



Quick Start Guide To:

First Steps for Creating Your First Campaign

This Quick Start Guide will explain the step-by-step process of creating your first Drip Marketing Campaign Sequence:

1. When you first launch the Swiftpage Drip Marketing program, the Campaign Sequence Manager screen will appear. Click on the New Campaign button, and you will be taken to the New Campaign screen.
2. Give your Campaign Sequence a name, a description (if you wish), and select the Swiftpage user ID from which the Campaign Stages should be sent.
3. Select the Campaign Sequence type you would like—Anchor Date, Calendar or Duration—and define a date if necessary (for Anchor Date and Duration Campaign Sequences). Then click on the Next button.
4. Now you are ready to begin adding Stages to your campaign. Click on the Stage you would like to create first.
5. Set up your Stages until your Drip Marketing Campaign Sequence is completed to your satisfaction. Congratulations! You have created your first Drip Marketing Campaign Sequence.