Quick Start Guide To:

Creating and Using the Drip Marketing Autoloader

The Drip Marketing Autoloader allows you to add a contact automatically to a Drip Marketing Campaign upon completion of a survey. Follow these steps to use the Autoresponder:

1. Create a Drip Marketing Campaign. When you click on New Campaign from the Drip Marketing Campaign Manager screen, select "Survey Auto-responder" from the dropdown list next to Contact Source. This will define your Drip Campaign as an autoloader campaign, and will allow contacts to be added to it via the survey tool.
2. Once your Drip Marketing Campaign is created, click on the E in ACT!, then click on the Surveys tab, then click on the Survey Editor button.
3. Create a survey in Swiftpage. **Note:** Email Address is a required survey question for the Drip Marketing Autoloader to work. Also, be sure to ask for whatever information is needed for the Drip Marketing Campaign Stages, such as Email Address, First Name/Last Name (if using mail merge fields, for instance), Phone Number (if creating a Call List), and so on.
4. When you are finished with your survey, click on the Survey Result Options button (this should be at the top of the online survey editor section). There, select the checkbox next to Autoresponder – Drip Marketing Autoloader. Click Submit.
5. The next screen to open will ask you to select the Drip Marketing Campaign (from the dropdown menu) which you would like the contact added to. Once you have done that, click Submit.
6. Your survey is finished, and the Autoloader is active! Every contact who fills out your survey will now be added to the Drip Marketing Campaign you specified and will be included in all future Drip Marketing Campaign Stages.