Sage E-marketing for Sage CRM

Quick Start Guide To:

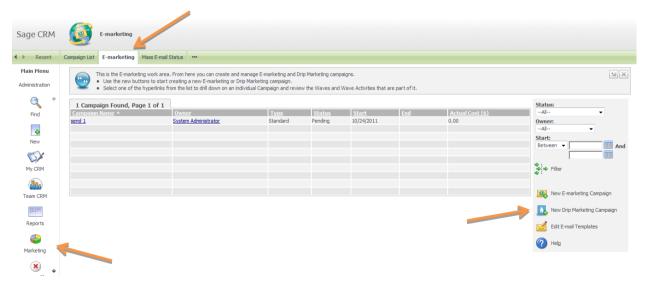### Drip Marking – Email Wave

This Quick Start Guide provides instructions for how to create and work with the Drip Marketing Email 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 Email 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.
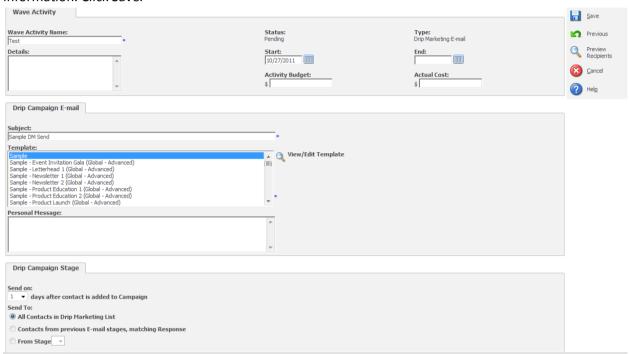

4. Campaign Details: Within this page, you'll want to give the campaign a name, select the type of campaign (Duration, Calendar, Anchor), dates, contacts, etc. Click Continue.
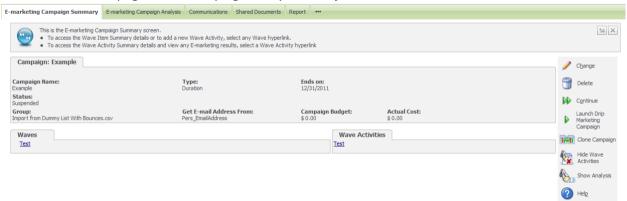
5. Wave Details: Within this page, you'll want to give the wave a name and other desired information. Click Continue.

New Drip Marketing Campaign, Step 2 of 3

Wave				Continue
Wave Name:	**Start:**	**End:**		Previous
Test	10/27/2011			Cancel
Status:	**Wave Budget:**	**Actual Cost:**		Help
Pending	$	$		

6. Wave Activity Details: This page is where you'll set up the Email Blast. You'll want to give the wave activity a name, select a template, enter an email subject line, select the contacts that will be added to the Wave, and other desired information. Click Save.

Wave Activity				Save
Wave Activity Name:	**Status:**	**Type:**		Previous
Test	Pending	Drip Marketing E-mail		
Details:	**Start:**	**End:**		Preview Recipients
	10/27/2011			Cancel
	Activity Budget:	**Actual Cost:**		Help
	$	$		

Drip Campaign E-mail

Subject:
Sample DM Send *

Template:
Sample
Sample - Event Invitation Gala (Global - Advanced)
Sample - Letterhead 1 (Global - Advanced)
Sample - Newsletter 1 (Global - Advanced)
Sample - Newsletter 2 (Global - Advanced)
Sample - Product Education 1 (Global - Advanced)
Sample - Product Education 2 (Global - Advanced)
Sample - Product Launch (Global - Advanced)

View/Edit Template *

Personal Message:

Drip Campaign Stage

Send on:
1 ▼ days after contact is added to Campaign

Send To:
● All Contacts in Drip Marketing List
○ Contacts from previous E-mail stages, matching Response
○ From Stage ▼

7. This is an overview page of the Campaign that you have just created:

E-marketing Campaign Summary | E-marketing Campaign Analysis | Communications | Shared Documents | Report | •••

This is the E-marketing Campaign Summary screen.
• To access the Wave Item Summary details or to add a new Wave Activity, select any Wave hyperlink.
• To access the Wave Activity Summary details and view any E-marketing results, select a Wave Activity hyperlink

Campaign: Example				Change
Campaign Name:	**Type:**	**Ends on:**		Delete
Example	Duration	12/31/2011		
Status:				Continue
Suspended				
Group:	**Get E-mail Address From:**	**Campaign Budget:**	**Actual Cost:**	Launch Drip Marketing Campaign
Import from Dummy List With Bounces.csv	Pers_EmailAddress	$ 0.00	$ 0.00	

Waves		Wave Activities		Clone Campaign
Test		Test		Hide Wave Activities
				Show Analysis
				Help

8. You'll now see your new Drip Marketing Campaign listed under your E-marketing campaigns: