page** link to preview the changes.



Step 3



Step 4



Step 7

Personalized Response Emails

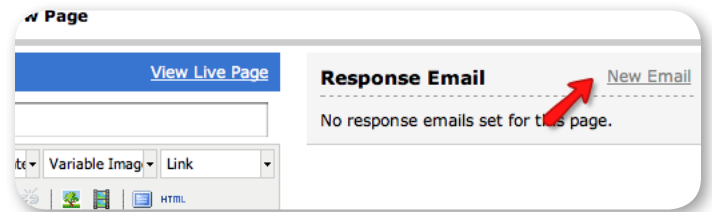
Response Emails can be sent when a user visits a specific page. In this tutorial, we will create a Thank You email that will be sent to the visitor when they visit the ‘Thank You’ page.

- 1 Select the page that will trigger an email. I’m going to select the **Thank You** page because I want an email to be sent to my visitor when they submit the form and are sent to the Thank You page.
- 2 Select **New Email** from the Response Email box located in the right column.
- 3 Compose the email.
 - Select when you would like to the email to be sent. If you select ‘Instantly’, then the email will be sent out as soon as the user visits the page. Otherwise, it will be sent out at the select time interval after the page visit.
 - In the text area you can use Variable Content just as you do when personalizing the landing page. For example, to display the recipient’s First Name, you would select **First Name** from the **Variable Content** dropdown.
- 4 Select the **Save Landing Page Email** button.

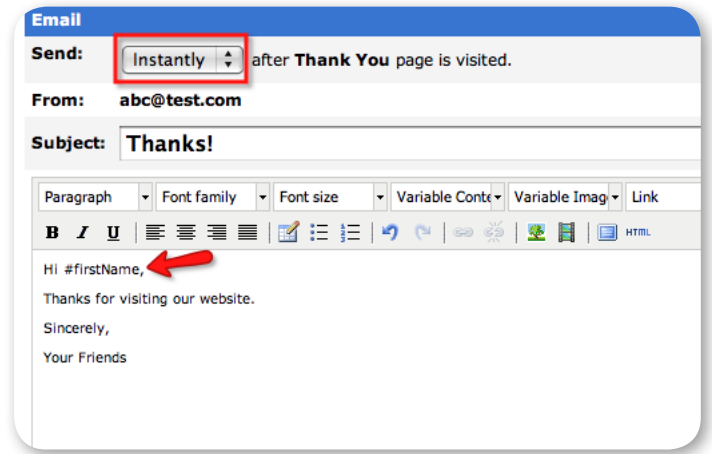
Quick Tip: If Testing Mode is On, or if the visitor does not have an email address, the response email will not be sent.



Step 1



Step 2



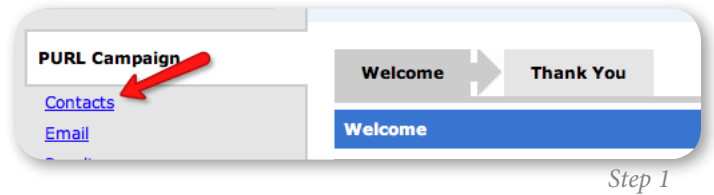
Step 3

Uploading Multiple Contacts

Take the following steps to upload multiple contacts to a campaign:

- 1 Select **Contacts** under the campaign for which you would like to upload contacts to.
- 2 Select **Upload** from the light blue bar.
- 3 Download the most recent csv template. Save the file to your desktop, or open with Microsoft Excel.
- 4 Open the downloaded **csv template** in a program like Microsoft Excel. Notice how the template is pre-populated with words defining each column.
- 5 Insert your contact's information in the appropriate columns and save as a 'csv' file.
- 6 Return to the dashboard and click on the **Browse** or **Choose File** button.
- 7 Navigate to the 'csv template' that you just saved. Select the file and press **Open**.
- 8 Once you have selected the file, press the **Submit** button.

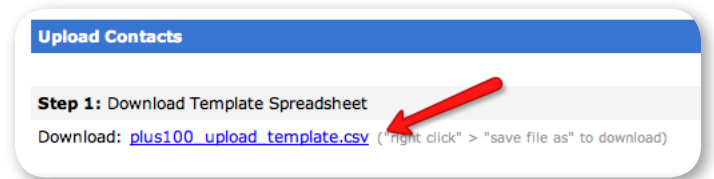
Quick Tip: The application will automatically upload the contacts into the system and check for any duplicates. If any duplicates are found then you will be alerted and giving the opportunity to make them unique.



Step 1



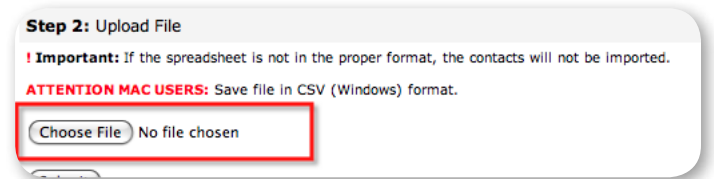
Step 2



Step 3

A	B	C	D	E	F	G
First Name	Last Name	Organization	Position	Email	Phone	Fax

Step 4



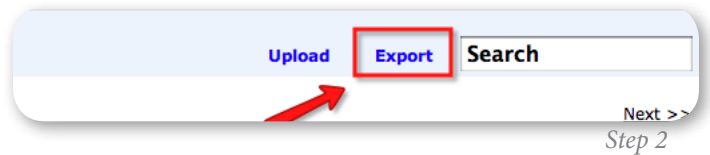
Steps 7-8

Export Contacts

When exporting contacts, the csv file will contain all contacts with associated PURL and contact details.

Quick Tip: This file can be sent to your printer to incorporate the PURLs into your variable data printing.

- 1 Click on **Contacts** under the campaign that you would like to export contacts.
- 2 Select **Export** from the page menu.
- 3 Download the provided .csv file
- 4 Open in Microsoft Excel (or other spreadsheet software).



A screenshot of a CSV file opened in Microsoft Excel. The spreadsheet has columns labeled A, B, C, and D. The data is as follows:

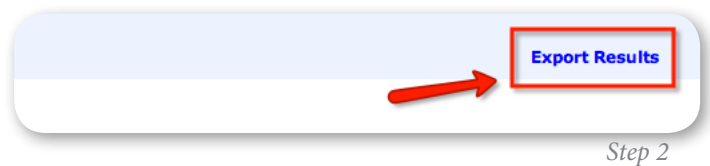
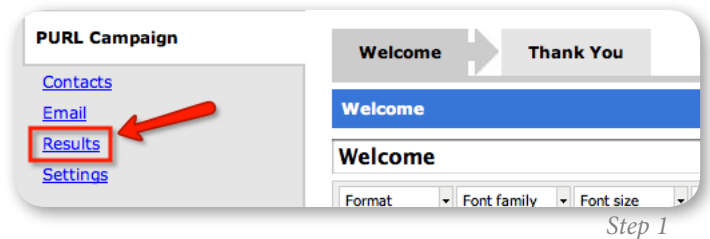
	A	B	C	D
1	PURL	First Name	Last Name	Organization Pos
2	http://mypurlpage.com/Jim.Smith	Jim	Smith	
3	http://mypurlpage.com/Alex.Richards	Alex	Richards	
4	http://mypurlpage.com/Sally.Jones	Sally	Jones	
5	http://mypurlpage.com/Mike.Anderson	Mike	Anderson	
6				
7				
8				
9				

The label 'Step 4' is at the bottom right.

Export Results

When exporting results, the csv file will only contain contacts that have visited the landing page.

- 1 Click on **Results** under the campaign that you would like to export results.
- 2 Select **Export Results** from the page menu.
- 3 Download the provided .csv file
- 4 Open in Microsoft Excel (or other spreadsheet software).



Landing Page Alert Settings

Alert settings will allow you to be instantly notified via email of any landing page activity. Take the following steps to setup alerts for your campaign:

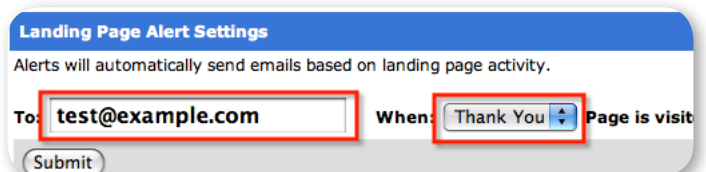
- 1 Select the campaign you would like to set an alert for.
- 2 Select 'Alert Settings' from the page menu.
- 3 Enter the email address that you would like the alert to be sent to. Then select the page that will trigger the alert. Finally hit the submit button.
- 4 You will be given confirmation that the alert has been added. You can repeat the steps to create additional alerts.



Step 1



Step 2



Step 3

Password Protect Landing Pages

Adding Password Protection to your landing pages will require visitors to enter a password before they can visit their page.

- 1 Select the campaign (in the left menu) that you would like to apply password protection to.
- 2 Select **Security** from the page menu.
- 3 Select **On** from the **Password Protection** dropdown.
- 4 If you would like to customize the password page, you can do so through the provided page editor.

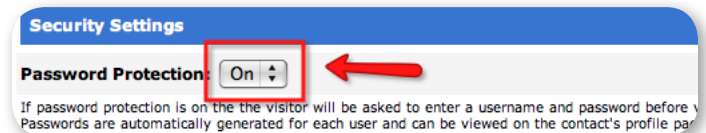
At this point you have activated the Password Protection security for the landing page. If you were to visit the landing page now, it would ask you for a password to continue.



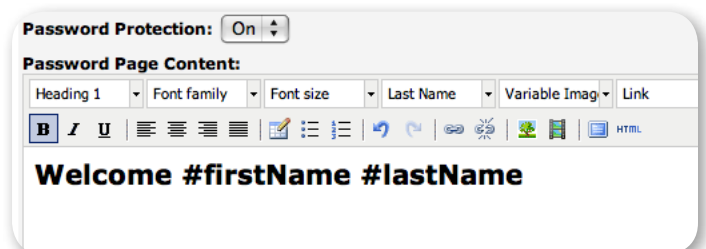
Step 1



Step 2



Step 3



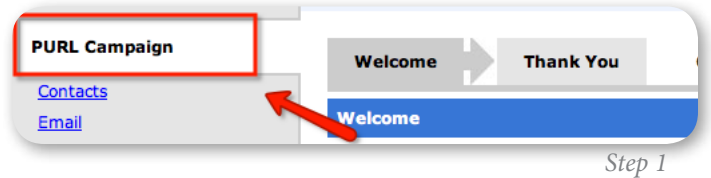
Step 3

Quick Tip: Passwords have been randomly generated for each contact. You can view the password for any contact by clicking on their profile. The passwords are now also included when you **Export Contacts**.

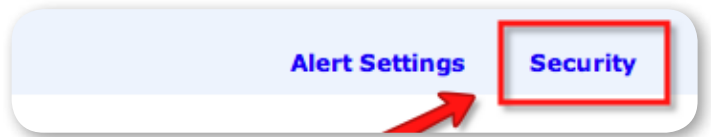
Pre-Populate Forms

You have the option for landing page forms to be pre-populated. If pre-populate forms is **On** then the landing page forms will not be pre-populated with the visitor's information.

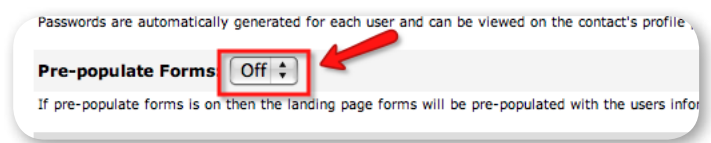
- 1 Select the campaign (from the left menu) that you would like edit.
- 2 Select **Security** from the page menu.
- 3 Select **Off** from the **Pre-populate Forms** dropdown to turn pre-population off



Step 1



Step 2



Step 3

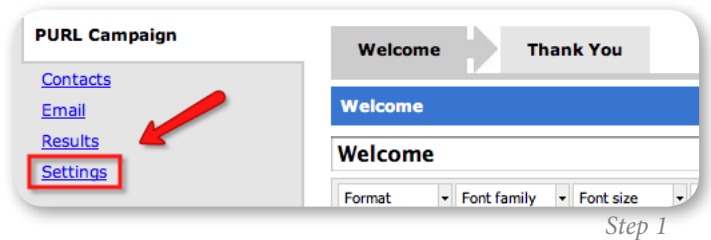
Export Campaigns

Exporting campaigns allows you to save a campaigns settings and landing page file for future use. This tutorial will walk you through the process of exporting a campaign.

- 1 Select **Settings** under the campaign you would like to export.
- 2 Select **Export Campaign** from the page menu.
- 3 You may see a screen asking for the ftp password. The password is needed to download the most recent version of the landing page. Enter the password and hit submit.

Quick Tip: If you don't have your password, you can click on 'just export settings,' and it will only export the settings of the campaign, and not the landing page file itself.

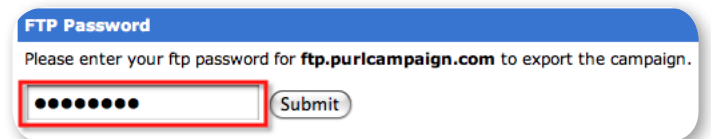
- 4 Download the provided .zip or .txt file



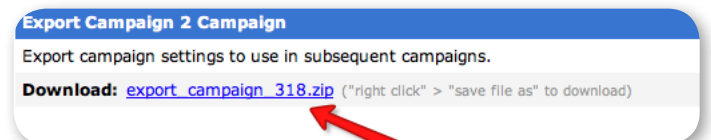
Step 1



Step 2



Step 3

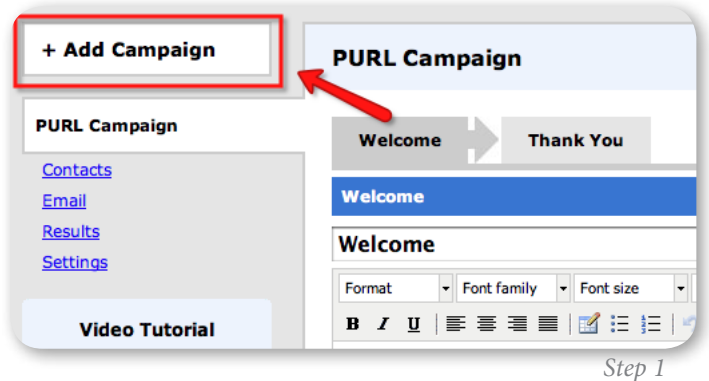


Step 4

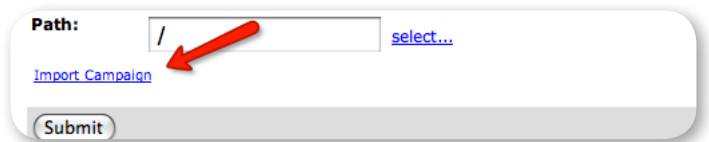
Import Campaigns

If you have previously exported a campaign from the system, you can take the following steps to import it back into your account:

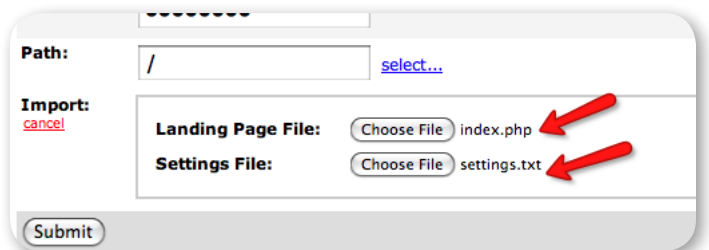
- 1 Select **Add Campaign** from the left menu.
- 2 Continue as if you are creating a new campaign. After you enter your ftp information, you will have the option to **Import a Campaign**. Click on the indicated link.
- 3 Press the **Choose File** button next to **Landing Page File**, and navigate to the **index.php** landing page file previously exported.
- 4 Press the **Choose File** button next to **Settings File**, and navigate to the **settings.txt** file previously exported.
- 5 Once you have the path entered, and both landing page and settings files chosen, hit the **Submit** button. Doing so will automatically copy over all settings from the imported campaign, and upload the proper landing page file to the server.
- 6 Continue with the steps as usual for creating a new campaign.



Step 1



Step 2

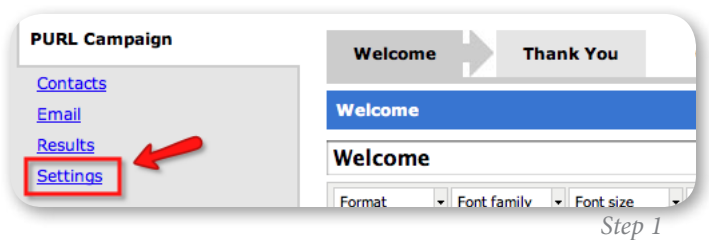


Step 3 & 4

Delete Campaign

Warning. This will permanently delete the campaign and all associated contacts.

- 1 Select **Settings** under the campaign that you would like to delete.
- 2 Select **Delete Campaign** from the top menu.



Step 1



Step 2

GoDaddy Domain Hosting & Setup

In this tutorial we will purchase a domain name and hosting package to use as a Personal URL landing page. We're only using GoDaddy as an example. You are free to choose any domain name and hosting provider.

Warning. When purchasing a new hosting package, ensure that it is a Linux server and has PHP 5+ installed.

- 1 Go to godaddy.com and select **Hosting** in the top menu bar.
- 2 Choose a Hosting Plan. The Economy Plan will be sufficient. You can choose to upgrade to a larger hosting plan if you choose to do so. Also make sure that the **Linux** operating system is selected. Select **Add** to add the hosting package to your shopping cart.

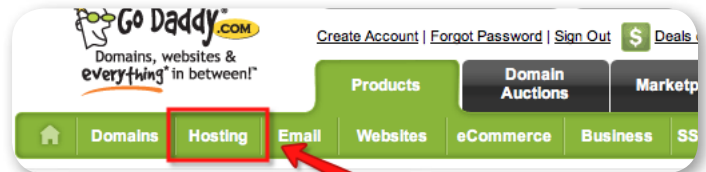
- 3 Select **Domains** in the top menu bar. Enter the domain name that you would like to use.

Quick Tip: If your personal url is going to be: www.greatoffer.com/mike.jones you would type **greatoffer** into the box.

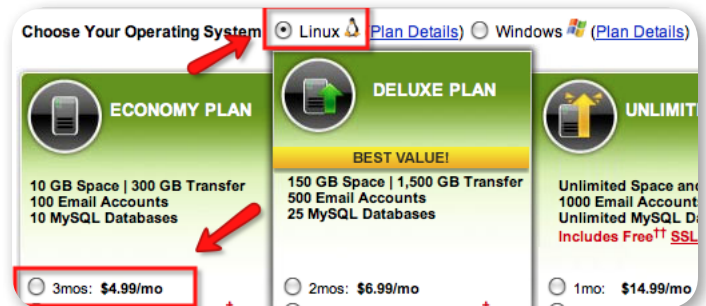
- 4 If your domain name is available, click the **Add** button to add the domain to your shopping cart.
- 5 Click the **Continue to Registration** button.

Quick Tip: GoDaddy will offer you on a bunch of extras. You can choose to purchase them if you wish, however, none are necessary.

- 6 Complete the checkout process. Make sure that your shopping cart contains a Linux Hosting Package and Domain Name Registration.
- 7 After you complete the checkout process, login to your account. You should see the domain name and hosting account you just purchased.
- 8 Select the **Web Hosting** link under **Products**. When you arrive to the Hosting Account Manager, select **Setup Account** next to the hosting package you just purchased.



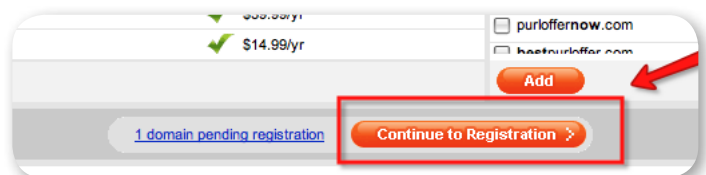
Step 1



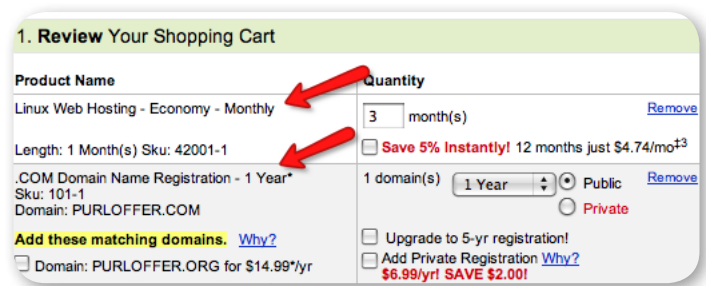
Step 2



Step 3



Step 5



Step 6



Step 8

GoDaddy Domain Hosting & Setup (cont.)

- 9 Continue through the account setup process. When you get to **Account Details**, make sure you select the existing domain name you just purchased.
- 10 In the **Options** section, make sure you select PHP Version **PHP 5.x**. Google Webmaster Tools are optional.
- 11 After you finish the account setup process, it will give you an alert indicating that the hosting account is **Pending Setup**. When setup is complete, you will see a default “Web site is coming soon” page when you visit your new domain.
- 12 You’ll also receive an email from goDaddy with your FTP account details. You will need this for setting up your PURL campaign.

Quick Tip: The email does not contain the password you created. Make sure you store the password in a safe place for future reference.



Step 9



Step 10



Step 11