



## Quick Start Guide To:

### Adding a Telemarketing Stage to Your Drip Marketing Campaign Sequence

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

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

1. In the Campaign Sequence Edit screen, click on the icon for Call Center.
2. Fill in the fields:
  - a. Name: give the Telemarketing Stage a name.
  - b. Comments: any comments you want to add would go here.
  - c. Email to: enter the email address of the third-party Telemarketing to whom your contact list should be sent. Select the check box if you would like to include contacts' postal addresses in the contact list.
  - d. Telemarketing Script: enter the name of the script you would like to send (you will have given the call script to your Telemarketing in advance).
  - e. Personal message: enter any message you would like to add to the script.
  - f. Special instructions: any instructions you would like to send to your Telemarketing would go here.
  - g. Results Form: allows you to include a Swiftpage survey for the Telemarketing to fill out. Survey results will end up directly back in your Swiftpage account.
  - h. When to call: choose the date and the time you wish to send the contact list to your Telemarketing.
  - i. Contacts: select which contacts you would like to generate the Telemarketing contact list from, and (if desired) filter based on previous Campaign Stages, or filter based on criteria from your database.
  - j. Options: check the box here if you wish to receive a reminder to sync your database prior to the Telemarketing contact list being generated.
  - k. Email notification: if you wish to receive a notification about the Telemarketing Stage before or after the Telemarketing contact list is generated, select the appropriate options and check the box here.

3. Now you are ready to add the Telemarketing Stage to your Campaign Sequence: Click the Add Stage button, and the Telemarketing Stage will be added to your Drip Marketing Campaign Sequence. You're all done with that Stage!