



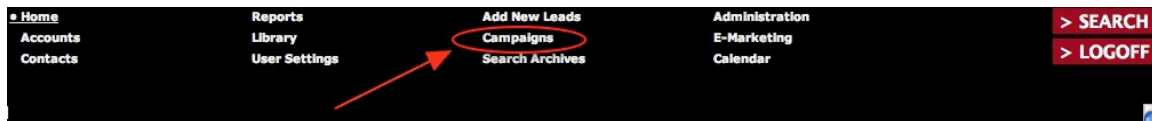
## Using LeadMaster Power-Call

LeadMaster Power-Call is a cloud call center, fully integrated into LeadMaster's campaign management. This software solution streamlines call center functions and maximizes the revenue for user's campaigns.

Setting up LeadMaster Power-Call campaign takes just 3 steps:

- Name your campaign
- Find the list of people you want to call
- Select the phone reps you want to do the calling for the campaign

To setup your campaign click on **Campaigns**, located in the navigation bar at the top of every screen.



This link will bring you to the Campaign page, from there, click on the **Call Campaigns** tab.



Please note, if you have administration access, that you can also access the Call Campaigns tab by clicking on **Administration**, located in the navigation at the top of every screen.

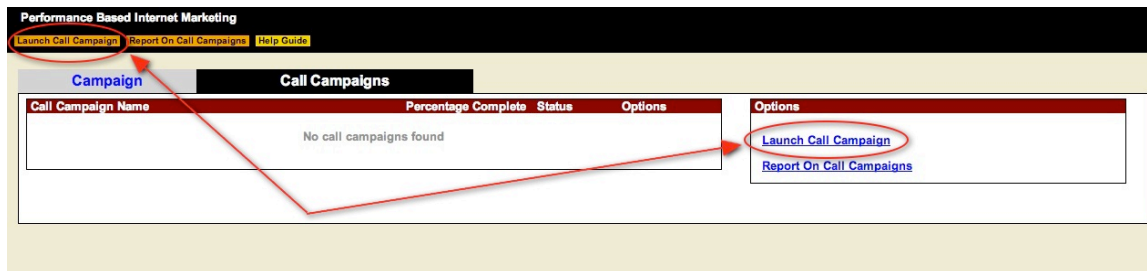


This link will bring you to the Administration page. Click on **CallFire Campaigns**.



This link will bring you to the Call Campaigns page.

After clicking on the Call Campaigns tab, click **Launch Call Campaign**. You may click on the orange Launch Call Campaign button, found on the left-hand side of the screen above the Campaign tab OR you may click on the Launch Call Campaign link, found to the right of the screen.



Either link will bring you to the Launch Call Campaign page.



**Launch Call Campaign**

**Step 1 - Name your Call Campaign**

Campaign Name:

**Step 2 - Who are you calling for this campaign? Select Your List of People That Will be Called**

☒ Search Records ☐ Search Contacts

**Search Criteria**

Select Target Audience

☒ Call only contacts who have not opted out of receiving calls  
☐ Include Additional Contact(s)

**Step 3 - Select Callers For Your Campaign**

Available Callers

Callers For Your Campaign

## Step 1

Give your campaign a name by filling out the blank space provided.

**Launch Call Campaign**

**Step 1 - Name your Call Campaign**

Campaign Name:

**Step 2 - Who are you calling for this campaign? Select Your List of People That Will be Called**

☒ Search Records ☐ Search Contacts

**Search Criteria**

Select Target Audience

☒ Call only contacts who have not opted out of receiving calls  
☐ Include Additional Contact(s)

**Step 3 - Select Callers For Your Campaign**

Available Callers

Callers For Your Campaign

## Step 2

Find the list of people you want in your call campaign, using the LeadMaster search function.

**Launch Call Campaign**

**Step 1 - Name your Call Campaign**

Campaign Name:

**Step 2 - Who are you calling for this campaign? Select Your List of People That Will be Called**

☒ Search Records ☐ Search Contacts

**Search Criteria**

☒ Call only contacts who have not opted out of receiving calls  
☐ Include Additional Contact(s)

**Step 3 - Select Callers For Your Campaign**

Available Callers	Callers For Your Campaign
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The user can narrow the search by selecting a Target Audience, calling only contacts who have not opted out of receiving calls, or including additional contact(s).

### Step 3

Select the callers for the campaign. Click **Submit**. Your cloud call center is ready to go.

**Step 3 - Select Callers For Your Campaign**

Available Callers	Callers For Your Campaign
Administrator	
Supra Admin	
LM Admin	
Andy Brownell	
Shannon King	
Imki Imki	
Master LMSGI - Admin	
Manisha Patel	

All of the people you selected to participate in the calling campaign will have a Call Campaigns link added on their home page. When your reps are ready to begin calling, they simply click Call on the LeadMaster home page and their phones automatically begin ringing.

[Home](#)  
[Accounts](#)  
[Contacts](#)

[Reports](#)  
[Library](#)  
[User Settings](#)

[Add New Records](#)  
[Campaigns](#)  
[Search Archives](#)

[Admin](#)  
[Change](#)  
[E-Mark](#)

**CallFire CRM and Lead Management Solutions**  
[Dashboard Settings](#) [Message Board](#) [My Searches](#) [Help Guide](#)

**Information Center**

**Quick Search**  
Company   
Contact

- Event/Action Items
- My Cases
- Recent Items
- Call Campaigns

**CallFire LeadMaster Projects**  
  
**Marketing**  

Automate outbound dialing for your marketing campaign

CampaignName	Complete	
Andy's Campaign	0%	<a href="#">Call</a>
Have Not Reached Campaign	0%	<a href="#">Call</a>

Cloud Call Center." Simply upload  
r will connect your team to the  
dialing efficiency

es and notes  
message drop  
with large groups