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# ShelfGenie

## Campaign Source Tree

Updated: September 2019

Your guide to determining what qualifies as a marketing expense, where to find sources for inputting costs, and how to request a new source.

CAMPAIGN TYPE:

# DIGITAL MARKETING

CAMPAIGN CATEGORY:

PAID  
ADVERTISING

EMAIL  
MKTG

SOCIAL  
MEDIA  
MGMT

WEB/  
SEO  
MGMT

INFLUENCER  
MKTG

INTERNET  
SITES

DIGITAL  
PPL  
PROGRAMS

CAMPAIGN SOURCES:

QIIGO -  
PROGRAMMATIC  
QIIGO - PPC

(VARIOUS)

QIIGO – FACEBOOK ADS  
PAID SOCIAL MGMT  
ORGANIC SOCIAL MGMT  
(VARIOUS)

QIIGO – SEO  
QIIGO – LOCAL WEB  
PAGE MGMT  
(VARIOUS)

(VARIOUS)

HOUZZ  
ANGIE'S LIST  
YELLOW PAGES  
NEXTDOOR  
(VARIOUS)

RED PLUM  
GANNETT (OLD)  
(VARIOUS)

CAMPAIGN TYPE:

# PRINT MARKETING

CAMPAIGN CATEGORY:

NEWSPAPER

DIRECT MAIL

MAGAZINES

OTHER

CAMPAIGN SOURCES:

DAILY  
WEEKLY  
MONTHLY  
PPL PROGRAM

THE HOME MAG  
VALPAK  
CLIPPER  
MONEY MAILER  
DELIVER MEDIA  
RSVP  
OTHER

NATIONAL – PURCHASED  
LOCAL – PURCHASED  
'LEAVE BEHIND'

GRASSROOTS MARKETING  
(i.e. PRINTED "Leave Behind" ITEMS, MOVIE  
THEATER ADVERTISING, ETC)  
VARIOUS

CAMPAIGN TYPE:

# OUTDOOR MARKETING

**BILLBOARDS**

CAMPAIGN CATEGORY:

**AUTO**

**OTHER**

**OUTDOOR  
MALL**

CAMPAIGN SOURCES:

**VEHICLE WRAP  
CAR MAGNETS**

**YARD SIGNS  
DOOR HANGERS**

CAMPAIGN TYPE:

# BROADCAST MARKETING

CAMPAIGN CATEGORY:

TELEVISION

RADIO

CAMPAIGN SOURCES:

NATIONAL AD BUY

LOCAL AD BUY

LOCAL DAILY SHOW APPEARANCE

OTT PROGRAMS

OTHER

LOCAL AD BUY

LOCAL ENDORSEMENT DEAL

SATELLITE

ONLINE

CAMPAIGN TYPE:

# PERSONAL MARKETING

CAMPAIGN CATEGORY:

SELF GEN

REFERRALS

CAMPAIGN SOURCES:

DESIGNER  
OWNER  
OTHER

CUSTOMER  
TRADE  
OTHER

CAMPAIGN TYPE:  
**SHOWS & EVENTS** (\*)

**HOME SHOWS**

(INCLUDE IN COST: registration cost,  
electricity & wi-fi cost *-if applicable-*,  
staffing/set-up person)

**(VARIOUS)** \*

CAMPAIGN CATEGORY:  
**SHOWS & EVENTS**

CAMPAIGN SOURCES:  
**(VARIOUS)** \*

**DISPLAY EXTRAS**

**BOOTH EXPENSES**

(ONLY FOR CREATING/UPDATING BOOTH)

**BOOTH ACCESSORIES**

(DISPLAY ITEMS ONLY – pots, pans, etc)

**EVENT COLLATERAL**

(PRINTED BOOTH MATERIALS – signage, etc.)

\* FRANCHISE PARTNERS ARE ABLE TO CREATE THEMSELVES

CAMPAIGN TYPE:

# OTHER

CAMPAIGN CATEGORY:

PROMO ITEMS

BRANDED ITEMS

BUSINESS COMPONENTS

PUBLIC RELATIONS

CAMPAIGN SOURCES:

HOLIDAY GIFTS  
GIVEAWAY ITEMS

CLOTHING  
OTHER

BUSINESS CARDS  
DEMO KITS  
RETAIL/SHOWROOM DISPLAYS  
PHONE NUMBERS  
PRE-APPT COLLATERAL  
ASSOCIATIONS

GRAND OPENING CAMPAIGNS  
APPEARANCES  
COMMUNITY INITIATIVES

(i.e. CHAMBER OF COMMERCE, BBB, THE  
MARKETING ARM, ETC.)



# HOW TO REQUEST THE CREATION OF A NEW CAMPAIGN SOURCE IN YOUR MARKET:

## CAMPAIGN SOURCE CREATION REQUEST STANDARDS:

- Processing requires 1-2 business days, unless otherwise indicated. (e.g. during ShelfGenie Conferences) Any delays in campaign source creation will be communicated ASAP.
- A member of the ShelfGenie Marketing Team will create the campaign source based on the best location for the source as it pertains to TYPE of marketing, followed by CATEGORY of marketing. Any deviations from your requested location and/or source name will be communicated to you.
- Once the campaign source is ready for use, the SG Team Member will supply confirmation of its activation to the Franchise Partner who made the request, and update any related phone numbers in CTM (if need be.)
- We kindly request that all franchise partners confirm receipt of activation.
- **PLEASE NOTE:** Franchise Partners still have the ability to add their own Home Shows, Local Shows, or Local Events. You do not need to submit a request to add your Show & Event registration costs. You only need to submit a request for expenses involving (a) the creation or updating of your show booth, (b) display accessories purchased for your booth, or (c) printed event-specific collateral. If you have any questions about what qualifies as booth expenses, please email [christina.johnson@shelfgenie.com](mailto:christina.johnson@shelfgenie.com).

CLICK HERE:

[SHELFGENIE CAMPAIGN SOURCE REQUEST FORM](#)

The screenshot shows a web browser window displaying the 'New Campaign Source Request Form' on the ShelfGenie website. The page has a dark blue header with the ShelfGenie logo and navigation links. The main content area is light blue and contains the following text:

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**FRANCHISEE INFORMATION**

FRANCHISE PARTNER NAME (REQUIRED)

FRANCHISE PARTNER EMAIL (REQUIRED)

NAME OF PERSON MAKING THE REQUEST (IF OTHER THAN FP LISTED ABOVE) (REQUIRED)

EMAIL OF PERSON MAKING THE REQUEST (IF OTHER THAN FP LISTED ABOVE) (REQUIRED)

FRANCHISE MARKET (REQUIRED)