Sage E-marketing for Sage CRM

Quick Start Guide To:

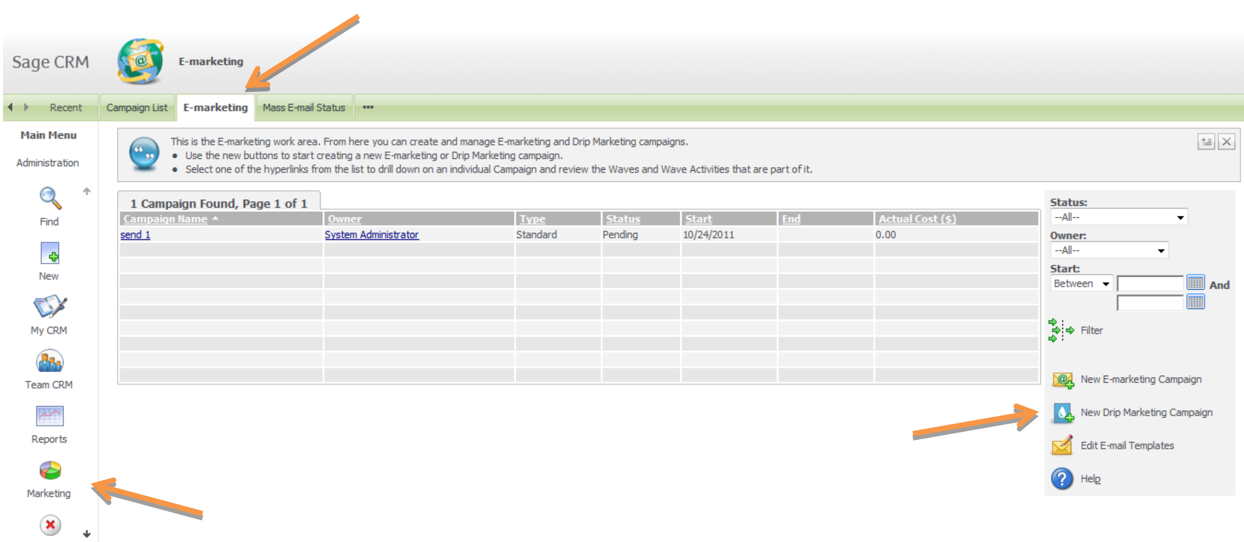
Drip Marking – Call List Wave

This Quick Start Guide provides instructions for how to create and work with the Drip Marketing Call List Wave within Sage E-marketing for Sage CRM.

Drip Marketing is an automated sequence of emails to your contact database. You set it up to automatically execute when you want different Waves to reach your recipients.

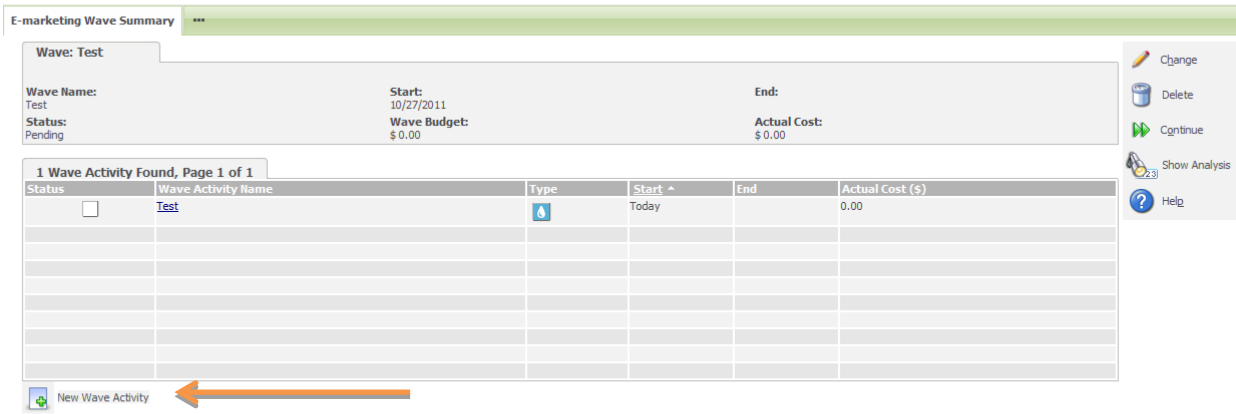
To create the Drip Marketing Call List Wave in Sage E-marketing for Sage CRM:

1. Click on the Marketing button on the left-hand side of the Sage CRM screen.
2. Click on the E-marketing tab.
3. You'll see any E-marketing campaigns on this screen. Click the New Drip Marketing Campaign button on the right to get started with creating the campaign.

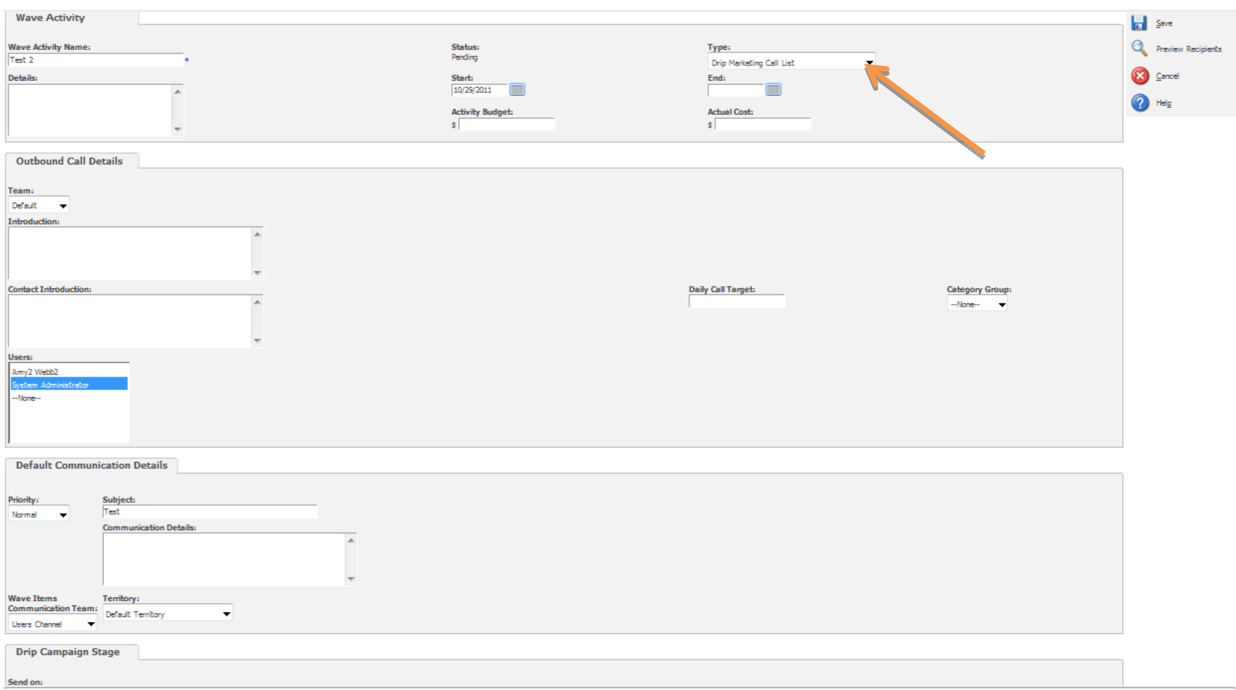


4. Select the correct campaign that you desire to add a Call List Wave > Select the previous Wave.

5. To add a New Wave for the Call List Wave, click New Wave Activity



6. Wave Activity Details: This page is where you'll set up the Call List Wave. You'll want to give the Wave Activity a name, select the Type as Drip Marketing Call List, and select other desired information. Click Save.



7. The new Call List Wave for this Drip Marketing Campaign is has now been completed.