Swiftpage E

Quick Start Guide To:

Creating a Campaign and Understanding the Drip Marketing Campaign Sequence Manager

This quick start guide will explain the various parts of the Drip Marketing Campaign Sequence Manager. The information on the Campaign Sequence Manager appears in several columns, and the columns provide the following information:

Type: the icon in this column tells you whether the Campaign Sequence is an Anchor Sequence (a Date sheet with "27" on it), a Calendar Sequence (a full calendar), or a Duration Sequence (a stopwatch).

Sequence Name: this column shows you the name of the Drip Marketing Campaign Sequence.

Status: several different icons can appear in this column, each with a different meaning:
- **Build:** The Build status can be recognized by the hammer and chisel icon on the Drip Marketing Sequence Manager. Build status means that the Stages in a Campaign Sequence are being edited. New Campaign Sequences start with this status, and remain until they are Launched. Contacts cannot be added to a Campaign Sequence that is in the Build status.
- **Active:** The Active status can be identified by the green circle icon on the Drip Marketing Sequence Manager. A successfully Launched Campaign Sequence is Active and remains Active until it is either Suspended or Complete. A Campaign Sequence must be Active to execute its stages.
- **No Contacts Active:** Similar to the Active status described above, with one difference: no contacts have been uploaded into the Campaign Sequence. As soon as contacts are added to the Campaign Sequence, the status automatically changes to Active. The No Contacts Active status can be identified by a yellow circle icon on the Drip Marketing Sequence Manager.
- **Suspended:** The Suspended status occurs when a Drip Marketing Campaign Sequence has been manually or automatically Suspended. A suspended Campaign Sequence does not execute stages. Suspended Campaign Sequences can be identified by the red octagon icon on the Drip Marketing Campaign Sequence Manager
- **Complete:** The Complete status occurs when all stages in the Drip Marketing Campaign Sequence have been executed, and can be identified by the orange check mark on the Drip Marketing Campaign Sequence Manager.

Sync By: if, in the Review Stage (available only with Platinum Drip Marketing service), you have defined a date by which your list must be synced, that date will appear in this column.

Contacts: this column tells you the number of contacts you currently have in a given Drip Marketing Campaign Sequence.

Stages: the number in the column tells you the total number of Stages that each Drip Marketing Campaign Sequence contains.

Buttons: five buttons will appear on the right-hand side of the Drip Marketing Campaign Sequence Manager screen. They are as follows:
1. **Launch, Suspend, or View:** depending on the current status of your Campaign Sequence, you will either have the option to Launch the Sequence (if your Sequence is in Build or Suspend status), Suspend the Sequence (if your Sequence is in Active or No Contacts Active status), or View the Sequence (if the Sequence has been Completed).
2. **Edit or View:** Campaign Sequences with Build, Suspend or Completed statuses will all have the option to Edit the Sequence. Sequences with Active or No Contacts Active statuses will have the option to View the Sequence.
3. **Delete:** the option to delete a Campaign Sequence is only available if the Sequence is Completed, or is in Suspended or Build modes. Sequences with Active or No Contacts Active status cannot be deleted.
4. **List Viewer:** the option to view your list is only available if the Sequence has an Active or No Contacts Active status. Clicking on this button allows you to view your contact list. Sequences with Complete, Suspend or Build statuses do not have the option to view the list.
5. **Reports:** Drip Marketing Campaign Sequence reports are available for any Campaign Sequence that has already had at least one previous email sent, or any Campaign Sequence with an Active status. Note: a Sequence with any status may have Reports available, depending on whether or not a part of that campaign has ever been sent.

Details: the small downward arrows in the far-right column on the Drip Marketing Campaign Sequence Manager will, when clicked, provide more details about particular Campaign Sequences, including a quick look at what Stages are included in a given Sequence.