



## Quick Start Guide To:

### Drip Marketing Campaign Sequence Types

There are three different types of Drip Marketing Campaign Sequences: Anchor, Calendar and Duration. This Quick Start Guide offers an explanation of the differences among these three.

**Anchor:** if you want your Campaign Sequence to be centered around a particular date—such as an event—you would select the Anchor date Sequence. An Anchor date centers all of your Drip Marketing Stages around 1 particular date. For example, if the Anchor date is set for August 4<sup>th</sup>—the date of your new product launch—you can set Campaign Sequence Stages to be sent four months in advance from that date, two months in advance, one week in advance, two days afterward, three months afterward, and so on. All of those dates are defined in terms of one single “anchor” date: the date of your event.

**Calendar:** the Calendar Drip Marketing Campaign Sequence type is used when you want marketing pieces to go out on specific dates. For instance, if you want a newsletter to go out on the 1<sup>st</sup> of every month, you would use the Calendar function, and set the Campaign Sequence Stages to go out on January 1, February 1, March 1, etc. Using the Calendar function, you could also set up a Campaign Sequence to go out on all major holidays: July 4, December 25, January 15, and so on. The Calendar function is most useful when you need to send out marketing material on a specific calendar day.

**Duration:** the Duration Drip Marketing Campaign Sequence type sends marketing material to your contacts relative to when each contact entered the sequence. For example a likely time you might use a Duration Campaign Sequence is with new customers. You can set up a campaign so that once a contact is added to the Campaign Sequence, they will receive an email the next day, then a week later, then a month later. A Duration Campaign Sequence is completely contact centric, and does not depend on any specific calendar date.