

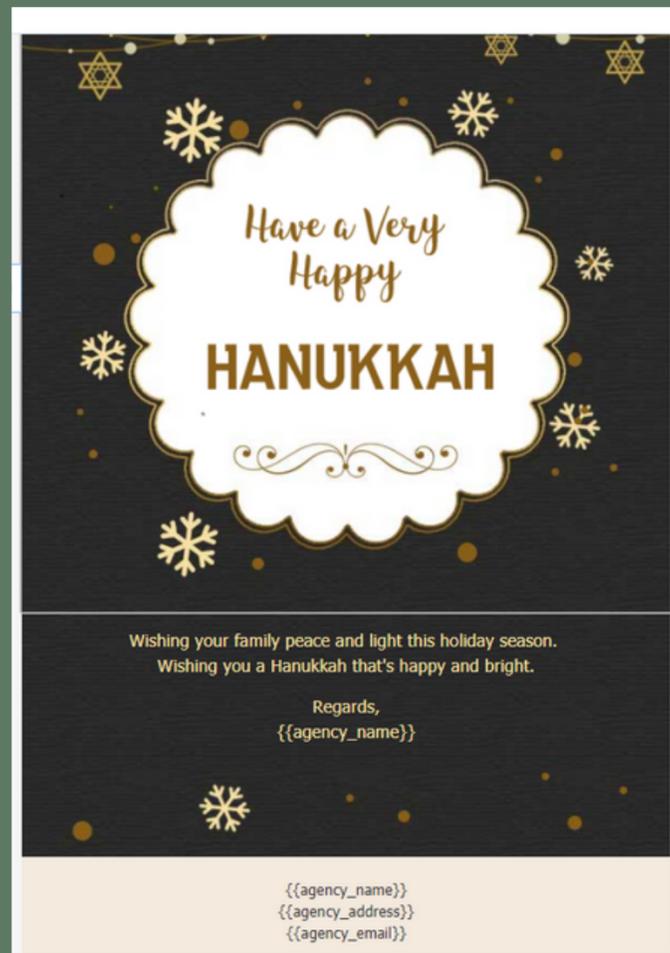
WITH AMANDA RICHARDS  
TUESDAY DECEMBER 8, 2020

# Daily Bite Size Training

Topic:  
Hanukkah Campaign

# Preview of Template

## DESKTOP



## MOBILE



# Create Hanukkah Campaign

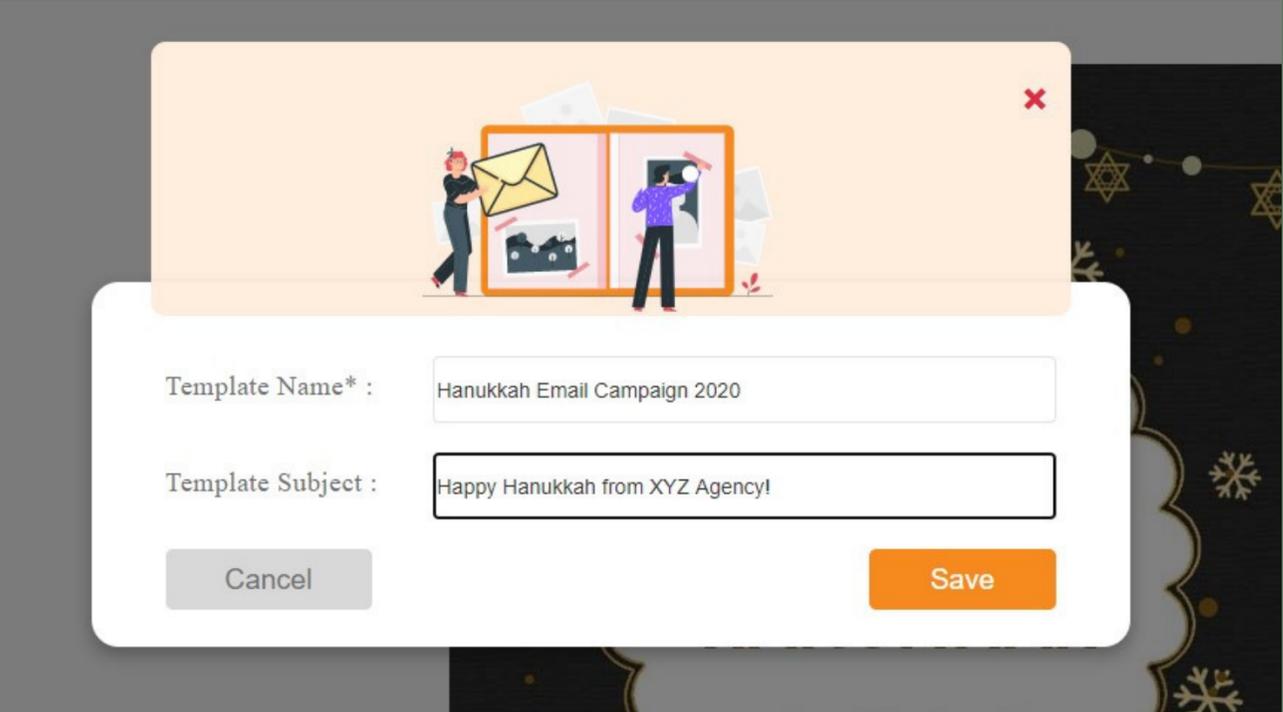
IN 3 STEPS

## Step 1 Create List Source

1. Chose Active or All

## Step 2 Template Builder

1. Choose the Hanukkah template
2. Optional: make changes if necessary
3. Optional: Preview (desktop & mobile)
4. Click **Save**
5. Name Template: **Hanukkah Email Campaign 2020**
6. Type Subject: **Happy Hanukkah from \_\_\_ Agency!**



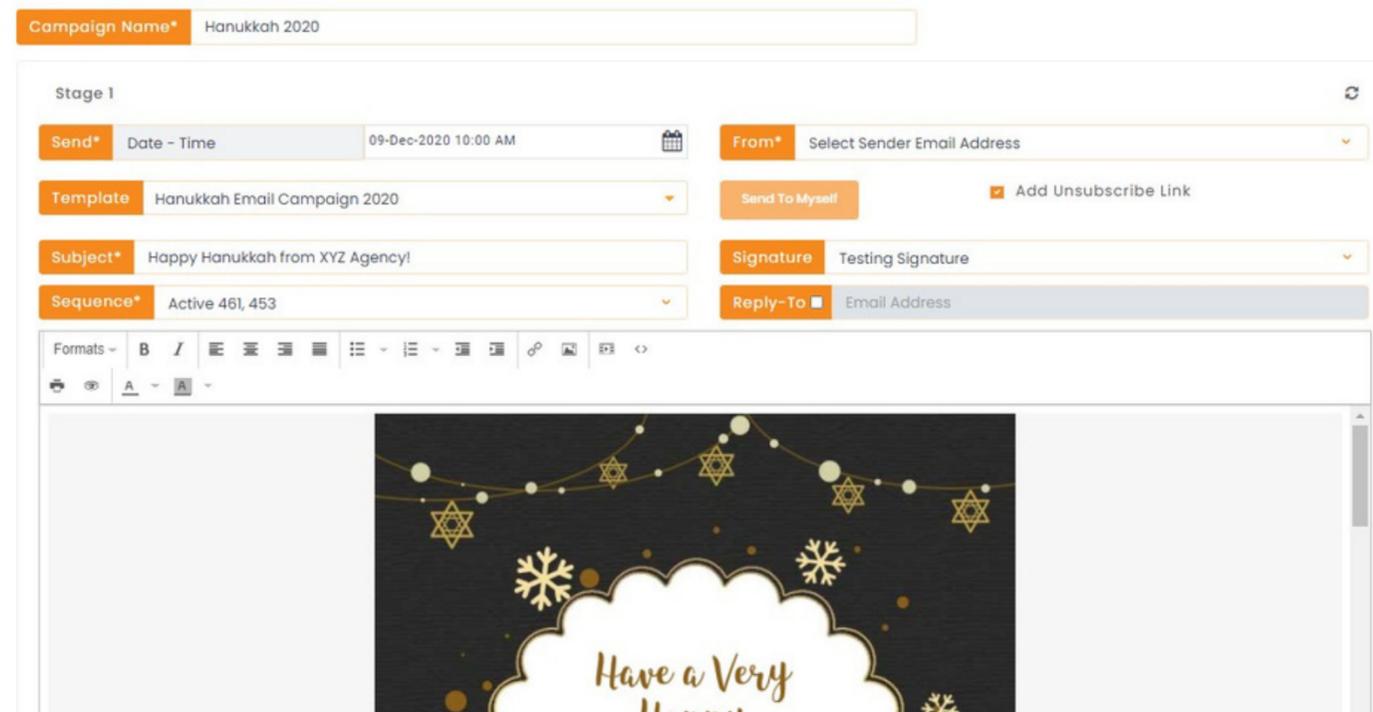
Template Name\* : Hanukkah Email Campaign 2020

Template Subject : Happy Hanukkah from XYZ Agency!

Cancel Save

# Create Hanukkah Campaign

IN 3 STEPS



The screenshot shows an email campaign creation interface. At the top, the 'Campaign Name' is set to 'Hanukkah 2020'. Below this, the 'Stage 1' section contains several fields: 'Send' (Date - Time: 09-Dec-2020 10:00 AM), 'From' (Select Sender Email Address), 'Template' (Hanukkah Email Campaign 2020), 'Subject' (Happy Hanukkah from XYZ Agency!), 'Sequence' (Active 461,453), 'Send To Myself', 'Add Unsubscribe Link' (checked), 'Signature' (Testing Signature), and 'Reply-To' (Email Address). A rich text editor is visible below the fields, showing a preview of the email content with a dark background, gold stars, and a white cloud containing the text 'Have a Very Happy Hanukkah'.

## Step 3 Email Campaigns

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

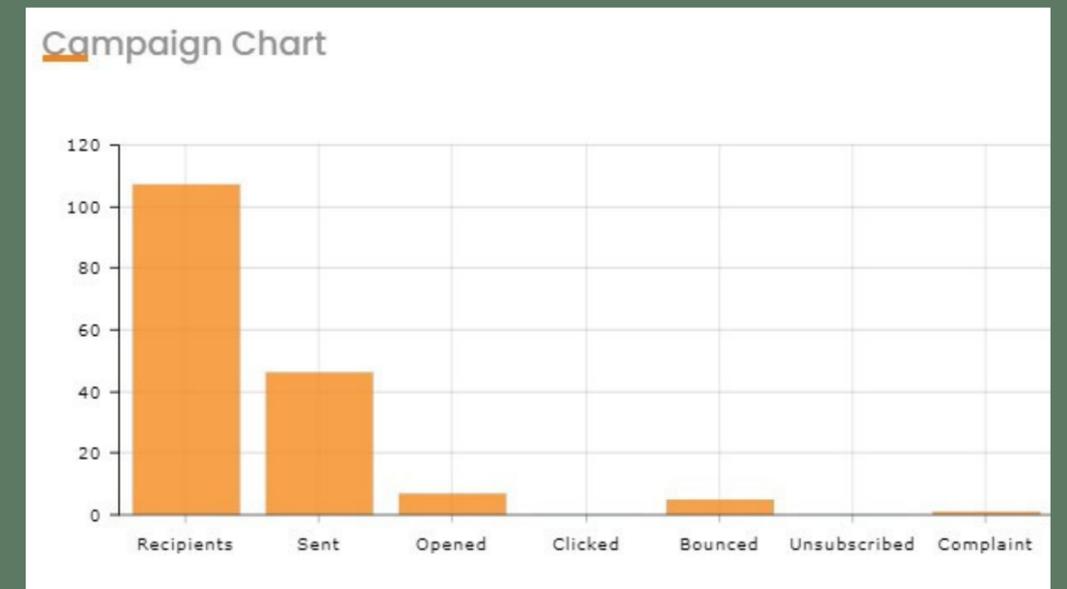
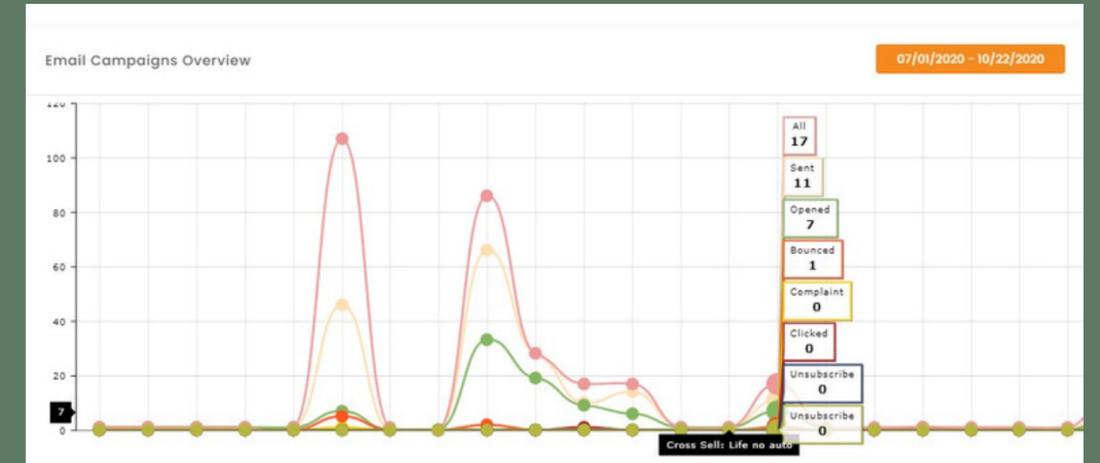
# Track Campaign Analytics

## Go to Engagement

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