

## A Short Cut To Marketing The Library Zuzana Helinsky

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What is Shortcuts Marketing? Shortcuts Marketing is a simple, easy-to-use SMS and email marketing platform within Shortcuts that is replacing your Set & Forget Marketing (gCast). Who can use it? Everyone! Shortcuts Marketing is available for single site businesses on all packages using Shortcuts Fusion, Live and Cloud.

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To begin, you will need to: 1. Watch all of the quick tutorial videos below so you can learn how to set up your campaigns. 2. When you ' re ready to get started, click hereto visit the Console. Click the cloud symbol in the top right corner of the Console to access Shortcuts Marketing. Click Menu, then General Settings, and click the Marketing tile. 3.

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[Marketing Planning: Long and Short-Term Marketing Planning](#)

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