



## **Quick Start Guide To:**

### **The Benefits of the Silver Drip Marketing Service**

The Silver Drip Marketing package offers the ability to plan and execute a full email campaign, from your customer's initial indication of interest to the actual sale of your product to that customer.

For example, let's assume your company, XYZ Corp, comes out with several new products each year. On your web site, you could include a link for new contacts who have found your site to indicate their interest in receiving information about new products.

When they click the link to sign up for new information, they would be taken to a Swiftpage survey, and fill in their contact information. With Swiftpage's Autoresponder email acknowledgement function, as soon as they click the Submit button an email is sent to them thanking them for signing up. With the Drip Marketing Autoloader—one of the features of the Silver Drip Marketing package—the contact is automatically added to your Drip Marketing Campaign Sequence.

Your Drip Marketing Campaign Sequence, in this example, would be set up as a Duration Campaign Sequence so that any new contacts receive emails a certain number of days after being added to the Sequence. The first day after this new contact fills out the Swiftpage survey, they would then receive the first Email Stage of the campaign, a well-designed HTML email detailing the benefits of your new product.

A second Email Stage sends another email one week later outlining the product's features in more detail.

The third Stage of your Drip Marketing Campaign Sequence is a Call List Stage, which automatically generates a call list based on those contacts who showed the most interest in your product emails. Your salesperson calls the contact, who now, after having requested information about your product and received two emails about it, is very interested and purchases your product.

The Silver Drip Marketing package—with the Email and Call List Stages, and Drip Marketing Autoloader—allows for this level of automation and enables you to create an email campaign from start to finish, well before your contact even indicates their interest in your product.