

Swiftpage 

Drip Marketing

Lead Management with a Postcard

## Purchase Lead Management Campaign Package

New Campaign...

Copy Campaign...


















Preferences

Fast Track

Help


[Show Legend](#)

[Expand All](#)

Type	Campaign name	Status	Sync by	Contacts	Stages						
	Event Confirmation Special Campaign			0	3	<a href="#">Launch</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="#">List Viewer</a>	<a href="#">Reports</a>	
	Event Invitation Special Campaign			0	9	<a href="#">Launch</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="#">List Viewer</a>	<a href="#">Reports</a>	
	Lead Management - Call Center			5	1	<a href="#">Launch</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="#">List Viewer</a>	<a href="#">Reports</a>	
	Lead Management - Print			5	6	<a href="#">Suspend</a>	<a href="#">View</a>	<a href="#">Delete</a>	<a href="#">List Viewer</a>	<a href="#">Reports</a>	
Description: Send As: bogdon				Stages:							
				1	2	3	4	5	6		
	Lead Management - Send Postcard			5	1	<a href="#">Suspend</a>	<a href="#">View</a>	<a href="#">Delete</a>	<a href="#">List Viewer</a>	<a href="#">Reports</a>	
Description: Send As: bogdon				Stages:							
				1							

## Determine the contacts that will receive the postcard

[← Campaign Manager](#)

**Send postcards** Cancel  
A CSV of Contacts will be emailed to Postcard sender on day specified

Stage information

Name:

Comments:

Postcard

Email to:   
\* Enter email address of 3rd party Postcard sender

Template:

Front, Personal Message:

Back, Personal Message:

Special Instructions to Printer:

Send on

days after Contact is added to Campaign

Contacts

All Contacts in Drip Marketing list


Contacts from previous Email stages, matching Response


From stage:

Also filter Contacts by matching Database field criteria

Cancel

Save Stage >>

**Lead Management - Send Postcard**  
[Edit](#)  
Launched: 9/18/2008  
Sender: bogdon [Expand All](#)

#	Type	Stage name	Execution
1		New Leads - Align Sales and Marketing	Day: 1 <input type="checkbox"/>

The postcard is sent - Driving leads to a landing page



The Landing Page contains a survey – Fill out the survey and:

- Instantly receive a text based email message
- Automatically loaded into a Lead Management Drip Marketing Campaign
- Automatically ready to be loaded into the database

## 10 Steps to Sales and Marketing Success Whitepaper

Do you feel like money is walking out the door because your sales and marketing teams do not communicate the way they should? Your marketing team drives leads to your sales staff, but those leads aren't qualified or ranked and the sales manager is becoming frustrated.

**In th 10 Steps whitepaper you'll learn:**

1. Marketing plans that stick
2. Software interoperability
3. Marketing that drives sales
4. Management tools
5. Workflow techniques for results
6. Follow up strategy
7. Effective closing techniques
8. Full circle reporting and analytics
9. Automation plans
10. Revenue driving pitches

**Fill out this form and receive the 10 Steps to Sales and Marketing Success Whitepaper:**

First Name\*

Last Name\*

Company

Email Address\*

How did you find us?

Postcard

Google


Friend







Saw ad in Wall Street Journal

\* Indicates field is required.

Lead Management Drip Marketing Campaign automatically sends 4 emails to the leads and 2 Call Lists to the sales managers over the course of 50 days –  
*In this example*

[← Campaign Manager](#)

**Lead Management - Print**  
Launched: 9/18/2008  
Sender: bogdon  
[Reports](#) [Expand All](#)

#	Type	Stage name	Execution
1		Welcome Email Blast	Day: 1 <input type="checkbox"/>
2		Hints and Tips Email Blast	Day: 14 <input type="checkbox"/>
3		Call hot leads	Day: 17 <input type="checkbox"/>
4		Purchase Email Blast	Day: 30 <input type="checkbox"/>
5		Final Interest Email Blast	Day: 45 <input type="checkbox"/>
6		Call Interested Leads	Day: 50 <input type="checkbox"/>


































A Swiftpage Call List is a ranked list of the most interested recipients of your email blast(s) – *If Jane opens her email 5 times and clicks 3 links she is likely more interested than Joe who opened 1 time and clicked no links.*

## Swiftpage Call List

Account: spe  
User: missy

This is a ranked list of your most interested contacts based on their interaction with included campaigns.

Call List: **Testing**      Sender: **missy**      Rows: **4290** of 4290

#	Action	Strength	First Name	Last Name	Phone	Company Name	Email Address	Score	Sent	Opens	Clicks	<a href="#">Next&gt;&gt;</a>
1	<a href="#">Edit</a>			d	asf	asfd	apreeo@swiftpage.com	903	7	14	28	<a href="#">Details</a>
2	<a href="#">Edit</a>		Mary	McElroy	 781 383-0505 	McElroy Associates	mary@mcelroyassoc.net	308	1	3	11	<a href="#">Details</a>
3	<a href="#">Edit</a>		Chris	Kramer	 636-757-1623 	Kramer and Associates	chris@kramerandassociates.net	212	2	5	6	<a href="#">Details</a>
4	<a href="#">Edit</a>		Arvi	Kärner		Osaühing CRM Lahendus	arvi@crmlahe.ee	208	2	4	6	<a href="#">Details</a>
5	<a href="#">Edit</a>		David	Rubin	 973-871-4021 	J.H. Cohn (JHCohnConsulting) (reseller)	drubin@jhcohn.com	199	1	7	6	<a href="#">Details</a>
6	<a href="#">Edit</a>		Jim	Penney	 64-7-576-6128 	ActSoftware.Ltd	sales@actsoftware.co.nz	199	1	7	6	<a href="#">Details</a>
7	<a href="#">Edit</a>		Ready	Care	800.477.4283	Ready Care Industries	anunez@ReadyCare.com	174	1	7	5	<a href="#">Details</a>
8	<a href="#">Edit</a>		David	Palmer	7342055971	Wealth Management Consultants of MI	dtpalmer@provide.net	174	1	7	5	<a href="#">Details</a>
9	<a href="#">Edit</a>		David	Morrissey	 800-421-0020 	Original Works Inc.	owyhq@originalworks.com	174	1	7	5	<a href="#">Details</a>
10	<a href="#">Edit</a>		UTNC	Sales	970.282.8711	Unified Title Company	maureen.radice@gmail.com	170	2	7	4	<a href="#">Details</a>
11	<a href="#">Edit</a>		Broadcast	Electronics		Broadcast Electronics Inc.	hdr@bdcast.com	162	1	4	5	<a href="#">Details</a>
12	<a href="#">Edit</a>		Nina	Johnson	 815-405-2723 	Heritage Corridor Referral Group	njohnson@swiftpage.com	158	2	4	4	<a href="#">Details</a>
13	<a href="#">Edit</a>		Tracy	Patterson	 888-888-8888 	Sage (UK) Limited	Tracy.Patterson@sage.com	158	1	3	5	<a href="#">Details</a>
14	<a href="#">Edit</a>		Paula	Schnittger	 703-551-4718 	FedTek	pschnittger@fedtek.com	149	1	7	4	<a href="#">Details</a>
15	<a href="#">Edit</a>		Tina	Behnke	 540-635-5011  ext. 17	AirPac Incorporated	tbs@airpacinc.com	149	1	7	4	<a href="#">Details</a>

New leads with no email addresses

**Postcard** sent to all new leads

Driven to a **Landing Page**

Fill out a **survey form** for more info

Receive 4 **Email blasts** over 50 days

Sales team receives 2 **Call Lists**

**\$\$\$**

**Automatically**

**Swiftpage** 

Drip Marketing

Lead Management with a Postcard