Quick Start Guide To:

Creating an Anchor Date Campaign Sequence

If you want your Campaign Sequence to be centered around a particular date—such as an event, product launch or another event with a particular date—you would use the Anchor date type of Drip Marketing Campaign Sequence. An Anchor date puts all of your Drip Marketing in relation to one particular date. For example, if the Anchor date is set for August 4—the date of your new product launch—you can set Campaign Sequence Stages to be sent four months in advance from that date, two months in advance, one week in advance, two days afterward, three months afterward, and so on. But all of those dates are defined in terms of one single "anchor" date: the date of your event.

Instructions for creating an Anchor date Campaign Sequence:

1. From the Campaign Sequence Manager screen, click on the New Campaign button.

2. The New Campaign screen will appear. Enter a name for your Campaign Sequence, and a description if you wish. Then, from the dropdown menu, select the Swiftpage user ID from which you would like this Campaign Sequence to be sent.

3. Select the Anchor date radio button. A window will appear asking you to define the anchor date of your Campaign Sequence. Either enter a date, in mm/dd/yyyy format, or click on the calendar icon to select your date from the calendar.

4. Once your date has been entered, click on the Next button at the bottom of the screen.

5. Now your Anchor date Campaign Sequence has been created, and you are ready to start adding Stages to your Anchor date Drip Marketing Campaign Sequence!