

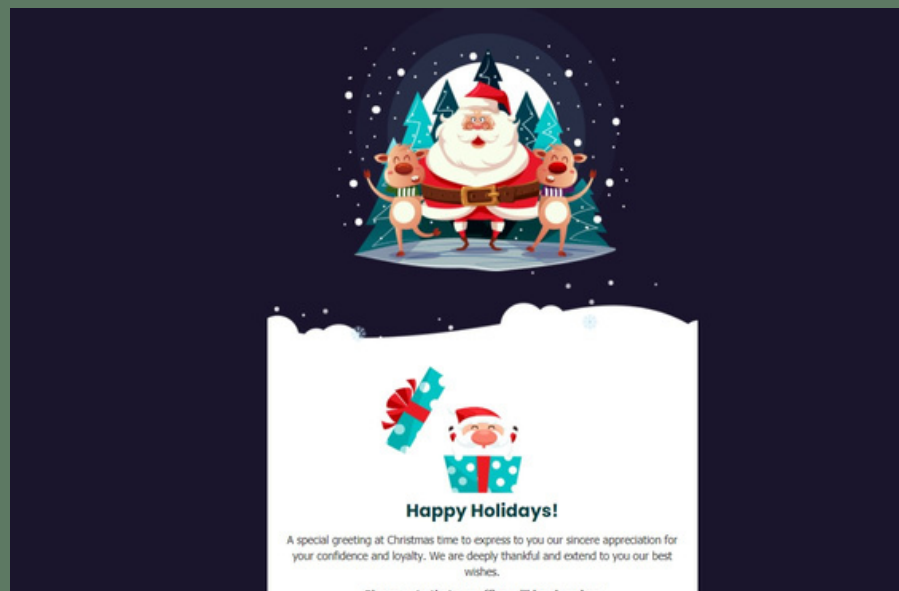
WITH AMANDA RICHARDS
WEDNESDAY DECEMBER 9, 2020

Daily Bite Size Training

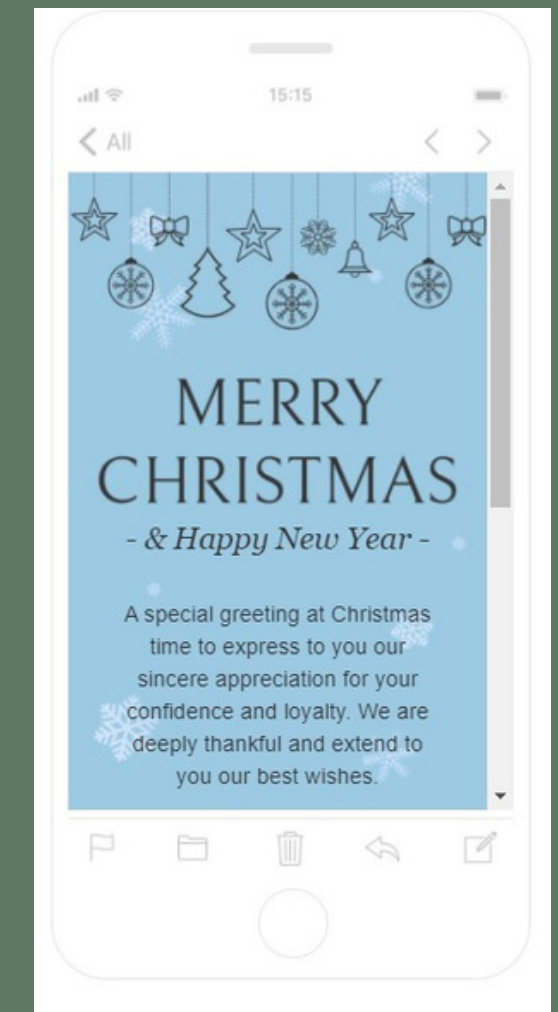
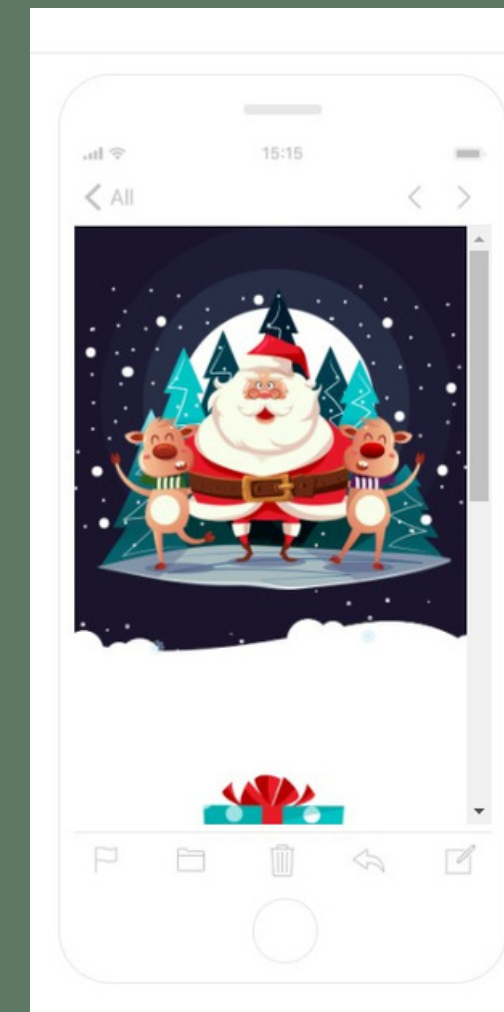
Topic:
Holiday Campaign

Preview of Template

DESKTOP



MOBILE



Create Holiday Campaign

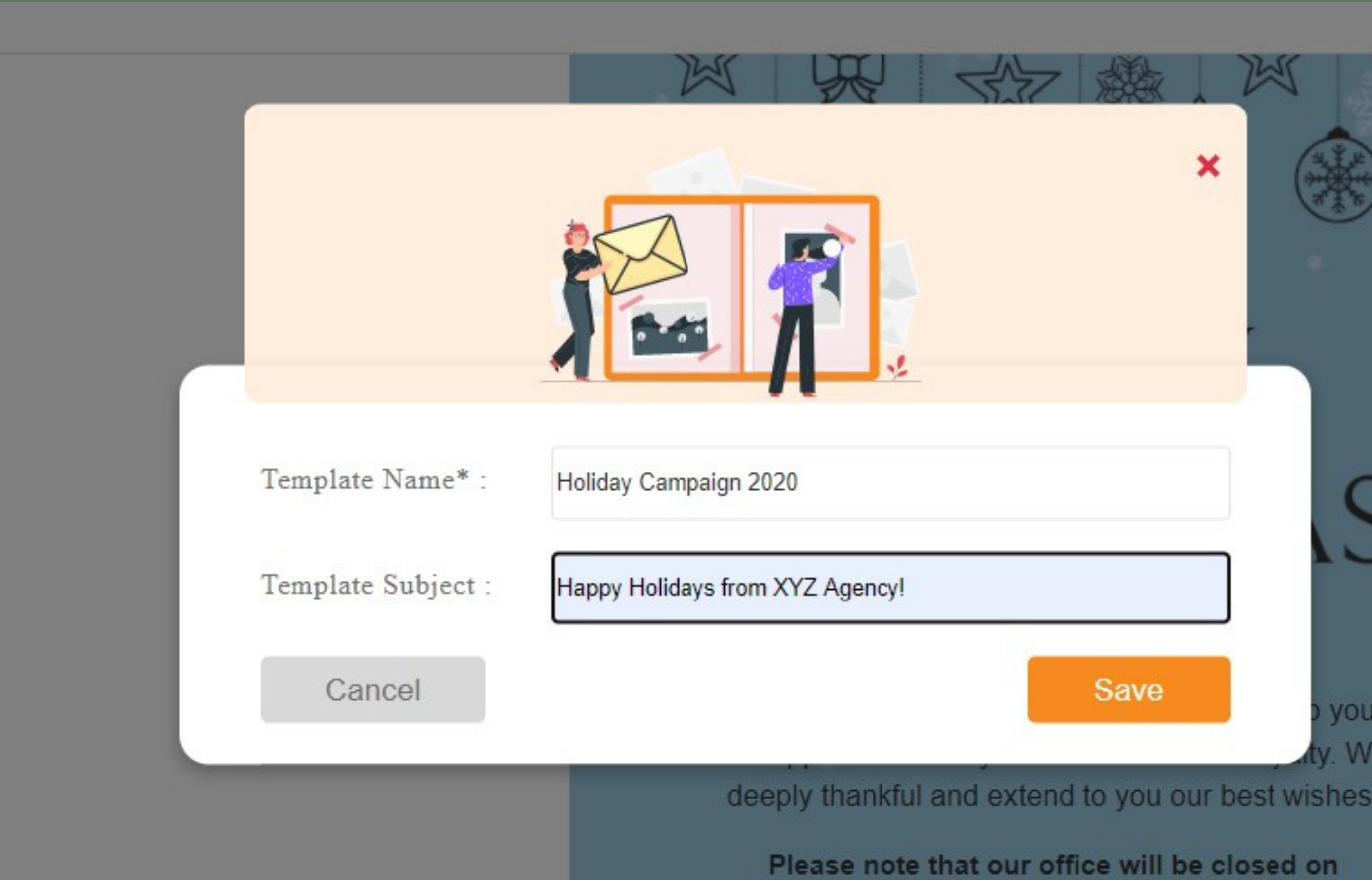
IN 3 STEPS

Step 1 Create List Source

1. Chose Active or All

Step 2 Template Builder

1. Choose one of the holiday templates
2. Optional: make changes if necessary
3. Optional: Preview (desktop & mobile)
4. Click **Save**
5. Name Template: **Holiday Email Campaign 2020**
6. Type Subject: **Happy Holidays from ___ Agency!**



The screenshot shows a web interface for creating a holiday campaign. At the top, there is a decorative header with a pattern of stars and snowflakes. Below this, a white modal window is open, featuring a header with an illustration of two people working on a screen. The modal contains two input fields: 'Template Name*' with the value 'Holiday Campaign 2020' and 'Template Subject' with the value 'Happy Holidays from XYZ Agency!'. At the bottom of the modal are two buttons: a grey 'Cancel' button and an orange 'Save' button. The background of the page is a dark blue-grey color with a pattern of stars and snowflakes. At the bottom of the page, there is a footer with the text 'Please note that our office will be closed on'.

Create Holiday Campaign

IN 3 STEPS

Engagement > Send Email Campaign

Stages

1 Stage 1

+ Add New Stage

Campaign Name* Holiday Campaign 2020

Stage 1

Send* Immediately From* Select Sender Email Address

Template Christmas Send To Myself! Add Unsubscribe Link

Subject* Happy Holidays from XYZ Agency! Signature Select a Signature

Sequence*

Formats - B / [Rich Text Editor Icons]

Drag and drop files here or click

Step 3 Email Campaigns

1. Click **Create**
2. Chose when to send:
 - a. **immediately , after, or date/time**
3. Name Campaign: **Holiday 2020**
4. Send From (drop down menu)
5. Chose Template: **Holiday Email Campaign 2020**
6. Select List (sequence)
7. Press **Send**

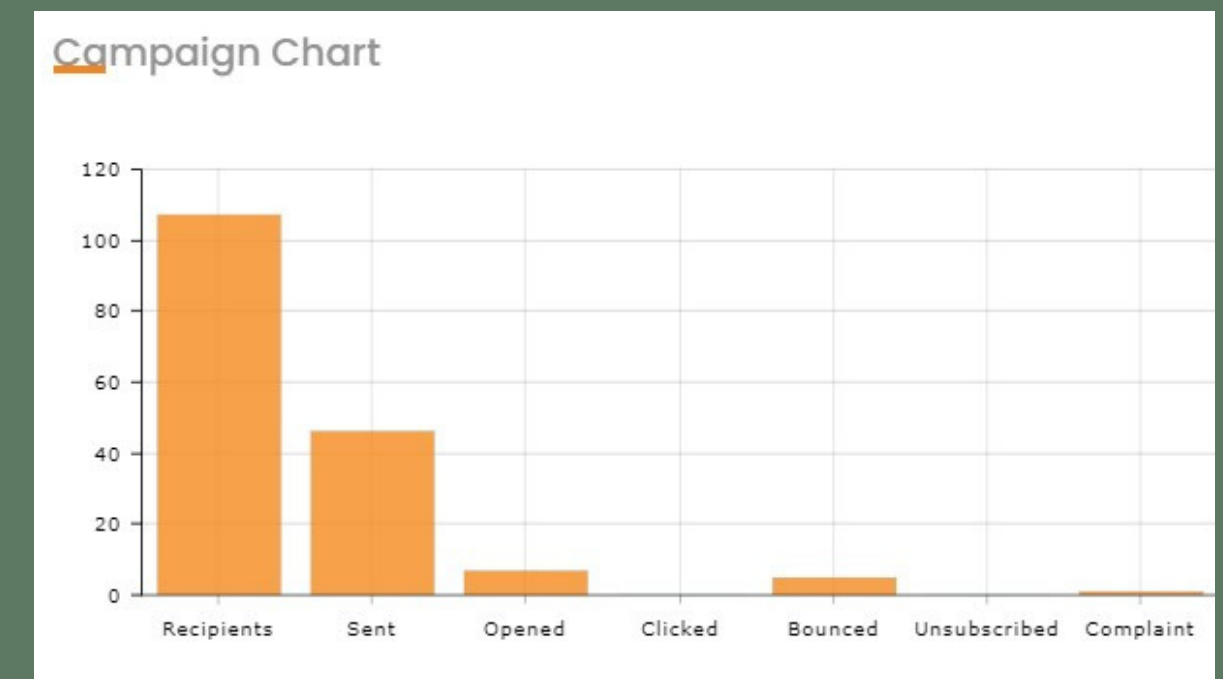
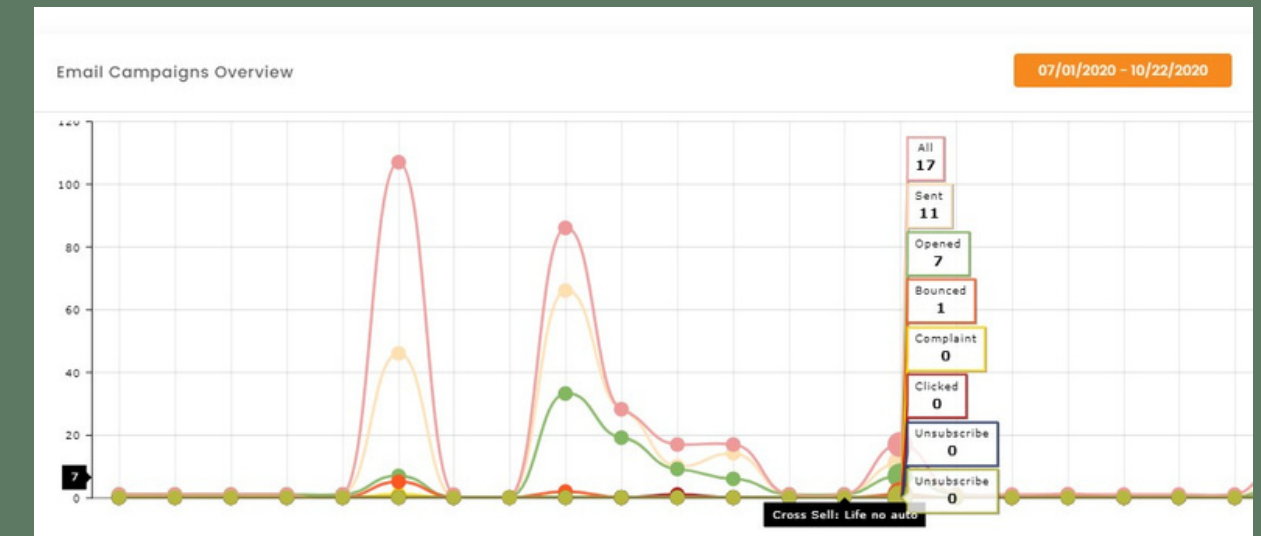
Track Campaign Analytics

Go to Engagement

1. Click **Analytics**
2. Check dates above chart
3. Navigate to Holiday Campaign 2020
4. From drop down menu click: **Holiday Campaign** to view analytics

After clicking campaign you can:

- View Chart & Email
- Download (clicked, bounced, etc.)
- Sort by: Opened & Clicked



THANK YOU!

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