

# BlueCamroo Release Notes 2.3.1

#### BlueCamroo Inc.

3100 Steeles Avenue West, Suite 400 Concord, ON L4K 3R1, Canada feedback@bluecamroo.com

#### November 24, 2010

## Welcome

These release notes provide a detailed overview of several enhancements since our October release.

If you have any comments on these changes or wish to suggest a future change, please visit our forums.

## What's New in BlueCamroo?

November's update offers a variety of general improvements. Two changes of greater significance are 1) updates to the **Campaign Manager**, and 2) the addition of a customer-requested **Sales Opportunity Tracking** pre-defined report. Another addition of note is the ability to create autoscheduling relationships between stages and tasks in a project template.

Continue reading below for more details regarding these changes.

## **Campaign Manager**

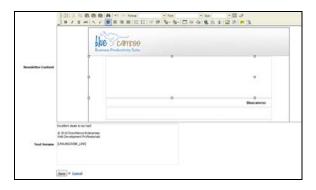
#### **Campaign Summary**

Campaign Basic	
Trade Show campaign is targeted at your Leads. This campaign's launch will be Scheduled.	
Status: Not initiated	
Email Lists Used	
Trade Show campaign is being sent to members of the dynamic My Leads email lst. There are D Leads targ	eted in this campaign.
Newsletters Used	
Your campaign will send the following NewsLetters:	
Newsletter 1: Teaser	Newsletter 2: Day Before
From Name: <u>bluecanvroo</u> From Email: <u>infolbluecanvroo.com</u> Email Subject: <u>Teaser</u>	From Name: News From Email: kyleiškyleco.com Email Subject: Day Before
Newsletters Delivery	
Your Teaser newsletter's delivery is scheduled for Tue Nov 16, 2010	
Your Day Before newsletter's delivery is scheduled for Wed Nov 24, 2010	

A campaign's **Campaign Details** page now has a more natural language breakdown of campaign details, email list used, newsletters used, and scheduling.

Also, as you progress through the campaign creation stages, you will see a summary in the **Right** pane.

#### **Text and HTML Newsletters**



In **Campaign Manager**'s newsletter composition page, we've added a Text Version field. You can enter an alternate version that is compatible with text-only email systems. Do not use HTML tags but you can still use BlueCamroo placeholders (e.g.,. [FIRST\_NAME]). If you complete both, the textonly version will be used for recipients who have set up their email system to display email as text only.

#### 'View in Browser' Tag

The newsletter now supports a tag that lets the newsletter recipient view the newsletter in their default browser. Nest clickable text between the [BROWSER\_VERSION\_BEGIN] and [DROWGER\_VERSION\_BEGIN] tags. For example:

[BROWSER\_VERSION\_END] tags. For example:

[BROWSER\_VERSION\_BEGIN]Click here to view in your browser [BROWSER\_VERSION\_END].

#### **Test Email**

Newsletter Name	ame Email From Name Email Subject		Schedule to queue	
Teaser	bluecamroo	Teaser	Tue Nov 16, 2010	
Day Before	News	Day Before	Wed Nov 24, 2010	
Send a test email to Send Test Email	User Valex Ze	tterberg 👻		

BlueCamroo Inc.



3100 Steeles Avenue West, Suite 400 Concord, ON L4K 3R1, Canada feedback@bluecamroo.com

Previously, you could only send test emails one-ata-time to individual email addresses. You can now send a test email to a group, a specific BlueCamroo user, or any specified email (for example to test how your newsletters appear in gmail, hotmail, etc.).

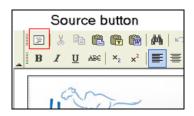
#### **Copy between Lead and Contact Campaigns**

Previously, it was not possible to copy campaigns for Leads to create a Contact campaign, or vice versa. This is now enabled to make it quick and easy to send campaigns to both categories of contact.

#### Campaign 'Stop' Trigger

BlueCamroo has always given you the ability to embed a Trigger link in a Campaign Newsletter from which the recipient can opt in to a new series of newsletters. A small but useful tweak for advanced campaign setup is that the same triggers can now stop the original campaign, allowing you to build more sophisticated branching campaigns.

#### **Auto-Inlining CSS Styles**



With so many email systems implementing patchy (at best!) support for CSS (Cascading Style Sheets), experienced email newsletter designers and authors have long been used to repeating Style declarations 'in-line' on every HTML element, such as every paragraph tag.

BlueCamroo now does the hard work for you. Simply define a <style> section in your email template as you would for a web page – or ask your web designer for help – and BlueCamroo will automatically insert the correct styles element-byelement when your email is sent.

Auto-Inlining helps to ensure more of your audience sees your emails the way you intended them!

# Reply Tweet with Social Network Scout



If you reply to a tweet via Social Network Scout and the person you're replying to is a lead, contact, or account, both the original and your reply tweet will then be copied to the **Social Network Messages** section on the lead/contact/account's **Messages** page.

### Reports

#### New Pre-Defined Sales Opportunity Tracking Report

Stage	# Op	portunitie		Opportunity Weighted Value			Opportunity Values		
	Start	Change	End	Start	Change	End	Start	Change	End
Prospecting	3	2	5	17,725.00	1,500.00	19,225.00	20,250.00	15,000.00	35,250.00
Qualification	3	0	3	1,260.00	0.00	1,260.00	12,600.00	0.00	12,600.00
Analyzing	2	0	2	1,106.25	0.00	1,106.25	7,375.00	0.00	7,375.00
Proposal Quotation	4	1	5	2,250.00	1,175.00	3,425.00	4,500.00	2,350.00	6,850.00
Negotiation/Review	0	0	٥	0.00	0.00	0.00	0.00	0.00	0.00
Total Pipeline Value	12	3	15	22,341.25	2,675.00	25,016.25	44,725.00	17,350.00	62,075.00
Won - Estimated Value			5						6,625.00
Won - Actual Value									6,956.25
Other Sales									21,646.25
Total Sales (Actual)									28,602.50

We've added a **Sales Opportunity Tracking** report. You can find it under the report's **Pre-Defined** tab. The **Sales Opportunity Tracking** report allows you to view all opportunities and their total weighted/non weighted value over a given date range.

#### New 'Funnel' Chart Type

We've added a Funnel chart to your list of Reports chart types (e.g., pie chart, line chart, etc.). The Funnel chart can be used to represent a series of stages leading to a goal or outcome.



BlueCamroo Inc.



## **'Autoschedule Only' dependencies in Project Templates**

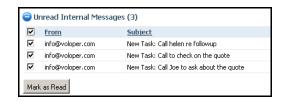
We've heard from a number of users that they have tried creating dependencies in Project Templates in order to take advantage of the autoscheduling capability that runs when a Project is built from a Template, but have then found the dependencies an obstacle in actually managing their projects.

To facilitate having BlueCamroo automatically populate stage/task start dates upon project creation via a template, you can now enter a dependency and check it as **Autoscheduling Only**. Autoscheduling-Only dependencies will be used by BlueCamroo to auto-schedule your project dates in line with the sequence (and any lag times) you define, but will not create actual dependencies in the project you build.

## **Expense Sheets**

Expense sheets can now be exported as PDFs.

## InBox: Mark Messages as Read



3100 Steeles Avenue West, Suite 400 Concord, ON L4K 3R1, Canada feedback@bluecamroo.com

Your main messaging page, the **Inbox** page (available from your **Left Pane Toolbar** when on the **Home** tab) now has a way to quickly dismiss Internal Messages without reading them. Simply click the checkbox next to the Message and click the newly added **Mark as Read** button.

#### **Email Save/Autosave Drafts**

If you need to break off in the middle of writing an email (including editing various template emails), BlueCamroo now enables you to save a draft and come back to it later. Additionally, BlueCamroo now autosaves every five minutes.

Draft emails are stored in your Inbox (available from the Left Pane Toolbar).

#### **Auto-Inlining CSS Styles**

The auto-inlining styles capability introduced this month for Campaign Email is also added to standard emails.

You can best take advantage of this by adding a <style> section to your **General Email Template**, that will ensure all emails from your business follow your preferred look.

(Your General Email Template is edited from Setup | Company Setup | Automation | Email / Message Template)

## Want to Learn More?

If you want to learn more about BlueCamroo, current changes, or engage in dialog with your fellow users, visit BlueCamroo Community page:

http://www.bluecamroo.com/bluecamroo-community

Check out our message board forums:

http://www.bluecamroo.com/forum/category

Read and comment on our blog:

http://www.bluecamroo.com/blog

Also visit our Help & Support page for tips, FAQs, and additional documentation: <u>http://www.bluecamroo.com/bluecamroo-help-and-support</u>