

Focused Campaigns allow you to send any type of available campaign to a custom list of specific clients so you can target the audience of your choosing. You can upload a list of clients from a Customer Queries export file or a spreadsheet, or copy and paste client data into the the Focused Campaigns online spreadsheet. Use this guide to walk through the 3-step process.

## Overview

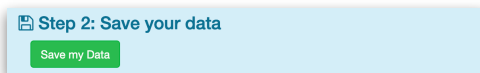
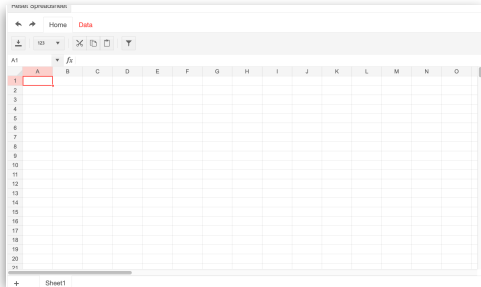
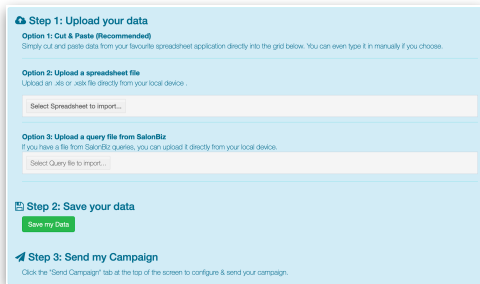
From the SalonBiz Central side bar, click Campaigns, then Focused Campaigns. The Focused Campaigns screen will load and place you on the Upload Spreadsheet tab.

## Step 1. Obtain Your Client List

There are 3 options that you can use to get your client information into Focused Campaigns.

◆ *Note that any data you upload or paste must be formatted with Column A as the client's first name, Column B as the client's last name, and Column C as the client's email address.*

- Option 1 - Cut & Paste (Recommended): Here, you can copy and paste (or manually enter) client data from your favorite spreadsheet application directly into the Focused Campaign Online Spreadsheet located at the bottom of the page.
- Option 2 - Upload a Spreadsheet File: Here, you can upload your own spreadsheet (in XLS or XSLX format) directly from your computer. Your client data will show up in the Online Spreadsheet at the bottom of the page if you need to make any last-minute edits.
- Option 3 - Upload a Query File from SalonBiz: Here, you can upload a text file that you exported directly from Customer Queries in SalonBiz. Your client data will show up in the Online Spreadsheet at the bottom of the page if you need to make any last-minute edits. See our user guide for creating custom email lists from Customer Queries if you need help!



## Step 2: Save Your Data

After you have entered and edited your client data to your liking, click the green Save My Data button. This writes your client data to Central, and gets it ready for sending.

Upload Spreadsheet Send Campaign

**Send Campaign**  
Manually run a campaign

Run a campaign using custom template 1 Test merging location details from Berenices Barber

using data from the following upload

Send My Campaign



### Step 3: Send My Campaign

After you've saved your client data to Central, click the Send Campaign tab at the top of the page.

- First, pick a SalonBiz Central Template from the drop down list. Focused Campaigns need an associated template before they can be sent. Need help with designing a template? See our SalonBiz Central Custom Email Templates user guide.
- Next, choose a location from the second drop down. The phone and address information from the location you choose will be merged into the template that you chose if you have those merge tags.
- Finally, choose the data set of clients who you want to send your campaign to. The drop down will list the file name of your upload along with the date and time you uploaded it for easy reference. *Note: Uploaded spreadsheets will be automatically removed from Central after 48 hours.*
- Click the Send My Campaign button and you're done! Your campaign emails will be queued for delivery in Central within the next hour.