

# Weekly Webinar

Welcome to the Wednesday webinar!

Please mute your audio connection upon logging in.

For the first 10-15 mins we will discuss the topic at hand.

- Once we go through the presentation, we will open up for questions on what we just discussed.
- After there are no more questions, we will open questioning for ANY Digital resource subject.
- Please raise your hand in the taskbar or type your question in the questions box.

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SCI Digital Marketing

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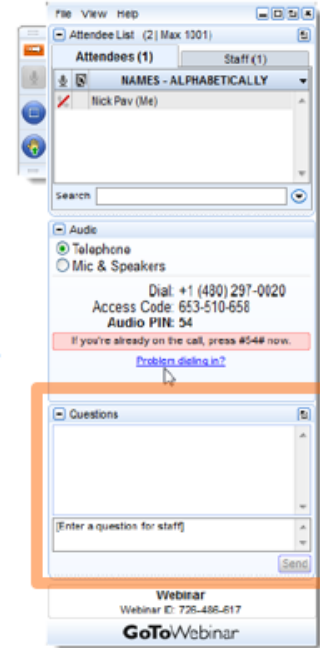
# Webinar Instructions

1. Please make sure to mute your audio connection.
2. Submit questions through control panel.

## Questions Anyone?

As the presentation is being given, we welcome your inquiries.

Just open the questions pane and ask what you want to know!



# Unbound Training Guide

## STEP #1

The screenshot shows the Sport Clips BAM website's Storefront. The top navigation bar includes 'Storefront', 'To-dos', 'Calendar', and 'Locations'. A search bar is located at the top left. The main content area features a large banner with the text 'Love what you do. Love where you work!' and a 'CUSTOMIZE NOW' button. Below the banner are several red buttons for 'Sport Clips Logos', 'Line-up Card', 'Business Cards', 'Quick Pitch Newsletter', 'Neighborhood Marketing Coupons', and 'Sport Clips Photography'. A 'Help' button is at the bottom. On the left, a 'Storefront' sidebar menu is visible, with a red arrow pointing to the 'Digital Resources' option.

## STEP #2

The screenshot shows the Sport Clips BAM website's Digital Resources section. The top navigation bar includes 'Storefront', 'To-dos', 'Calendar', and 'Locations'. A search bar is located at the top left. The main content area features a large banner with the text 'Love what you do. Love where you work!' and a 'CUSTOMIZE NOW' button. Below the banner are several red buttons for 'Sport Clips Logos', 'Line-up Card', 'Business Cards', 'Quick Pitch Newsletter', 'Neighborhood Marketing Coupons', and 'Sport Clips Photography'. A 'Help' button is at the bottom. On the left, a 'Storefront' sidebar menu is visible, with a red arrow pointing to the 'Digital Resources' option.

# Agenda

- Does your store have an Instagram Account?
  - No – WHY NOT??? J/k...but seriously
  - Yes – Does Sport Clips HQ know about it?
- Adding Instagram URL to your website
- Sending email to Clients about Instagram

## If Your Store Does NOT Yet Have an IG Page

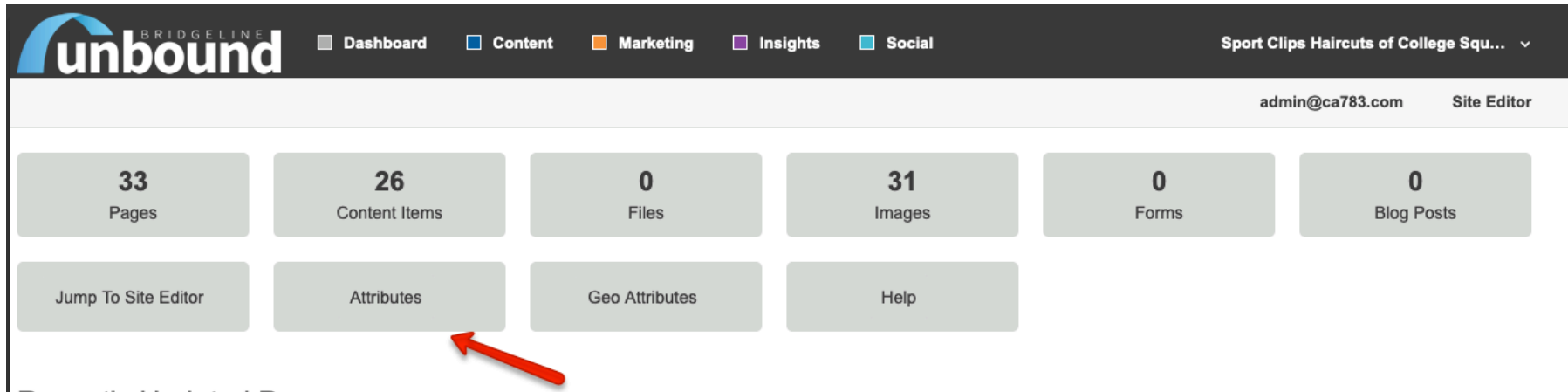
- All stores CAN / SHOULD have an Instagram Page
- To get started, complete the form found at [sportclips.com/noig](https://sportclips.com/noig)

# If Your Store DOES Have an IG Page

- We (Sport Clips HQ) need to verify your account
- To get your current page verified, complete the form found at [sportclips.com/yesig](https://sportclips.com/yesig)

# Adding Instagram to Your Website

- Log into the Unbound Content Manager at [sportclips.com/admin](https://sportclips.com/admin)
- Click on “Attributes”



The screenshot shows the Unbound Content Manager dashboard. The top navigation bar includes the Unbound logo, a 'BRIDGELINE' tagline, and menu items for Dashboard, Content, Marketing, Insights, and Social. The user is logged in as 'admin@ca783.com' with the role of 'Site Editor'. The dashboard displays several metrics: 33 Pages, 26 Content Items, 0 Files, 31 Images, 0 Forms, and 0 Blog Posts. Below these metrics are four buttons: 'Jump To Site Editor', 'Attributes', 'Geo Attributes', and 'Help'. A red arrow points to the 'Attributes' button.

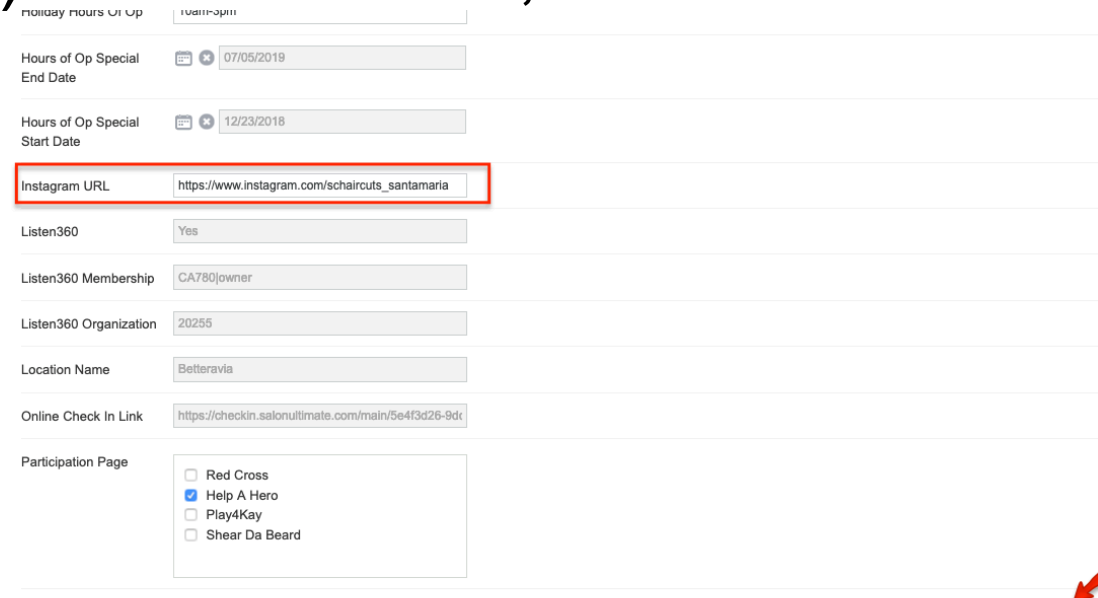
Metric	Value
Pages	33
Content Items	26
Files	0
Images	31
Forms	0
Blog Posts	0

Buttons: Jump To Site Editor, Attributes, Geo Attributes, Help

# Adding Instagram to Your Website (cont'd)

Find the “Instagram URL” field and fill in the full address (hint: you will want it to start with

<https://www.instagram/>) When finished, click “Save”



The screenshot shows a configuration form with the following fields and values:

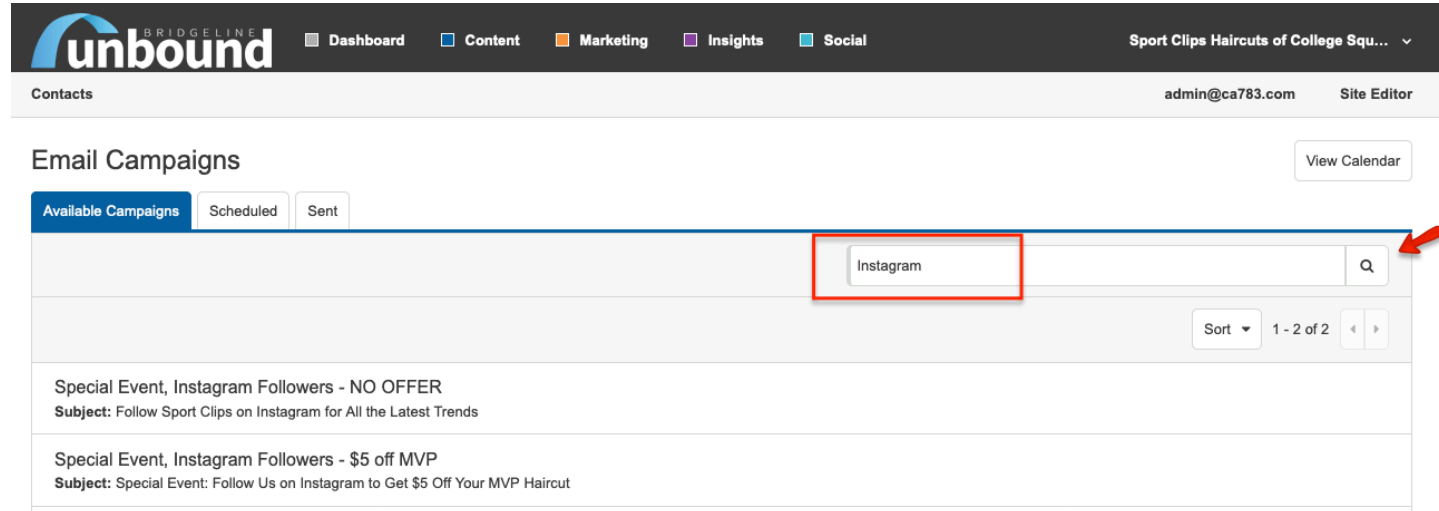
- holiday hours On/Off:
- Hours of Op Special End Date: 07/05/2019
- Hours of Op Special Start Date: 12/23/2018
- Instagram URL: https://www.instagram.com/schaircuts\_santamaria (highlighted with a red box)
- Listen360: Yes
- Listen360 Membership: CA780|owner
- Listen360 Organization: 20255
- Location Name: Betteravia
- Online Check In Link: https://checkin.salonultimate.com/main/5e4f3d26-9dc
- Participation Page:
  - Red Cross
  - Help A Hero
  - Play4Kay
  - Shear Da Beard

At the bottom right, there are "Cancel" and "Save" buttons. A red arrow points to the "Save" button.



# Finding An Instagram Email

In the Unbound Search bar, type in “Instagram” and click the magnifying glass icon to find the relevant emails



The screenshot displays the Unbound CRM interface. At the top, there is a navigation bar with the Unbound logo and several menu items: Dashboard, Content, Marketing, Insights, and Social. The user's name, "Sport Clips Haircuts of College Squ...", is visible in the top right corner. Below the navigation bar, the "Contacts" section is active, showing the user's email "admin@ca783.com" and the role "Site Editor".

The main content area is titled "Email Campaigns" and includes a "View Calendar" button. There are three tabs: "Available Campaigns" (selected), "Scheduled", and "Sent". A search bar is located below the tabs, containing the text "Instagram". A red box highlights the search bar, and a red arrow points to the magnifying glass icon on the right side of the search bar.

Below the search bar, there are two campaign entries:

- Special Event, Instagram Followers - NO OFFER  
Subject: Follow Sport Clips on Instagram for All the Latest Trends
- Special Event, Instagram Followers - \$5 off MVP  
Subject: Special Event: Follow Us on Instagram to Get \$5 Off Your MVP Haircut

# Editing Emails

The campaigns have your new “Instagram URL” already embedded in them. Though the email campaigns are editable, you do not need to add any text to send them. Should you choose to do so, be sure to save before sending.

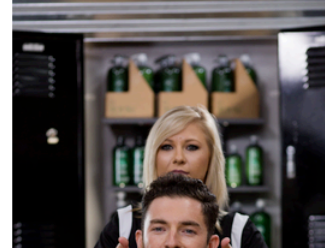


Follow us on  
*Instagram*

Did you know your locally owned and operated Sport Clips is on Instagram?

Be sure to "Follow" our Instagram page to learn about special events, promotions, local partnerships, and more!

To find us on Instagram, [just click here](#) or search for: Sport Clips [SiteProperty:City]



# Digital Marketing



iAPPS Log-In – [www.sportclips.com/admin](http://www.sportclips.com/admin)  
“Survey Says!” – [www.sportclips.com/leadership](http://www.sportclips.com/leadership)  
Chad Jordan, [website.request@sportclips.com](mailto:website.request@sportclips.com)