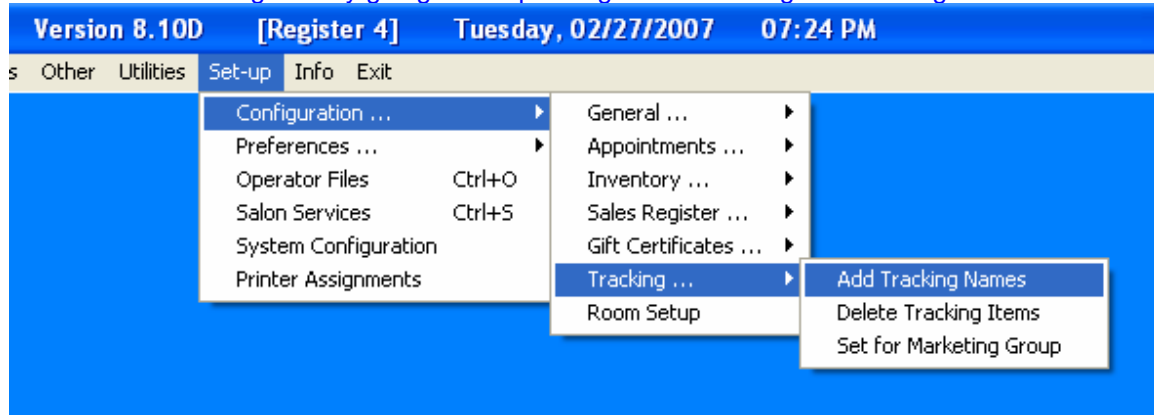


MARKETING GROUP SETUP

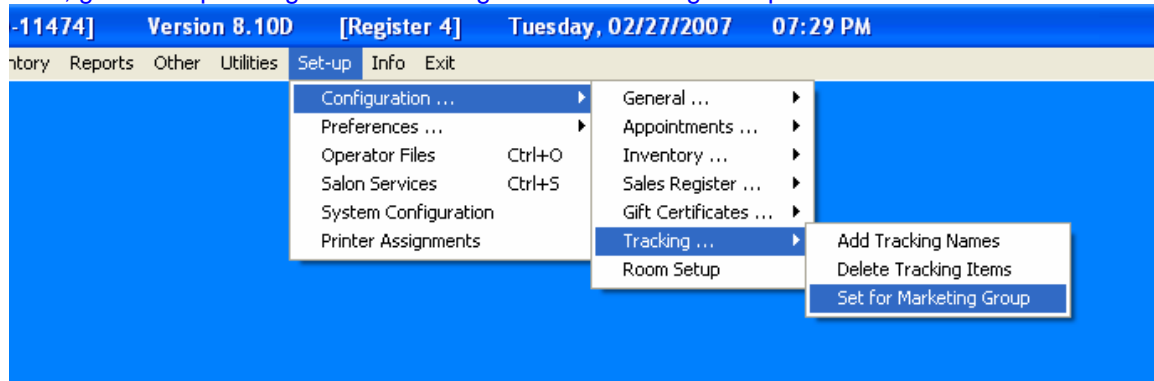
First create a tracking item by going to setup/configuration/tracking/add tracking names.



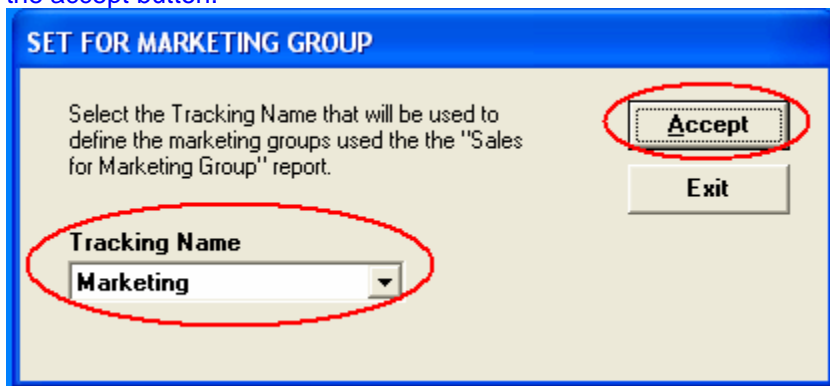
Once here add a tracking name such as "marketing" and add tracking items to that such as 'magazine' 'radio station' etc. Of course you'll want to be more specific than that for your precise marketing.

The 'Tracking' dialog box is shown with two main columns: 'TRACKING NAMES' and 'TRACK ITEMS'. The 'TRACKING NAMES' column contains a list of text boxes with the following entries: 'Zip Code', 'Hair Color', 'Marketing' (circled in red), 'Referrals', and several empty boxes. The 'TRACK ITEMS' column contains a list of dropdown menus. The first dropdown is empty, the second is empty, the third is empty, and the fourth is expanded to show a list of items: 'Radio', 'T.V.', and 'Email Blast'. To the right of the columns are two buttons: 'Exit' and 'Accept'.

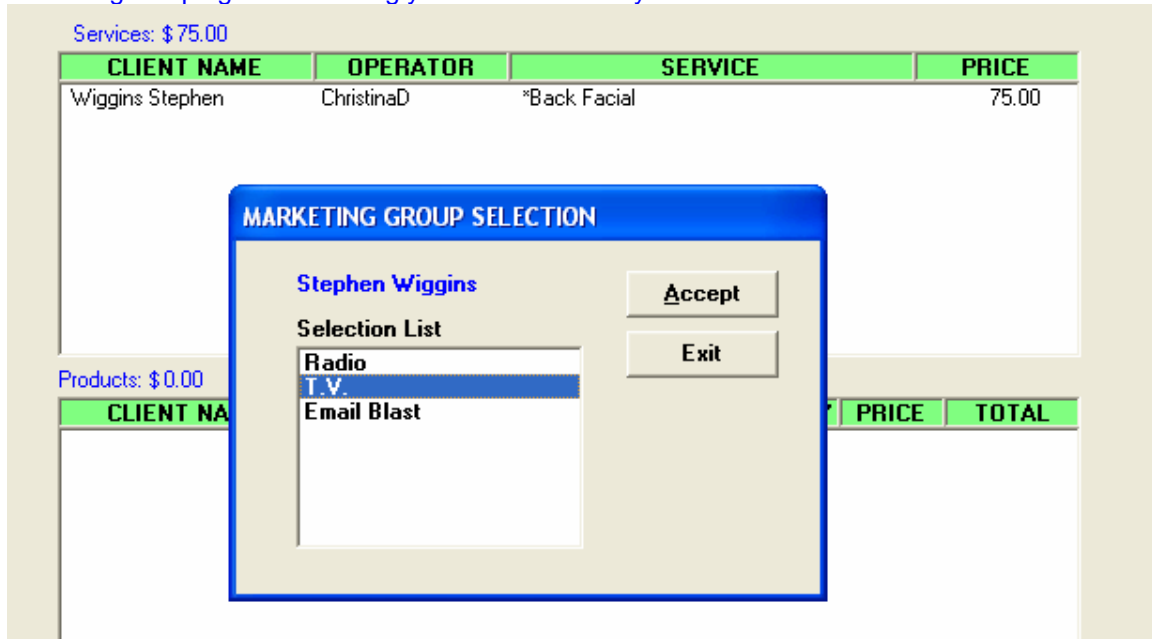
Next, go to Setup/Configuration/Tracking/Set for Marketing Group



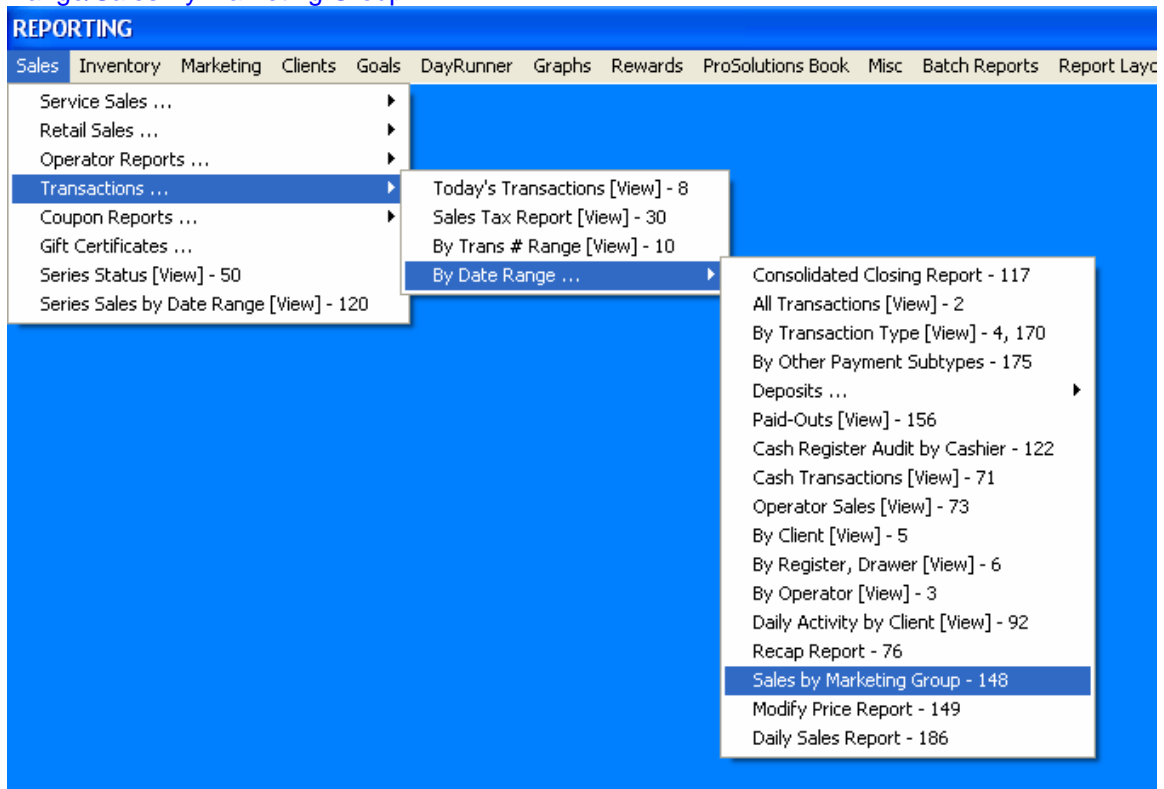
Be sure and select the tracking name that you used for your different marketing items and click the accept button.



Once Done, when you check someone out you will now get a prompt upon clicking the final 'accept' button that asks you how your clients heard about you so you can know how which marketing campaigns are making you the most money.



Lastly you can print your marketing sales reports by going to Reports/Sales/Transactions/By Date Range/Sales By Marketing Group.



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