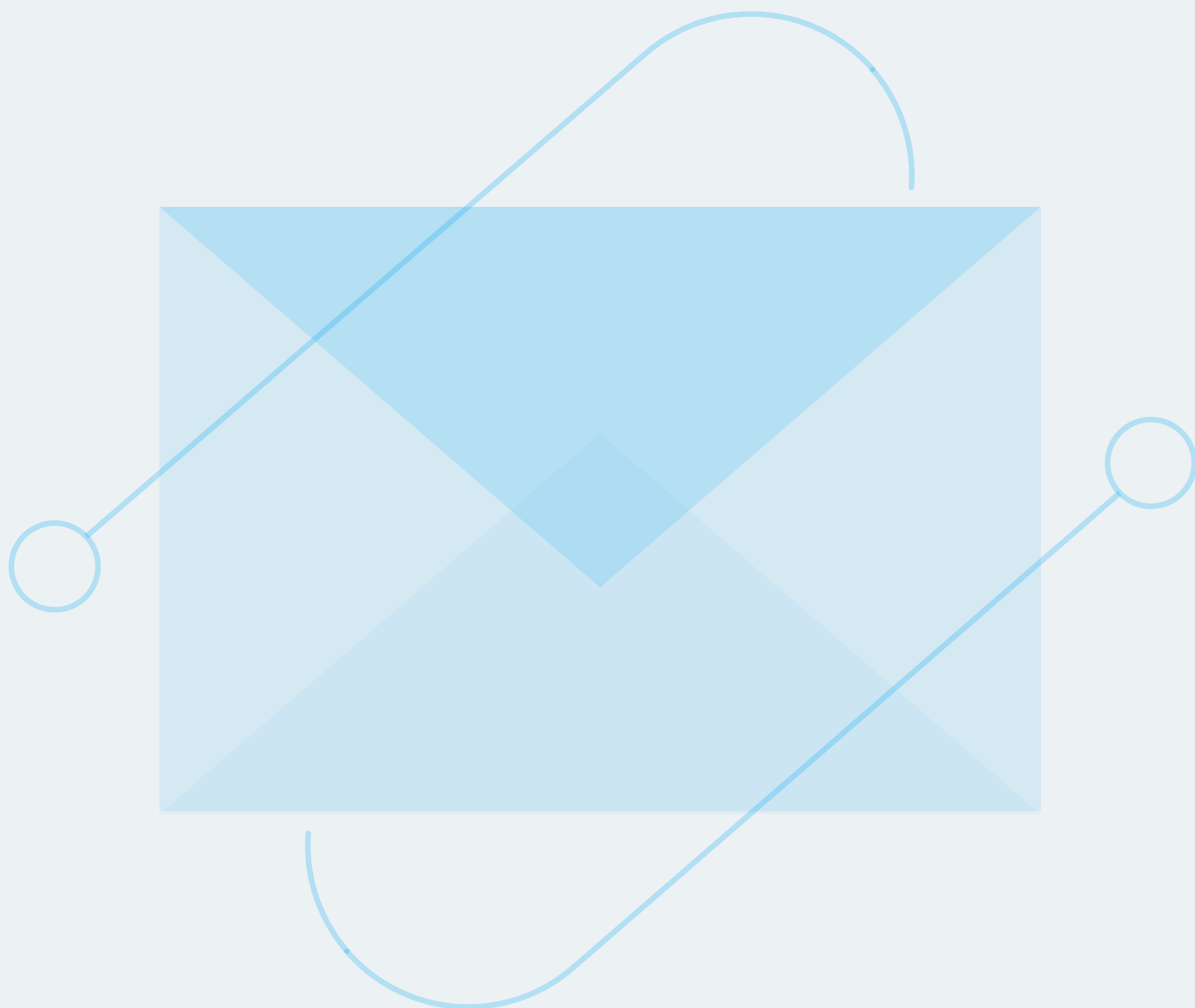




HOW-TO GUIDE

Get Started on DojoMojo



www.dojomojo.ninja

Welcome to DojoMojo!

We're excited to see you've joined an upcoming campaign - the first step to growing your email list.

In this guide, we'll lay out a few things you should do as a new DojoMojo user to make sure you're set up to be a successful partner.

To get started:

- Make sure you have an account set up on DojoMojo. You can use our Basic plan free anytime, or try one of our paid plans free for 30 days to make sure you're using our most powerful features, like offering extra sweepstakes entries for social actions or serving a banner ad to all sweepstakes entrants.
- Complete your Brand Profile by filling out your brand info, email list size, and uploading a logo.
 - To access your Brand Profile, click on your logo on the top right corner of the page once you've logged in and then click View Profile.
- Have a quick setup call with your Onboarding Specialist where they will walk you through:
 - Answering any key questions you might have.
 - Making sure that you use the features that are best for your goals.

Get Set Up

Now you're ready to dive into your giveaway campaign. Here are a few actions you should take in order to get the most out of your upcoming campaign:

- Integrate with your Email Service Provider (ESP)
 - Navigate to your Account Settings by clicking on your logo on the top right corner of the page once you've logged in and selecting Manage Brand.
 - Click the ESP Integrations toggle on the left-side of the screen to view available integrations.
 - Select the logo of your ESP and follow the steps to connect to your ESP so that newly acquired emails are automatically sent to your distribution list.
- Set-Up Social Actions
 - If you've signed up for a free trial of our Essential or Premium plan, you can incentivize campaign entrants to perform additional actions like sharing a Facebook post, downloading an app, following an Instagram account, watching a video, posting on Twitter or pinning on Pinterest in exchange for additional entries.
 - You can access these features by clicking on the Customize page of the Campaign Manager and then clicking on either the Social Growth or Custom CTA tab.

Get Set Up

- Access your Tracking Links
 - Tracking Links are the customized URLs that allow entrants to access the sweepstakes landing page.
 - View your current campaigns by clicking on My Partnerships at the top of your screen.
 - Click the 3 dots at the bottom of the card for the campaign you wish to promote and select Promote.
 - Clicking Promote will direct you to the Tracking Links page of the Campaign Manager.
 - Find the Tracking Link you need and click Copy to copy the URL to your clipboard.
 - You can now paste the Tracking Link into your dedicated email, banner ad, or social post.
- Schedule your Promotion of the giveaway
 - Let the host brand know when you plan on promoting the giveaway to your audience.
 - You'll then be responsible for promoting the campaign to your email list and social followers.

Next Steps

Partnership marketing is a great way to grow your audience and develop high-quality leads for your business. With our network of over 2,000 brands and easy-to-use tools and features that make setting up powerful giveaways simple, DojoMojo is the premier sweepstakes platform for you.

- **Saving You Time:** Build beautiful landing pages in minutes without any engineering help.
- **Top Notch Analytics:** Our dashboards display 50+ data points to help you become a giveaway master and understand your performance in every campaign.
- **Powerful Network:** DojoMojo is more than just a place to create giveaways. We've created an active network of brands looking to connect around partnership marketing opportunities. Use filters and in-app messaging to connect with the right people, every time - no time consuming email hunting required.
- **Advanced Features:** Features like a Custom CTA and Social Growth add even more value to every campaign by allowing you to drive more transactions, increase your web traffic, and grow your social audience.

Interested in a free trial or upgrading to an Essential or Premium plan? Contact sales@dojomojo.ninja.

Questions?

support@dojomojo.ninja

