Augusoft

Augusoft® 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 head count. That's exciting."

Kim Albee
CEO
Genoo

GENOO

For more information about other Augusoft services, please visit:
augusoft.net/partners

Augusoft partnered with Genoo, LLC to provide continuing education programs a comprehensive suite of marketing tools which includes in-depth training, ongoing marketing consultation, and a seamless real-time integration API between two cloud-based platforms; Genoo and Lumens.

Together we created Lumens Connect Powered by Genoo. This affordable, yet full-featured marketing automation tool/service enables programs to better manage, market and grow their business at a new level of effectiveness. Genoo features indicated below as **LC** identify key integration points between Genoo and Lumens that make up Lumens Connect.

Lead Generation and Lead Management

While Lumens is doing its job, Genoo manages your leads, email campaigns and automated lead nurturing campaigns. Our seamless integration between Lumens and Genoo lets you utilize key Lumens data to increase your marketing ROI.

- **Centralized Lead Database** - Sync Lumens students/company contact records easily with Genoo. **LC**

- **Microsites/Websites/Landing Pages** - Create various branded microsites, unlimited website and landing pages with a full-featured content management system that includes SEO, Social Sharing and Follow Capabilities. **LC**

- **WordPress Plugin** – Want to link to the college's WordPress page? Engage site visitors, capture contact information, and continue to engage student and the company employees with relevant content, based on their interest. **LC**

- **Blogging** - Publish a blog easily and continually engage your target audience to keep them interested.

Key Benefits

- Save Staff Time and Hours
- Generate More Registrations and Grow Your Program
- Includes Expert Marketing Support and Consulting
- Incorporates LERN Best-Practices
- One Agreement, One Bill Annually

Key Features

- Email Marketing Automation
- Website CMS & WordPress Plugin
- Lead Nurturing, Tracking and Scoring
- Landing Pages
- Lead Capture Forms
- Seamless Lumens Integration with Genoo
- Salesview CRM or choose from 17 other CRM Integrations
- Comprehensive Analytics
- Dynamic Class List Widget

- **Class List Widget** - Indicate "Open classes" on your Genoo web pages. Configure class list appearance and set filters so Lumens class listings matches web page content. **LC**

- **Lead Capture Forms** – Host these forms on Genoo Microsite, WordPress, or on a Lumens website page. Choose pre-filled options to reduce friction and capture more information about your leads. **LC**

- **Custom Fields** - Custom Genoo fields are populated automatically with Lumens registration information that helps with segmenting and targeting. **LC**

- **Lead Segmenting** - Segment your leads however you need to create tailored messages based on previously taken classes or featured classes you want to market. **LC**

- **Smart Rules** - Trigger and automate actions based on a variety of buying behaviors, interests, expressions, and more!

- **Lead Activity Tracking and Unlimited Visits/Views** - Track how your leads respond to your marketing, across Genoo Microsites, Lumens and external sites you've defined to your account. Understand exactly how your leads are engaging with your marketing efforts. **LC**

- **On-Page SEO** - No special widget to install, it comes standard with the Microsite CMS. Control the Page Title, Meta Description, and Page URL, as well as all of your page content and headlines.

- **Auto De-Duplication** - Automatically find, merge and de-dupe records based on email address, so you know that lead is only in the Genoo database one time. Ask the Genoo team about best-practices when pulling Lumens family profile records with duplicate emails. **LC**
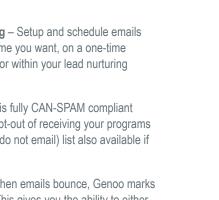
Email Marketing & Lead Nurturing

Implement targeted marketing campaigns aimed at specific market segments using student and customer information directly imported from your Lumens site.

- **Nurturing Sequences** - Assemble emails into nurturing sequences that can be triggered automatically based upon lead activity.

- **Automatic Campaign Assignment** - Which leads should get which nurturing sequence? Set up triggers and assignment rules that identify which lead nurturing sequences are best for a given lead.

- **Email Marketing** - Professional email marketing with ease. Pick the Lumens Connect package that best fits your program's email volume and needs. **LC**

- **Social Media Sharing & Tracking** - Easily include social follow and social sharing links in your emails, on your Genoo Microsite, and on Genoo landing pages. Be sure to add those same social sharing links to Lumens too. Track how well your social media is working from marketing efforts, traffic being generated and who's sharing what.

- **Lead "Interest Profiles"** – Track everything leads do after they opt-in – including website visits, downloads, email opens and click-throughs across all of your campaigns.

- **Saved Search** - Dynamically determine campaign recipients using up-to-the-minute lead information.

- **Lead Import/Export** - Import outside list of leads into Genoo with comma-separated-values files (CSV).

- **Content PDF & Image Library** - House your PDFs and images easily so you have consistent visuals and content in Genoo.

- **Flexible "Send" Scheduling** – Setup and schedule emails to be sent on the date and time you want, on a one-time or recurring schedule basis, or within your lead nurturing sequences.

- **Opt-Out Tracking** – Genoo is fully CAN-SPAM compliant making it easy for leads to opt-out of receiving your programs or program emails. Opt-out (do not email) list also available if needed. **LC**

- **Auto Bounce Handling** - When emails bounce, Genoo marks those leads as bad emails. This gives you the ability to either get a working email, remove them, export them to provide back to your list provider, or hold.

- **RSS Feeds in Emails** –Easily set up newsletters and populate them with and RSS feed easily, so all you have to do is create content and publish it to the RSS feed. Set the newsletter to send on a recurring schedule, and Genoo automatically checks to see whether there is any new content in the RSS feed based on the filters set. If there is, the email goes out. If not, it sets to check again based on the next send date.

"The integration of Genoo with our Augusoft Lumens enrollment management system allows us to easily target and segment our past students for future classes."

Customer Relationship Management and Student Recruitment

Streamline the student engagement and tracking processes associated with enrollment marketing. Get the key features and functionality needed to support contract training programs. Easily identify and track a student or customer's level of engagement using our built-in CRM called SalesView.

- **Genoo SalesView CRM** – Perfect for small to mid-size programs with enrollment, contract and customized program/sales teams. Find and record new information and access activity data captured on leads as they respond to your marketing. The easy to understand Genoo sales scoreboard keeps everyone in the know. **LC**

- **Salesforce.com CRM Integration** - Easily sync leads, contacts and company information between Genoo and Salesforce.com Professional or Enterprise. Pull across leads and contacts directly into Genoo or push those leads across automatically into Salesforce.com based upon Lead-to-CRM Triggers or lead score thresholds established. *Need to sync your Lumens with Salesforce.com? Email sales@augusoft.net today.*

- **Other CRM Integrations via Zapier.com** - Drag and Drop integrations with hundreds of applications for many CRMs including Sugar CRM, Zoho CRM, Highrise, and twelve others!

Comprehensive Metrics

We provide your program with measurable results showing specific outcomes to help you build and develop more effective marketing campaigns. Know how specific leads are responding to marketing efforts and have the ability to score activities that show high levels of interest.

- **Full Campaign Reports & Metrics** -Includes opens, click-throughs, single page and multi-page visits, as well as the opt-out information.

- **Traffic, Conversion & Lead Tracking** – Analyze website traffic including individual leads with conversion point tracking via dashboard which shows where conversions are happening, and at what rate. Easily drill down to determine lead conversions and understand how your website is attracting customers; manage, monitor and tweak to improve results.

- **Reachable vs. Engaged Leads** - See at a glance what percentage of your leads are engaged with your sites, emails, and content. Monitors bad emails and unsubscribes from the same screen. Track organic and imported lead growth using the Genoo Leads Overview Dashboard and drill down for more detailed information.

- **Most Responsive Leads** – Determine from campaigns, including site visits, who are most responsive leads in your list.

- **Most Popular Downloads** - Determine which downloads are the most popular - at your Genoo-hosted sites, as well as externally hosted sites, to understand what content is adding value, so you can build on success.

Expert Support with Exclusive Augusoft Customer Pricing

Exclusive package pricing includes: Genoo training and implementation, email marketing bandwidth, hassle-free billing, ongoing marketing consultation services and the power of Lumens Connect (the Genoo Lumens Integration).

Innovation Built on Best Practices

Augusoft's reputation as an innovative industry leader in software development is the result of our deep product capabilities, industry experience and dedication to our customers. For more information about Augusoft's products and services, visit augusoft.net or call (763) 331-8300.

More Information?

- **Genoo and Lumens**
  Visit augusoft.net/lumensconnect or genoo.com/lumens.
- **Purchase Augusoft Lumens**
  Contact sales@augusoft.net and express interest in adding Lumens Connect to your Lumens product.
- **Purchase Lumens Connect**
  Contact sales@augusoft.net and express interest in purchasing Lumens Connect Powered by Genoo.

Lumens Connect Packages for Continuing Education Programs

This valuable partnership and package pricing provides exclusive email marketing band-width and hassle-free billing, combined with expert training, ongoing marketing consultation services and the Power of Lumens Connect powered by Genoo. By streamlining the adoption of marketing automation and student registration, programs can experience immediate growth. Contact sales@augusoft.net for pricing.

$6,900 Annually	Essentials

Best for small to mid-size programs.

- *Includes ALL Genoo features and functionality; Website, Blogging, Landing Pages and Metric Analysis etc.* PLUS
- *15,000 Emails Per Month**
- *SalesView CRM / Salesforce.com Integration*
- *3 Users*
- *1 Site/Domain*
- *Zapier Integration & REST API*
- *Phone/Email Support*
- *Lumens Connect - The Genoo-Lumens Integration*
- *Pre-Startup Marketing Campaign Consultations*
- *Full Start-up Support, Implementation and Training*
- *Access to CE Best Practices Library*
- *2 Marketing Menu Items per year*

* Allowed email volume can be expanded for additional $8.50 per thousand per month.

$11,900 Annually	Premium

Perfect for mid-size to large programs with a dedicated marketing staff member.

- *Includes ALL Genoo features and functionality; Website, Blogging, Landing Pages and Metric Analysis etc.* PLUS
- *50,000 Emails Per Month**
- *SalesView CRM / Salesforce.com Integration*
- *6 Users*
- *3 Sites/Domains*
- *Zapier Integration & REST API*
- *Phone/Email Support*
- *Lumens Connect - The Genoo-Lumens Integration*
- *Pre-Startup Marketing Campaign Consultations*
- *Full Startup Support, Implementation and Training*
- *Access to CE Best Practices Library*
- *3 Marketing Menu Items per year*

* Allowed email volume can be expanded for additional $5.00 per thousand per month.

Marketing Menu Items - These consultation packages are designed to focus your marketing efforts on specific areas for more measurable outcomes. A Genoo marketing expert will guide you during these sessions to ensure your staff understands how to use Genoo and the Lumens Connect integration and how they tie into LERN's Best-Practice Marketing principals.

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

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 Augusoft Lumens Customers by visiting augusoft.net/agreement.