Quick Start Guide To:

Creating a Calendar Campaign Sequence

The Calendar Drip Marketing Campaign Sequence type is used when you want campaigns to go out on specific dates rather than around a particular date. For instance, if you want a newsletter to go out on the 1st of every month, you would use the Calendar function, and set the Campaign Sequence Stages to go out on January 1, February 1, March 1, etc. Using the Calendar function, you could also set up a Campaign Sequence to go out on all major holidays: July 4, December 25, January 15, and so on. The Calendar function is most useful when a specific day is what you need, rather than a time frame before or after a specific event.

Instructions for creating a Calendar 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 Calendar radio button. Click on the Next button at the bottom of the screen.

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