

Sage E-marketing for Sage CRM

Quick Start Guide To:

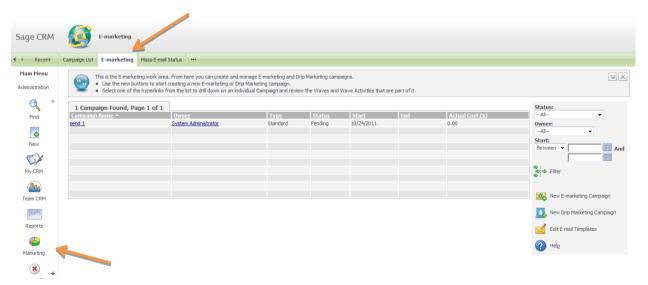
Launching a Drip Marketing Campaign in SageCRM 7.1

This Quick Start Guide provides instructions for Launching a Drip Marketing within Sage E-marketing for Sage CRM.

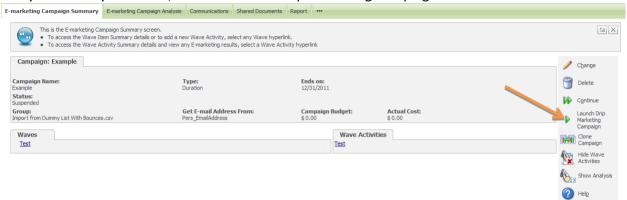
Drip Marketing is an automated sequence of emails to your contact database. You set it up to automatically execute when you want different Waves to reach your recipients.

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.



4. 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.



5. 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

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

