



Quick Start Guide To:

Launching a Campaign

This Quick Start Guide will explain the step-by-step process of launching a Drip Marketing Campaign Sequence:

1. A Campaign Sequence should only be launched once you are prepared for the Campaign Sequence to begin. In other words, your Stages should be in place and ready to go when you launch, because once you launch, your Campaign Sequence is live! You can always go back in and edit your Campaign Sequence and add future Stages, but launching a Campaign Sequence takes it out of edit mode until you suspend the Sequence for editing.
2. That said, when you are in the Campaign Sequence Manager screen, your Campaign Sequence is identified as being in edit mode by the crossed hammer and wrench icon in the Status column. Click on the orange Launch button. A window will come up asking you if you are sure you want to launch the Campaign Sequence. Click on OK.
3. The system will process for a moment, and then you will receive a confirmation screen that your Campaign Sequence has been launched. Click OK again.
4. When you are taken back to the Campaign Sequence Manager screen, you will see that the Status has now been changed to a yellow dot, indicating that your Campaign Sequence has been launched but still requires contacts to be added to it. After you add contacts, the Status will change to a green dot, meaning that your Campaign Sequence is launched and active.
5. Congratulations! You have successfully launched your Drip Marketing Campaign Sequence!