

## **Quick Start Guide to:**

## **Creating a Duration Campaign**

The stages of a Duration Campaign execute based on the number of days that have passed since the contact was added to the campaign. This campaign type is particularly useful for corresponding with new customers. This Quick Start Guide provides the steps to creating a Duration 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	emai templates - postcards
Reports	List Manager	logos - and more
Call List	Surveys	Account Name rs_121211_spe UserID
Drip Marketing	Social Sharing	rs_121211_spe Service Level Team
Leads		Drip Marketing Service Level Free Send Limit 100
Resource	center	Account Management
Live Demos	Feature Tours	Edit User Profile
► Consultants	Swiftpage Support	Manage Account
Deliverability	Education Center	Upgrade Account
		Support Information
		Monday-Friday, 5:00am - 8:00pm EST Phone: 1 (877) 228-8377

4. Click New Campaign.

Swiftpage Drip Marketing Campaign Manager Home New Campaign Copy Campaign	Learn how to	o 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 [C	aigns. Copy campa	aign] button.		

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

Camp	Jaigh Manager		Freierences	Fast frack
		Learn how to Upgrade your Free Account		
General				
	Name:	Duration Campaign		
	Description:		* Optional	
	Send As: Contact Source:	rs_011612_spe 🔹		
		List Manager 🔹		
Campaior	types			
Date 27	◎ Anchor Date	* Stages are defined as a timeframe before or after * Campaign ends on the date of the last defined Stag	Anchor date ge	
	Calendar	* Stages are defined by specific calendar dates * Campaign ends on the date of the last defined sta	ge	
Ó	Ouration	* This is also known as a Sequential Autoresponder Ends on: Feburary  ▼ 14 ▼ 2013 ▼		
			Ca	ancel Next >:

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