Quick Start Guide To:

Creating a Duration Campaign Sequence

The Duration Drip Marketing Campaign Sequence type is most helpful when you want emails to come successively after a particular starting point. For example, a likely time you might use a Duration Campaign Sequence is with new customers. You can set up a campaign so that once a contact is added to the Campaign Sequence, they will receive an email the next day, then a week later, then a month later. A Duration Campaign Sequence is perfect for rolling out a campaign from a single starting point, whenever that point might be. (Since there are no fixed dates with a Duration Campaign Sequence, the sequence begins as soon as a contact is added to the sequence. If you add 100 more contacts seven days later, they are put on the same time frame as the first set of contacts, but one week behind.)

Instructions for creating a Duration 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 Duration radio button. A window will appear asking you to define an end date for your Campaign Sequence. This is an optional step—the end date is intended to allow you to define a point at which no further emails should go out, regardless of where a contact is in the Duration Campaign Sequence. You can leave this field blank, or you may either enter an end date, in mm/dd/yyyy format, or click on the calendar icon to select the end date from the calendar.

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

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