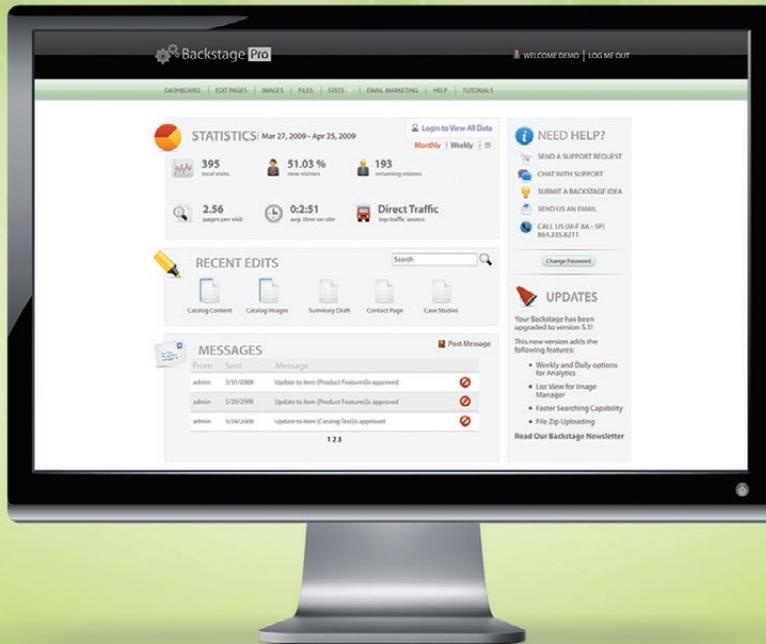




# Backstage

CONTENT MANAGEMENT MADE SIMPLE



# SIMPLE

Finally, Content Management

# SCALABLE

that works the way you want it to.

# SUPPORTED

[backstageyoursite.com](http://backstageyoursite.com)



## Free Live Customer Support

Your Backstage subscription includes free phone and live chat support and free e-mail support after business hours. Backstage is also integrated with video walk-through tutorials. By our most recent calculations, Backstage has a 99.96% uptime percent

### 3 ways to Request Help



**Live Chat:** Can't find the answer you are looking for or have a question on how your site works? Chat with a Backstage support specialist! Simply click the "chat with support" button and a qualified representative will answer your questions about

Backstage. Chat with Backstage support personnel to get help on how to use a certain Backstage feature. A Backstage expert is available by chat M-F 8am-12pm and 1-5pm



**Phone:** If you need a personal walk-through, please phone our office at 864.335.8211. Our team is available during our business hours of M-F 8am-12pm and 1-5pm.



**Request Support:** The fastest way you can get support during and after business hours is by using the "Request Support" option in Backstage. This automatically prioritizes and routes your request to

the right support person, cutting out any unnecessary waiting time you might experience by sending a standard e-mail.



### Online video tutorials

Video tutorials are available on most main Backstage features. Find the answer you are looking for easily and quickly by searching for the phrases or words related to the help you need. A listing of relevant tutorials shows up, allowing you to select your solution.



### Submit a Backstage Idea

Many of the new features and updates you see in Backstage are a direct result of suggestions and comments from our clients. Tell us how we can improve our product and you may see your suggestion in a future upgrade.



## Free Basic Hosting

Your Backstage subscription includes free hosting of your site on our Entrepreneur hosting package (suitable for most business clients). Custom/corporate packages are also available upon request.

Yes, anyone can use Backstage to easily update a web site. Users feel right at home with familiar buttons and tools, step-by-step tutorials on Backstage features, and free support and upgrades come standard with every subscription.

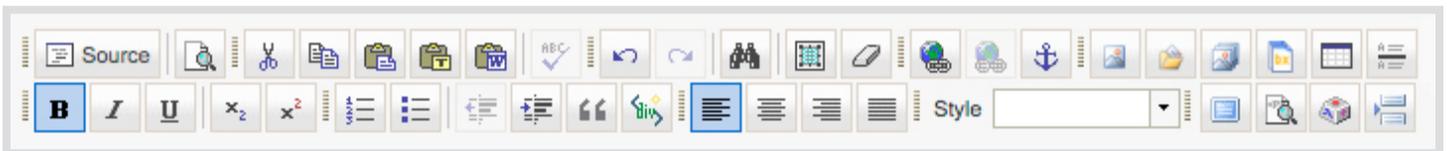


**Ready to sign up? Call us at: 864.335.8211**

## Simplified, Easy-to-Use Editing (WYSIWYG)

Backstage gives you the user-friendly simplicity of editing advanced features such as flash galleries, updating content and cropping photos all on your own with no training required. From the first 60-90 seconds you log in, the intuitive interface makes it simple for the first-time, non-code-minded user (such as an office administrative assistant) to update content without IT help.

- Simple "MS Word-Like" Editing - If you can use a word processor, you can use Backstage.
- Advanced users can access the code for each page



### Recent Edits to Quickly Resume Editing

Are you wondering what pages you edited last? Can't remember what page you were working on before? Conveniently located on the Dashboard beneath your web site's statistics, the Recent Edits Section allows you to see and begin editing the last five pages edited on your web site.

### Sorting Controls

To allow you to have your pages and catalog items show up on your web site in the exact order you want them, Backstage now comes with a sorting feature. Moving a catalog item in Backstage will automatically update the front end of your site.



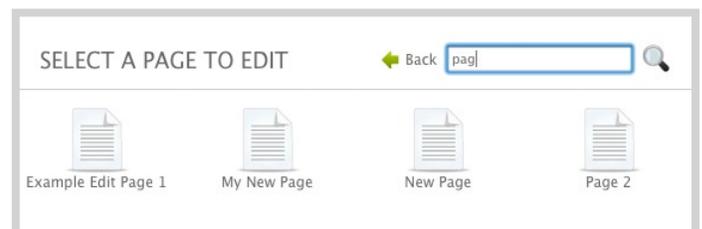
### Easily Manage and Add to Lists of Items

Perfect for lists of items such as news, events, products, or pages that follow the same standard page layout, catalogs make adding

new items a breeze. Catalogs allow you to add a new item to a list in seconds, sort and organize your items, and even choose to show or hide items or pages on your web site during different date ranges.

### Find It Fast (Search catalogs, images, etc.)

Do you have a lot of files, images, and pages in your web site? Backstage's new search feature allows you to quickly locate the image, file, or catalog item you need. The search area will show results for searches as you type the name of the item you are looking for, allowing you to find your desired item even faster!





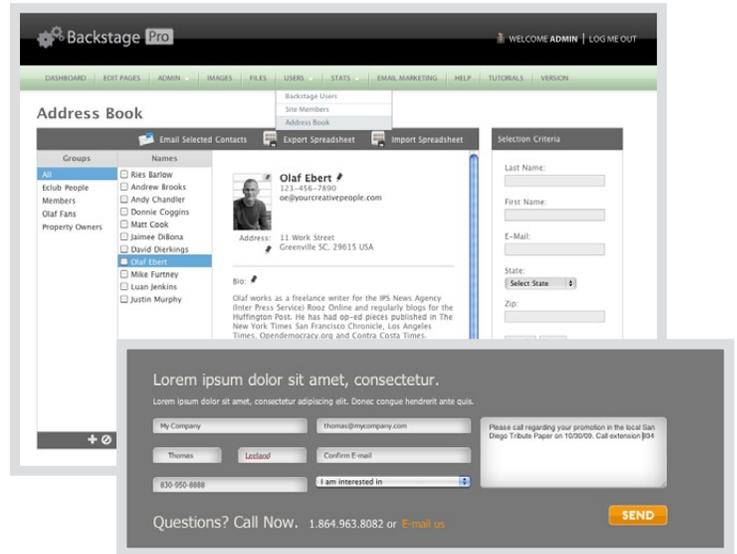
## Address Book

Automatically Collects Leads

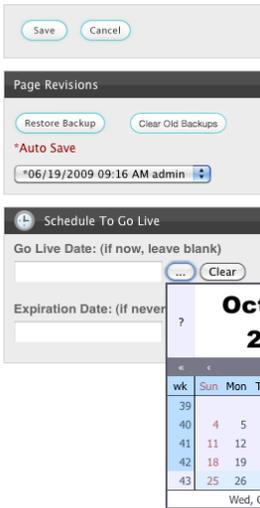
The Backstage address book allows you to **collect** data when customers submit information through your site's contact, order, or signup forms.

You can easily **export** customer data for use in e-mail marketing, direct mail, and phone campaigns. E-mail text-based messages to your entire customer list at once or to individual customers, or use Backstage to create groups of customers to email.

With Address Book you can even **import** existing contacts and create custom fields for additional information you want to collect.



## Schedule Content to Go Live



### Schedule by Date Range

Scheduling pages to publish to the live site is a valuable feature for Backstage users with date-specific pages to post on the site. For example, a company with a special sale designed to run on just one weekend would use this feature to post the sale and remove it automatically. All scheduled pages will automatically appear and disappear from the live site on the

dates specified. No more worries about whether someone remembered to put the page up on the site or remove it – Backstage remembers this for you.

### Preview Your Changes Before Going Live

With the preview function, you can see what your changes will look like before you save or publish them. To preview your edits click the Preview button found in the options panel. Your browser will open a new window, displaying your site and most recent unsaved edits. To save the changes switch back to the Backstage editing window and click save. Previewed changes are not saved until you click the save button.

### Publish Content to Go Live

With Backstage's publish feature, you can work on drafts of your site's content at your own pace without the worry that your content will go live before it's ready. Once your content is ready, clicking the publish button will push your content from the staging server to your live web site. For editors within Backstage Pro who have been delegated content, the save button will save the changes, but will not send them to their administrator for approval until they click the "submit for approval" button. Administrators then have the opportunity to edit or publish those changes.



### Show/hide folders with a click of a button

You can easily hide a folder/category from the front-end users of your site. The eye closed or open shows you which folders are visible or invisible as you scan through your catalogs in Backstage. The folder visibility feature is helpful if you want to create an archive folder for past items that you don't want to show up on the front end of your site, but you do want to keep.

# Event Calendars

4 Views: Daily, Weekly, Monthly and Detail

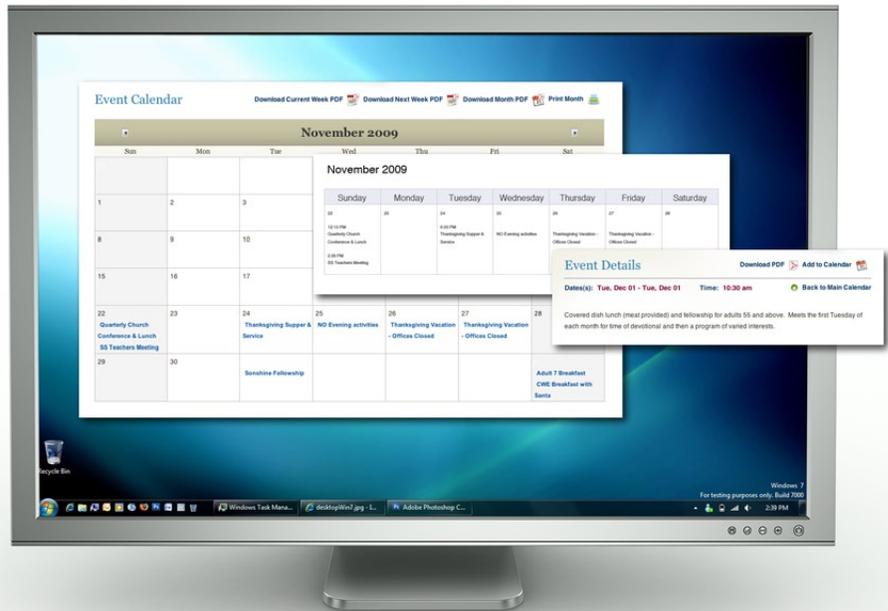
### Upcoming Events

**Thanksgiving Supper & Service** | 11/24/2009  
Supper begins at 6 pm and family-friendly service begins at 7 pm.

**SS Teachers Meeting** | 11/22/2009  
SS Teachers for all age/life-stages are asked to attend this important meeting.

**Quarterly Church Conference & Lunch** | 11/22/2009  
Conference to vote on 2010 budget and new constitution/by-laws.

[See all events](#)



## Event detail view

This view gives you all the details of the event with the ability to add a description and attach a file such as a PDF, Microsoft Word document or video.

## Printable weekly and monthly views

Calendar includes the ability to print to PDF or printer.

## Download an event right into your calendar

Each event's detail view has a "download to calendar" option that includes the title, date, and time, which can be downloaded into Outlook, Apple Mail, etc.

## Upcoming events

The latest three calendar events can appear on the home page with a link to the detail view of a description for each event.

## Recurring events

You can set up an event to recur on regular intervals.

## Categorize Events

In Backstage, you can categorize events by interest (men's events, ladies' events, etc.). The front end of your web site can be built to search for specific events by category.



## Includes a "Sign Up For Event" feature

No more paper signup sheets! Great for VBS, church conferences, and every day church-wide events, Backstage gives you the option to easily add a general signup form to any event. You can even designate a coordinator for each event who will receive event registrations by e-mail. For events that have signups, a "Signup for Event" button automatically appears on that event's description page..

### Event Details

Download PDF | Add to Calendar

Dates(s): Tue, Nov 24 - Tue, Nov 24 | Time: 6:00 PM | Back to Main Calendar

Supper begins at 6 pm and family-friendly service begins at 7 pm.

Sign Up

**Sign up**

First Name  Last Name

Email Address  Phone Number

Address

City  [State]  Zip

Subject

Write Your Question or Comment Here

## Get Directions

With this option, you can connect a direct link to get driving directions to each event.

## Online Image Editing



### Crop/Resize Images – All Online

Easily resize and crop your image to the size you need to show up properly on the front end of the site. One click brings up the image editing box



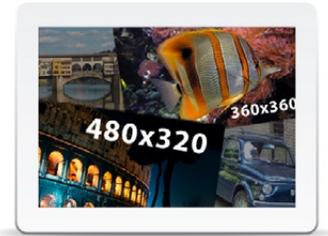
### Upload a Zipped Folder of Images

With the “Upload Zipped” feature for images, instead of uploading single images, save time by uploading an entire zipped folder of pictures. The uploader allows you to track progress as you upload single or multiple images.



### Two Grid Views

We developed an additional image listing view to help you find your images easier. The list view feature arranges your images in a list of one item per row giving you the ability to view more per screen.

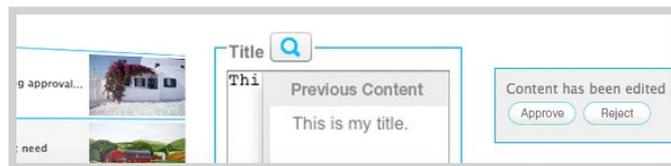


### Choose Your Own Dimensions

If you’ve ever found it difficult to resize an uploaded image to just the right size for use on your web site, this feature is for you. The next time you upload an image, you can choose from preset dimensions and your image will automatically be resized to those specifications.

## Content Delegation & Control

The **User Manager** for Backstage Pro gives you a way to delegate pages or sections of your site (i.e. sermons, calendar, etc.) to others in your organization. With this add-on, changes are not made live until approved by an administrator. When a change is made by an editor the administrator will be alerted by an e-mail and requested to log in to approve the change. Once approved, the change goes live.



### The Process

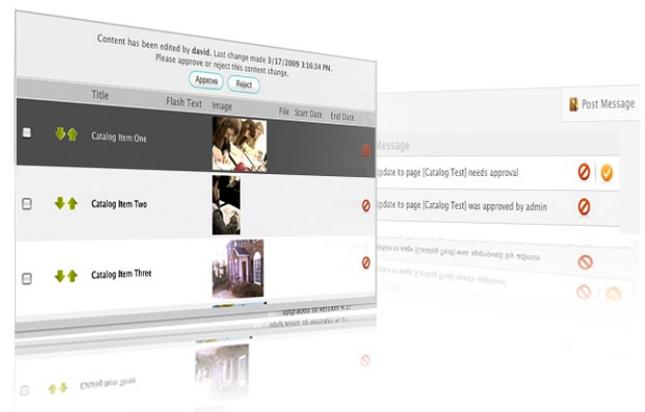
When an item needs approval, it will have a blue border around it. To view the specific item that needs approval, simply click the blue banner.

### Compare Changes

Once you are inside the item, the fields that have been changed will be highlighted with a blue border and a blue magnifying glass. Clicking on the magnifying glass will allow you to view the previous or older content to compare the changes. Once you have viewed and/or edited the content, you may approve or reject it..

### Administrators can...

- Clearly identify which items were edited in a catalog list.
- Go directly to the page that needs approval with one click from the message section.
- Find out whether a change has been approved/rejected and which admin approved/rejected it..
- Re-assign image and file permissions during or after upload
- View each changed item and compare it with the current version.



## Statistic Tracking

With **Google Analytics** you can monitor your site's traffic, map where visitors are coming from, and discover the keywords potential customers are using to find your site right from your Backstage dashboard. Track new and returning visitors, average time spent on your site, and other helpful statistics that will aid you in your marketing decision making.



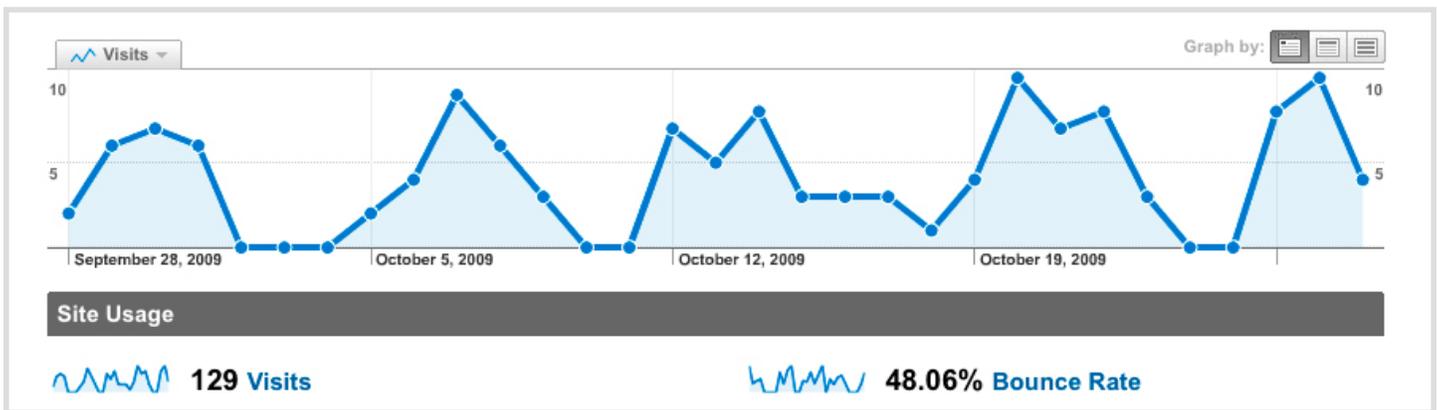
### The Statistics Summary

The Statistics Summary section on the Dashboard provides you with a snap shot of how your site is doing on a monthly, weekly, and daily basis; you can see detailed reports by clicking the "login to view all data" link on the Dashboard. After logging in to Google Analytics, you will see reports on the visitors to your site, traffic sources, and content. Using these reports, you can increase your page rankings, track advertising campaigns, and increase the number of visitors to your site.



### Customize Your Stats

You can choose between a monthly, weekly, or daily site statistics summary in Backstage. Simply click the view option you prefer to track your site's traffic!



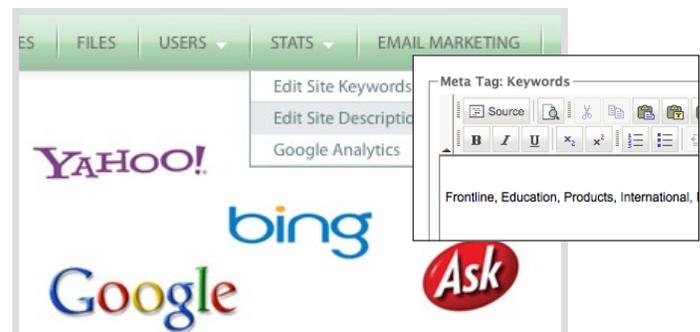
## Search Engine Optimization

In Backstage, using just a couple of clicks, you can initially populate and continually refresh your **keywords and site description** (some of the means search engines use to rank sites higher in their search results). Pushing new content and adding popular buzz-words to your site are other ways you can increase your search engine ranking using Backstage.

### Update Site and Product-Specific Keywords and Meta Data:

Adding key words and a site description (often referred to as meta tags) will help your site's search engine visibility. Key words are words and phrases you think people will enter in search engines to find your site. The description is what shows up next to your web site link when someone sees your listing on a search

engine and provides them with a snap shot of your organization. You can add key words and a description by clicking on the Stats tab in Backstage. Updating these items will populate those keywords to every page of your web site upon saving.



## E-mail Newsletters

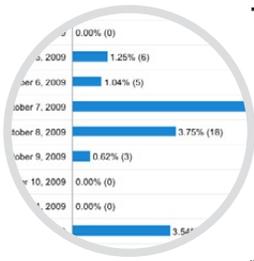
Do you want to send an e-mail to all customers who submitted orders on your web site within the last year? No problem. You can create and track your own **email campaigns** right from Backstage.

E-mail marketing is a great way to develop sales leads and keep in touch with both past and current clients. A well designed e-mail creates a positive impression of your brand in the mind of the recipients, while reminding them about your organization, the services and products offered, and what those services mean for them. E-mail marketing campaigns also drive traffic to your organization's web site by establishing easy 'click-throughs' to your web site.



### Track Results of Every Campaign

Every business wants to see how their marketing dollars are working. A built-in system automatically tracks results such as unique opens, how many people clicked through to your web site, and how many e-mails bounced (were returned to the sender because they could



### Campaign Info

- \$10 per campaign; \$.03 per recipient
- No monthly fee; only pay as you use it
- Detailed reporting of campaign results
- Auto-managed subscriber preferences (opt-outs and opt-ins)

## Online Product Management



Manage online products and inventory with Backstage - add pricing, descriptions, product views, featured items, and much more! Backstage can integrate with many inventory databases to ensure that your web site is always showing the most up-to-date inventory.

### Show/Hide products

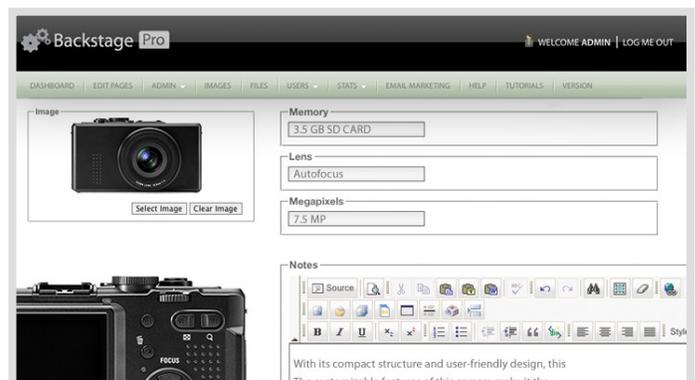
With Backstage, you are always in control of which products are showing on your web site. Easily "hide or archive" a product from users on the front end - without deleting it.

### Shopping Cart & Payment Gateway Inegration

A shopping cart and payment gateway (ex. PayPal) can be connected with your product database in Backstage.

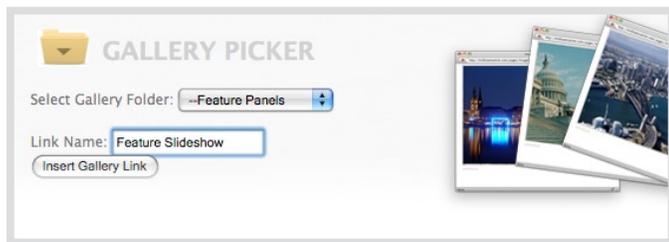
### Online Order & Customer Database:

We can create a customer order database to store order information for anyone who submits an order through your web site. This order list can be exported from Backstage to a Microsoft Excel compatible file. The order form will also submit the information via e-mail to a sales e-mail address and submit a confirmation e-mail to the customer. The text of the e-mail reply message can be edited globally by you through Backstage.



## Blogging & RSS Feeds

Push messages to customers with RSS readers while managing the content yourself using Backstage. Maintain your own blog right on your site for users to write articles on current issues. The ability for users to **comment or post** can be added, and posts can be organized by topic and archived each month. All comments and posts can be controlled and monitored by administrators in Backstage.



## Photo Gallery Slideshows

In Backstage you have the ability to create slideshows using the Gallery Picker icon in your editing toolbar. A slideshow gives you the means to post pictures of events or products. Create something interactive for your site's visitors to experience – make a slideshow.

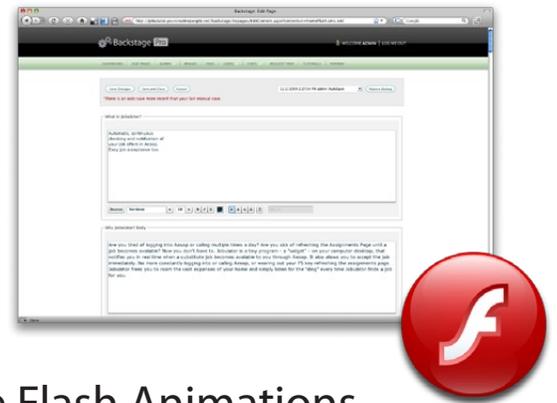
## Insert Audio and Video

Backstage's **file manager** gives you the ability to upload and store audio, video, PDFs, and much more online. Items can be organized into folders for easy access.

**Videos:** Use Backstage to insert links to videos hosted on your site or on another. If your video is hosted on YouTube, simply insert a link to that video, choose a thumbnail image to represent it, and you're done.

**Audio Files:** Use Backstage to manage podcasts, online sermon archives, and music downloads/previews.

**Preview** uploaded files in a new window to see how the file will display on the front end of your web site.



## Manage Flash Animations

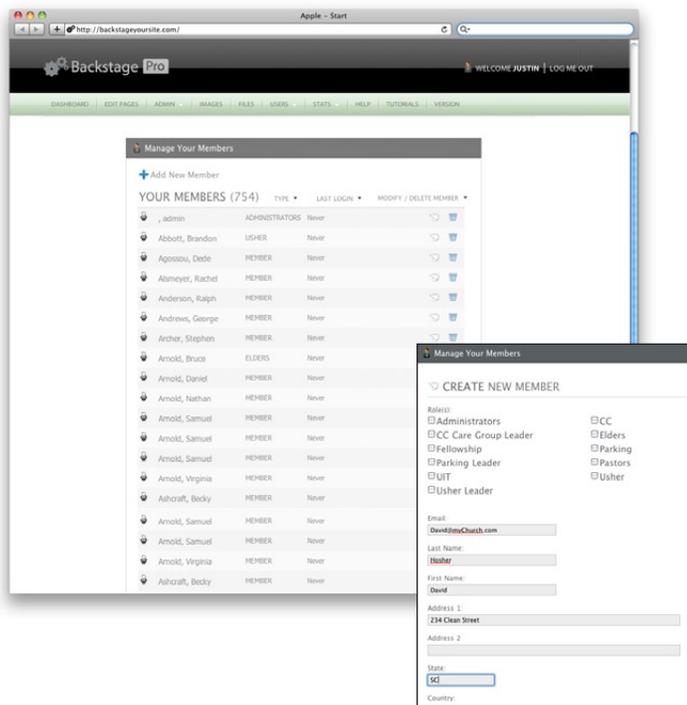
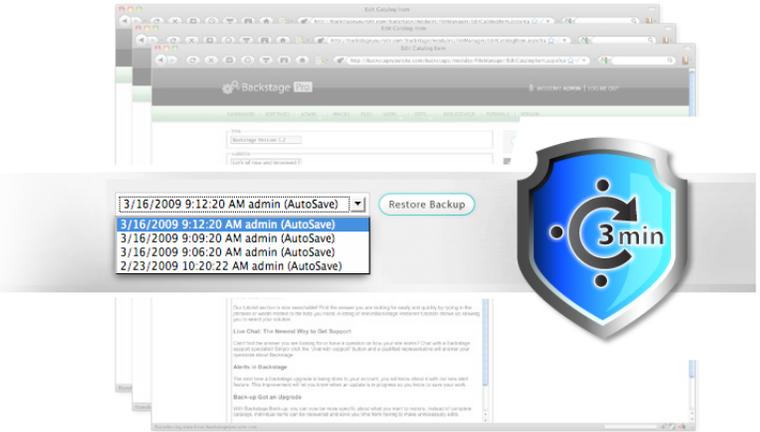
Backstage goes farther than most content management systems in managing a custom-flash animation, a rotating gallery containing images and text, or a whole web site built in Flash. Backstage can manage flash video and photo galleries as well as custom-built applications. Contact us for a demonstration of how we have done this for other clients.



## Automatic Backup and Retrieval

With Backstage Back-up you can be specific about what you want to restore. Individual items can be recovered, saving you time from having to make unnecessary re-edits.

**Content Autosaving:** Now Backstage will automatically save your changes every three minutes. This preventative measure saves your work in the event of unforeseen interruptions in your editing, such as losing your internet connection or mistakenly closing the browser window



## Online Membership Management

Develop loyalty and encourage interaction with an online **member community**, fully manageable through Backstage. Send out exclusive offers and notifications to members, allow them to update their own profile and perform member-only functions like social networking. With Backstage, you have the means to create a powerful relationship-building tool.

**Ex:** Create an online church directory and export church directory information for use in church-wide mailings, e-mail lists, etc.

**Assign to Groups:** Assign members to groups (i.e. small discipleship groups, pastoral staff, etc.) and allow coordinators to log in and send e-mails to their groups.

**Mass E-mail:** Send mass text-based e-mails to all members or to groups of members you've created.

**Quick Search:** The search feature allows you to quickly find individual members or members by name, or location (state or zip code).

## Online Survey System

With our new online survey module, you can now create **branded, customizable surveys** and send them to your customers to take online. Backstage will let you track the status of each survey (i.e., which users have begun the surveys and which have finished) and results are collected in a database, which you can view and print.

