Using Broadcasts

Elevate your engagement game with SmartEngage Broadcast. Reach your list through versatile channels like email, SMS, Facebook, and push notifications, ensuring a multi-faceted approach to audience engagement and interaction.

- Creating a Broadcast
- Understanding Broadcast Reports
- Broadcast Auto Follow Up with Smart Options
- Re-using a Previous Broadcast

Creating a Broadcast

Creating Broadcast Newsletters are an important part of communicating with your customers.

Here at SmartEngage we are not simply an email service provider. We also allow you to send Facebook Messenger Broadcasts and Push Notification Broadcasts.

This is extremely powerful in that you now have the ability to set up conditions of sending communications to multiple platforms the smartest way possible.

To get started please follow these steps:

Step 1: Click on Engage > Broadcast

image.png
image.png and or type unknown

Step 2: In the top right area of the page click on the "New Broadcast" button.

image.png
image.png and or type unknown

Step 3: Select One or more platforms in the order of priority you want your subscriber to see first if they have more than one platform associated with them.

image.png
image.png and or type unknown

What is the point of this? Lets assume that you have the subscriber, John Doe. If John is connected via Email, Facebook Messenger, and Push Notifications you certainly don't want to spam him with all 3 contact methods at once. In this case you set the Primary Platform you want to use to contact someone assuming they have multiple platforms connected. The order of priority will depend on each Subscriber in terms of what platforms they have connected to their account.

For a full explanation of how this feature works along with everything related to sending a Broadcast please watch this video below:

https://www.youtube.com/embed/w9sXmOSOCFI?rel=0

Understanding Broadcast Reports

Broadcast reports are broken up into 3 main sections. From top to bottom we have Email, Facebook Messenger, and Web Push Notifications.

You will see statistics listed in these sections only if you used the channel during your broadcast.

For example if you sent an email only broadcast then the sections for Facebook Messenger and Web Push Notifications would be 0's.

The right side column will list your "Campaign Activity Stream". This is a feed of what is happening or has happened regarding this broadcast. It includes things like opens, clicks, and conversions.

Lets take a look at the Email based section of the report using the image below as our example.

(Please note that Facebook Messenger and Web Push Notifications are the same with respect to their channels)

image.png
Image not found or type unknown

The top left box (blue) represents the emails which have been opened and unopened. For any recently sent broadcasts this number will continue to increase as more and more people check their inboxes and, as a result, move from an unopened user to an opened user.

The top middle box (orange) represents CTOR (click to open rate) which is a % related to the number of emails clicked divided by the number of emails opened. This is a good representation of how good your call to action is within your email

The top right box (teal) represents the total people who unsubscribed after receiving this broadcast. Unusually high numbers here is an indicator of a bad list or people who simply don't want to see your messages.

The middle left box (red) represents the # of spam complaints reported by subscribers after receiving this broadcast. It should be very rare that this block has any complaints if you are properly communicating with your subscribers.

The middle box (green) represents the overall CTR (click through rate) based on your number of clicks divided by the total emails sent, regardless if they were opened or not.

The middle right box (purple) represents the total # of emails that were actually sent. It is not uncommon to see some emails as "Unsent" as this could be related to a full email inbox or bounced

email. This # should be very low, however, and any unusually high numbers of unsent emails is typically due to poor list quality.

The bottom left box represents the average money made relative to any conversions which can be attributed to this broadcast based on how many clicks it took to produce the $ amount of conversions made.

The bottom middle box represents the average money made relative to any conversions which can be attributed to this broadcast based on how many opens it took to produce the $ amount of conversions made.

The bottom right box represents the total amount of $ based on conversions which can be attributed to this broadcast.

NOTE: One note related to Web Push Notifications reporting is that there are no such things as "opens" in the traditional sense of the word. In this case we consider the metric here to be "Delivered" which means that the push has been sent and it appeared on the subscriber's computer or mobile device.

Also, for Web Push Notifications the section for abuse complaints is replaced with a breakdown of devices sent to in terms of Desktop vs Mobile.

Broadcast Auto Follow Up with Smart Options

Re-sending Broadcast Newsletters is a great way to ensure your message has its best chance to be seen.

On the final step before sending a broadcast is the "Settings" tab.

Please direct your attention to the section labeled, "Auto Follow up Settings"

image.png
image.png nd or type unknown

#1 - With this this option enabled you will be able to configure further options to automatically send your broadcast message again to users that do not open it the first time.

#2 - Here is where you specify the duration to wait after sending your original broadcast message before the auto follow up will activate.

#3 - You have the option to enter an alternate Subject Line as a way to try and capture the Subscriber's attention with a different marketing angle.

#4 - SmartEngage has a powerful feature which will allow you to use the Subscriber's secondary platform (if available) to deliver the message. This is a great option to use as sometimes a person is not always checking one particular platform; but they may see it on another.

Re-using a Previous Broadcast

Re-using a previously sent Broadcast is a great way to save some time by starting with a template and format that you already like.

Step 1: Visit your Broadcast page

image.png
Image not found or type unknown

Step 2: Scroll down to the section labeled "History" to find your previously sent Broadcast.

Step 3: In the far right column you will see a selection for "Actions" Click on that and you will see the following options:

image.png
Image not found or type unknown

Step 4: Select "Resend Options" and then select "Create a new campaign based on this campaign" and click Continue.

image.png
Image not found or type unknown

Step 5: Create and edit your Broadcast message as normal.