



## Sage E-marketing for Sage CRM

### Quick Start Guide To:

### Launching a Drip Marketing Campaign in SageCRM 7.1

This Quick Start Guide provides instructions for Launching a Drip Marketing 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 access Drip Marketing 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. Your E-marketing campaigns are on this screen. Select the appropriate Drip Marketing Campaign that you desire to launch.

Sage CRM E-marketing

Recent Campaign List E-marketing Mass E-mail Status

Main Menu Administration

This is the E-marketing work area. From here you can create and manage E-marketing and Drip Marketing campaigns.

- Use the new buttons to start creating a new E-marketing or Drip Marketing campaign.
- Select one of the hyperlinks from the list to drill down on an individual Campaign and review the Waves and Wave Activities that are part of it.

1 Campaign Found, Page 1 of 1

Campaign Name	Owner	Type	Status	Start	End	Actual Cost (\$)
send_1	System Administrator	Standard	Pending	10/24/2011		0.00

Status: --All--

Owner: --All--

Start: Between [ ] And [ ]

Filter

New E-marketing Campaign

New Drip Marketing Campaign

Edit E-mail Templates

Help

- This page will confirm the Campaign details and waves that you have created. When this information is correct and you're ready to launch, click the Launch Drip Marketing Campaign.

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**

<b>Campaign Name:</b> Example	<b>Type:</b> Duration	<b>Ends on:</b> 12/31/2011		
<b>Status:</b> Suspended	<b>Get E-mail Address From:</b> Pers_EmailAddress	<b>Campaign Budget:</b> \$ 0.00	<b>Actual Cost:</b> \$ 0.00	
<b>Group:</b> Import from Dummy List With Bounces.csv				

**Waves**  
Test

**Wave Activities**  
Test

- Change
- Delete
- Continue
- Launch Drip Marketing Campaign
- Clone Campaign
- Hide Wave Activities
- Show Analysis
- Help

- When the Drip Marketing Campaign is successfully launched, you will receive the following confirmation:

Your Drip Marketing Campaign has been queued for launch. Depending on the number of recipients this may take some time. You may continue working in CRM and return back to this Campaign summary at any time to check on the status

- Then when you're looking at the E-marketing Campaigns Found, you'll see the status of that campaign as Launched:

2 Campaigns Found, Page 1 of 1

Campaign Name	Owner	Type	Status	Start	End	Actual Cost (\$)
Example	System Administrator	Drip (Duration)	Launched	Today	12/31/2011	0.00