



## **Quick Start Guide To:**

### **The Features of the Platinum Drip Marketing Service**

Swiftpage's Platinum Drip Marketing package comes with all of the features of the Silver and Gold Drip Marketing packages—including logic-based filtering, the Email, Call List, Postcard, Fax, Letter and Call Center Stages, and the Drip Marketing Autoloader. The Platinum Drip Marketing package comes with three new Stages as well: the Export, Transfer, and Review Stages.

These three Stages give you the maximum amount of flexibility and control with your Drip Marketing Campaign Sequences.

The Export Stage allows you to export your contact list in CSV format, and send it to any email address with a message if you desire. The contact list that you export can be filtered based on how contacts interacted with a previous Email Stage of the Drip Marketing Campaign Sequence, or based on certain fields in your contact database. For example, you could export a list of all contacts who opened a previous email from a Drip Marketing Email Stage, but did not click on any links in the email.

The Transfer Stage allows you to transfer contacts from one Drip Marketing Campaign Sequence to another, and then either remove them from the original Campaign Sequence or leave them there as well. The Transfer Stage can also be filtered based on how contacts interacted with a previous Email Stage of the Drip Marketing Campaign Sequence, or based on certain fields in your contact database.

The Review Stage can send you an alert when you need to sync data before allowing another Drip Marketing Stage to be launched, and can actually suspend your Drip Marketing Campaign Sequence until the contact data sync has been completed. To give an example of just one possible use of the Review Stage, you might send out an email requesting that people respond and provide their postal address and phone number, to add to your database. You can then use the Review Stage to ensure that you have synced that contact data—in other words, that you have added any phone numbers or postal address to your contacts' information in the Drip Marketing Campaign Sequence—before you launch the next stage, which may rely on those phone numbers or postal addresses, such as the Call Center or Postcard Stages. The Review Stage also gives you the ability to suspend the Campaign Sequence until it has been coordinated with your company's business work flow.

Your Drip Marketing Campaign Sequence can include as many Stages as you need. The Platinum Drip Marketing package provides the ability to create and design a comprehensive marketing plan that spans

various media, involves different Campaign Sequences, and provides complete flexibility and control over your contact data.