Sage E-marketing for Sage CRM

Quick Start Guide To:

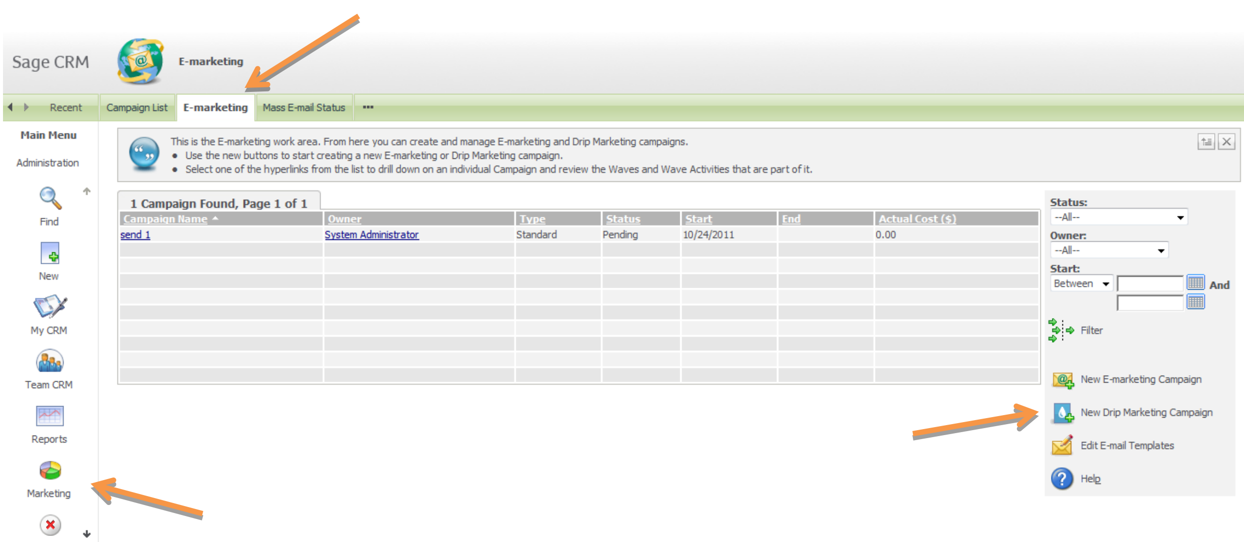
Get started with Drip Marking in SageCRM 7.1

This Quick Start Guide provides instructions for getting started with 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. 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.



The first Wave of a Drip Marketing Campaign has to be an Email Wave. Drip Marketing for Sage E-marketing for SageCRM allows for full reporting on all Waves, just as you'd receive for any email blasts. With this, you're then able to create a Call List Wave. (Call Lists are ranked lists of your most interested contacts based on their interaction with a specific email campaign or a combination of email campaigns.) With this Call List Wave, it would automatically generate a Call List from your prior Email Wave with those reports organized.