



Quick Start Guide To:

The Features of the Silver Drip Marketing Service

Swiftpage's Silver Drip Marketing package comes with three important features: the Email Stage, the Call List Stage, and the Autoresponder function for the Drip Marketing Autoloader.

The first feature of the Silver Drip Marketing package, the Email Stage, allows you to send an email to a list of contacts, scheduled for any date in the future.

The second feature of the Silver Drip Marketing package, the Call List Stage, automatically generates a Call List based on the results of a previous Drip Marketing Email Stage.

Your Drip Marketing Campaign Sequence can include as many Email and Call List Stages as you need.

The third feature of the Silver Drip Marketing package, the Drip Marketing Autoloader, automatically adds a contact to a Drip Marketing Campaign Sequence after the contact fills out a survey.

With the Drip Marketing Autoloader, your contact will fill out a survey you have created, such as a sign up to be informed about a particular event. After they fill out the survey and submit it, they will automatically be added to a Drip Marketing Campaign Sequence you have created, and will be included in all of the Stages of the Campaign Sequence from that point forward.