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Which 'Mirabel's Marketing Manager' Triggers and Actions are supported?

Case 1: New Mirabel's Marketing Manager contacts copied to 3rd party CRMs

Mirabel's Marketing Manager Trigger:

New Contact - Triggered every time a new contact is added, copied (or) updated in Mirabel's Marketing Manager.

Supported 3rd party Action:

Create Contact - A new contact is automatically created in your 3rd party CRM.

Case 2: New 3rd party form submissions copied to Mirabel's Marketing Manager as leads

Supported 3rd party Trigger:

Form Submission - Triggered every time a new form submission happens in your 3rd party forms.

Mirabel's Marketing Manager Action:

Submit Form - A new landing page lead is automatically created in Mirabel's Marketing Manager.

'New Contact' trigger example

• Click on 'Make a Zap'.

zapier we're hiring!		MAKE A ZAP!	Srikanth Katragadda	× 🔺
Explore Zaps Task History Connected Acco	ounts	Û		
Q Filter Zaps	Home			
MY FOLDERS +				
Home				

• Search and Select 'Mirabel's Marketing Manager' App.

/ Name your Zap	D	
Add a note		Choose a Trigger App
TRIGGER 1. Set up this st	ep ^	Marketing
/ Choose App		Mirabel's Marketing Manager

• Select 'New Contact' radio button \rightarrow click on 'Save + Continue'.

	BETA
	Select Mirabel's Marketing Manager Trigger
۰	New Contact Triggers when a new contact is copied or existing contact is updated from Marketing Manager Reports.
	Continue

• Click on 'Connect a New Account'.

Sel	ect Mirabel's Marketing Manager Account	
Search your Mirabel's Mar	keting Manager Accounts	
Connect an Account		
		ontinue

Login to your Mirabel's Marketing Manager Account → click on 'Dashboard' dropdown → Click on 'Setup' tab → Click on 'Website Setup'.

MKM India	Marketing M	anager India 🗖 🛛	Dashboard	
			Dashboard	
č			Leads	~
	Leads Jan 5, 2017		Campaigns	~
			Competitors	
	0		🕫 🖌 Setup	^
		Unique Device Ic	Lead Segments Setup	
Monthly Leads	VTD Leads	Monthly DigitalIDs	Add Campaigns	
0	0	0	Website Setup	
			Admin Reports	~

• Click on 'Settings' icon \rightarrow click on 'Copy Key' to copy your 'Zapier Key'.



• Now go back to Zapier and paste your Zapier Key \rightarrow Click on 'Yes, Continue'.



• Test the account, if the connection is successful, click 'Save + Continue'.

Select Mirabel's Marketing Manager Accourt	nt
Search your Mirabel's Marketing Manager Accounts	
 Marketing Manager #2 (added 1 week ago) 	Success!
Connect an Account	
	Save + Continue

• In the next window, click on 'Fetch & Continue'.



• Click 'Continue'.

BETA	
Test Mirabel's Marketing Manager	
⊘ Test Successful!	
Alright got it! You can view your contacts to make sure everything looks OK. We'll use this as a sample for setting up the rest of your Zap.	
D Re-test Mirabel's Marketing Manager to get another contacts	
	Continue

• Search and Select 'Salesforce' App.

/ Name your Zap	
Add a note	Choose an Action App
TRIGGER	salesforce
	Salesforce 🖌 🕨

• Select 'Create Contact' radio button \rightarrow Click on 'Save + Continue'.



• Click on 'Connect a New Account'.

🖊 Name yo	ur Zap			
Add a note	ACTION 2. Create Contact	~		P R E M I UBM
	Salesforce			Select Salesforce Account
	Create Contact		,	
	Choose Account		×	
	🔒 Edit Template		Connect a New Account	
	🔒 Test this Step			

• In the new Pop-Up window, click 'Yes, Continue'.



• Login with your Salesforce account details.

Usemame	
1	
Password	
Log	In
Log	In

• Click 'Allow'.



• Test the Salesforce account, if the connection is successful, click 'Save + Continue'.

/ Name yo	our Zap			
Add a note	ACTION 2. Create Contact Salesforce f Create Contact	^	Select Salesforce Accourt	nt
	Choose Account Choose Accoun		 Salesforce Account #1 (added 0 minutes ago) 	Success!
-	Rename Step Delete		Connect a New Account	Save + Continue

• Map the fields and click 'Continue'.

/ Name your Zap		and the second se
Add a note	Contact A	Set up Salesforce Contact
Salesfor Create G Salesfor Set Up	ce Contact ce Account #1 remplate	
🛆 Test thi	s Step	Q Bearch
/ Rename X Delete	Step	Treate Contact First Name FirstName
		Last Name LastName

• Click 'Create & Continue'.



• If the Test is successful, click 'Finish'.

/ Name your Zap	
Add a note TRIGGER 1. Create Contact	Test Salesforce
Action Action	 Test Successfult Alright got it! You can view your contact to make sure everything looks OK. We'll use this as a sample for setting up the rest of your Zap. Re-test Salesforce to get another contact
Edit Template	Add a step or Finish

• Give a 'Name' and turn 'ON' the Zap.



Awesome! Your Zap is working
We recommend giving your Zap a name.
MKM_Contacts_To_Salesforce

Once the Zap is turned 'ON', any of the below activities in Mirabel's Marketing Manager will create a new contact in the target CRM, Salesforce in this example:

Activity 1: Copy to CRM.

• In the Mirabel's Marketing Manager reports, click on the contact's Email ID link.

,	Boost My Sale	Visitors Report					3 of 3 Sear
<u>Go Ba</u>	ck to Dashboard		V	/isitors	Report	Ð	
P	Company Name 🛊	E-Mail \$		Page Views \$	All Time Visits¢	Visiting From \$	Visit Date 🛊
COMPANY	Mirabel Technologies Indi	Ramya N ramya21.nuvvula@gmail.com 🗲		4	2	No Referrer	Sep 5, 2017 4:35PM

• In 'Contact Details' screen, click on 'Copy to CRM' button.

Visitors R	eport i	
ame: Ramya		Originating Source : Direc
ame: N 🔁	Phone Number	8060806060
Mail: ramya21.huvvula@gmail.com	Twitter URL	
ame: Mirabel Technologies	Website URL:	
JRL:	Facebook URL:	
JRL	Location:	
	Visitors R ame: Ramya ame: N 🗢 Mait: ramya21 nuvvula@gmail.com ame: Mirabel Technologies URL: URL:	Visitors Report 1 ame: Ramya ame: N Phone Number: Mait: ramya21 nuvvula@gmail.com Ame: Mirabel Technologies URL: Facebook URL: URL: Location:

Activity 2: Update to CRM.

• To update the contact details of the contacts that are already copied to CRM, click on the contact's Email ID link → update the details → click on 'Update to CRM' button.

ack to Visitors Report	Visitors R	eport 1	
Contact Details			
First Name:	Ramya		Originating Source : Direc
Last Name:	Nuvvula	Phone Number;	8080808080
E-Mail:	ramya21.nuvvula@gmail.com	Twitter URL:	
Company Name:	Mirabel Technologies	Website URL	
LinkedIn URL:		Facebook URL:	
GooglePlus URL:		Location:	

Activity 3: Add Contact.

• Login to Mirabel's Marketing Manager \rightarrow click on 'Contacts' menu \rightarrow click on 'Add Contact'.

Management	Contacts Leads A My Lists	Analytics Communications Digital Editions Tools				
Boost My Sa	Contact Search Add Contact	Dashboard				
a marking and and	Notes/Activity Search					

• Fill the contact details and click on 'Save & Continue' button.

	Prefix 👻 Srikanth	Katra	agadda 🦛	Suffix	Rawat, Kiran 緈		1
	Email 🙀 skatraga	adda@mirabeltech	nologies.com <	1	Marketing Manager-CRM		1
	Alt 🙀 Alternat	e Email Address			Priority		1
	Phone 📕 (909) 09	90-9090 <	Ext		Contact Type		-
	Mobile 📓 Mobile I	Phone			Job Title		
Address Address 1 Address 2				Home A Home A	ddress 1 ddress 2		
City		State	~	Home C	ity	Home State	
Zip Code		County		Home Zi	ip Code		
			24	Linma Car	(inter-		

'Submit Form' action example

'Submit Form' action is used to capture user submitted information in 3rd party forms like (Webflow, google forms etc.,) as leads in Mirabel's Marketing Manager.

• Login to your Zapier account & click on 'Make a Zap'.

zapier we're hiring!				MAKE A ZAP!	2	Srikanth Katragadda	\sim
Explore	Zaps	Task History	Connected Accounts				

• Search and Select Webflow App.

/ Name your Zap	
Add a note	Choose a Trigger App
TRIGGER 1. Set up this step	Webflow
/ Choose App	Webflow
A Choose Trisper	

• Select 'Form Submission' radio button \rightarrow click on 'Save + Continue'.

Add a note	TRIGGER 1. Set up this step			Select Webflow Trigger
	Webflow			
	🔒 Test this Step		0	Form Submission Triggers when a new form submission occurs.
	/ Rename Step			Ŷ
۲				Save + Cor

• Click on "Connect an Account".

/ Name yo	ur Zap	2	
Add e note	TRIGGER 1. Form Submission Webflow Form Submission Choose Account Text this Step	~	Select Webflow Account
	/ Rename Step		Continue

• Login with your Webflow account details.

webflow	
Log Into My A	ccount
Email or Usernan	ne
Password	
Log In >	Don't have an account? Forgot Password?

• Click on 'Authorize Application'.

Request for Permission Zapier by Webflow would like to request permission to access your personal account.	2 = *
	About Zapier
Authorize Application Cancel	Zapier is the easiest way to connect Webflow with hundreds of the best web services available!
	https://zapier.com

• 'Test' the account, if the connection is successful, click on 'Save + Continue'.



• Select your Webflow 'Site Name' and 'Form Name' \rightarrow click 'Continue'.

Add a note TRIGGER 1. Form Submission	Set up Webflow Form Submission	
Webflow Form Submission Rivits Account Effort	Ste Name (masked) Select the site that you would like to receive notifications from. ZapTest.	~
 Test the Step Rename Step 	Frail Form	~
•		Continue

• Click 'Fetch & Continue'

W
Test Webflow
Test your Webflow trigger by fetching an existing form submission.
THINGS TO DOUBLE-CHECK:
 Make sure you have at least one recent form submission created. Make sure it matches the trigger options you picked below:
Site Name
ZapTest
Form Name
Email Form
Fetch & Continue

• If Test Successful, click on 'Continue'.

				w				
			Tes	at Webf	low			
Test Succ	esstul							
1	Alright got i	! You can vie We'll use this	w your form s as a sample	n submissi e for settin	on to make g up the res	sure everyti st of your Za	ning looks (p.	эк.
Re-test We	bflow to get	another form	n submission					
								Continue

• Search and Select 'Mirabel's Marketing Manager' App.

/ Name your Zap	
Add a note	Choose an Action App
TRIGGER 1. Form Submission	Marketing Manager
Webflow	Marketing Manager 🖌

• Select 'Submit Form' radio button \rightarrow click on 'Save + Continue'.

Add a note	1. Form Submission	~	Select Marketing Manager Action
	action 2. Set up this step	~	CREATE Submit Form New form submission from landing Page.
	Marketing Manager Marketing Manager Choose Action Entit Template Test this Step		Save + Continue

• Connect to your 'Mirabel's Marketing Manager' account, Test connection and click on 'Continue'.

	**	
	Select Marketing Manager Acc	ount
•	Marketing Manager Account #1 (added 5 days, 22 hours ago)	Success!
O Conn	ect a New Account	Ť
		Continue

• Map the 'Website Name' field and other Form fields \rightarrow Click on 'Continue'.

Set up Marketing Manager	Form Submission
Website Name (optional)	
Lists the Websites available.	
	~
Q şearch	
Boost My Sale 168	
Company Name (optional)	
Step 1 Data Organization'	Ξo
Date Submitted (optional)	
The date/time to use for the form's submit date.	
Step 1 Submitted At	Ξo
₿ Refresh Fields	
	Continue
	Continue

• Click on 'Create & Continue'.

Company Name		
MKM test		
Date Submitted		
2017-02-18T07:41:21.319Z		
	Skip Test & Continue	Create & Continue

• If the test is successful, click on 'Finish'.

Test Marketing Manager	
Test Successful! Alright got it! You can view your form submission to make su We'll use this as a sample for setting up the rest of	ire everything looks OK. of your Zap.
່ວ Re-test Marketing Manager to get another form submission	Add a step or Finish

• Name your Zap and turn it 'ON'.



Login to Mirabel's Marketing Manager \rightarrow Go to 'Dashboard' dropdown \rightarrow Click on 'Leads' tab \rightarrow Click on 'Landing Page Leads Report' to see the Webflow form submissions.

Boost My Sale	E-Mail Campaigns Report
	Dashboard
	Visitors & Prospects
	Leads
	Leads Report
	Leads Scoring Report
	Landing Pages Leads Report

Helpful Tips:

1. If you would like to receive an email alert for each new contact added to Mirabel's Marketing Manager, you can have an email notification automatically deploy directly from Webflow (or another 3rd party app - if the option is available).

2. Or, if you would like to automatically deploy an email to each newly captured contact, Mirabel's Marketing Manager can automatically validate the email address and send an email through MailChimp when you configure our MailChimp-Mirabel's Marketing Manager zap.