Quick Start Guide To:

Adding a Postcard Stage to Your Drip Marketing Campaign Sequence

This quick start guide will explain how to create a Postcard Stage for your Drip Marketing Campaign Sequence.

Please note: the Postcard Stage is only available with Gold or Platinum Drip Marketing service levels.

1. In the Campaign Sequence Edit screen, click on the Postcard icon.

2. 2. Fill in the fields:

    a. Name: provide your Swiftpage Account Name followed by your desired Postcard Stage name, (ex. SwiftpageMarketing – Drip Promo Card).
    b. Comments: insert any applicable comments or reminders regarding your postcard.
    c. Email to: enter the email address, print@swiftpage.com.
    d. Template: enter the name of the postcard template you would like to send (make sure that your template has been sent to and approved by Swiftpage before your Postcard Stage executes- print@swiftpage.com).
    e. Front personal message: enter the message you would like to appear on the front of the postcard (only necessary if your template does not already include your message).
    f. Back personal message: enter the message you would like to appear on the back of the postcard (only necessary if your template does not already include your message).
    g. Special instructions to printer: add any special printing instructions or requests here.
    h. Send on: choose the date and the time you wish to send the contact list to your postcard vendor (note: allow a 48 business hour turnaround time for printing and mailing).
    i. Contacts: select which contacts you would like to send your postcard to, and (if desired) filter based on previous Campaign Stages, or filter based on criteria from your database.
    j. Options: check this box if you wish to receive a reminder to sync your database prior to the Postcard contact list being generated.
    k. Email notification: check the appropriate box if you wish to receive a notification about the Postcard Stage before or after the Postcard contact list is generated.

3. Now your Postcard Stage is ready to add to your Campaign Sequence: Click the Add Stage button, and the Postcard Stage will be added to your Drip Marketing Campaign Sequence.