Swiftpage

Quick Start Guide To:

Using the Drip Marketing Campaign Manager

The Campaign Manager is the central location and control center for all of your Drip Marketing campaigns. In addition to the Swiftpage Account name and User ID, which appear in the top right-hand corner, there are buttons at the top of the screen that give you the option to copy a Campaign, set preferences for Stage defaults, and access a Fast Track to support videos, quick-start guides and screenshots, as well as other general help information. The Expand All button will show a detailed and numbered breakdown of each stage within each of your Campaigns. (Collapse All brings back the original view.) To expand and collapse individual campaign details simply click the down or up arrows.

In regards to the Campaigns themselves, you can view the Type (Anchor, Calendar or Duration), Campaign name, Campaign Status (explained in detail below), Sync date if defined, the number of Contacts in the Campaign, the number of Stages within the Campaign, and then all of the Action buttons: Launch, Suspend, View, Edit, Delete, List Viewer and Reports. (The Action buttons will display differently depending on the Status of your Campaign.)

The Status of a campaign will be one of five possible options:
- **Build (hammer and chisel icon):** the Stages in a Campaign are being edited. New Campaigns start with this status, and remain until they are Launched. Contacts cannot be added to a Campaign that is in the Build status.
- **Active (green circle icon):** A successfully Launched Campaign is Active and remains Active until it is either Suspended or Complete. A Campaign must be Active to execute its stages.
- **No Contacts Active (yellow circle icon):** Similar to the Active status described above, with one difference: no contacts have been uploaded into the Campaign Sequence. As soon as contacts are added to the Campaign Sequence, the status automatically changes to Active.
- **Suspended (red octagon icon):** The Suspended status occurs when a Drip Marketing Campaign has been manually or automatically Suspended. A suspended Campaign does not execute stages.
- **Complete (orange check mark icon):** The Complete status occurs when all stages in the Drip Marketing Campaign Sequence have been executed.

You can return to the Campaign Manager screen at any point within the Swiftpage Drip Marketing system by clicking on the blue Campaign Manager button.