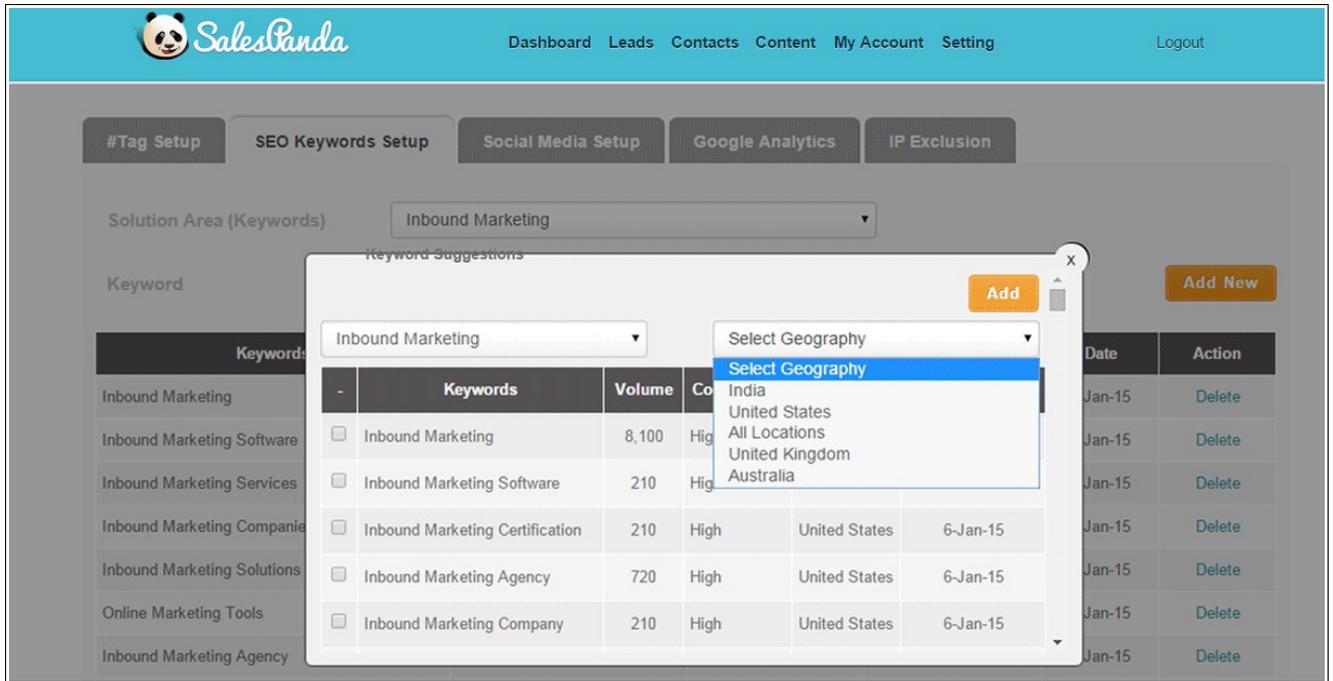


Q. Can SalesPanda help me increase my Web Traffic?

A.

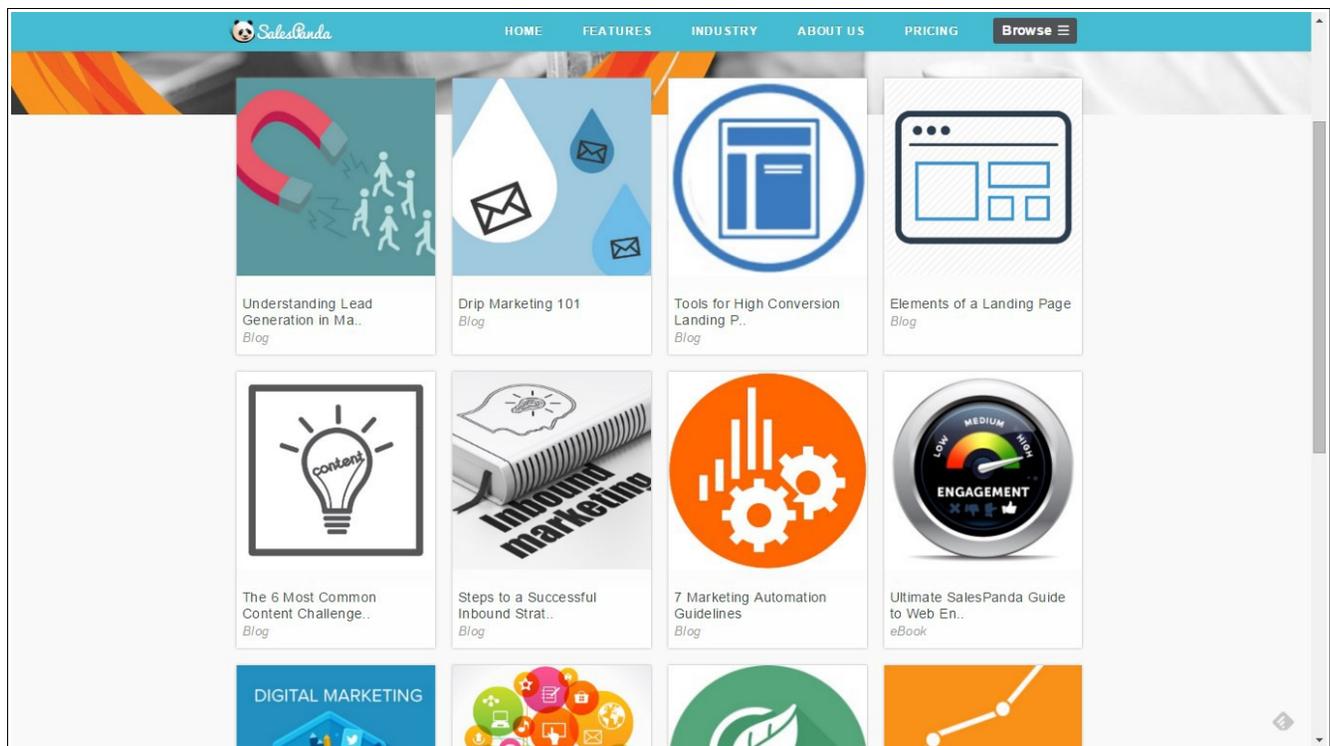


One of the primary functions of the SalesPanda tool is to help you increase your web traffic. SalesPanda can help you increase your web traffic in four ways:



- Search Engine Optimization

Search engine optimization for your content, without any plugins required and all within the SalesPanda tool. SalesPanda enables you to create content and insert SEO keywords that help you gain a better rank in search engines, boost website traffic and garner quality leads. You can add high-priority keywords, title tags and meta descriptions all within the tool for your content marketing. We give you a repository of relevant keywords for your content to maximize the search traffic.



- Content Creation

Studies have shown that business collaterals can increase your website visitors by more than 55%. Use SalesPanda's editing tool to create engaging content that can help you increase traffic to website. The content editor will display your stories just how you create them. Use graphics, images and more to reinforce your points. Furthermore, you can easily organize this content by industry, solution or service areas to ensure easy browsing and search for your readers via a neatly designed showcase on the website. All the content created using the editor are generated mobile ready and are adaptive to any device they are viewed on.

The screenshot shows a Facebook page for 'SalesPanda'. The page layout includes a search bar at the top with the name 'SalesPanda'. Below the search bar, there are options to 'Invite friends to like this Page' and a rating of '4.1 of 5 stars · 52 reviews'. The 'ABOUT' section displays a map of 'Okhla Phase 1, Delhi, India' with a location pin, a phone number '+91 11 4952 5631', and the website 'http://www.salespanda.com/'. The 'APPS' section features a 'PhotoContest' app. The main post is titled '#DigitalMarketing for #SaaS Companies' and includes a link 'http://ow.ly/XVM3V'. The post content features a bar chart titled 'EMAIL AIMS AND OBJECTIVES' with the following data:

Objective	Percentage
LEAD GENERATION/ NURTURING	78%
EXPANDING/ BUILDING BRAND	68%
DRIVING SALES	59%
STRENGTHENING THOUGHT LEADERSHIP	52%

Below the chart, the text reads: 'Digital Marketing for SaaS Companies. For all those software-as-a-service businesses that wish to offer more meat on the bone here is list of inbound marketing techniques that helps build'. The resource link is 'RESOURCES.SALESPANDA.COM'. The post has 'Like', 'Comment', and 'Share' buttons.

- Social Media Sharing

Reach more prospects quickly and easily! SalesPanda makes it easy to share and promote your content across social media channels such as Facebook, Google+, Twitter, LinkedIn, and more, after the content is published on the content showcase of your website, with just a single click. Social media sharing widgets on your content page mean that even your visitors can share the content to further drive traffic.

Dashboard Leads Contacts Content My Account SettingLogout

New Message

← Back

To

Subject

Message
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ADD Content **Attach Content** **Send Content Link** **Mail Only**

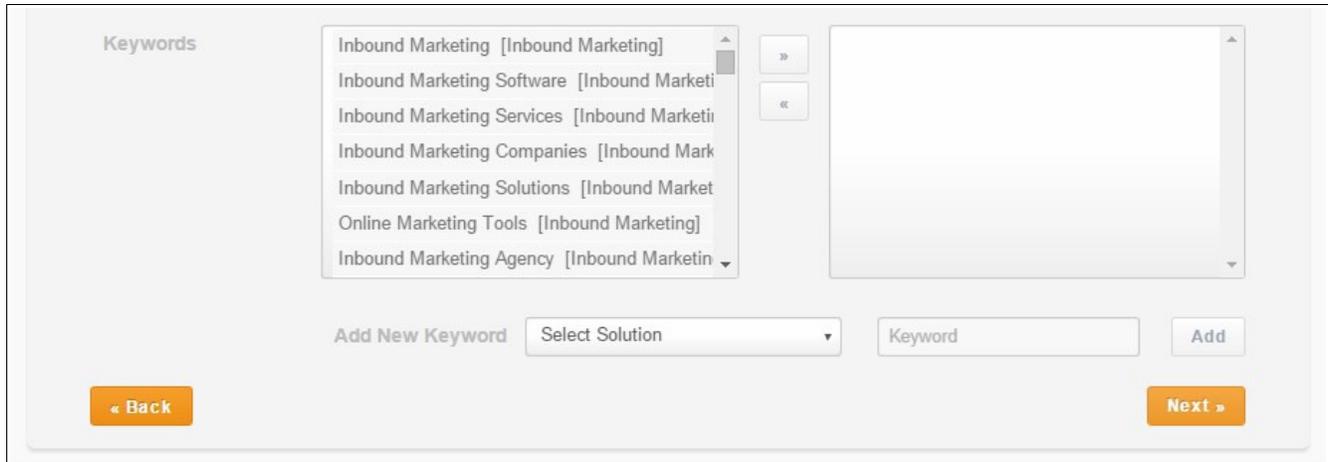
- E-mail marketing.

Even after the birth of so many new marketing tactics and technologies, e-mail marketing still stands firm as one of the most effective. SalesPanda gives you all the tools you need to start a smart e-mail campaign to reach out to your prospects. You can build your mailing list by importing your previously qualified contacts via SalesPanda's contact management tool or obtain new contacts by using SalesPanda's engagement windows.

Now, you can easily create campaign lists and send mass mails sharing your latest offers, case studies or blogs to your target customer base to attract them to your website.

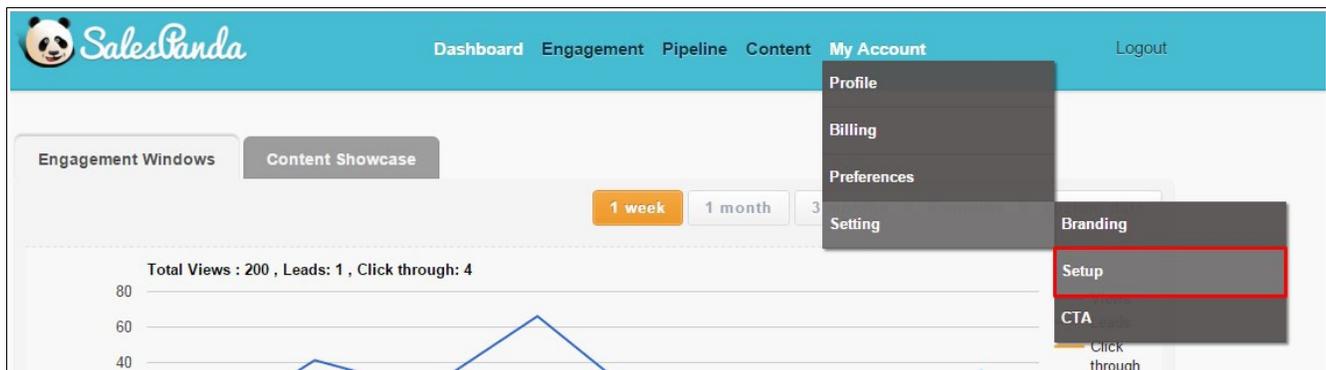
Q. How do I set up SalesPanda's SEO feature?

A. SalesPanda's SEO feature is made to be easy-to-use, however it does require a one-time initial set up to get it properly working.



SalesPanda will give you keyword suggestions and also allow you to input it into your content

Start by logging on to your SalesPanda account. Then, use the top bar to access the **Setup** section.



You can find the Setup section by following the top bar directory to My Account > Setting > Setup

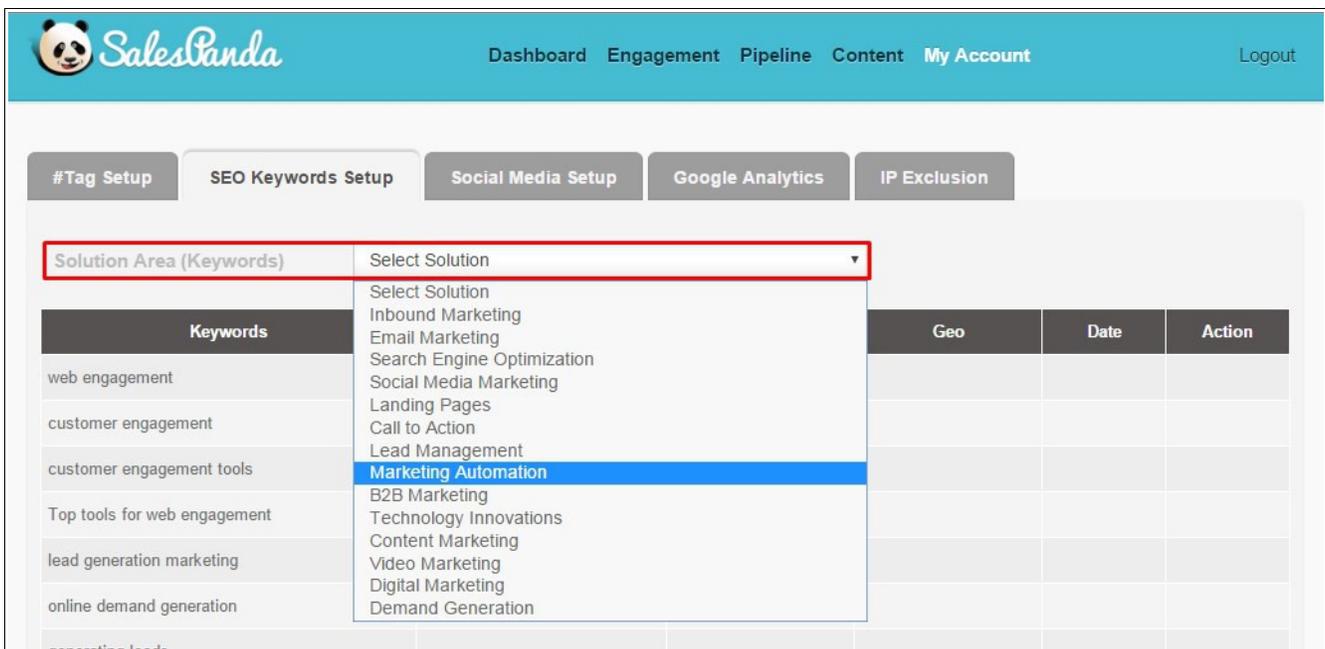
You should now find yourself in the **#Tag Setup** section. Using this section, you can set your solution areas, your content types and your targeted industry verticals. You can take a look at your current setup for all three options from this page, and you can edit their contents by clicking on the small square box on the right of each option.



The #Tag Setup section and the editing button

After setting up your #Tag section, we can finally get started on the SEO keyword setup. Click on the **SEO Keywords Setup** tab next to the **#Tag Setup** tab. Under this section, you should see a small box at the top asking you to select a particular solution area, based on the Solution keywords you had entered earlier on the **#Tag Setup** section.

Select a particular solution area to get started with from the drop down list.



Select a solution area from the drop down list

The solution area you chose should now display the list of keywords related to it that you have chosen, along with information like their search volumes, level of competition, geography of origin and date added. Additionally, two more buttons should now have appeared - **“Suggestions”** and **“Add New”**.

This keywords contained in this list are what will appear as options for SEO keyword inclusion when you create content using SalesPanda's *Content Showcase* module.

Keywords	Volume	Competition	Geo	Date	Action
Marketing Automation Software	1,300	High	United States	6-Jan-15	Delete
Marketing Automation Companies	140	High	United States	6-Jan-15	Delete
Marketing Automation Platform	110	High	United States	6-Jan-15	Delete
Marketing Automation Tool	90	High	United States	6-Jan-15	Delete
B2B Marketing Automation	50	High	United States	6-Jan-15	Delete
B2B Marketing Automation Software	10	High	United States	6-Jan-15	Delete
Marketing Automation Pricing	10	High	United States	6-Jan-15	Delete

Pick a Solution area to see a list of related keywords

The *Add New* button will allow you to add custom keywords to the list of the chosen solution. Use it if there's a particular keyword you want to use, that isn't already included in the suggested keyword list under your chosen solution.

The *Keyword Suggestions* button will open up a small window that has two drop down boxes, one for picking a specific solution topic, and one for picking a specific geography. After picking a specific solution topic relevant to your business, for example, say Cloud Computing, a list of keywords related to cloud computing, along with their search volume, keyword competition, geography of origin and date of update will be shown, similar to the list on the main SEO Keywords Setup page.



SalesPanda's Keyword Suggestion Feature

Check the box next to whatever keywords you would like to add, and then hit the orange Add button on the top right to add them to your master keyword list. And that's it, you're done!

*Tip: Remember, even though SalesPanda easily allows you to integrate the keywords it suggests easily into your content, **you can also use these keywords for SEO purposes other than your content.***

Q. How do I create content using SalesPanda?

A. {Add Content Library and Content Showcase modules here}

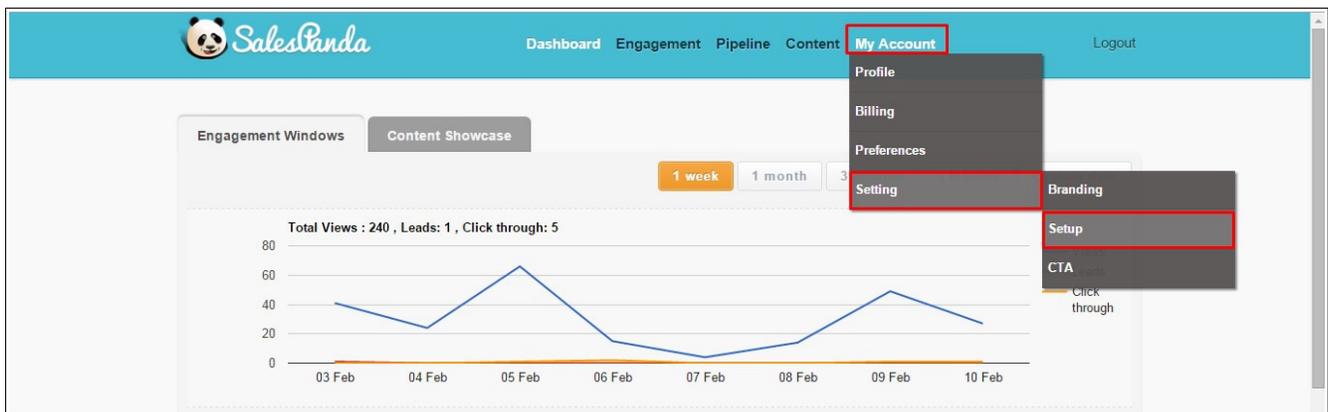
Q. How can I leverage social media for my content?

A. You can leverage social media for your content through SalesPanda by easily sharing it from within the SalesPanda tool itself. To make use of this feature, you have to give the SalesPanda tool access to your social media accounts to set it up.



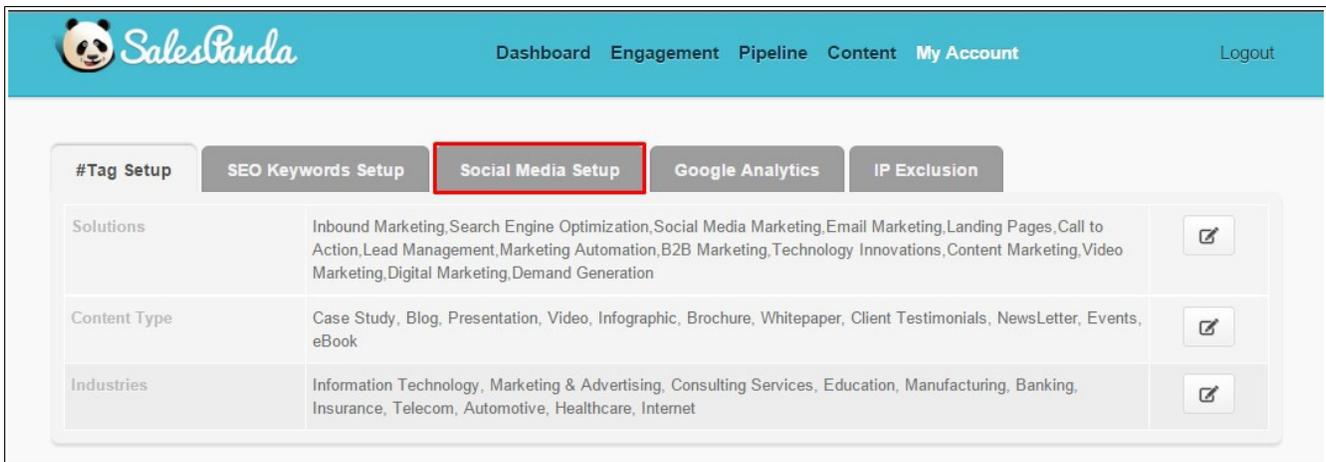
Share your content with just a click on your social media handles using SalesPanda

To integrate SalesPanda with your social media accounts, first, make your way over to the **Setup** page.



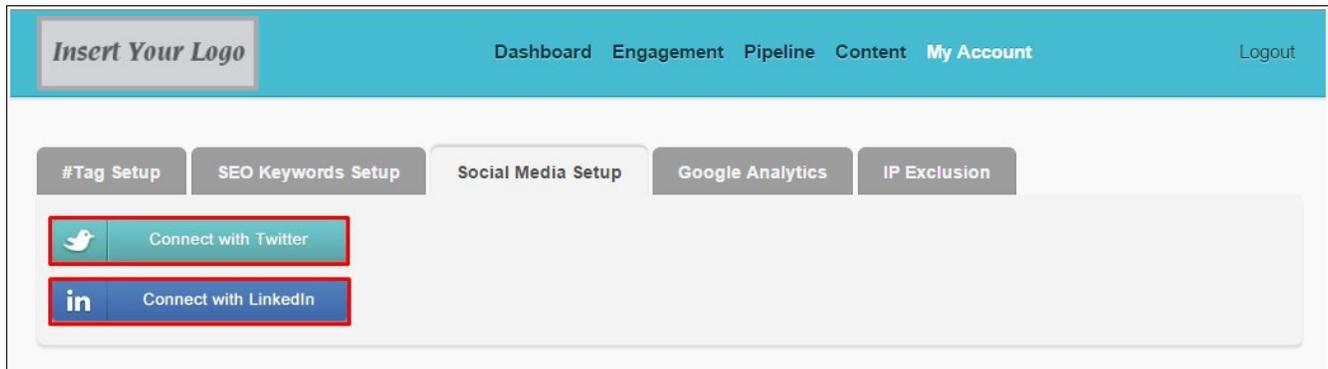
You can find the Setup section by navigating via the top bar directory to My Account > Setting > Setup

Once you navigate to the **Setup** section, click on the **Social Media Setup** tab on the top.



Find the Social Media Setup tab at the top

In the **Social Media Setup** section, you should be able to find two buttons, allowing you to integrate the SalesPanda tool with your Twitter or LinkedIn accounts. Just follow the instructions on the screen and enter the username and password for your social media accounts, and your account setup is complete!



Use the highlighted buttons above to integrate your social media accounts with SalesPanda!

To share any content you upload via the **Content Showcase** onto your Twitter or LinkedIn account, just use the mini icons you find on the action bar.

Logo	Content Type	Document Title	Description	Solutions	Creation Date	Action
	Blog	Lead Nurturing 101	The basics of lead nurturing - what it does, why it is relevant to your B2B marketing efforts and ti...	Email Marketing, Lead Management	09 Feb 2016 (Vanhishikha Bhargava)	Edit Delete  
	Blog	Understanding Lead Generation in Marketing	The basics of lead generation and the knowledge you need to create a lead generation campaign.	Demand Generation	02 Feb 2016 (Vanhishikha Bhargava)	Edit Delete  
	Blog	Drip Marketing 101	The basics of drip marketing, its use in modern day e-mail campaigns, its features, what it helps yo...	Email Marketing, Marketing Automation	27 Jan 2016 (Vanhishikha Bhargava)	Edit Delete  
	Blog	Tools for High Conversion Landing Pages	A list of the top 10 tools for creating an ideal high converting landing page by SalesPanda.	Landing Pages	19 Jan 2016 (Vanhishikha Bhargava)	Edit Delete  

Use the mini icons on the Content Showcase page to easily share your content with just a click!

Q. How can I use SalesPanda for my e-mail marketing campaigns?

A. SalesPanda allows you to create e-mail lists by importing all your contacts into one central repository, and bolster this list or even build an entirely new one from scratch via the use of it's engagement windows.

New Message « Back

To

Subject

Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

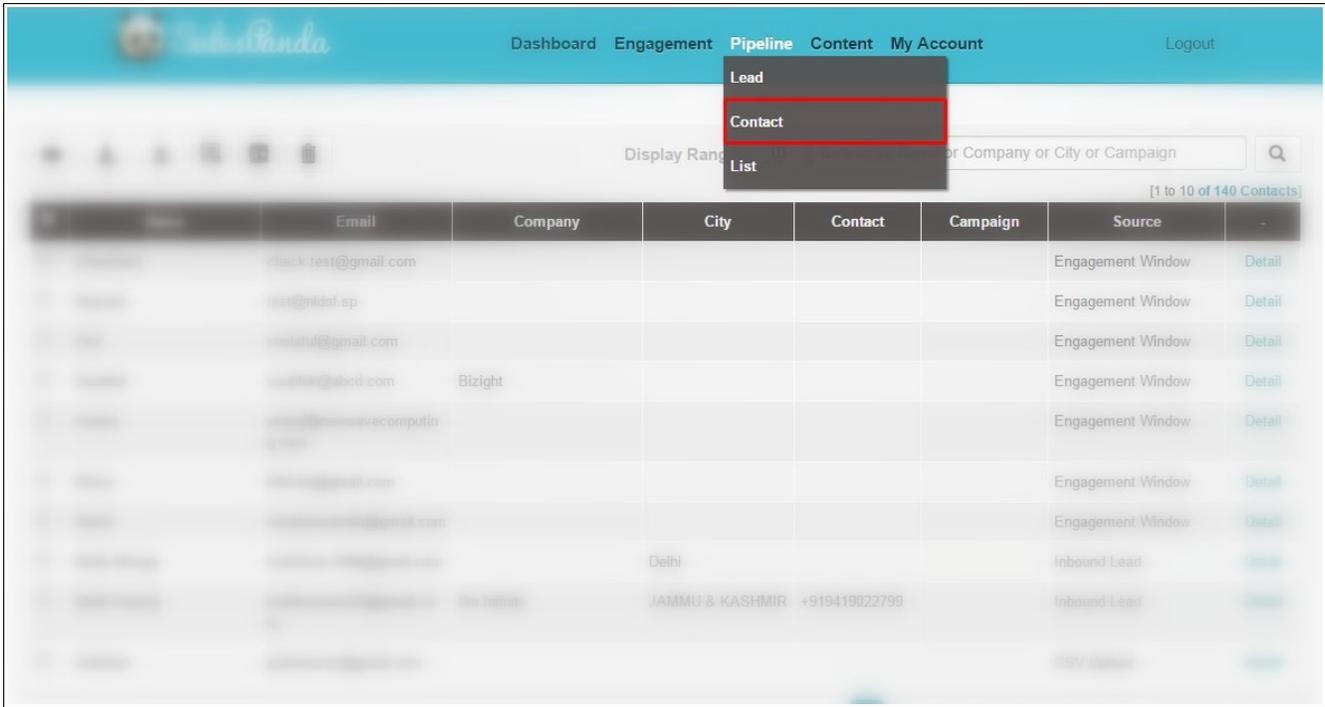
ADD Content **Attach Content** **Send Content Link** **Mail Only**

Send

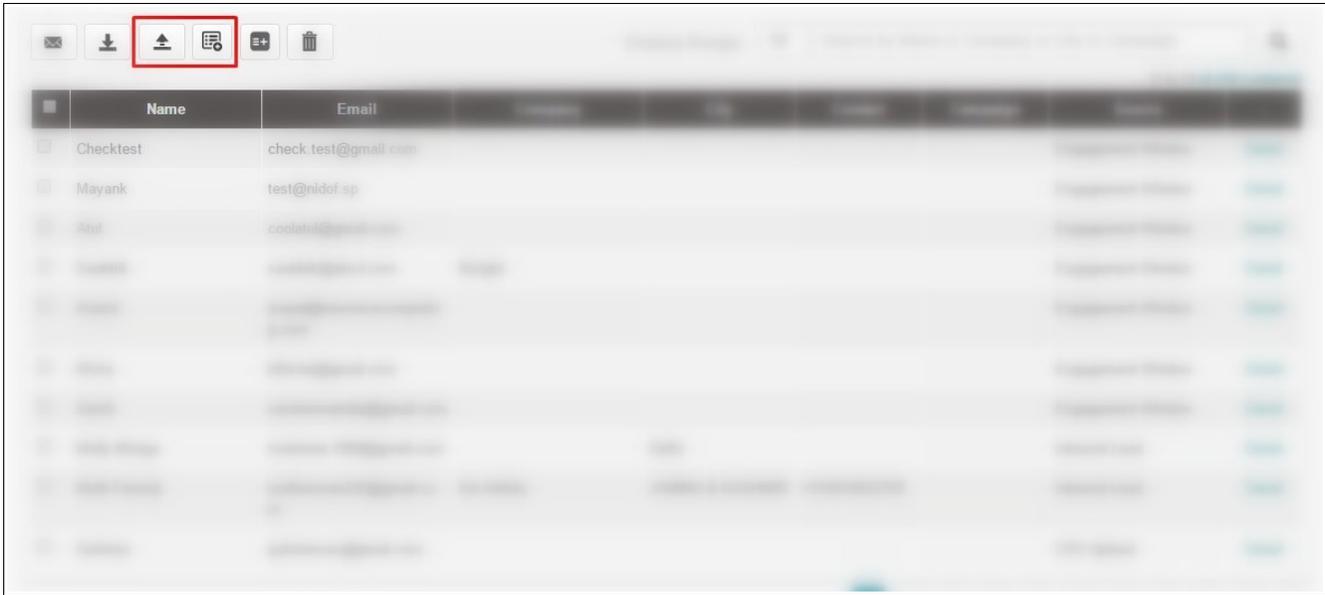
Use SalesPanda to plan and implement e-mail marketing campaigns

After creating your list, send mass e-mails sharing new content, offers or news to get your targeted customers on to your website!

You can view your existing contacts or add new ones from the **Contact** section. You can either choose to enter the information manually, or upload an existing CSV file containing the information directly. Remember, any information that website visitors enter while subscribing, interacting with your engagement windows or downloading any gated content, is automatically added by SalesPanda to this section.

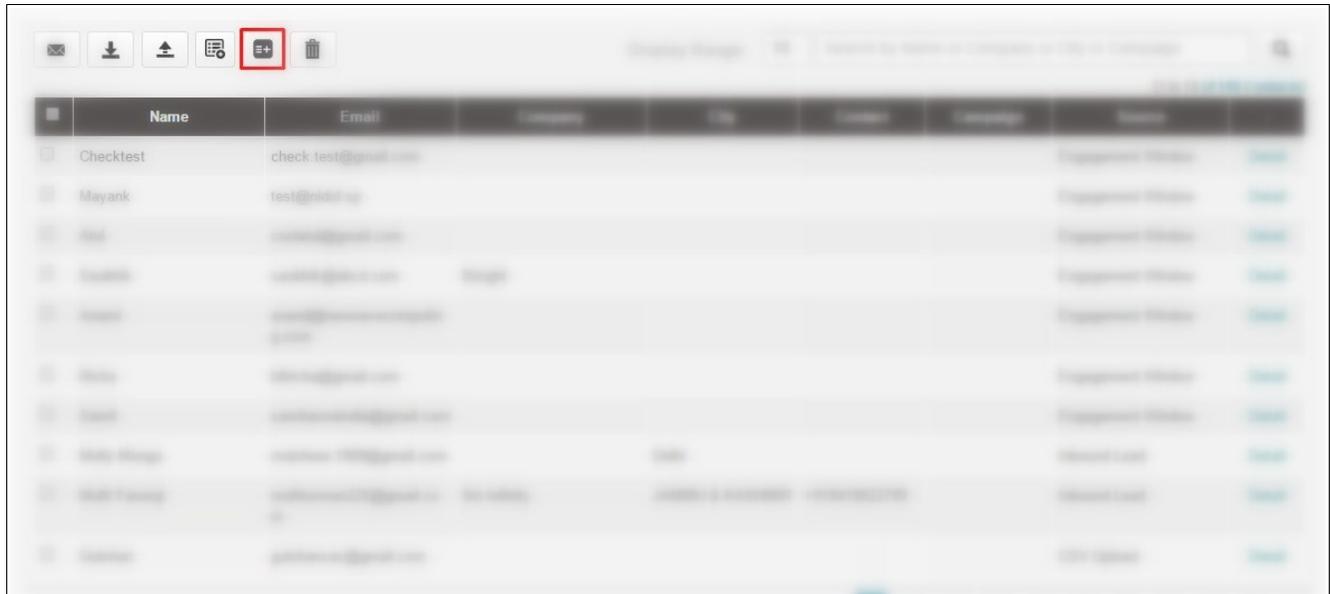


Navigate to the Contact tab through the top bar. It's located under the Pipeline section



You can choose to upload contacts directly or add them manually

You may add these contacts to existing lists, or create a new list via the add to list button. Create different e-mail lists for your contacts based on demographics such as age, nationality, industry, etc., to better target your customers with customized e-mails!



Add your customers to custom lists using the Add-to-list button

You can send e-mails to contacts in your lists via the **Lists** tab. In this section, you can find and edit all the lists that you have created, or even download them to store them locally or use them with other tools.

Insert Your Logo Dashboard Engagement **Pipeline** Content My Account Logout

Lead
Contact
List

[1 to 6 of 6 lists]

<input type="checkbox"/> List Name	Subscribers	Create Time	Action
<input type="checkbox"/> bank project...	10	8th of February 2016 01:24:19 PM	
<input type="checkbox"/> franchise...	10	27th of January 2016 04:20:24 PM	
<input type="checkbox"/> peepal...	10	11th of January 2016 12:01:01 PM	
<input type="checkbox"/> nasscom...	10	9th of December 2015 05:32:23 PM	
<input type="checkbox"/> SP2...	17	19th of October 2015 12:03:41 PM	
<input type="checkbox"/> SP Prospects...	13	19th of October 2015 11:16:42 AM	

You can create new lists and edit or download existing ones from this section

To send an e-mail to a list of contacts, click on the list you would like to use. This will open the list and allow you to view details about all the contacts that you wish to e-mail. Use the e-mail icon on the top left of the page to send an e-mail to your contacts.



Use the Send button on the top left of the page to draft an e-mail to your contacts

After selecting the contacts that you want to send a mailer to, you can now draft your e-mail. You can also attach your content directly to the e-mail, or choose to attach a link to the content. After you have finished drafting your e-mail, just hit the Send button and SalesPanda will handle the rest!

A screenshot of the 'New Message' form in the SalesPanda interface. The form has a title 'New Message' and a 'Back' button. It contains three main input fields: 'To' with the value 'check.test@gmail.com', 'Subject' with 'Welcome to SalesPanda!', and 'Message' with a multi-line text area containing a draft email. Below the message field, there are three radio buttons under the heading 'ADD Content': 'Attach Content' (selected), 'Send Content Link', and 'Mail Only'. Below these is a dropdown menu showing 'SalesPanda_demo.pdf'. At the bottom of the form is an orange 'Send' button.

SalesPanda easy to use e-mail tool allows you to reach out to your contacts effortlessly