Swiftpage E

Quick Start Guide To:

Adding a Postcard Stage to Your Drip Marketing Campaign Sequence

This quick start guide will explain how to create a Postcard Stage for your Drip Marketing Campaign Sequence.

Please note: the Postcard Stage is only available with Gold or Platinum Drip Marketing service levels.

1. In the Campaign Sequence Edit screen, click on the icon for Postcard.
2. Fill in the fields:
   a. Name: give the Postcard Stage a name.
   b. Comments: any comments you want to add would go here.
   c. Email to: enter the email address of the third-party vendor to whom your contact list for the postcards should be sent.
   d. Template: enter the name of the postcard template you would like to send (you will have given the postcard with its template name to your postcard vendor in advance).
   e. Front personal message: enter the message you would like to appear on the front of the postcard.
   f. Back personal message: enter the message you would like to appear on the back of the postcard.
   g. Special instructions to printer: any instructions you would like to send to your postcard vendor would go here.
   h. Send on: choose the date and the time you wish to send the contact list to your postcard vendor.
   i. Contacts: select which contacts you would like to generate the Postcard contact list from, and (if desired) filter based on previous Campaign Stages, or filter based on criteria from your database.
   j. Options: check the box here if you wish to receive a reminder to sync your database prior to the Postcard contact list being generated.
   k. Email notification: if you wish to receive a notification about the Postcard Stage before or after the Postcard contact list is generated, select the appropriate options and check the box here.

3. Now you are ready to add the Postcard Stage to your Campaign Sequence: Click the Add Stage button, and the Postcard Stage will be added to your Drip Marketing Campaign Sequence. You're all done with that Stage!