# SAP VIRTUAL AGENCY
## SELF SERVICE MARKETING
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The SAP Virtual Agency, a free online demand management platform, is designed to assist SAP partners with demand generation activities. Using SAP Virtual Agency, you can easily create, manage and execute professionally-crafted marketing campaigns and events to promote your SAP-related solutions – enabling you to close new business faster than ever before.

More specifically, you can take advantage of:

**Self Service Marketing:**
- High-impact demand generation campaigns
- Events promotions for live and virtual events
- Invaluable resources for downloading

**Full Service Marketing***:
- Fixed price, turn-key lead generation packages that you can order using your SAP Market Development Funds (MDF) with 100% reimbursement or use your own funds
- Packages developed by SAP and package execution done by SAP preferred marketing agencies

* Full Service Marketing package ordering is available via the SAP Virtual Agency in the Latin American and North American regions.

This Getting Started Guide shows you how to utilize SAP Virtual Agency Self Service Marketing. Specifically, you will learn how to choose, customize and update the library of assets, and use them to create your own, direct mail or email campaigns from suggested messaging and visually appealing pre-built templates, directly from your Web browser.

You can use SAP Virtual Agency to target customers and prospects using an impressive library of materials without incurring any agency or design fees. Choose from a variety of marketing tactics including:

- Emails
- Landing and registration pages
- Postcards
- Customer success stories and brochures

SAP Virtual Agency is available to the following SAP partners:

- SAP Extended Business Member
- SAP Value Added Reseller
- SAP Authorized Reseller
- SAP Distributor

Get started now, and start building your pipeline today!
**Step One: Check the system requirements**

Before you can get started, and to ensure optimal use of all SAP Virtual Agency features and functionality, your system needs to comply with the following requirements:

**For Windows users**
- Windows 7; Windows Vista or Windows XP Service Pack 2
- Intel® Pentium® III 450MHz or faster processor, or equivalent
- 128MB or more of RAM

**For Mac users**
- Apple Mac OS X 10.4.8 or above
- Intel Core™ Duo 1.83GHz or faster processor
- 128MB or more of RAM

**One of the following browsers:**
- Microsoft Internet Explorer 8.0 and later
- Mozilla Firefox
- Apple Safari 3.0 and later
- Google Chrome
- Opera

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**Step Two: Access SAP Virtual Agency**

If you already have your SAP Virtual Agency user name and password, you may proceed to log in directly at SAPVirtualAgency.com. If you do not have your login information, please register for access at SAPVirtualAgency.com/Enroll.aspx.

When you log in for the first time, you will be presented with the terms and conditions for using SAP Virtual Agency. Please review and accept the terms and conditions before proceeding.
SAP VIRTUAL AGENCY
STARTING OUT

Step Three: Update your account profile

Now you have successfully logged in, we recommend that you first complete your account profile to help maximize the impact of your campaigns and accelerate your campaign creation process later on.

To update your profile, click on “Personalize this site” on the upper right hand side of SAP Virtual Agency home page.

- In My Profile, update your contact details
- In General Information, update your company name and company brand color. The settings will serve as the default values for your campaigns
- Upload your company logo
- Add social network links, such as Facebook, Twitter, and LinkedIn
- Add additional users in your organization
- Add and manage your company’s privacy statement, email footer, and more
Step Four: What do you want to do?
Now, you are set up and ready to go. SAP Virtual Agency gives you the flexibility to create a variety of marketing tactics using content and templates provided right within the tool. Here are a few examples of how you can get started using SAP Virtual Agency today:

1. Finding, customizing and using pre-packaged campaigns with suggested messaging and campaign offers
2. Creating your own marketing campaigns from the ground up using open templates such as emails, landing pages, post cards, and more
3. Creating or copying, managing and tracking a live or virtual event
4. Accessing, reviewing and analyzing reporting
CREATING CAMPAIGNS
AND COLLATERAL
In SAP Virtual Agency Campaign Center you have the option of choosing from SAP campaigns with suggested messaging (‘pre-packaged campaigns’) and customizing the content to fit your campaign needs. Alternatively, you may use an open template to create your own campaign from the ground up. The choice is yours.

Using either option, you can opt to execute different marketing tactics, including emails, landing pages, direct mail, and more.

Just follow the steps that are outlined for the activities within this Guide.
Step One: Find the right campaign for you
There are plenty of campaigns to choose from. But which one suits your current needs? Use the site’s filters and/or search facilities to obtain the right campaign.

1. Navigate to the Campaign Center by clicking on the Campaigns button from the SAP Virtual Agency home page.
2. If you know which campaign you are looking for, you can search for it by name or by related keywords using the search function.
3. Alternatively, if you would like to browse for campaigns that meet your business needs, you can use the filter function to help narrow down the list of available campaigns based on target audience, market segment, vertical industry and related SAP solution(s).
4. Your search or filter results will be displayed underneath. Simply select the campaign to customize. You will then be directed to the Campaign Overview page.

Step Two: Customize your campaign
On the Campaign Overview page you are provided with everything you need to know about the campaign, including the high-level messaging, target audience information, campaign offers (e.g. white paper, webcast) or resources (e.g. tele-marketing script for partners), and available campaign tactics.

Once you have identified the campaign that you would like to execute, follow the steps outlined below to create an email, landing page, direct mail and more.
1. In the top center of the Campaign Overview page you will find a list of customizable campaign activities such as emails, landing pages and postcards.

2. Click on the activity you want to customize.

3. Select your company logo. If your company logo does not appear, edit your profile to add it.

4. Select an image from the photo library.

5. Continue customizing the rest of the form.

6. Click Save and Continue.

7. Enter in the file name for your document.

8. Don’t forget that if you are customizing an email campaign you will also need to create a separate landing page to capture the leads from it.

9. Download and save your activity for offline campaign tactics such as postcards.

10. For email campaigns you will need to complete a few additional steps to ensure the campaign is executed correctly:
   - Send a test email to yourself. Review and make any necessary changes.
   - Upload your contact list or select from an existing contact list.
   - Schedule when you want the email to be executed.
   - Submit the campaign for SAP review and approval.

   The approval time can take up to two business days. Please keep this in mind when you schedule your campaign plan.

   And as with other email marketing systems, once your campaign is submitted and approved, it cannot be recalled, so please ensure you have thoroughly reviewed your campaign before submitting.

   Now click on Campaign Center to customize other assets as required.
Alternatively, if you would like to create your own campaign using our open templates with no suggested messaging, you can select the campaign tactic that you would like to create by selecting Custom Campaign from the menu on the right.
Follow these steps to create landing and registration pages to capture leads for your campaign.

1. Select your company logo as well as an image from the photo library.
2. Your company logo should already be uploaded assuming you followed the Getting Started steps to complete your account profile as outlined in the beginning of this guide.
3. Use the form to add your content for the page.
4. Click Save and Continue.
5. Now you can enter a name for your campaign asset. This will be the name used in the Activity Center for your future reference.
6. If you would like Virtual Agency to send you an e-mail notification when a user completes your Landing Page form, then tick the box on the page.
7. All users that complete the Landing Page form, can be added to one of your Contact Lists, or added to a new contact list. Just select your required option from the drop down menu.
When your landing page is complete, you will be given a personalized link where your page can be viewed. You can link directly to this page from another web page or an e-mail. With the Landing Page created, you can send an e-mail to one or more of your contacts. Click the ‘Send Test Message’ button to begin.
CREATING EVENTS
SAP VIRTUAL AGENCY
CREATING EVENTS

Using the Event Center you can create live and virtual demand generation events with ease. In addition, you can socialize the event using social media networks, as well as via email invitations.

You can then use the readily available resources to support your event, and track and manage your events and registrants. When the event proves to be a success, you can easily copy it in order to repeat it at a date to suit you.

Step One: Create a custom live or virtual event

1. To access the Event Center, click on the Event Center link under Self Service Marketing on the SAP Virtual Agency home page.
2. Click on Create Live Event or Create Virtual Event.
3. Identify your target audience by selecting the appropriate check boxes.
4. Use the same selection process for featured solutions and vertical industries.
5. After making your selections, click Next.
6. Enter Event Logistics (i.e., event title, check-in time, etc.).
7. Click Previous to go back, or Next to continue.
8. Enter Event Location (for in-person event) or Virtual Event Details (for online event).
9. Click Previous to go back, or Next to continue.
10. At Configure Options, enter the attendee target numbers and select if you wish to hide the event or the driving directions from external searches.
11. Click Previous to go back, or Next to continue.
12. Review final registration summary. Click Edit to make any necessary changes.
13. Click to Save and Activate or Save and Activate Later.
14. If you activate now, you will be provided with an event code and the registration URL.
15. If you want to activate later, go to My Events, in order to access the event when required.
If you choose not to hide your event from external searches, it will be visible to and searchable by the public at [www.attendmyevent.com](http://www.attendmyevent.com). When scheduling your live event, make sure you set the time zone to correspond to the event location.

And when entering event descriptions, we recommend you keep the text concise and the messaging appropriate to your target audience.

**Step Two: Track and manage your event**

Access My Events in the Event Center via the right navigation bar. Here you can edit or cancel your event details, view and manage your registrants list and socialize the event via your social media account(s).
Step Three: Copy your event

If you wish to create a new event without having to start from the beginning, you can make a copy of your existing event.

1. Select one of your events from the drop-down list.
2. Click on Copy an Existing Event.
3. All the event details from the existing event will be copied into a new event.
4. Edit and customize your new event as appropriate, by clicking on the edit links throughout the preview page.
5. Click to Save and Activate. You will be provided with an event code and the registration URL.
Once you've launched your campaign, you can access various campaign reports within the SAP Virtual Agency in order to evaluate your campaign performance, as well as take action to follow-up on your leads.

To access the reporting, go to the My Campaigns section via the right navigation bar. Here you will see all the reports that are available for you to review and export.
SAP VIRTUAL AGENCY
SEARCH AND DOWNLOAD RESOURCES

The SAP Virtual Agency Resource Center allows you to search for and download resources. (I.e., brochures, copy blocks, demo videos, white papers, and more). You can search for and download resources independent of the campaigns that they appear in.

1. Navigate to the Resource Center via the SAP Virtual Agency home page.
2. If you know which resource you are looking for, you can search for it by using the keyword search function.
3. Alternatively, if you would like to browse for resources that meet your business needs, you can use the filter function to help narrow down the list of available campaigns based on resource type, SAP solution(s), language and keyword.
4. Your search or filter results will be displayed underneath. Simply select the resource you wish to download.
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MORE HELP AND INFORMATION

For more information take a look at our training videos;
For Frequently Asked Questions, please go to www.sapvirtualagency.com/help/FAQ.aspx
If you need further help, please contact your SAP Virtual Agency support agent by going to www.sapvirtualagency.com/Orgs/Help.aspx