

User Manual



VERSION 1.0

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Summary:

Welcome on Doug !

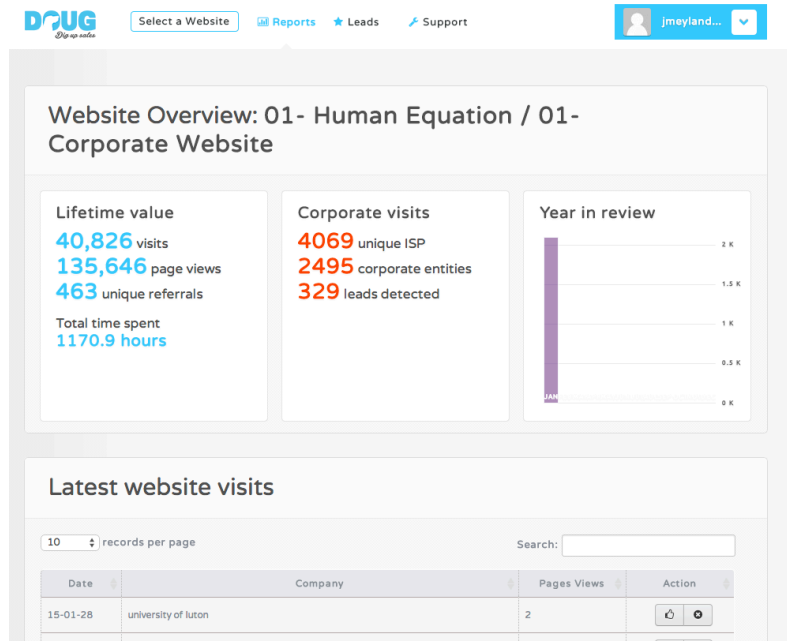
This software that will help you dig up new sales. Here we'll cover the key features about Doug in order for you to identify new Leads and grow your business.

In this manual you will find the information on:

1. Identifying Leads:	Page 3
2. Understanding your Leads:	Page 4
3. Growing your Business:	Page 5
4. Blacklisting:	Page 6
5. Admin tool:	
<i>5.1 Selecting a Site a Track</i>	Page 8
<i>5.2 Adding new Sites to Track</i>	Page 9
<i>5.3 Seeking Technical Support</i>	Page 10
<i>5.4 Help Material</i>	Page 10

1. Identifying Leads

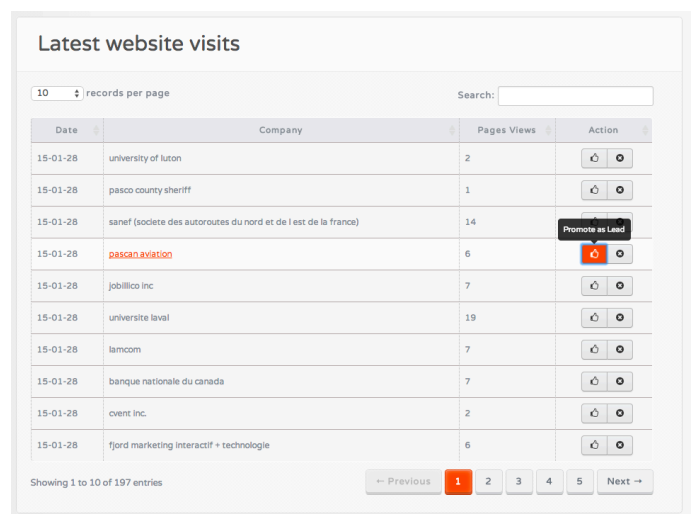
1. Head to the Homepage (by clicking the Doug Logo or “Reports” in the header)



The screenshot shows the DOUG dashboard interface. At the top, there is a navigation bar with the DOUG logo, a 'Select a Website' dropdown, and links for 'Reports', 'Leads', and 'Support'. A user profile for 'jmeiland...' is visible in the top right. The main content area is titled 'Website Overview: 01- Human Equation / 01- Corporate Website'. It features three summary cards: 'Lifetime value' (40,826 visits, 135,646 page views, 463 unique referrals, 1170.9 hours total time spent), 'Corporate visits' (4069 unique ISP, 2495 corporate entities, 329 leads detected), and 'Year in review' (a bar chart for January). Below these is a 'Latest website visits' section with a search bar and a table of visits.

Date	Company	Pages Views	Action
15-01-28	university of luton	2	👍 🗑️

2. Scroll down until you reach “Latest Website Visits”. There you will find a list of companies who visited your website.
3. Click the “Thumbs up” icon located next to the name of the company



This screenshot shows a closer view of the 'Latest website visits' table. The table has columns for Date, Company, Pages Views, and Action. A tooltip 'Promote as Lead' is shown over the thumbs up icon for the entry 'pascan aviation'.

Date	Company	Pages Views	Action
15-01-28	university of luton	2	👍 🗑️
15-01-28	pasco county sheriff	1	👍 🗑️
15-01-28	sanel (societe des autoroutes du nord et de l est de la france)	14	👍 🗑️
15-01-28	pascan aviation	6	👍 🗑️
15-01-28	jobilico inc	7	👍 🗑️
15-01-28	universite laval	19	👍 🗑️
15-01-28	lamcom	7	👍 🗑️
15-01-28	banque nationale du canada	7	👍 🗑️
15-01-28	ovent inc.	2	👍 🗑️
15-01-28	fjord marketing interactif + technologie	6	👍 🗑️

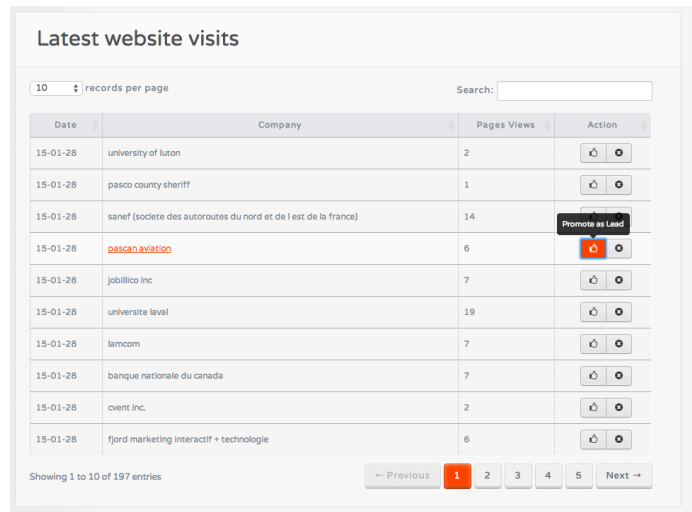
Showing 1 to 10 of 197 entries

4. And that’s it! You just identified a new lead.

2. Understanding your Leads

Once you identify a lead, the next step is to understand what they are looking for

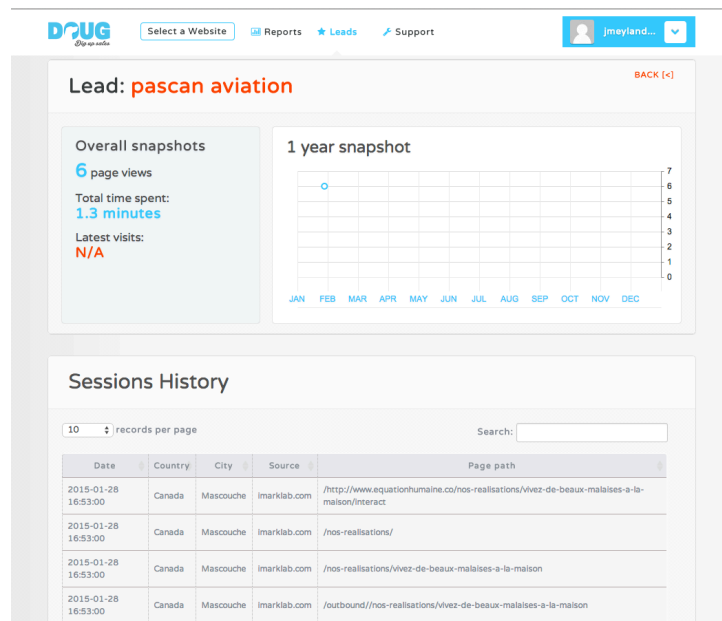
1. Start by clicking the name of the company highlighted in the “Latest Website Visits” of the Homepage



Date	Company	Pages Views	Action
15-01-28	university of futon	2	👍 🗑️
15-01-28	pasco county sheriff	1	👍 🗑️
15-01-28	saneff (societe des autoroutes du nord et de l est de la france)	14	👍 🗑️ Promote as Lead
15-01-28	pascan aviation	6	👍 🗑️
15-01-28	jobillico inc	7	👍 🗑️
15-01-28	universite laval	19	👍 🗑️
15-01-28	lamcom	7	👍 🗑️
15-01-28	banque nationale du canada	7	👍 🗑️
15-01-28	cvent inc.	2	👍 🗑️
15-01-28	fjord marketing interactif + technologie	6	👍 🗑️

Showing 1 to 10 of 197 entries

2. A new page will open where you will find specific information regarding the Lead.



Lead: pascan aviation BACK [-]

Overall snapshots

- 6 page views
- Total time spent: 1.3 minutes
- Latest visits: N/A

1 year snapshot

Sessions History

Date	Country	City	Source	Page path
2015-01-28 16:53:00	Canada	Mascouche	imarklab.com	/http://www.equationhumaine.ca/nos-realisations/vvez-de-beaux-malaises-a-la-maison/interact
2015-01-28 16:53:00	Canada	Mascouche	imarklab.com	/nos-realisations/
2015-01-28 16:53:00	Canada	Mascouche	imarklab.com	/nos-realisations/vvez-de-beaux-malaises-a-la-maison
2015-01-28 16:53:00	Canada	Mascouche	imarklab.com	/outbound/nos-realisations/vvez-de-beaux-malaises-a-la-maison

3. Check the “Sessions History” to understand **WHERE** they are visiting from, **HOW OFTEN** they visit, **HOW** they reached your site and **WHAT** they are interested in your site.

3. Growing your Business

1. You know where the company visited from and what it is looking for. Now seek a contact in that company using SocialMedia (like LinkedIn).
2. Depending on the sector in which you work, located the best type of contact by role. In short, seek the type of individual you would normally do business with.
 - a. If you are an agency, seek for a VP of Marketing or VP or Sales
 - b. If you are a accounting company, seek for a CFO or CEO
 - c. If you are a start-up looking for money, seek for a CFO
 - d. Etc...
3. Using Google or other search tool, find the contact information of the company
4. Contact the individual and pitch the services or products DOUG identified it was looking for.

With that information in hand, you will be able to grow your business faster by concentrating your efforts on HOT LEADS.

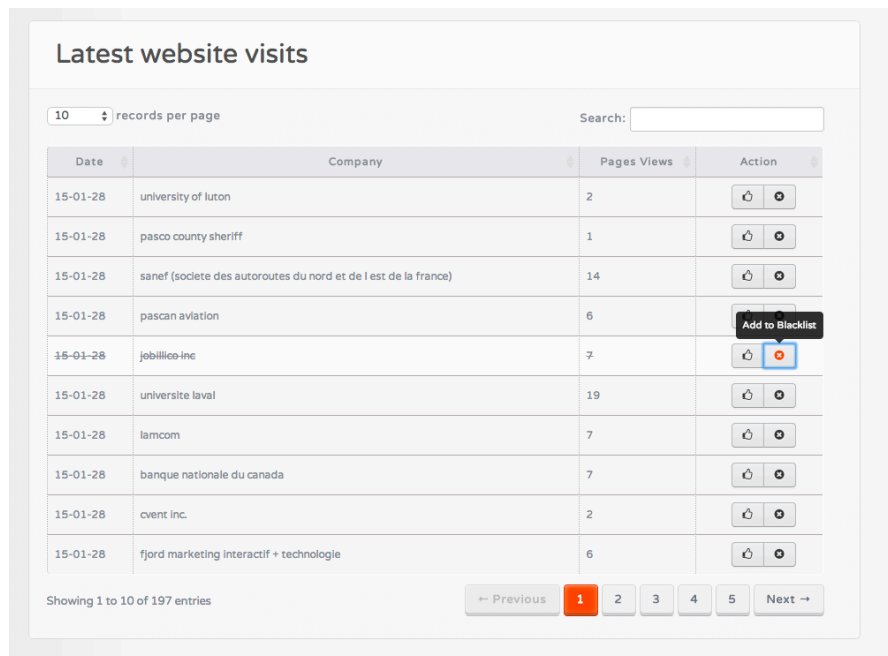
4. BlackListing

With DOUG, you can remove visitors that do not bring you value (for instance competitors).

When you blacklist, all future visit from that company will not be compiled in your dashboard.

This is an ongoing process. You will need to clear unwanted visitors every now and then. But the work is worth it. Over time, only leads will start to show up

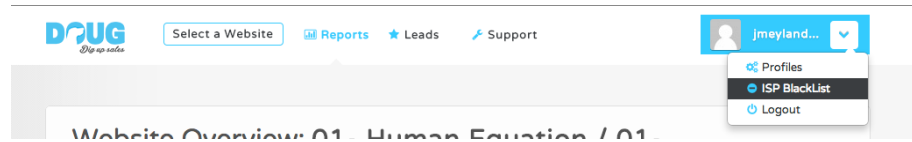
1. On the “Latest Website Visits” of the Homepage, click the “X” to blacklist a visitor. The visitor’s name will then become ~~Strikethrough~~.



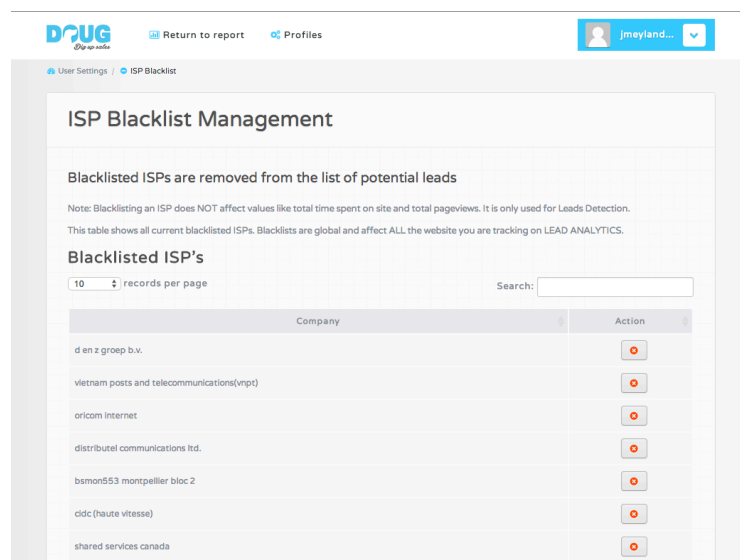
The screenshot shows the 'Latest website visits' interface. At the top, there is a search bar and a dropdown for 'records per page' set to 10. Below is a table with columns: Date, Company, Pages Views, and Action. The table lists 10 entries. The entry for 'jobillieo-inc' has a red 'X' icon in the Action column, and a tooltip 'Add to Blacklist' is visible over it. At the bottom, there is a pagination bar showing 'Showing 1 to 10 of 197 entries' and navigation buttons for 'Previous', '1', '2', '3', '4', '5', and 'Next'.

Date	Company	Pages Views	Action
15-01-28	university of luton	2	👍 🗑️
15-01-28	pasco county sheriff	1	👍 🗑️
15-01-28	saneff (societe des autoroutes du nord et de l est de la france)	14	👍 🗑️
15-01-28	pascal aviation	6	👍 🗑️
15-01-28	jobillieo-inc	7	👍 🗑️ Add to Blacklist
15-01-28	universite laval	19	👍 🗑️
15-01-28	lamcom	7	👍 🗑️
15-01-28	banque nationale du canada	7	👍 🗑️
15-01-28	cvent inc.	2	👍 🗑️
15-01-28	fjord marketing interactif + technologie	6	👍 🗑️

2. You can “Unblacklist” a visitor. Do to so, click on your name (top right corner) and select blacklist.



3. You will then see the list of all companies you have put on the blacklist.



4. Click on the “X” icon to “Unblacklist” a company. Its visits will then reappear in your dashboard.

5. Admin Tool

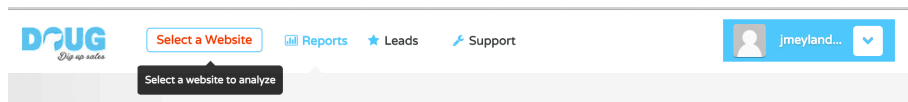
These tools will allow you to:

1. Select which Site you Want to Track;
2. Add New Sites to Track;
3. Seek Technical Support;
4. Help Material.

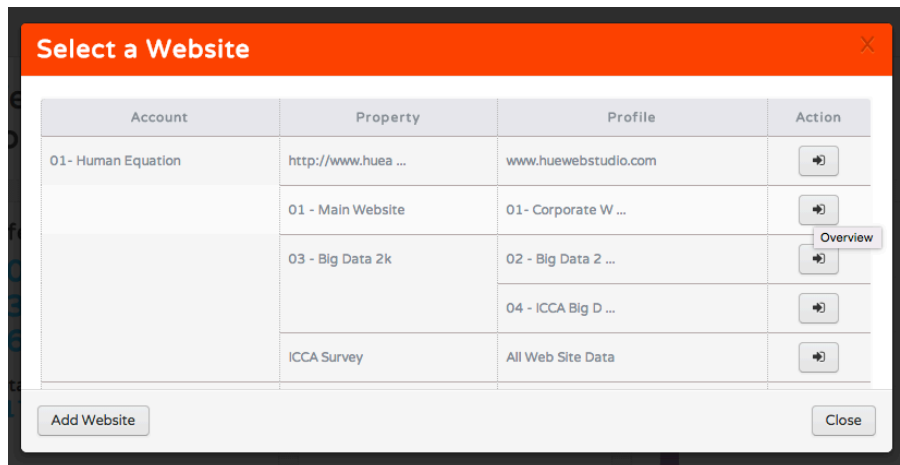
5.1. Selecting a Site to Track

If you are tracking multiple sites with DOUG, follow these instructions to select a site to find leads on.

1. In the Header click “Select a Website”



2. A Pop-up window will open

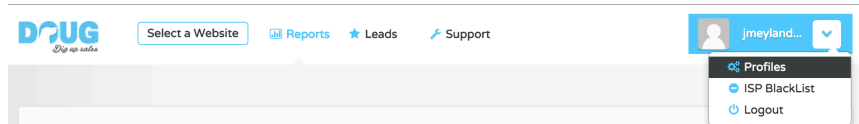


3. Click the Icon of the site you want to analyse
4. The window will close, and the information of the new site will appear on screen.
5. Capture Leads like you would normally do

5.2. Adding New Sites to track

Overtime you may want to track new sites.

1. Select the menu by clicking your name in the header
2. Select "Profiles"



3. A table of websites you are allowed to track will appear

Profiles

Select profiles to track.

Account jmeyland@humanequation.co	Property	Profile	Action
01 - Human Equation	http://www.huea ...	www.huewebstudio.com	<input checked="" type="checkbox"/>
		01- Corporate W ...	<input checked="" type="checkbox"/>
		02 - Articles	<input type="checkbox"/>
		404 tracking	<input type="checkbox"/>
		Test	<input type="checkbox"/>
	03 - Big Data 2k	02 - Big Data 2 ...	<input checked="" type="checkbox"/>
		04 - ICCA Big D ...	<input checked="" type="checkbox"/>
		01 - All Big Data 2k	<input type="checkbox"/>
	ICCA Survey	All Web Site Data	<input checked="" type="checkbox"/>
	http://ecard.hu ...	ecard.huewebstu ...	<input type="checkbox"/>
http://www.huew ...	www.huewebstudl ...	<input type="checkbox"/>	
http://www.huew ...	www.huewebstudl ...	<input type="checkbox"/>	
http://www.tmb1 ...	www.tmblogs.sta ...	<input type="checkbox"/>	
http://ts.huwe ...	Tech Survey	<input type="checkbox"/>	

4. Click the checkbox next to the site you want to track

02 - Landing Page	02- 30k Society	<input type="checkbox"/>
	03- Leads Generation	<input checked="" type="checkbox"/>
	04- PCMA2K	<input type="checkbox"/>

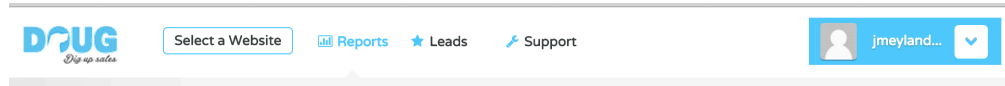
5. Click submit at the bottom of the table

<input type="submit" value="Submit"/>	
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6. To start capturing leads for this new site select it in "Select Website"

5.3. Seeking Technical Support

In case you face a serious technical problem with DOUG, click the “SUPPORT” title in the header. Or contact support@dougsales.com



5.4. Help material

All information on how to use DOUG is located in the HELP section. To reach it, click the “HELP” title in the header.

There you will find

1. Videos on how to use DOUG
2. The User Manual
3. Tutorials on how to use DOUG