



## **Quick Start Guide To:**

### **The Features of the Gold Drip Marketing Service**

Swiftpage's Gold Drip Marketing package comes with all of the features of the Silver Drip Marketing package—including the Email Stage, the Call List Stage, and the Drip Marketing Autoloader. The Gold Drip Marketing package comes with the ability to use logic-based filtering for your contacts, and with four new Stages as well: the Postcard, Letter, Fax and Call Center Stages.

These four features allow you to follow up with your contacts by means other than email: by sending a postcard, a letter, a fax, or by calling your contacts.

Each of these stages allows you to send contact information for your customers to a third-party company, which can then send the postcards, letters or faxes, or make the calls on your behalf. You provide the third-party company with the artwork for postcards, the text for postcards, letters and faxes, and the script for the call center in advance.

Each of these four Stages can use logic-based filtering based on how contacts interacted with a previous Email Stage of the Drip Marketing Campaign Sequence, or based on certain fields in your contact database. For example, you could set a filter to send to all contacts whose State field in your database is Oregon, or all contacts who opened your previous email from a Drip Marketing Email Stage, but did not click on any links in the email.

Your Drip Marketing Campaign Sequence can include as many Stages as you need, and in each stage you can send special instructions and messages to the third-party company that is handling your postcards, letters, faxes or calls. In short, the Gold Drip Marketing package provides the ability to create and design a comprehensive marketing plan that spans various media.