

# Zembula for Small Businesses

Zembula's interactive content can help you in some surprising ways with many aspects of your marketing. The best part is that Zembula makes it easy to start getting results right away. As a small business marketer, you have a limited amount of time and resources, so you need things to work and work now! We are here to help you collect more email addresses and get more clicks on your emails right away.

# Zembula's interactive content is great for small businesses

Here are some results SMBs typically see with Zembula's interactive content.



Interactive content can help you **capture up to 22x the emails on your site.**



Interactive content in email gets you **12x the click through.**



# How to use Zembula:

Get started in 5 minutes!

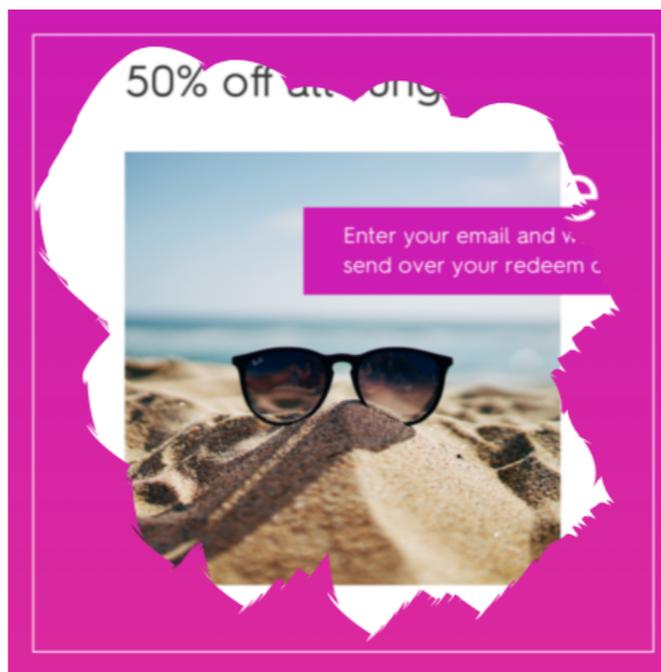
# Step one: design

You need to design your experience in two parts: cover and reveal image.

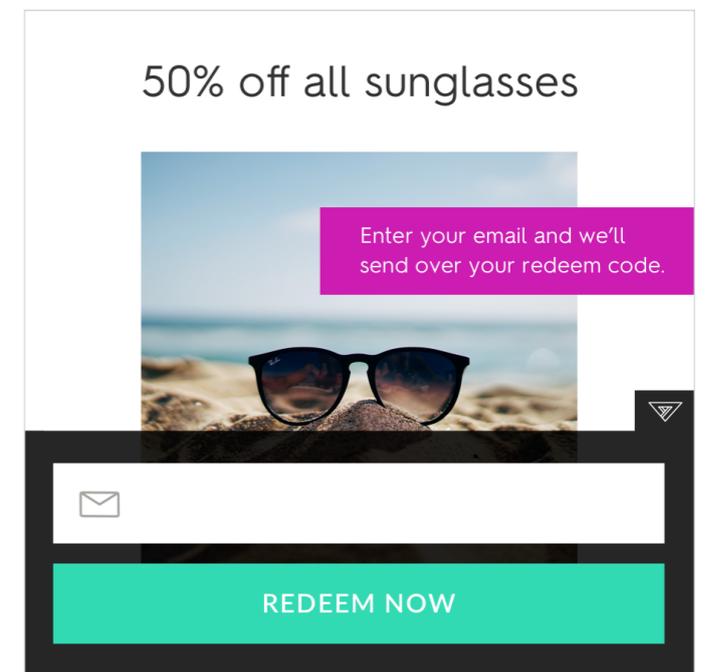
To get a winning experience you need tension between the two images. Try asking a question or hiding part of the image. This will entice the viewer to act.



Cover Image & Scratch Hint



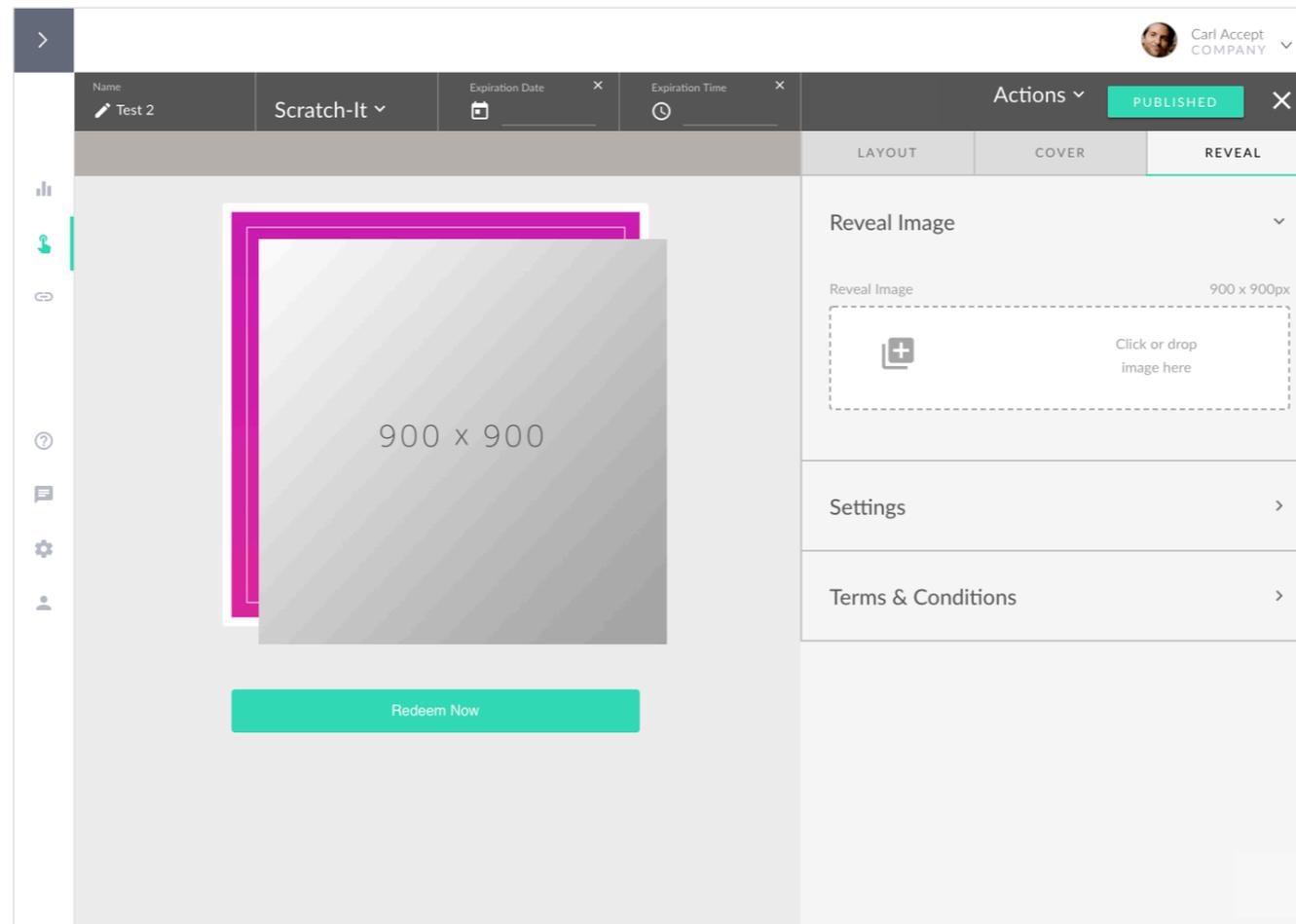
Scratch Interaction



Reveal Image and Email Capture

## Step two: build and connect

Now for the easy part. Login to the platform to drag and drop your design into life. You can now set up an email capture or a CTA. Set up direct integrations to your ESP for easy data transfer.



[All it takes is a few clicks. Learn more about how the platform works here.](#)

# Step three: deploy

For email captures all you have to do is install the global snippet code and turn it on on the appropriate page in the platform. You can control how it is deployed either as a slide-in, or an overlay and also fine tune deployment settings like when and how often it should be displayed.

Want to take it a bit further? Easily A/B test your experience all from the platform!

The screenshot shows the 'Website Targeting Management' interface. At the top, there are tabs for 'Website Targeting', 'Content Frequency', and 'Exclusion List'. The main heading is 'Website Targeting Management'. Below the heading, there is a brief description: 'Setting up website targeting profiles allows you to fully automate when and how campaigns are triggered on your website.' A '+ ADD NEW PROFILE' button is visible. A note states: 'Note: You must have already added the Zembula universal code snippet to your website in order to take advantage of website targeting profiles. To learn how to install Zembula on your website [click here](#).' Below the note is a table with the following data:

Website Targeting Profile	Rules	Connected Campaign	Last Updated
Blog <small>Disabled</small>	(3) Rules	(3) Campaigns	Sept 12, 2017 9:58 AM
Product	0 Rules	(3) Campaigns	Sept 12, 2017 9:58 AM
Web	(3) Rules	(3) Campaigns	Sept 12, 2017 9:58 AM
Mobile	(3) Rules	(3) Campaigns	Sept 12, 2017 9:58 AM
Default	(3) Rules	(3) Campaigns	Sept 12, 2017 9:58 AM

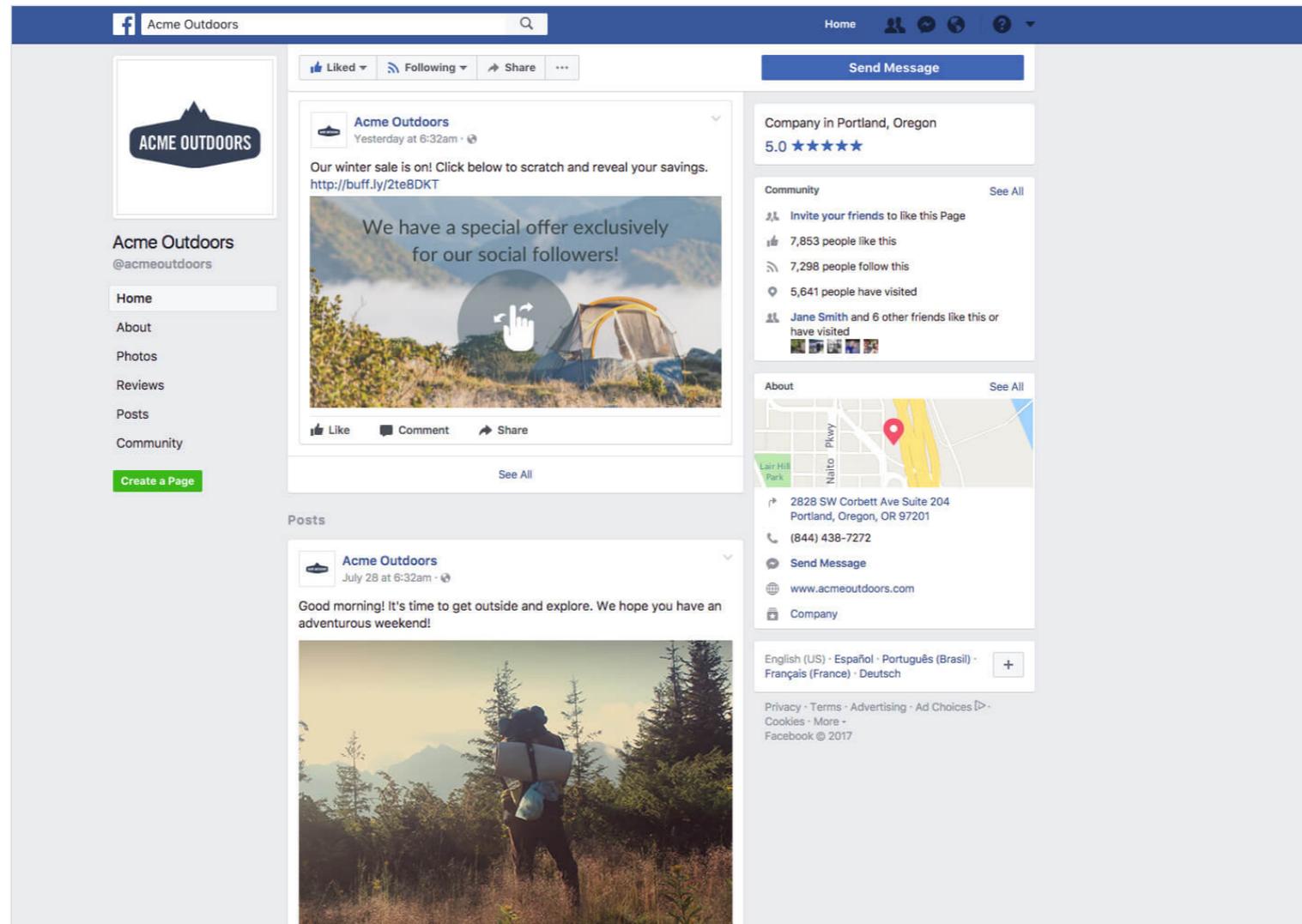
For interactive content in email, just copy and paste the dynamic code into your email template!

The screenshot displays the Zembula campaign management interface. At the top right, the user is identified as Jerry Ortiz from SILVERPLEX. The campaign is titled "My first Zembula Campaign" and is of type "A/B Testing". A "Campaign live" toggle is turned on, and a "PREVIEW CAMPAIGN" button is visible. The navigation menu includes "Home", "Website Targeting", "Email" (which is selected), "VIP Links", and "Advanced". The "Email Content" section is active, providing instructions on how to generate a customized email snippet code. Below the instructions, there are two tabs: "Email Snippet Builder" (selected) and "Email Link Builder". A text input field labeled "Name" contains the example text "ex: Monthly send". A green "CREATE EMAIL SNIPPET CODE" button is positioned to the right of the input field. A mobile device icon is shown on the right side of the page, illustrating the campaign's appearance on a smartphone.



Where can you use  
Zembula Experiences?

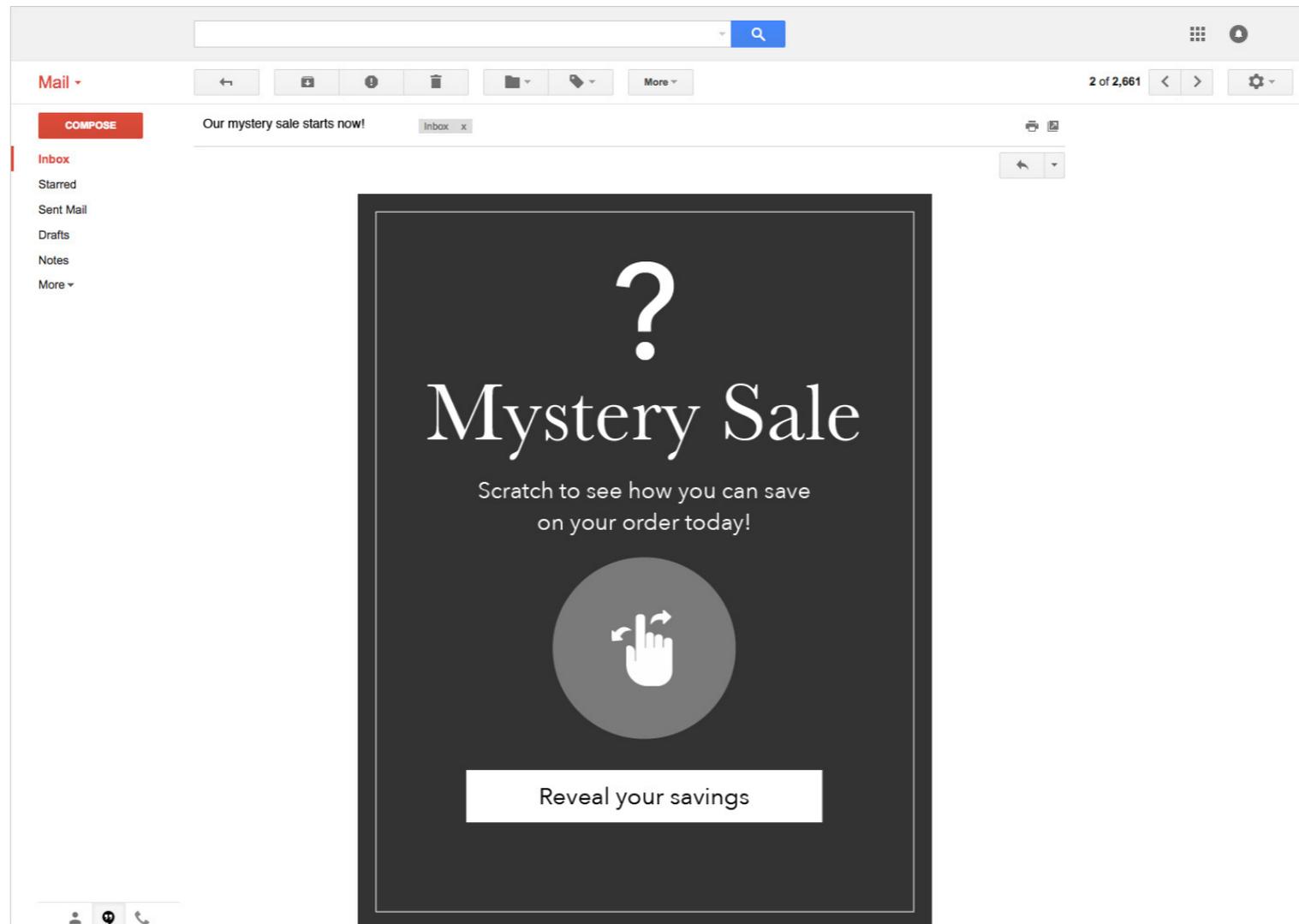
You can use interactive experiences almost anywhere.  
In fact, they work anywhere you can paste a link.



# We recommend using interactive experiences on your website to capture emails.

The screenshot displays the 'ACME OUTDOORS' website. The top navigation bar includes 'APPAREL', 'BAGS', 'CAMPING', 'ACCESSORIES', and 'SALE'. Below the navigation is a 'Special Offers' section with two category tiles: 'CAMPING' (featuring a tent in a mountain landscape) and 'APPAREL' (featuring a person in outdoor gear). A Zembula-powered pop-up is overlaid on the right side, offering 'Free shipping on your first order when you sign up for our newsletter.' The pop-up includes a play button icon, a text input field with the email address 'jane.smith@hello.com', and a 'Redeem now' button. A 'Powered by Zembula' logo is visible in the bottom right corner of the pop-up.

We also suggest using them in your emails to drive click through.





What types of things  
can Zembula help me  
with and how?



It can help you get more email addresses on your own website.

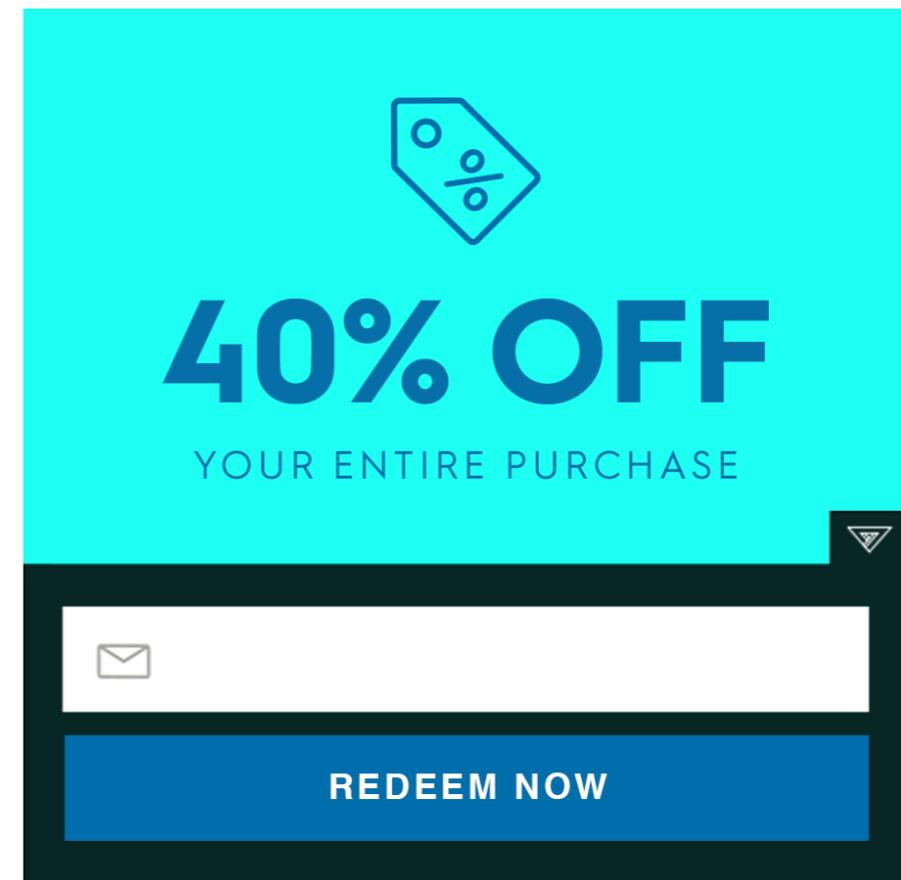


You can use interactive content to supercharge your email acquisition on your own site. Get more emails for your newsletter, blog, or other email lists by adding an interactive slide in to your site.

Discounts are a great way to get new emails, and they work even better when you add a little mystery.



Cover Image & Scratch-it Hint

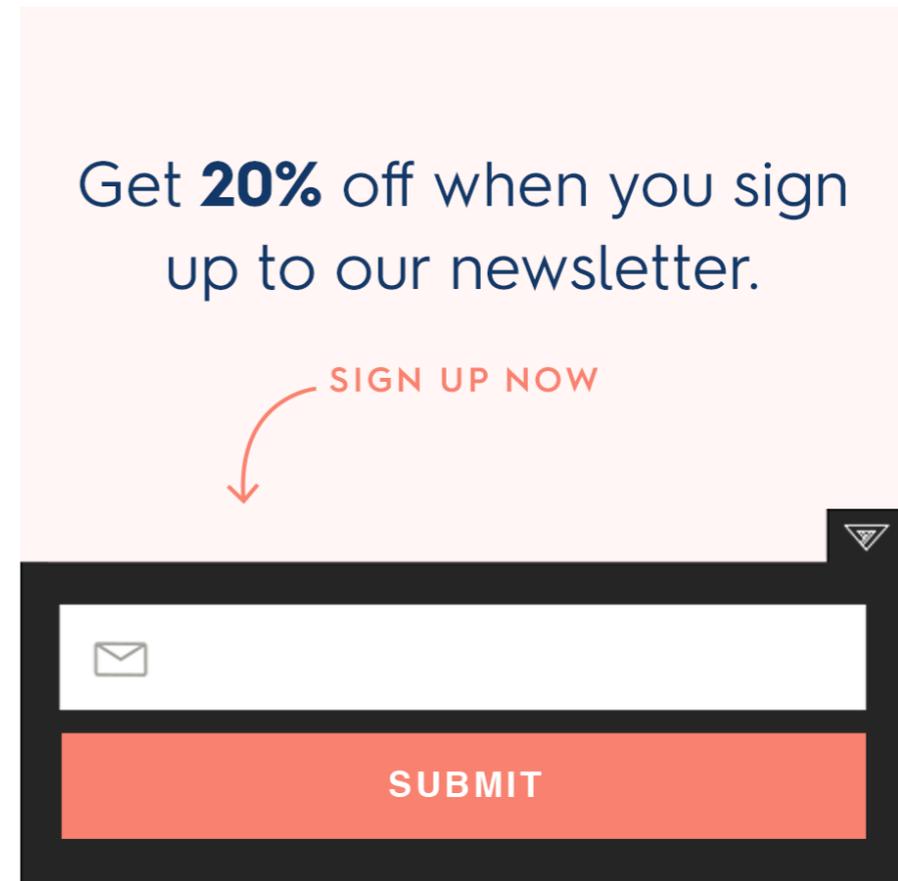


Reveal Image and Email Capture

By highlighting your newsletter with an interactive fun fact or trivia you can get more people interested in what you have to say. If you entertain your visitors they are more likely to fork over their information.

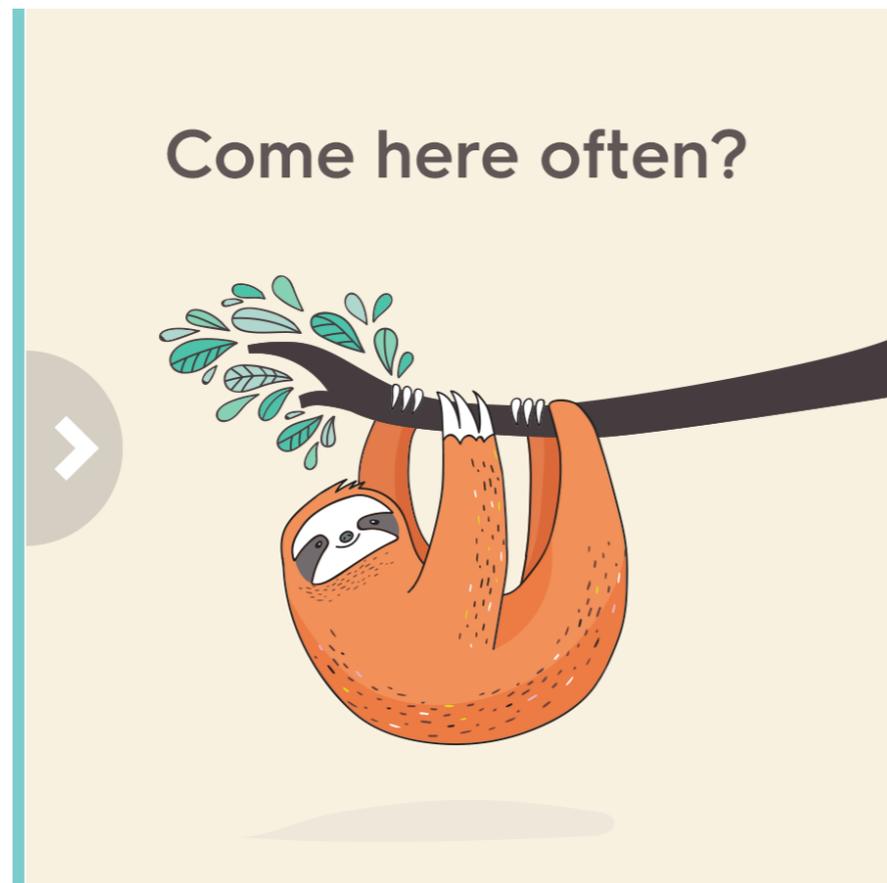


Cover Image & Peel-it Hint

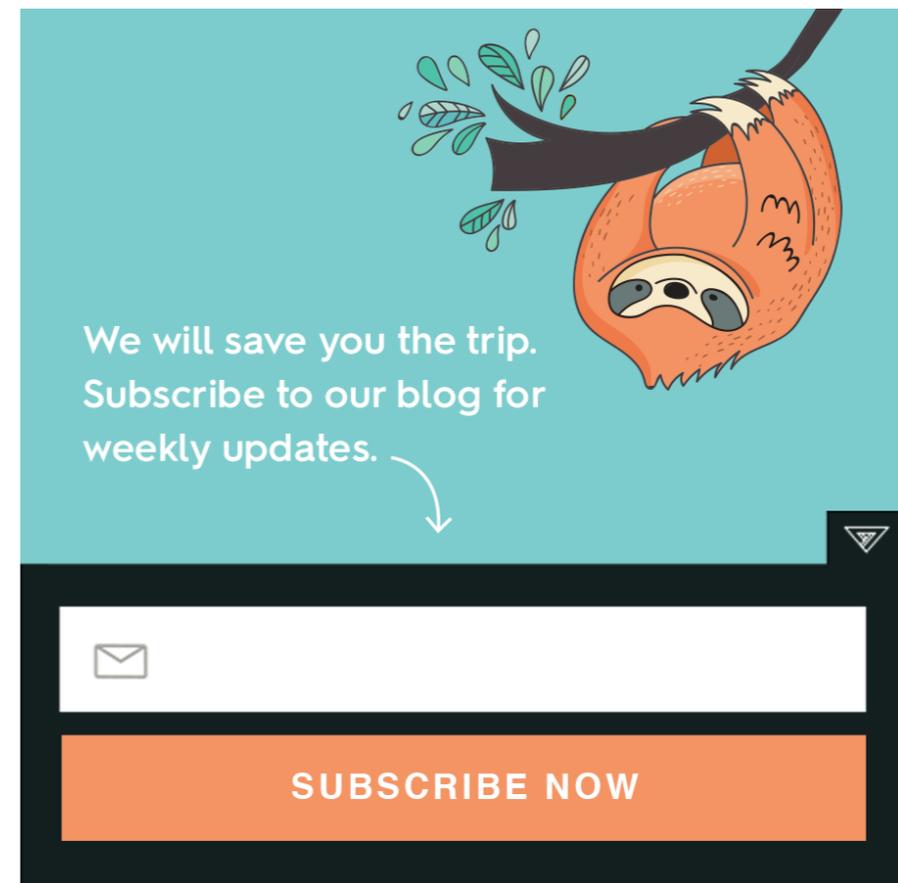


Reveal Image and Email Capture

Blogs are a great place to grab potential buyers attention. You have heard that content is king, but how do you get your content to its rightful throne? You need to drive more people to it! Collect email addresses to send blog updates and get more traffic to your best stuff.

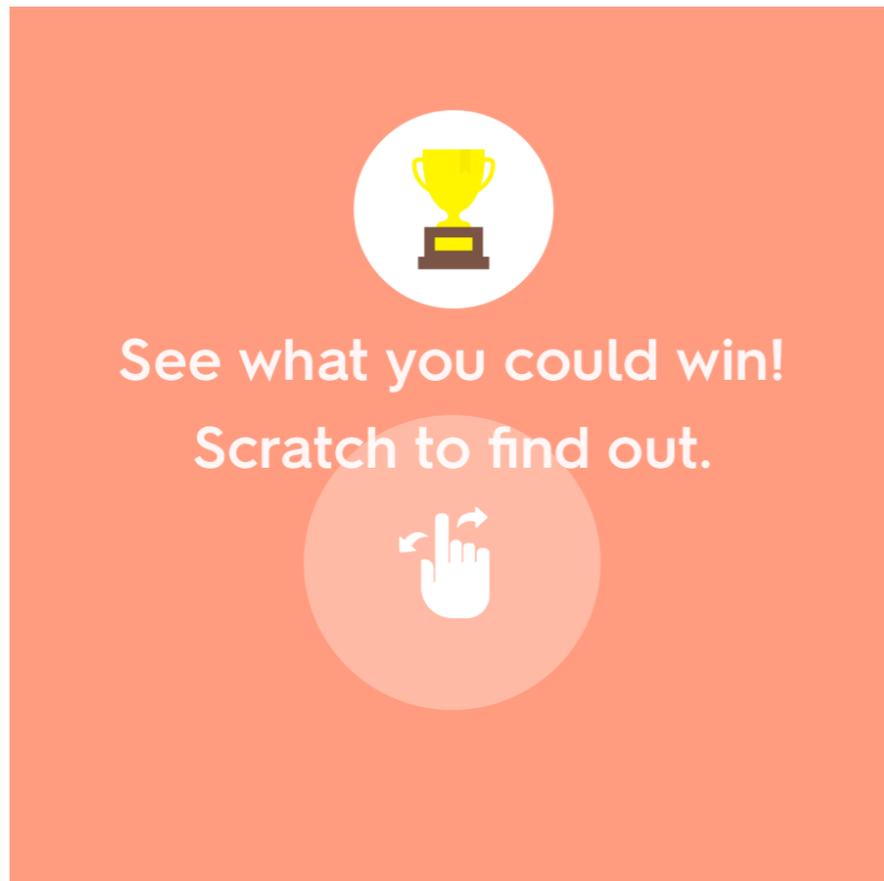


Cover Image & Slide-it Hint

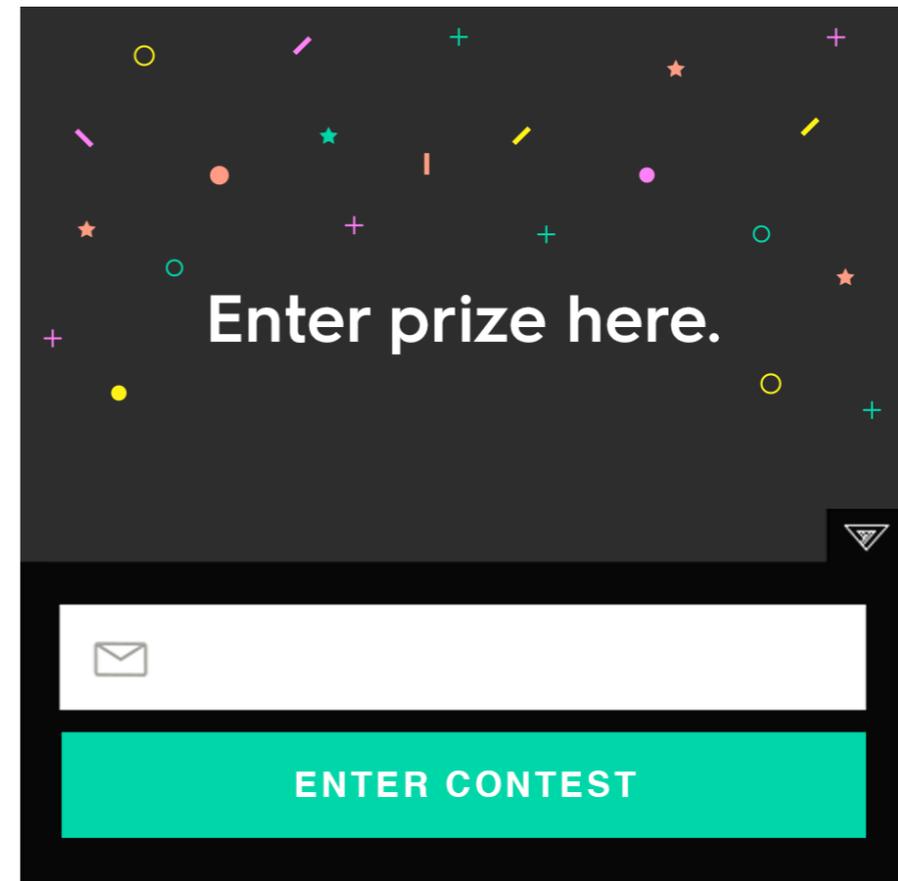


Reveal Image and Email Capture

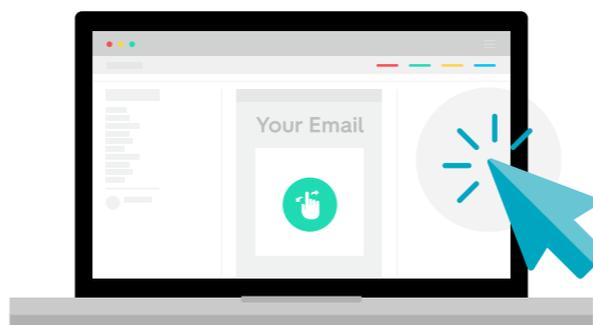
Hold a contest and trade a chance to win a prize for the information of your visitors. Most people won't be able to resist entering a good giveaway.



Cover Image & Scratch-it Hint



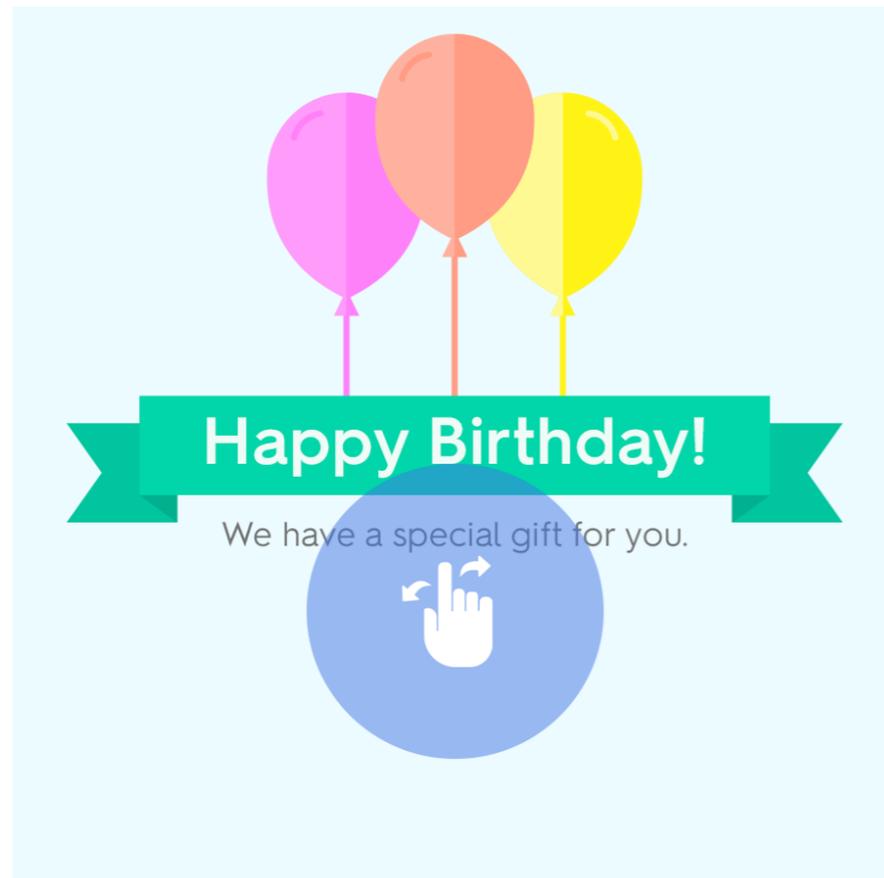
Reveal Image and Email Capture



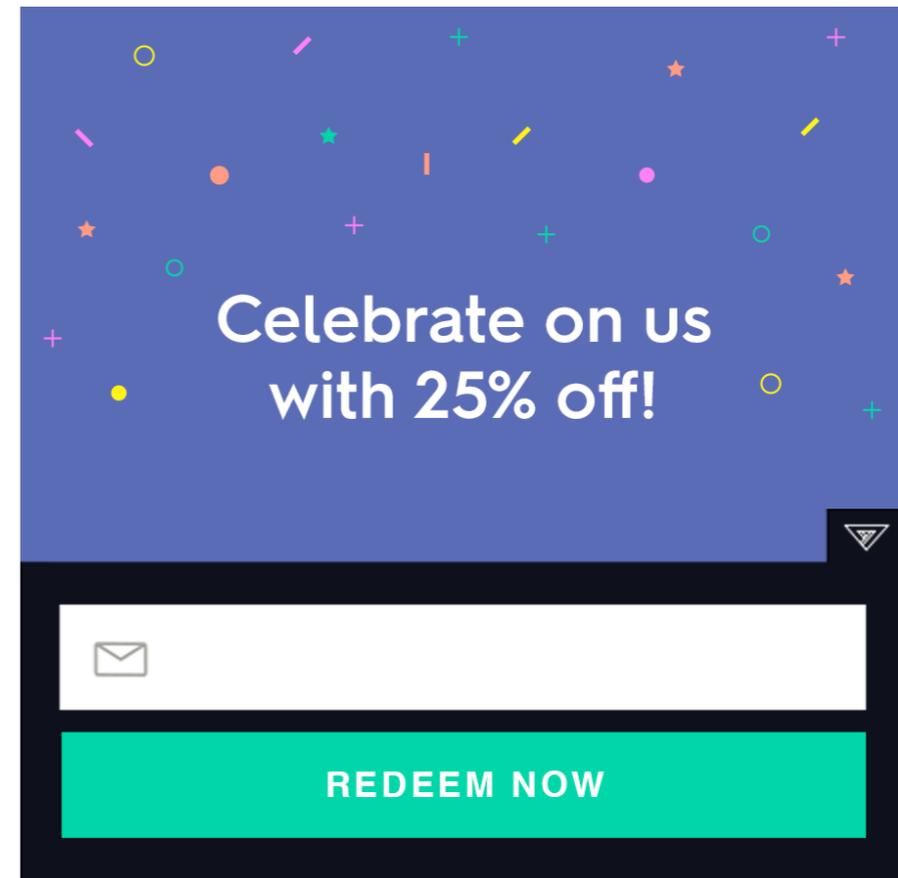
## It can help you improve your email click-through rate

Email is still one of the best ways to market to people. The only problem is that email as a whole hasn't really changed all that much in years! Your readers are bored and crave something new that will make them click. Interactive content can give your email strategy a fresh new look and feel. You can expect more clicks, up to **12x** that of your static campaigns!

Birthdays are a great time to send a little interactive treat to your lists. Give them a gift they can actually unwrap. You will pique their curiosity and drive them to act!

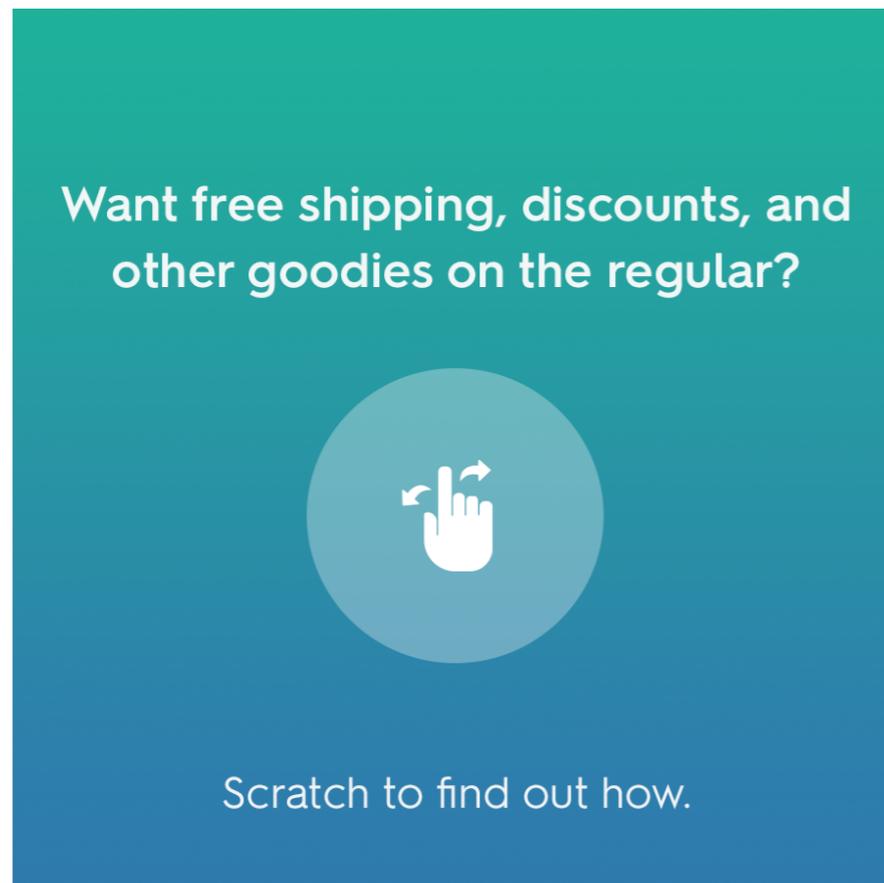


Cover Image & Scratch-it Hint

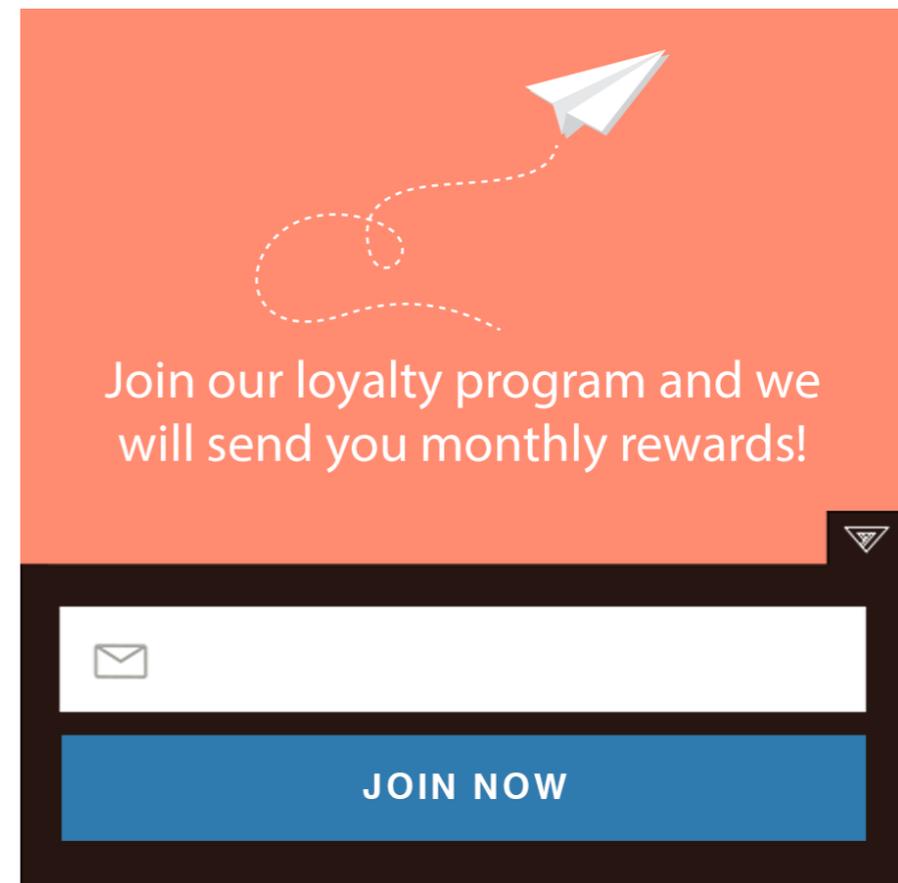


Reveal Image and Email Capture

Give your most loyal customers something to smile about. Interactive experiences in email make great additions to your loyalty campaigns because they not only offer you a creative way to give your best customers a discount or offer, they give your loyalty list the feeling that you care about them and have invested time and effort into your relationship.



Cover Image & Scratch-it Hint



Reveal Image and Email Capture

**The possibilities are  
endless with Zembula.**

If you need more inspiration check out other examples [here](#).