Swiftpage E

Quick Start Guide To:

Adding an Email Stage to Your Drip Marketing Campaign Sequence

This quick start guide will explain how to create an Email Stage for your Drip Marketing Campaign Sequence.

1. In the Campaign Sequence Edit screen, click on the icon for Email.
2. Fill in the fields:
   a. Name: give the Email Stage a reporting name (this will not be seen by your contacts).
   b. Comments: any comments you want to add would go here.
   c. Email subject: this will be the subject line of your email.
   d. Template: select the email template you have designed from the list of templates. Click the Preview button, to view the template in a new browser window.
   e. Personal Message: if the template you have selected includes a mail merge for a personal message, you can input that here.
   f. Send on: choose the date and the time you wish to send the email (or day # for a duration sequence).
   g. Contacts: select which contacts you would like to send to. Note: contact filters are only available with Gold or Platinum Drip Marketing service levels. With Silver Drip Marketing service level, the only option is to send to all contacts on your Drip Marketing contact list.
   h. Options: check the box here if you wish to receive a reminder to sync your database prior to the Email being sent. Note: this option is only available with Gold or Platinum Drip Marketing service levels.
   i. Email notification: if you wish to receive a notification about the email before or after it is sent, select the appropriate options and check the box here.
3. Now you are ready to add the Email Stage to your Campaign Sequence: Click the Add Stage button, and the Email Stage will be added to your Drip Marketing Campaign Sequence. You're all done with that Stage!