

One-Time Campaign

With a One-time Campaign you can:

Create a series of messages.

Select one or more contacts.

Choose the time the messages are sent out.

 **CREATE**+ **DRAFT & SEND NOW**+ **ONE-TIME SERIES**+ **ONGOING CAMPAIGN****Download our tips**

- 20 Tips on E-mail Etiquette
- Check List for eMail Construction
- Check List for Business Letters
- Common Mistakes

Helpful Resources

- Links to Useful Sites
- Articles on Effective Sales and Marketing

Browse Templates

- HTML Shells

DASHBOARD

[Scheduled Messages](#) [Last 10 used Templates](#)

Select 'One-Time Series'.

Scheduled One-Time Messages

No scheduled One-Time Emails Found.

Scheduled Campaigns

Campaign Name	Delivery Type	Created On	
Test Campaign	Scheduled	5/6/2010 9:37:38 AM	Edit Campaign

Begin by selecting the 'One-Time Series' button.

The screenshot shows a web interface for creating a new campaign. At the top, there are four navigation tabs: **Dashboard**, **Draft & Send**, **One-Time Series**, and **OnGoing Campaign**. On the left, a **CREATE** section contains three buttons: **+ CREATE & SEND NOW**, **+ ONGOING CAMPAIGN**, and a partially visible **+ ONGOING CAMPAIGN**. The main form area is titled **New Campaign** and includes a **Campaign Name** field with the text **My Campaign**, and a **Delivery Type** section with two radio buttons: **One-Time Series** (selected) and **OnGoing Campaign**. Below the form are two buttons: **Save & Add First Message** and **Select a Named Campaign**. Two blue arrows provide instructions: one points from the **Save & Add First Message** button to the text **2. And select 'Save & Add First Message'.**, and another points from the **My Campaign** text field to the text **1. Name the Campagin**.

1. First name the campaign.

2. Then select 'Save & Add First Message' to continue.

Here you are able to either draft a message by creating your own template.

Or you may select from a variety of sales templates by selecting a category, sub-category, and choosing to build or preview the template by selecting the icons provided.

Template Name: Thanks for Business to Returning Client

[Edit Template](#)[Clear Entry Data](#)

Please enter data for all the replacement fields defined in your selected template.

Replacement Fields	Data	Description
Name by Which you Call Customer or Prospect	<input type="radio"/> Enter Data Manually <input checked="" type="radio"/> From Database Contact's first name	Address your client
Sender Company Name	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	Name of the Company to be included in the document as the Sender.
Description of Product or Service	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	A brief description of the product or service you will be mentioning in the correspondence.
Customer or Prospect Company Name	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	The name of the recipients company.
Sender Name	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	You or the sender's full name as it will appear in the correspondence
Sender Position or Title	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	The title of or position held by the sender.
Sender Phone Number	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database	The Phone Number of the sender as it would appear in the correspondence

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Select if you are sending to more than one contact.

- Next, you will find a page of replacement fields that correspond to the template that you have chosen.
- If you are sending a message to more than one recipient, you will need to select the 'From Database' option and select which replacement field you would like to call from the database.
- For example, if you would like to address your customers by their first names in your message, select 'Contacts first name' in the 'Name by which you call customer or prospect' replacement field.

Template Name: Change in Product Name

[Edit Template](#)[Clear Entry Data](#)

Please enter data for all the replacement fields defined in your selected template.

Replacement Fields	Data	Description
Original Product Name	<input type="radio"/> Enter Data Manually <input checked="" type="radio"/> From Database --Select a field from Contact--	The original name of a product that is being changed.
New Product Name	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database Widget Two	The name of the product that is being changed to.
Expected Launch Date	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database May 5, 2011	The date when a campaign, product, event, etc. is set to be launched.
Sender Name	<input type="radio"/> Enter Data Manually <input checked="" type="radio"/> From Database Contact's first name	You or the sender's full name as it will appear in the correspondence
Sender Position or Title	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database Marketing Director	The title of or position held by the sender.
Sender Phone Number	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database 404-555-6544	The Phone Number of the sender as it would appear in the correspondence
Sender Company Name	<input checked="" type="radio"/> Enter Data Manually <input type="radio"/> From Database Widget Inc.	Name of the Company to be included in the document as the Sender.

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Then continue to fill out the rest of the replacement fields and click 'Next' to continue.

The screenshot shows an email campaign configuration form with the following fields and options:

- Tab:** New Message / Scheduled Messages
- Campaign Name:** My Campaign
- Delivery Type:**
 - Distribution at Specific Dates and Times
 - Distribution Based on Triggers in Contact Management System
- Email From:** asherman@tarkenton.com
- To:** The contacts listed below will receive the email message
- CC:** [Empty field]
- Email Subject:** New Message
- Email Message:** [Edit Message button]
- HTML Template:**
 - Butterfly
 - Blossom
 - Aloe Vera
 - Big Earth
 - Big Sea
 - Big Tech
- Buttons:** Preview Email, Add Message to Campaign
- Schedule Time:** Send at 5/10/2010 12:00 PM EST

Blue callout arrows provide instructions:

- Points to the **Email Subject** field: "Add an email subject that the recipient will view within their inbox."
- Points to the **HTML Template** selection area: "Select a email template of your choice."
- Points to the **Schedule Time** dropdowns: "And select the date and time you wish this particular message to be sent."
- Points to the **Add Message to Campaign** button: "Then click here to finish."

- Here you may give the email a subject name, and select one of the design templates offered.
- Select a styled template.
- Once you have selected a template you can preview what the email will look like by selecting the 'Preview Email' button.



-If you would like to add another message select the 'Add another message' button follow the same steps as previously shown.

-If you would like to finish and add contacts to a campaign, select the 'My Dashboard' button.

DASHBOARD

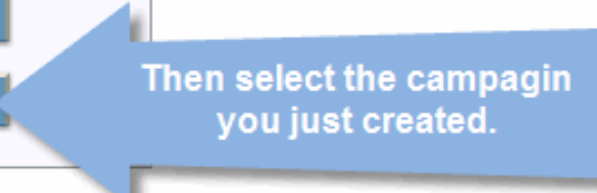
Scheduled Messages Last 10 used Templates

Email Status: Waiting Completed

Scheduled One-Time Email Messages
No scheduled One-Time Emails Found.

Scheduled Campaigns

Campaign Name	Delivery Type	Created On	
Test Campaign	Scheduled	5/6/2010 9:37:38 AM	Edit Campaign
My Campaign	Scheduled	5/6/2010 10:50:19 AM	Edit Campaign



Then select the campaign you just created.

-After selecting the 'My Dashboard' button, this page will then appear with your most recent campaigns.

-To add contacts to a campaign, select the 'Edit Campaign' button.

Delivery Details

Type Distribution at Specific Dates and Times
Start Date/Event Specified In Message

Recipient Details

Contact Groups
Contacts

Edit P

Select to add recipients.

Campaign Messages

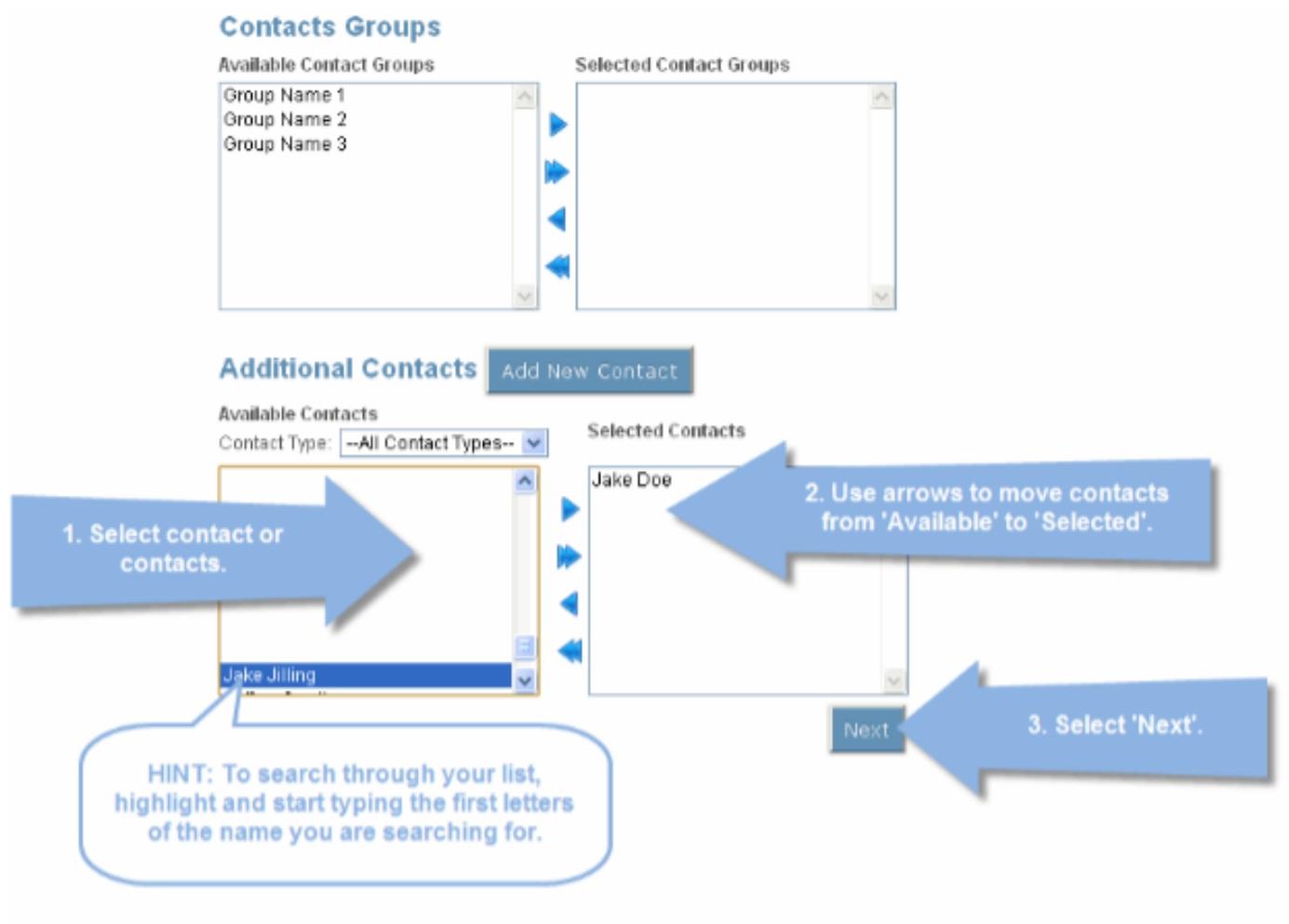
Add Message

Email Subject	Scheduled Date	Processed	
Testing		Not Processed	Edit Message
6:00		Not Processed	Edit Message
Test 3 8:00 pm		Not Processed	Edit Message

Back to Campaign List

Save Campaign

Then select the 'Edit Recipients' button to add recipients to the campaign.



1. Select the contacts or groups of contacts that you wish to include in the campaign.
 2. Use the arrows to move the contacts into the selected box to determine who will receive the message or messages.
 3. Then select the 'Next' button to continue.
- HINT: To select more than one contact, hold the 'Ctrl' key and select the contacts you would like to include.

Delivery Details

Type Distribution at Specific Dates and Times
Start Date/Event Specified In Message

Recipient Details

Contact Groups
Contacts

John Doe;

Edit Recipients

All your recipients that will be receiving the series of messages will appear here.

Campaign Messages

Add Message

Email Subject	Scheduled Date	Processed
test	5/19/2010 8:00:00 AM	Not Processed

Edit Message

Back to Campaign List

Save Campaign

Click to save the campaign.

Here, the contacts or groups of contacts that you have selected will appear under 'Recipient Details' as shown above.

Click 'Save Campaign' to make sure that you have saved your changes.

The screenshot shows a dashboard with a top navigation bar containing 'Dashboard', 'Draft & Send', 'One-Time Series', and 'OnGoing Campaign'. On the left, there is a 'CREATE' section with buttons for 'DRAFT & SEND NOW', 'ONE-TIME SERIES', and 'ONGOING CAMPAIGN'. Below this is a 'Download our tips' section with links to '20 Tips on E-mail Etiquette', 'Check List for eMail Construction', 'Check List for Business Letters', and 'Common Mistakes'. The main content area is titled 'DASHBOARD' and includes tabs for 'Scheduled Messages' and 'Last 10 used Templates'. It features radio buttons for 'Email Status' (Waiting/Completed), a section for 'Scheduled One-Time Email Messages' (showing 'No scheduled One-Time Emails Found.'), and a table for 'Scheduled Campaigns'.

Campaign Name	Delivery Type	Created On	
My Campaign	Scheduled	5/6/2010 10:50:19 AM	Edit Campaign

A blue callout arrow points to the 'Edit Campaign' button with the text: 'Select to view and edit your campagin.'

To go back and add messages or recipients to your campaign you may select the 'Edit Campaign' button.

Delivery Details

Type Distribution at Specific Dates and Times
Start Date/Event Specified In Message

Recipient Details

Contact Groups
Contacts Betty Smith137; Alex Sherman;

Edit Recipients

Add recipients before a message is processed.

Campaign Messages

Add Message

Select to add another message to this campaign.

Email Subject	Scheduled Date	Processed	
New Message	5/10/2010 12:00:00 PM	Processed	
Message 2	5/17/2010 12:00:00 PM	Not Processed	Edit Message
Message 3	5/24/2010 12:00:00 PM	Not Processed	Edit Message

Has been processed.

Back to Campaign List

Save Campaign

Then you may select to add additional recipients by selecting the 'Edit Recipients' button. (NOTE: You cannot add a recipient to a message that has already been processed.)

Or you may add another message to be sent out after the previously created messages.