



Katoo System Quick Guide

This Quick Guide gives an overview of how Katoo works and what you need to do to get your campaigns started quickly and easily.

Katoo allows you to create lists of people you wish to **send** messages to either by email or SMS text. Katoo also allows you to **capture** data from online enquiry forms sent to you directly from your own web site, and **capture** inbound SMS text messages sent to you too.

When you first open Katoo you will see our Navigation Bar. Here it is:



There are 4 buttons – CAPTURE, CREATE, SEND and TRACK. You use them in this order. Here's what you do with each button.

CAPTURE



Here is where you build your lists. You can have one list or as many lists as you like. These are lists of your clients to whom you wish to send either email or SMS text messages. We actually refer to your clients as *subscribers*.

We recommend separating your clients out into lists based upon their interests in your product.

By doing this you can easily target your customers with information which corresponds to their interests and needs. An example might be an Estate Agent who separates his or her customers into house size or price range.

Your clients can belong to more than one list. You can move clients from one list to another very simply and quickly. Give each list a unique name, perhaps something that describes the interests of the clients on that list.

Your lists will be stored in Folders, much the same as in Windows. You can have as many Folders as you like and as many lists as you like in each Folder.

To build your lists you can either insert each client one by one or import them en masse from where you currently store them on your computer (in common applications such as Excel or Outlook etc). This is a very simple operation and is completed within seconds. You can also **capture** data from online enquiry forms sent to you directly from your own web site, and **capture** inbound SMS text messages sent to you.

CREATE



Here is where you create your messages. You can create as many messages as you like. Each message should have a different title to differentiate it

The messages you create are stored and appear as a list on your screen.

You can create either email messages or SMS text messages.

With email, there is an option to use one or more of our professionally designed html templates (ones with containing graphics and links etc), but you can use your own, create your own, or not use a template at all.

With SMS text you simply type the text you want to send – maximum 160 characters.

SEND



Here is where you decide which message goes to which list. You will see your messages as a list on screen. Simply choose which message you want to send to which list, and click SEND.

You can send the same message to all lists, one list, or any combination of lists. Where a person belongs to more than one list the system automatically knows this and sends just one message.

You can set any date and time when to send your message. You have complete control and flexibility.

TRACK



Here is where you can see how many clients opened your emails. If your email contained links, you can also track which links within the email they pressed.

Katoo receives back 'dead' email addresses (no longer in use) and automatically updates your lists keeping them clean and up to date. All 'unsubscribe' requests are also automatically updated.

The feedback you get from tracking allows you to further refine your lists based upon your client's interests.