

WITH AMANDA RICHARDS
TUESDAY NOVEMBER 24, 2020

Daily Bite Size Training

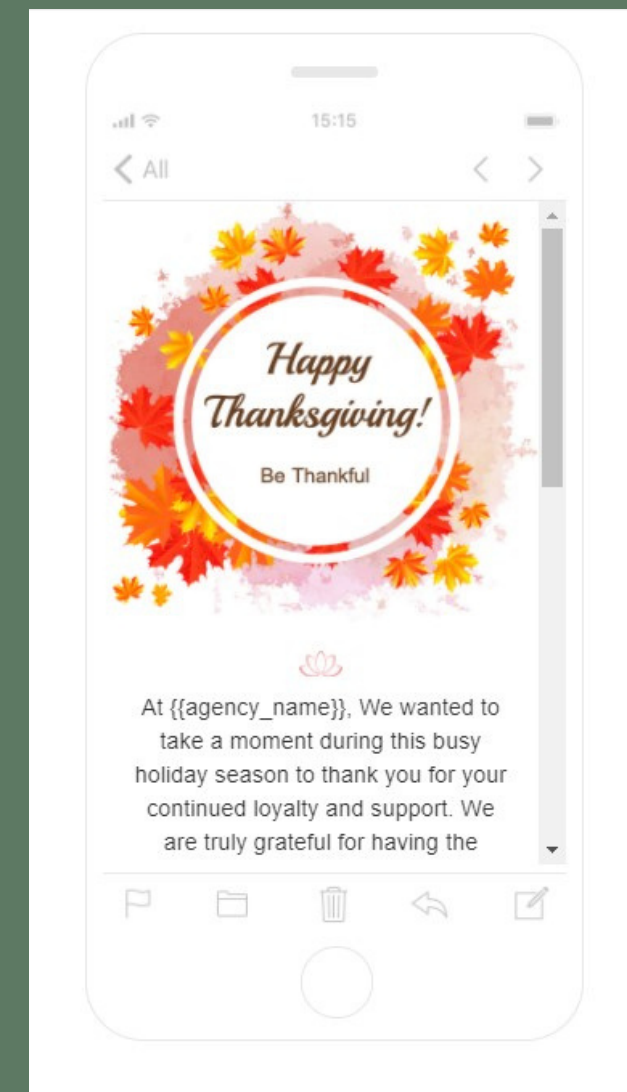
Topic:
Thanksgiving Campaign

Preview of Template

DESKTOP



MOBILE



Create Thanksgiving Campaign

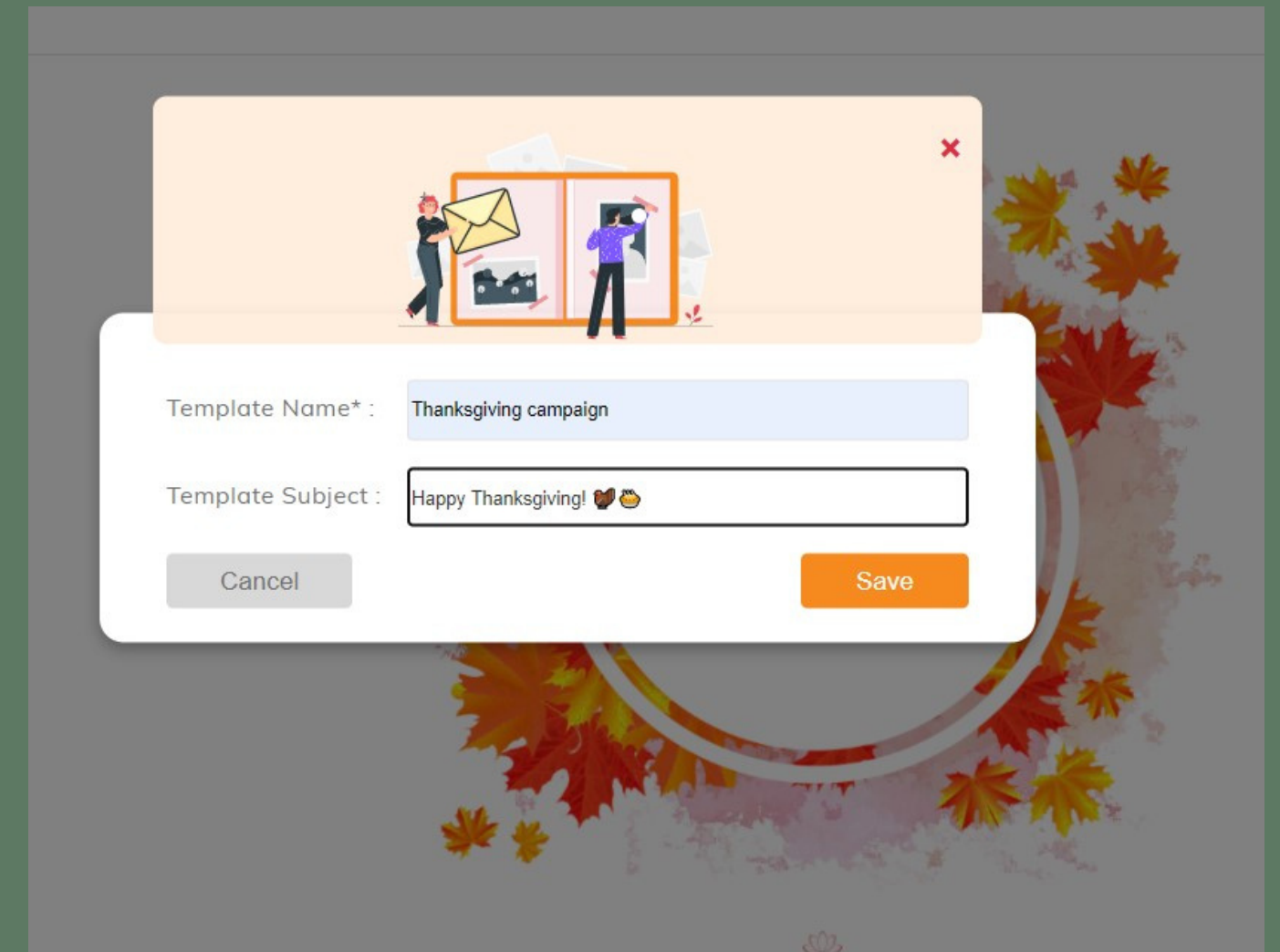
IN 3 STEPS

Step 1 Create List Source

1. Chose Active or All

Step 2 Template Builder

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



Create Thanksgiving Campaign

IN 3 STEPS



Step 3 Email Campaigns

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

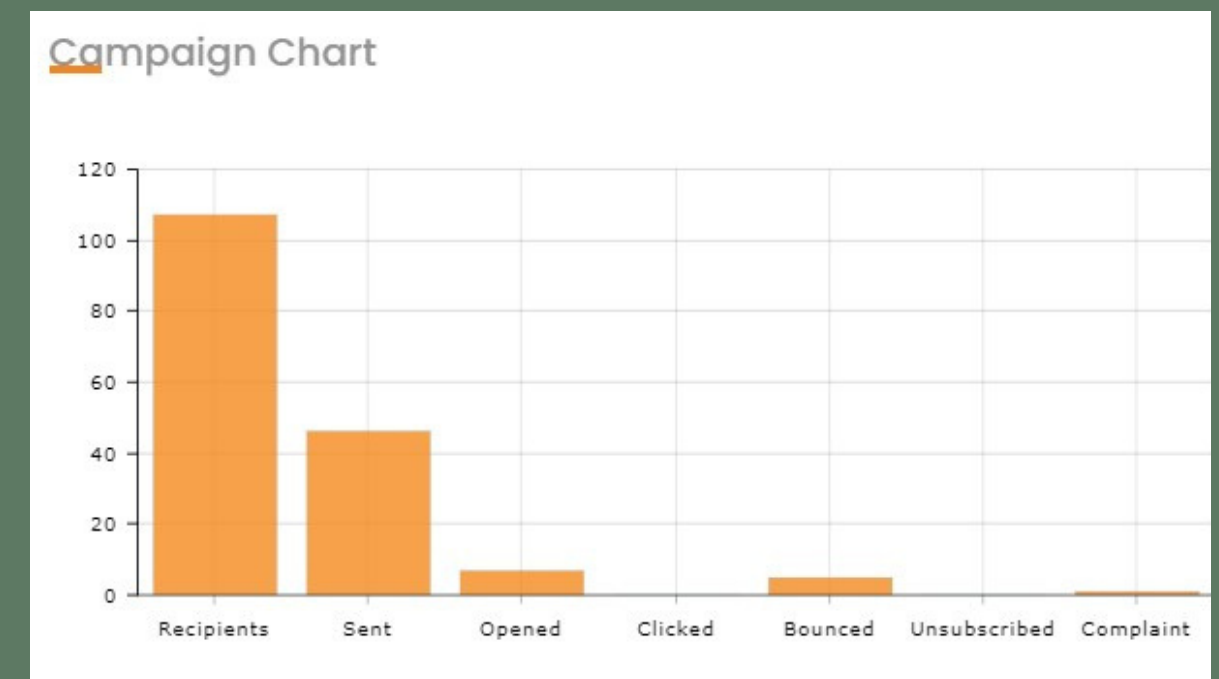
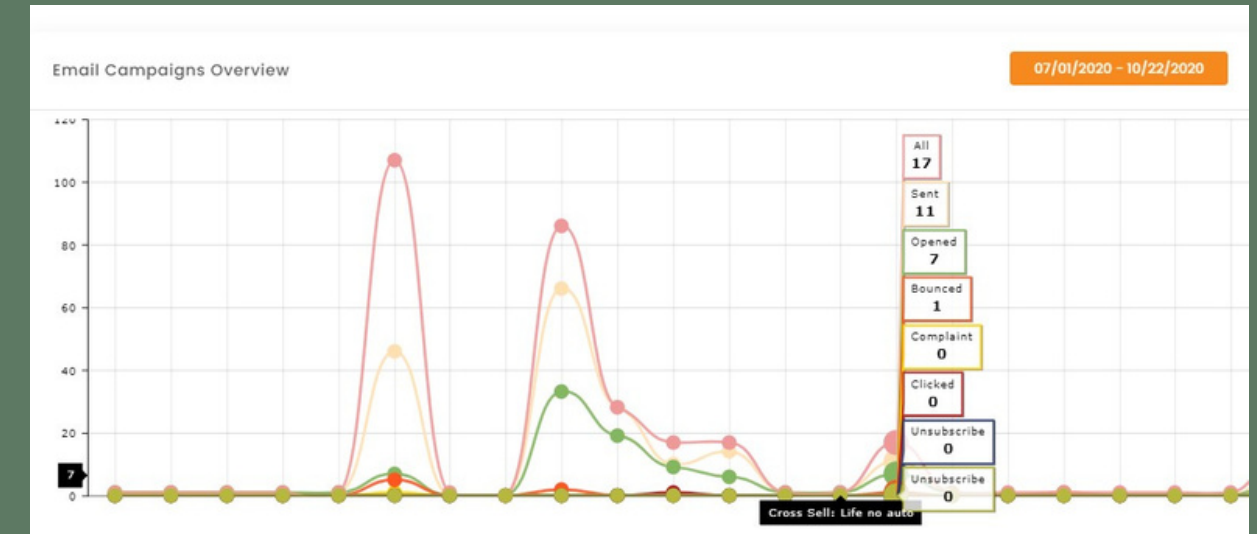
Track Campaign Analytics

Go to Engagement

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