CLIQTAGS

Tutorial for a first time user of CliqTags

Thanks for your interest in CliqTags, the all-in-one tool for effective mobile marketing!
CliqTags is intended for quick creation and easy management of mobile sites for different aspects of mobile marketing, where often campaigns, surveys etc are over a short period of time, and lead times to get things done also tend to be short and sweet. CliqTags is intended to give the content owner control over what's being published and when, without need for any middle-men, except maybe during the design phase.

Introduction

The following tutorial assumes you have already signed up for at least the Apprentice plan (free, max. 1 site, 4 pages etc), but the same fundamental procedure applies to premium plans.

We advise you to have the tutorial open in a separate window (or lo and behold printed), so you can experiment with CliqTags while reading. The tutorial can be copied freely as long as no changes are made to the content and the copyright statement is intact.

Remember: You can't break anything, so we invite you to experiment on your own.

The screenshots show some features being disabled, which is the case in the Apprentice plan. All features are available in premium plans.

Whenever you are interested in learning more about how and for what to use CliqTags, you will find plenty of information at http://cliqtags.com, especially in the FAQ section.

Without further ado…

Create your very first site

What you see right after logging in is a page for quickly creating a new site. To the left are the most important settings to achieve a fundament for further work. To the right is a preview of your color choices, to see where they apply and so that you can see that they match.

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Depending on your plan, a suitable site template has been chosen for you, so you have something to work with immediately. You can change to any of the other templates if you like, but for this tutorial we will use **Contact card**.

Enter a suitable **Site name**, and make any other changes you desire.

Below is an example of how things can be set up. These settings will be used throughout the tutorial.

When you are satisfied with the look of the site, click **Save**.

If any errors occurred, they are shown at the top of the page in red.

Review your site (phase 1: not that much to see, yet)

Directly after creating your site, provided everything went well, you'll see a page with basic information about your site. If you had set up several sites they would all show up here.

You see the name of the site, the automatically selected site ID (for accessing it via http://cqt.se/[ID]), that it's active and that it contains 1 page.

Below that is a set of tool buttons, to manage the site in different ways.

Click **View**. Now you should see the contact card that is yet empty.

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Click **Close** at the bottom or **Sites** at the top (on the breadcrumb row) to get back to the list of sites. This is generally how you navigate throughout CliqTags.

Enter contact information

Click **Pages** to see a list of created pages. Right now you only have one of course, based on the Contact card template.

Click **Edit** to see the settings for this page.

If you have a vCard file with your contact info (can be exported from e.g. Microsoft Outlook), you can upload that. Otherwise, manually enter your information.

Don't forget to name the page, e.g. John Smith.

Below is example information:

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Click **View** to see what the page looks like now. Note that **View** also saves the changes that you made.

Click **Close** at the bottom of the page, or **Pages for site**... at the top.

The page is now named John Smith, as it should be.

Create a new page

John wants to tell his customers where he's located.

The best way to do that is to create a page of **Location** type.

On **Pages**..., click **New** at the top.

Click **Location**.

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Use the map to navigate to wherever your company happens to be (use **Search** to speed things up). Choose a zoom level that clearly shows the nearest surroundings.

Name the page (as always) to e.g. Where I am. Note that the example also has the address at the bottom.

Click **View** to see the result.

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That was easy, right?

Review your site (phase 2: your completed contact card)

Go to **Sites**.

You should now see that you have 2 pages on your site.

Click **View** to see the site in full. You can navigate around to see that it's all there.
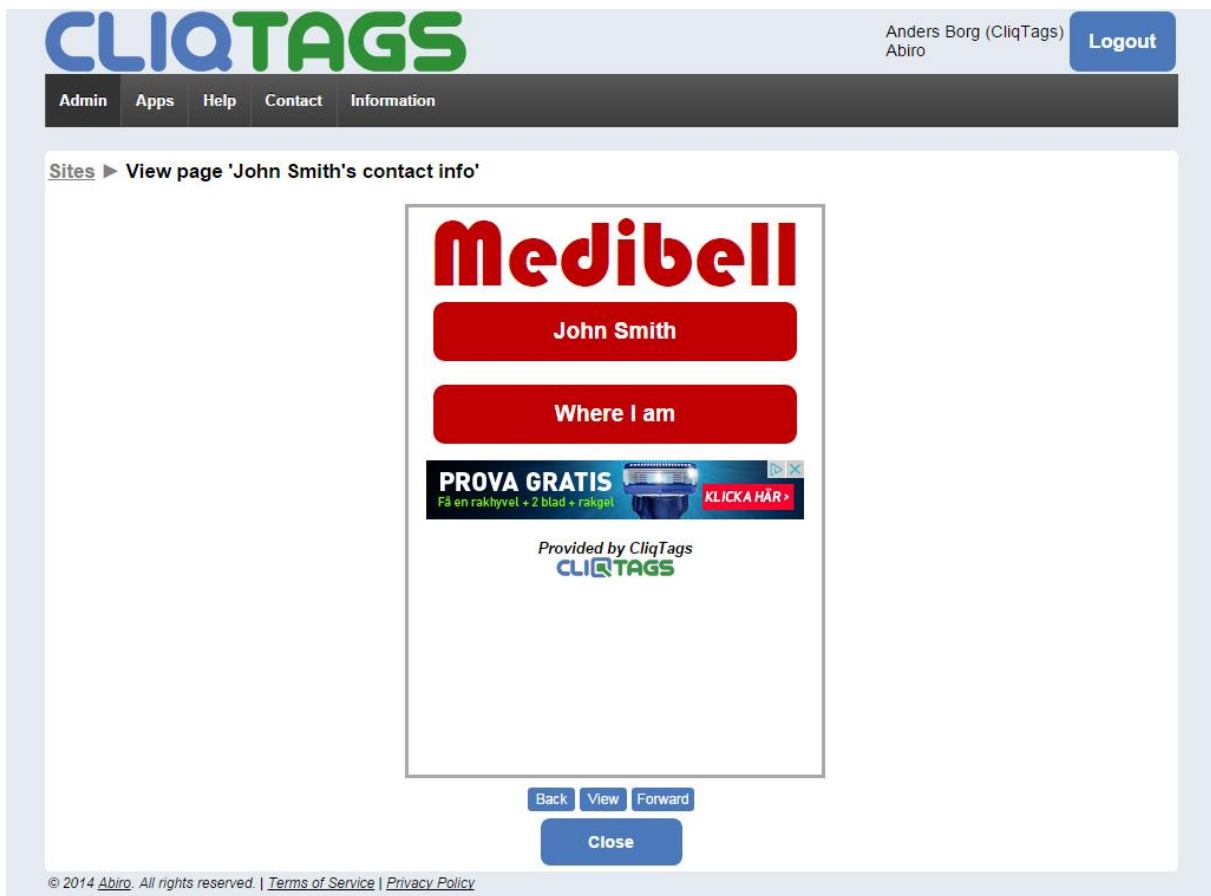
Note that a menu and home buttons were automatically created based on the pages you had created. You don't explicitly work with menus in CliqTags.

Note also that both page types used are interactive:

- **Contact**: A visitor can have the contact information sent as an e-mail
- **Location**: A visitor can manipulate the map the usual ways (zoom in, pan etc)

If you want to create a page with just static content, you should use **Information**. Feel free to check out the other page types as well.

Access the site

John is aware a site is useless if no one knows about it, so he intends to put information about it on his printed business card, in a magazine ad and in a mobile site ad.

Click **Access** on **Sites**.

To the right you see a QR Code that you can print or show anywhere you like. It will take visitors to your site, provided they have a QR Code app.

Try it out!

Above you find the link to the site, that you can use in digital ads, on other sites, printed under the QR Code etc.

If you make any changes to the settings, don't forget to **Refresh**. Example:

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This is how the site looks like on a typical smartphone, after having read the QR Code.

Onwards...

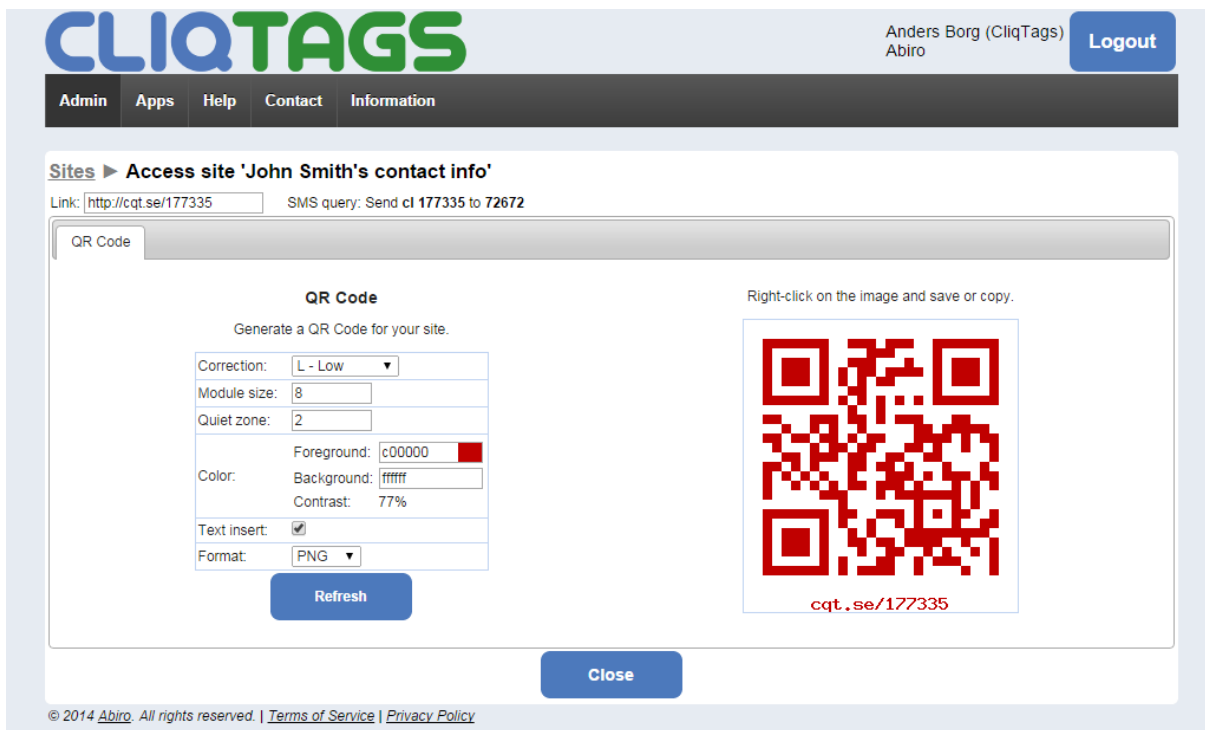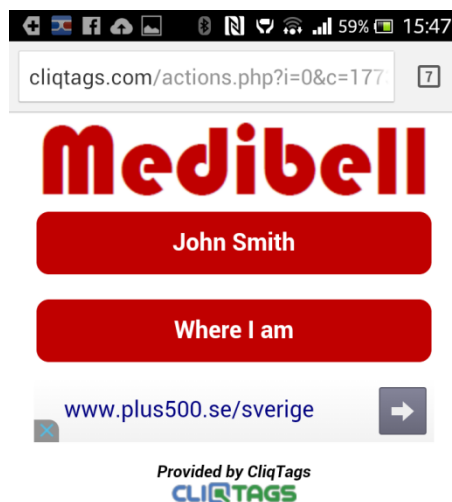We've barely scratched the surface of what CliqTags is capable of, and we didn't even begin to look at how to further customize your site in terms of overall look, site structure, perform bulk distribution (premium plans only) etc, which would be outside the scope of a basic tutorial.

Anyhow, we hope your appetite has been wetted. Again, nothing can really break, so don't be afraid to experiment. If you get stuck, feel free to contact us via e-mail (premium plans only, at least officially).

Also note that everything is saved between sessions, so it will be exactly the way you left it, the next time you log in. Hopefully then showing that many have visited your site(s).

The benefits of going premium

Some of the major benefits:

- Create multiple sites and more pages
- Assign multiple users to the same account and content (currently via AppDirect only)
- Use selective activation and scheduling of individual sites and pages, making it easy to change what users see from time to time, even without your intervention
- Define custom site IDs, so that the link to the site can be branded and easier for visitors to remember the link to
- Be able to distribute information about a site via SMS and e-mail to many recipients in one go
- Configure advanced forms/surveys, including custom designs with lots of different field types and be able to view and download responses etc
- View advanced statistics with charts and lists where chart design and time windows can be set freely etc
- Utilize beacons for your proximity scenarios
- Create white-branded sites where only your brand shows and without ads (except for possibly your own)
- And more…