Swiftpage

Quick Start Guide To:

The First Steps of Building Your First Campaign

There are a few questions to ask yourself when you are preparing to create a Drip Marketing Campaign Sequence. This Quick Start Guide discusses each of them in turn.

1. What is the ultimate goal? In a perfect world, what is the dream goal for this Campaign Sequence—that every single contact buy your new product, or sign up for your event, or register for your service? Start with the dream, and then ask yourself: okay, what would it take for that to happen. Knowing your goal can help you find clarity about what your Campaign Sequence—the means to your perfect end—should look like.

2. What type of Campaign Sequence should this be? If you want a Campaign Sequence centered around a particular date, you should choose the Anchor Date Campaign Sequence. If you want all of your Stages to happen on specific calendar dates, because the dates themselves are important, you would choose the Calendar Campaign Sequence. And if you are not concerned so much about specific dates, but want your customers to receive communications from you at certain points based on when they are added to the Drip Marketing contact list, then you are looking at the Duration Campaign Sequence.

3. What Stages do you need in the Campaign Sequence? Will this be primarily an email campaign, or will it span media and include postcards, letters, and faxes too? What Stage will be most effective at what point? Swiftpage's Drip Marketing program can assist you with a comprehensive, multilayered, multimedia marketing and sales campaign—it is up to you to decide just how creative you want to be with it.

4. How can I target my Campaign Sequence most effectively? With Swiftpage's logic-based filtering, targeting customers—based on how they interacted with a previous email, or based on your own database fields—is very easy. Maybe, for one Stage of your campaign, it would make sense for all of your customers in Oregon to receive a postcard, but not the other contacts on your Drip Marketing contact list. That sort of filtering is possible with Swiftpage's Drip Marketing program.

The first steps of building your first Drip Marketing Campaign Sequence, overall, are about deciding what you need the Campaign Sequence to do, and how you intend to make it do that. The sky's the limit, essentially, so what are you waiting for? Get planning!