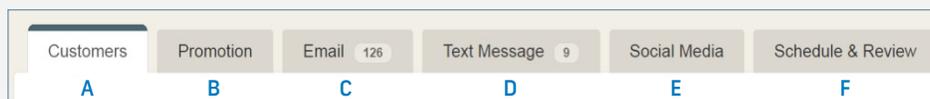## Campaigns

How to send and schedule a campaign

1. From the top right menu, select "Marketing."
2. Next, select "View" under "Campaigns." You will be taken to the "Campaign Management" screen.
3. Click the green "Create a new campaign" button in the top right.
4. You will then be taken to the "Campaign Editor" screen.
5. Give your campaign a name. This can be the subject line of the campaign, or a reference so you can easily identify the campaign at a later date.
6. There are six (6) tabs to complete while creating and editing a campaign, highlighted in sections A–F (below).

Campaign tabs

A. **Customers tab**: Define the customers who should receive this message.
   - Selecting "None" will send the message to everyone opted-in to receive marketing messages from the course.
   - The "Standard Conditions" options are predefined system-wide queries, designating a specific group to receive your marketing message (i.e. birthday).
   - Course Tags are the course specific tags that have been assigned to the customers in their database.

B. **Promotion tab**: To include a promotion with the campaign, choose or create it from this screen.

C. **Email tab**: To include an email with the campaign, choose and customize your email template from this screen. If you do not want to include an email with the campaign, please remember to toggle it to "Off."

D. **Text Message tab**: To include a text message with the campaign, select "Yes" for sending a text on this screen, and customize your text message.

E. **Social Media tab**: To send the campaign to your social media platform, link your Facebook and/or Twitter accounts and customize your message on this screen.

F. **Schedule and Review tab**: This is where you can opt to send the campaign immediately, or schedule out when to send your campaign.

7. Once you have built out your email schedule, reviewed the email, and passed the SpamAssassin™ score, the button at the bottom left will appear green and clickable. Click the button to schedule the campaign.
8. To review your scheduled campaign, click the "Scheduled tab" within Campaign Management. You will see a blue line that says "Notice" and displays the next send time.