

Quick Start Guide to:

Creating a Calendar Campaign

A Calendar Campaign allows you to designate specific calendar dates for each drip marketing stage. You could, for instance, use this campaign type to schedule a newsletter to be sent out on the first of every month or to send an email on every major holiday. This Quick Start Guide details the steps to creating a Calendar Campaign.

- 1. Go to <u>www.swiftpageconnect.com</u>.
- 2. Enter your account details at the top of the screen and click Submit.
- 3. Once you are on the Swiftpage Connect Portal, click Drip Marketing.

Connect		
Template Editor	Send Email	brightpeak visit website >
Reports	List Manager	emaii templates - postcards landing pages - microsites logos - and more
Call List	Surveys	Account Name rs_121211_spe
Drip Marketing	Social Sharing	UserID rs_121211_spe Service Level Team
Leads		Drip Marketing Service Level Free Send Limit 100
Resour	ce center	Account Management
Live Demos	Feature Tours	Edit User Profile
► Consultants	Swiftpage Support	Manage Account
Deliverability	Education Center	Upgrade Account

4. Click New Campaign.

Swiftpage Drip Marketing Campaign Manager Home New Campaign Copy Campaign	Learn how t	to Upgrade your Free Account	Preferences Fast Track	?
Show Legend				
Campaign name	Status	Contacts		
You currently have No Drip Marketing camp To start one, click the [New campaign] or [oaigns. Copy campa	aign] button.		

5. Enter a campaign name, select a user to send as, and choose a contact loading source. Select the Calendar radio button. Click Next.

		Learn how to Upgrade your Free Accou	<u>int</u>	
General				
	Name:	Calendar Campaign		
	Description:		* Optional	
	Send As:	rs_011612_spe -		
	Contact Source:	List Manager 🗸 🗸		
Campaign	types			
Date 27	O Anchor Date	* Stages are defined as a timeframe before o * Campaign ends on the date of the last defin	r after Anchor date ed Stage	2
	Calendar	* Stages are defined by specific calendar dat * Campaign ends on the date of the last defir	es ned stage	
Ó	Duration	* Stages are defined as days since Contact en * Campaign ends on the chosen date, or ongo * This is also known as a Sequential Autorespo	nters campaign Ding Dinder	
				Cancel

6. The Calendar Campaign is now ready for you to start adding stages.