

“Marketing Tools” Tab:



Drip Marketing campaigns and newsletters are set for you to use. We offer templates you can select to use with your emails and give you the option to insert your own template.

Setting Up a Drip Marketing Program

- i. Start by clicking the “Marketing/CRM Tools” tab.
- ii. Click on “Drip Email Campaign”
- iii. On this page, click on “Setup New Drip Campaign” to create a new Campaign (or select the edit option to resend a previously made flyer).

A blue button with white text that says "Setup New Drip Campaign".

Drip Campaign Management

Title	Enabled	Edit	Delete
Anybody Campaign	<input checked="" type="checkbox"/>		

A blue button with white text that says "Setup New Drip Campaign".

- iv. At this point choose who you intend to send your campaign to by selecting a campaign, an existing or a empty campaign. Once you have selected the type of campaign you want, you need to select an available “existing” campaign template.

Drip Campaign

Create Campaign

A dialog box titled "Create a new Drip Campaign based on:". It has three radio button options: "A drip marketing campaign template (recommended)", "One of my existing campaigns", and "Nothing - start with an empty campaign (advanced)". Below these is a section titled "Available Campaign Templates:" with a list of radio button options: "Anybody Campaign", "Buyer Campaign", "Home Owner Campaign", "Real Investor Campaign", and "Seller Campaign". At the bottom are "Next" and "Cancel" buttons.

- v. When you select your campaign, enter and select the criteria (Title, Description and Status. You can choose to send out a 1 newsletter (uncheck the rest of the boxes) or unlimited campaign. Campaign can be a few days apart to a year apart (30 days apart is recommended).
- vi. Select your Article and Edit the article if need.

Drip Campaign Editor

General Campaign Settings:

Title: Anybody Campaign
 Description: This campaign has articles of
 Status: Active

Campaign Steps:

Campaign Step
 On Day 15
 Send article: Minimize the Risk of Identity Theft (Anybody Articles)
 [Select Library Article] [Edit Article] [New Article]

Wrap this message with my contact information and website link & feed automatically

Campaign Step
 On Day 45
 Send article: Candle Wax Removal (Anybody Articles)
 [Select Library Article] [Edit Article] [New Article]

Wrap this message with my contact information and website link & feed automatically

Campaign Step
 On Day 75
 Send article: 800 Area Code Fraud Alert (Anybody Articles)
 [Select Library Article] [Edit Article] [New Article]

Wrap this message with my contact information and website link & feed automatically

Campaign Step
 On Day 105
 Send article: Common Measurement Conversions (Anybody Articles)
 [Select Library Article] [Edit Article] [New Article]

Make sure you select the day you want to "Start" the campaign. Today is day 0 and tomorrow is day 1 and so on

- vii. You can now select your targeted contact or group of contacts. Fill in the footer and header and click "Save". The Campaign will start

Messages Footer:

I hope you enjoyed this months article of value. Please feel free to forward this on to others that might appreciate the information. As you know, I am a real estate agent specializing in your neighborhood and surrounding areas. Referrals are extremely important to my business. I would be most grateful if you would put me in touch with people you know that might be selling or buying a home in the area. Thank you for the support.

Recipients:

Available Groups: Clients, Imported Contacts, FTS Team, Online Lead, Referrals, Sale Reps

Selected Recipients:

[Save] [Cancel]