



Augustsoft® develops and maintains Lumens® - the first cloud-based (SaaS) enrollment management system designed for the continuing education industry.

“The combination of Lumens with Genoo’s online marketing tools expands the interaction with your customers exponentially. Not only will it allow you to get more effective marketing campaigns implemented, the metrics will allow you to continuously improve your marketing efforts with no additional headcount. That’s exciting.”

Kim Albee
CEO
Genoo



For more information about other Augustsoft services, please visit: augusoft.net/products-services

Genoo® Marketing Tools for Augustsoft Lumens®

Augustsoft partnered with Genoo® to give you an integrated set of online marketing tools that incorporate LERN best practices to make it easier for you to maximize your marketing efforts and budget with less so you can focus on growing your program.

Who is Genoo & What Do They Do?

Genoo is an affordable yet full featured cloud-based marketing tool that enables organizations to automate their marketing efforts and better target communications with customers and prospects. Genoo was created specifically for small to mid-size businesses and non-profit organizations. With Genoo you are able to capture your Lumens website interest and track engagement levels among prospective students and corporate clients (customers). In addition, Genoo also helps you manage email campaigns, social media activity, Search Engine Optimization (SEO) and create automated lead nurturing campaigns.

Lumens & Genoo

The seamless integration between Lumens and Genoo, allows you to track Lumens student, employee and client user information activity such as catalog requests, gift card purchases, student and household profiles, class registration information and website page visit tracking. This tracking information is sent directly to your Genoo account using an assigned Genoo lead ID number, which is appended and stored to the Lumens profile record.

Using Lead Scoring & Landing Pages

Genoo's lead scoring capabilities streamline and identify your customer's level of engagement with your program by setting you up to handle leads when they are ready to be contacted. When a customer visits your Lumens or organization's website via an e-blast, organic search, blog posting or link from a social media site - Genoo assigns a lead score to that customer "lead." This lead score is based

on the customer's activity/engagement with your Lumens site pages, Genoo landing pages and any external website pages being used by your program. By using lead scoring and landing pages, you can identify purchasing behaviors exhibited and more easily determine which leads are ready for follow up.

Lead Nurturing

Genoo users are able to implement targeted marketing campaigns aimed at specific market segments using customer information directly imported from your Lumens website. For example, you could create an email marketing campaign with upcoming new class offerings targeted to former class participants on a particular subject of interest. You then could set up a series of emails (called email drip campaigns) within Genoo that automatically send intermittent messages to that same group over a set period of time. Through these two steps you are "nurturing" your customers by enticing them to purchase or act at an opportune time.

Social Media

Looking to include more social media in your marketing efforts? With Genoo you can easily add social media follow and sharing links in your emails, on your Lumens site and Genoo landing pages. Genoo's social media sharing, tracking, and

reporting tool lets you know who is sharing, what traffic is being generated and more importantly, how many leads are coming from customers that are sharing your information via social media.

SEO (Search Engine Optimization)

The Genoo SEO Tool is comprised of two fundamental components: Content Relevancy and Competitive Analysis. The Content Relevancy tool enables you to know if your current website content contains the relevant keywords so your pages will be seen as relevant and readable. The Competitive Analysis tool will allow you to figure out exactly what you need to do to improve your search positioning on important target key phrases to stand out among your competitors. So instead of guessing and doing a lot of trial and error month after month, the competitive analysis will size up the competition, their strengths and weaknesses, and then pinpoint exactly what you need to work on to improve your rankings. *Additional fee may apply.*

Comprehensive Metrics

The Genoo/Lumens interface provides your program with measurable results showing specific outcomes of your marketing efforts. You'll know how specific leads are responding to your marketing efforts, including the ability to score activities that show high



Better manage your inbound and outbound marketing campaigns with Genoo and Lumens.

levels of interest. Full metrics for email marketing campaigns also exists including open rates, clickthroughs, single page and multi-page visits, as well as the opt-out information. That helps you not only fill classes, but also build and develop more effective marketing campaigns.

Optimize your Corporate Learning Program

Genoo gives you the ability to easily create customized corporate learning landing pages tailored for a specific marketing campaign that match the look and feel of your organizational website. You also have the ability to track an individual lead's responses to landing pages and specific email campaign and trigger automated responses based upon their actions in real time. With lead scoring, you know which of your corporate leads are most likely to be ready for a sales conversation, improving the effectiveness of your selling efforts. These automated triggers and comprehensive metrics allow your program to streamline your online marketing and grow your corporate business.

Corporate programs that need a CRM can take advantage of Genoo's CRM that is geared for agile sales teams. SalesView allows salespeople to do more than record and report, built-in tools help you nurture leads at opportune moments to truly maximize and support your selling efforts. For companies already using Salesforce.com®, Genoo offers integration to your existing site.

Genoo Training, Implementation and Customer Support

Genoo training and implementation is included in your purchase. A full Help & Support Customer Portal is also available where you can post support tickets, access User Guides, Video Tutorials, and other online marketing resources that will help you with online marketing strategy and implementation ideas. Plus, every Genoo account has a Genoo Specialist that you can phone, email, and work with to answer any questions you have.

Simple Steps

Start using Lumens with Genoo today!

Looking to purchase Lumens?

- Tell your sales contact you are interested in adding Genoo Services to your purchase or call (763) 331-8300

Already a Lumens user?

- Tell an Augusoft Customer Service representative you want to start using your Lumens with Genoo

Want to learn more about Genoo marketing services?

- Check out <http://www.genoo.com>
- Call a Genoo representative at (763) 383-6081

Items to Remember

- Genoo, Inc., automated marketing services are provided and supported by Genoo, not Augusoft. Customer support questions regarding Genoo will be directed to a dedicated Genoo Customer Service Representative.
- All terms and conditions of Genoo services are established by Genoo, LLC. Please see Genoo.com Terms and Conditions for further details.

Genoo extends exclusive partnership pricing to Augusoft Lumens customers!

\$6,600 Annually	Essentials	\$12,000 Annually	Premium
<ul style="list-style-type: none">• Initial Campaign Consultation• Email Marketing - 15K Emails/Month Included**• Full Startup Support• Integration with Lumens• SalesView CRM• Metrics Analysis• Website/Blogging• Landing Pages• Access to Best Practices Library• Choose 1 Marketing Menu Items per Quarter, 4 per year <p>* \$5,300 if added when signing Augusoft Agreement. Add now and save 20%! ** Allowed email volume can be expanded for additional \$8.50 per thousand/month.</p>		<ul style="list-style-type: none">• Initial Campaign Consultation• Email Marketing - 50K Emails/Month Included**• Full Startup Support• Integration with Lumens• SalesView CRM• Metrics Analysis• Website/Blogging• Landing Pages• Access to Best Practices Library• Choose 2 Marketing Menu Items per Quarter, 8 per year <p>* \$9,600 if added when signing Augusoft Agreement. Add now and save 20%! ** Allowed email volume can be expanded for additional \$5.00 per thousand/month.</p>	

Marketing Menu Items

Marketing Menu Items are consultation packages that are designed to focus your efforts on specific areas for more measurable outcomes. A marketing expert from Genoo will guide you during these sessions to ensure you not only understand the tools you have, but make them relevant to your program needs.

- **Call To Action Mapping for Continuing Ed** (\$2,400 value) – Create a communication or message map.
- **Segmented Communication Plan** (\$2,000 value) – Segment your market to optimize results.
- **Metrics Strategy** (\$1,500 value) – Receive interpretation of metrics and integrate into ongoing strategy.
- **Marketing Message Test** (\$3,000 value) – Test three different messages designed to gather prospect data.
- **Targeted Marketing Plan** (\$2,000 value) – Implement a planned campaign to focus on specific element such as: new classes, new segment or classes at risk for cancellation.
- **Contract Training Campaign** (\$3,000 value) – Implement a planned marketing outreach and lead nurturing campaign.
- **Consultation Calls** (\$1,000 value) – Customize six 30 minute calls for consult on information of your choice.