

Extend Your
Marketing Reach
with Xpresslinks™

Getting Started With Xpresslinks



Extend Your Marketing Reach with Xpresslinks™ — our easy-to-use marketing tool that allows you to share your direct marketing campaigns with your social media network. Post to Facebook, add to your Twitter feed, share with your blog and many more. Once you complete a postcard, flyer, rack card or business card with Xpressdocs®, we automatically generate a Xpresslinks hosted webpage featuring your print campaign. Share across more than 100 social media outlets for 90 days at no additional cost.



Benefits

- Gain new leads, referrals and customers by exposing your business to friends, followers and social media contacts
- Receive real-time feedback and product/service requests directly from prospects
- Extends the life of your direct marketing piece
- Allows for unlimited number of shares for up to 90 days
- Get added visibility and generate word-of-mouth buzz
- Take advantage of enhanced campaign information and marketing messages

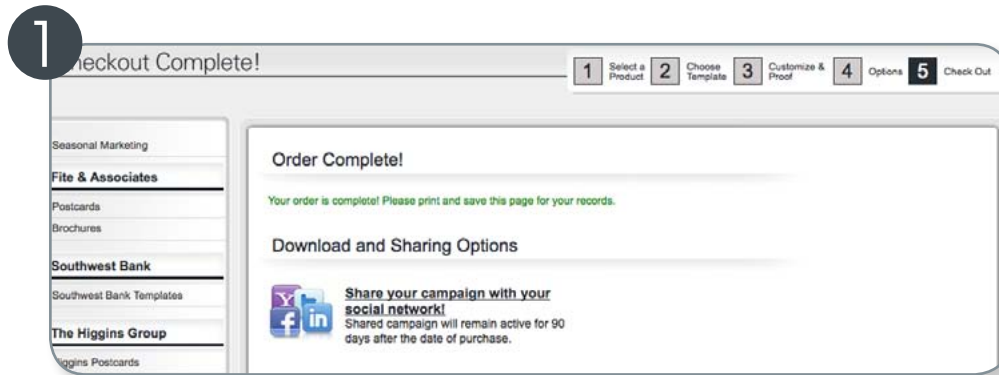


Features

- **Over 100 Sharing Options** - From Twitter and Facebook to LinkedIn and Wordpress integration, leverage over 100 social sharing platforms to reach your customers
- **Free Hosting for 90 Days** - No need for design skills or website hosting services
- **Direct Lead Generation Form** - Drive direct responses with the Xpresslinks contact form - get product, pricing and information requests
- **Multiple Contact Support** - We provide the tools you need to effectively promote your business and distribute leads throughout your company
- **Customize Webpage Content** - Craft an attention-grabbing headline, enter additional product or service information and construct a compelling call-to-action
- **Optimized Content Mapping** - Your campaign webpage content has been optimized and formatted to flow automatically into your social media profiles

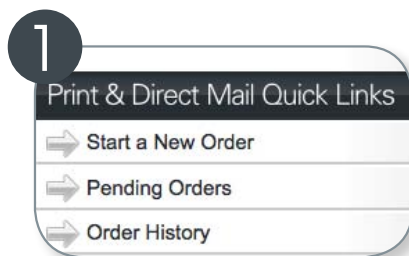
Access Xpresslinks™ Webpage

Access Webpage Now

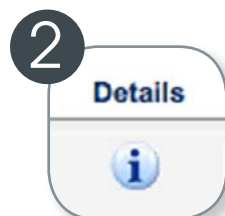


Complete an order with Xpressdocs® for a postcard, flyer, rack card or business card.* On the **Order Confirmation** page, click the **Share Your Campaign with Your Social Network!** link. This automatically re-directs to the Xpresslinks edit screen to customize your Xpresslinks webpage.

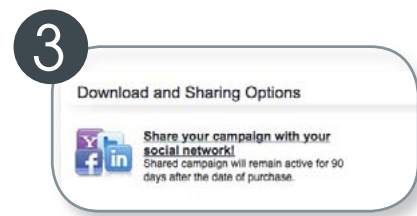
Access Webpage Later



You can access your webpage for up to 90 days via the **Order History** page within your company's website



Under **Details**, click on the Info button.

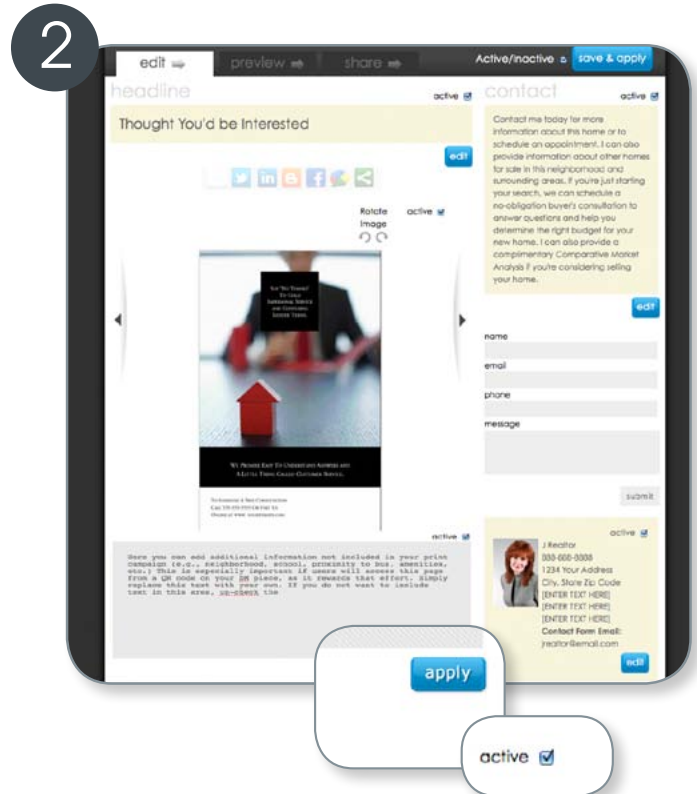


Click the **Share Your Campaign with Your Social Network!** link to reach the Xpresslinks edit screen to customize your Xpresslinks webpage.

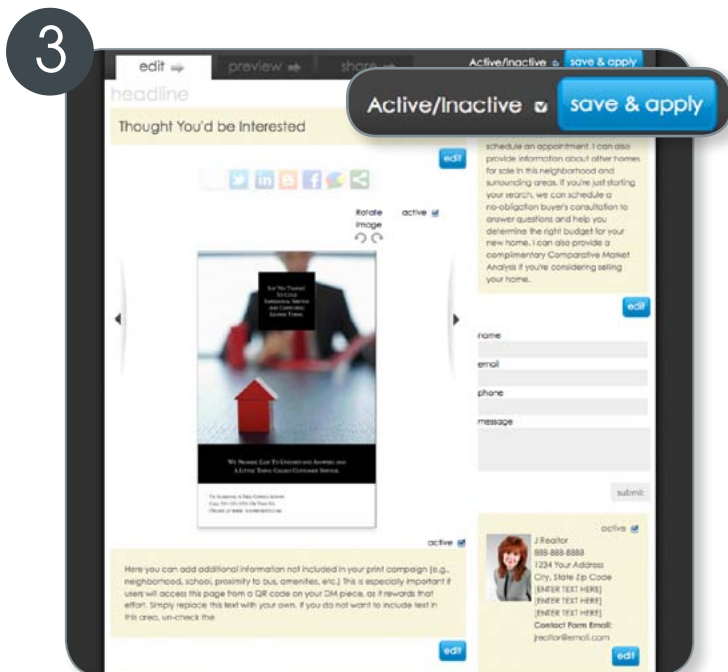
Edit Xpresslinks Webpage



To begin making edits to your Xpresslinks webpage, first ensure that you are within the **edit** tab screen. Find which section you wish to make edits to and click on the **edit** button. You can customize the headline, campaign content & contact form text.



Make your changes and click on the **apply** button to see your changes. If you wish to hide/turn-off an individual section, deselect the **active** checkbox for that section.



Once you have finalized your edits, click the **save & apply** button at the top of the page in order to publish your changes to the web.

Customize Page Content

1 Add Headline
Grab your viewers attention with a descriptive headline

2 Add Contact Form Text
Give instructions on how your customers can contact you or add any other important information in the contact form area.

3 Add Descriptive Text
Enter additional descriptions, instructions, important information, etc. in the text area below the print marketing images.

Add Headline

Grab your viewers attention with a descriptive headline

Add Contact Form Text

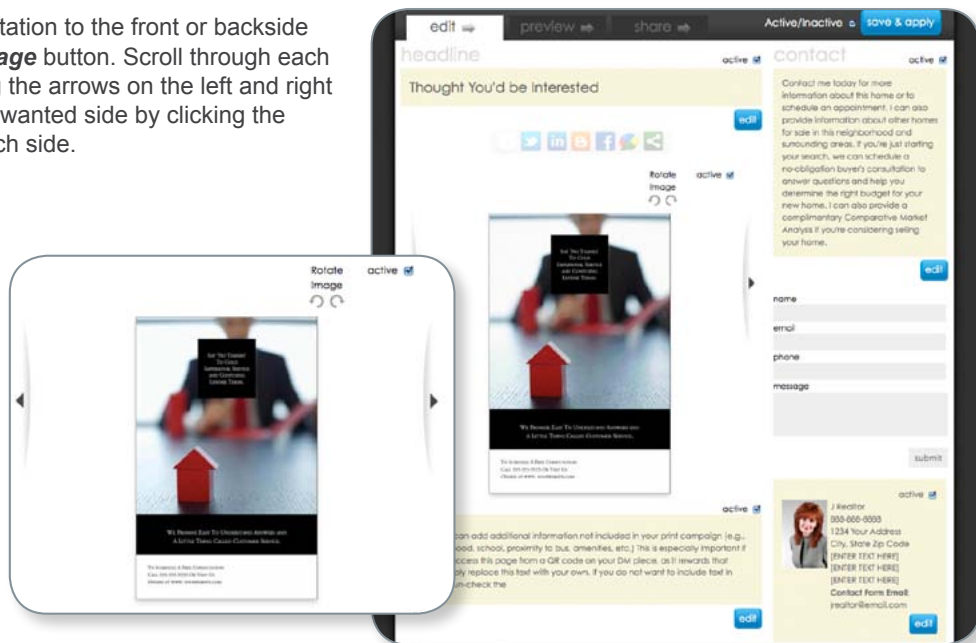
Give instructions on how your customers can contact you or add any other important information in the contact form area.

Add Descriptive Text

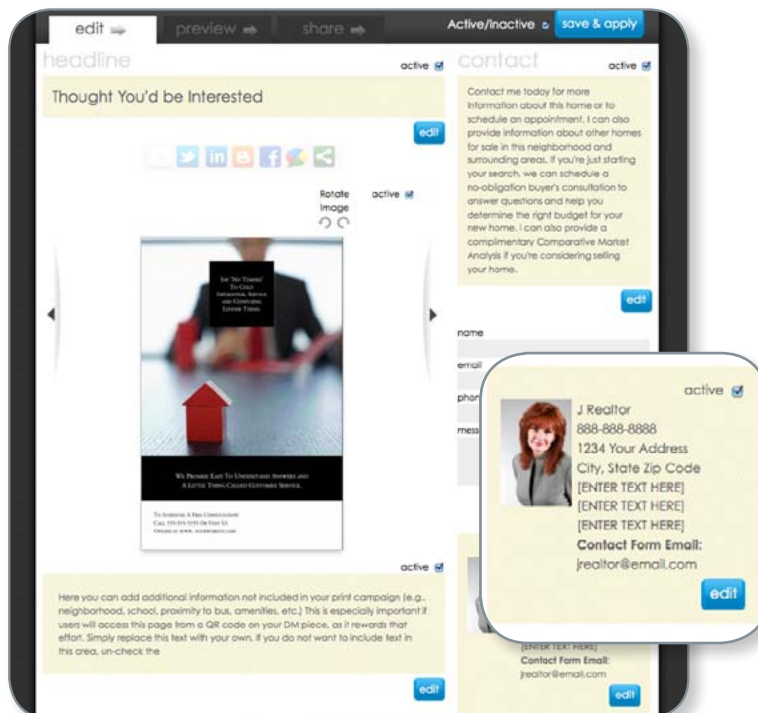
Enter additional descriptions, instructions, important information, etc. in the text area below the print marketing images.

Photo Settings

Apply any necessary rotation to the front or backside by using the **Rotate Image** button. Scroll through each side of your piece using the arrows on the left and right side. Turn on/off any unwanted side by clicking the **active** checkbox for each side.



Edit Your Contact Info

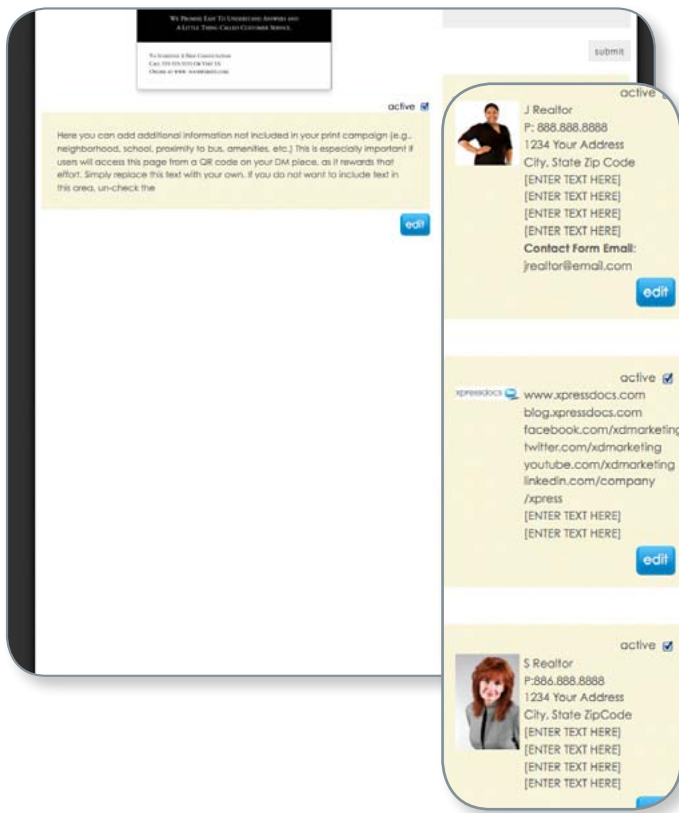


Contact information and headshots will automatically be populated from your Xpressdocs print campaign. To make changes, click the edit button and enter information within the **[ENTER TEXT HERE]** fields. These can include name, address, phone and any other contact information. To change or upload a new headshot, click on the **change headshot** button.

*Make sure to include an email address in the **Contact Form Email** field, this will ensure that you receive emails from the contact form.*

Please note that headshots imported from your printed campaign can be replaced but not deleted.

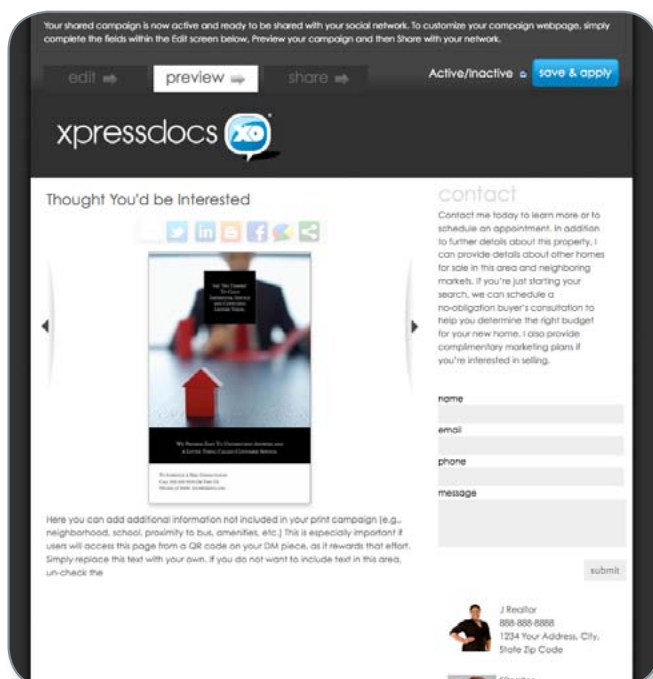
Add Contacts & Images



You can add extra contacts, pictures, logos and social media information to your Xpresslinks webpage. Click on the **edit** button on one of the unused contact sections and follow the instructions above for “Edit Your Contact Info”. Make sure to enter your email address in the *Contact Form Email* area for the contact form to work.

*Make sure to click the **save & apply** button when done with each addition.*

Preview Xpresslinks Webpage



Click on the **preview** tab to view your Xpresslinks webpage with your edits. Here you can view how your webpage will appear when viewed by your social network. If you are satisfied with how your Xpresslinks webpage looks, continue on to the **share** tab or make edits by navigating back to the **edit** tab.

Share Xpresslinks Webpage

When you are ready to share your Xpresslinks webpage, click on the **share** tab. Share your Xpresslinks webpage at a later date via the **Order History** page within the website and click on the **Info** button under **Details**.

Share Via Social Media

1

You can also click to publish directly to your social media accounts.

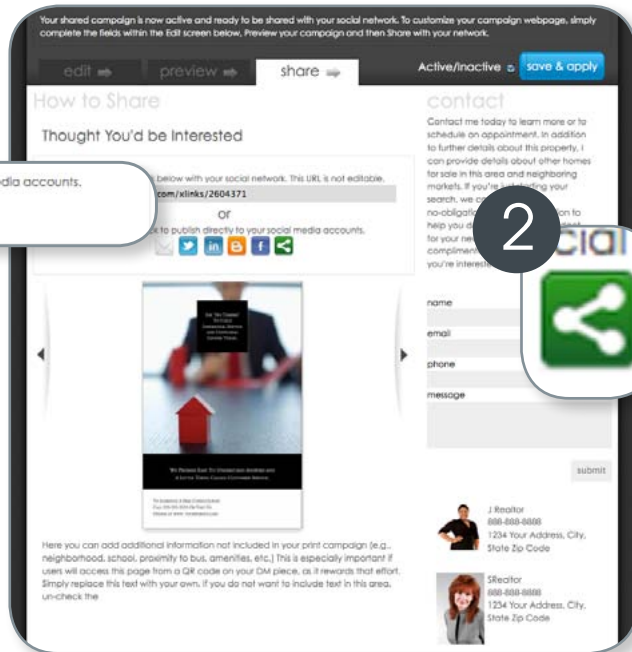


Click on any of the social media icons to share directly through social media. If you are already logged into a social media account, the sharing process will commence immediately. Otherwise, you will need to log in to your social media account in order to share the campaign.

2



To access the entire list of social sharing options, click the **Share This** Icon.



Share Via Link

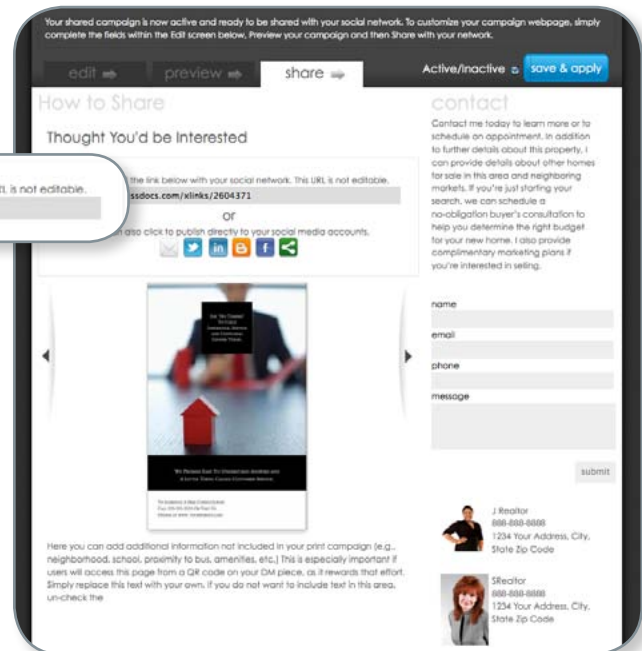
1

Share or email the link below with your social network. This URL is not editable.

<http://stage.xpressdocs.com/xlinks/2604371>

or

*On the Share screen locate the campaign url underneath your headline. Copy and paste this link to share via email, instant message, etc.



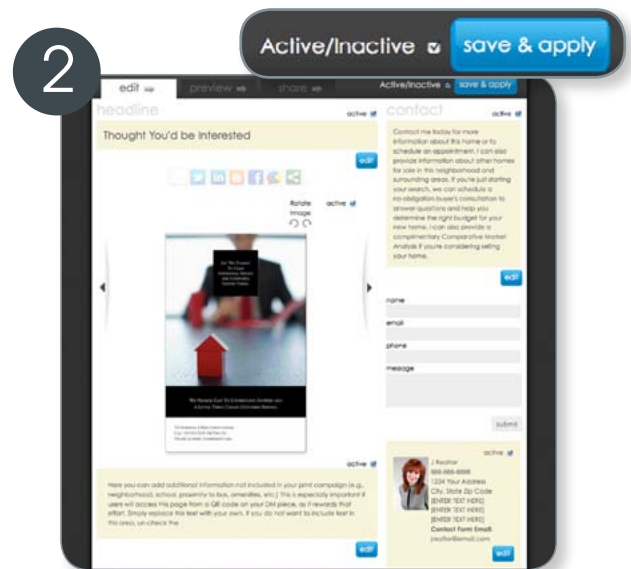
*For sharing purposes, do not use the url that appears in the browser url bar.

Example: http://www.xpressdocs.com/next/xpresslinks/landing.php?id_session=03a423f9c1a2df47650943694087fe80&id_order=2250272

De-Activate Xpresslinks Webpage



Locate the order that contains your shared Xpresslinks webpage within your **Order History**. Click the **Info** icon under **Details**. Click the **Share Your Campaign with Your Social Network!** link to access the Xpresslinks edit screen.



Un-check the **Active/Inactive** checkbox at the top of the page. Click the **save & apply** button.

