



Quick Start Guide to:

## Creating an Anchor Date Campaign


The stages of an Anchor Date Campaign are arranged around a specific date. This campaign type is particularly useful for sending out reminders leading up to an event or a product launch. This Quick Start Guide provides a walkthrough for creating an Anchor Date Campaign.

1. Go to [www.swiftpageconnect.com](http://www.swiftpageconnect.com).
2. Enter your account details at the top of the screen and click Submit.
3. Once you are on the Swiftpage Connect Portal, click Drip Marketing.

The screenshot shows the Swiftpage Connect dashboard. On the left, there is a vertical menu with buttons for Template Editor, Reports, Call List, Drip Marketing (highlighted with an orange arrow), and Leads. To the right of this menu are buttons for Send Email, List Manager, Surveys, and Social Sharing. Below these is a 'Resource center' with buttons for Live Demos, Feature Tours, Consultants, Swiftpage Support, Deliverability, and Education Center. On the right side of the dashboard, there is a 'My Swiftpage E' section with account details: Account Name (rs\_121211\_spe), UserID (rs\_121211\_spe), Service Level (Team), and Drip Marketing Service Level (Free). Below this is an 'Account Management' section with buttons for Edit User Profile, Manage Account, and Upgrade Account. At the bottom right, there is 'Support Information' including contact details: Monday-Friday, 5:00am - 8:00pm EST; Phone: 1 (877) 228-8377; For international customers +1-303-978-1000; Email: support@swiftpage.com.

4. Click New Campaign.

Swiftpage Drip Marketing Campaign Manager

Home  New Campaign Copy Campaign Preferences Fast Track ?

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[Show Legend](#)

Campaign name	Status	Contacts
You currently have No Drip Marketing campaigns. To start one, click the [New campaign] or [Copy campaign] button.		

5. Enter a campaign name, select a user to send as, and choose a contact loading source. Click the Anchor Date radio button and then enter the desired date. Click Next.

Swiftpage Drip Marketing Campaign Create

Home Campaign Manager Preferences Fast Track ?

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General


Name: Anchor Date Campaign

Description:  \* Optional

Send As: rs\_011612\_spe

Contact Source: List Manager

Campaign types

  Date **Anchor on:** October 11 2012

Calendar \* Stages are defined by specific calendar dates  
\* Campaign ends on the date of the last defined stage

Duration \* Stages are defined as days since Contact enters campaign  
\* Campaign ends on the chosen date, or ongoing  
\* This is also known as a Sequential Autoresponder

Cancel Next >>

6. The Anchor Date Campaign is now ready for you to start adding stages.