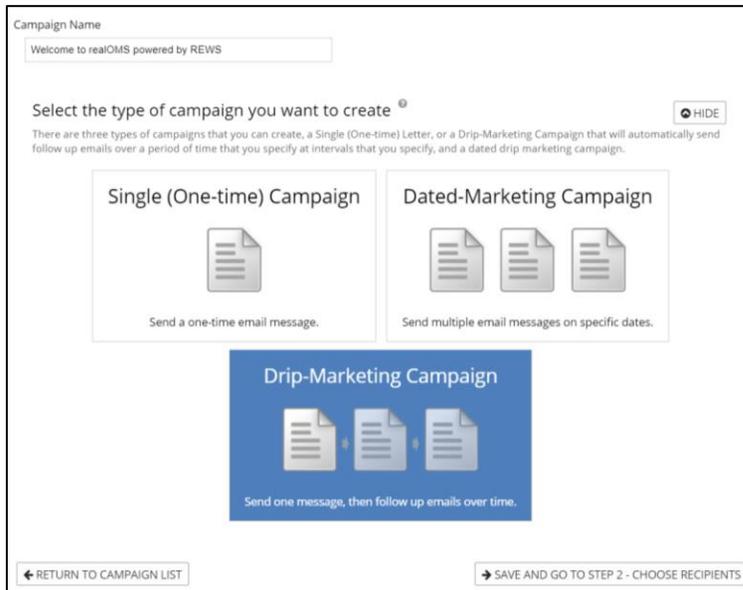


Email Campaigns:

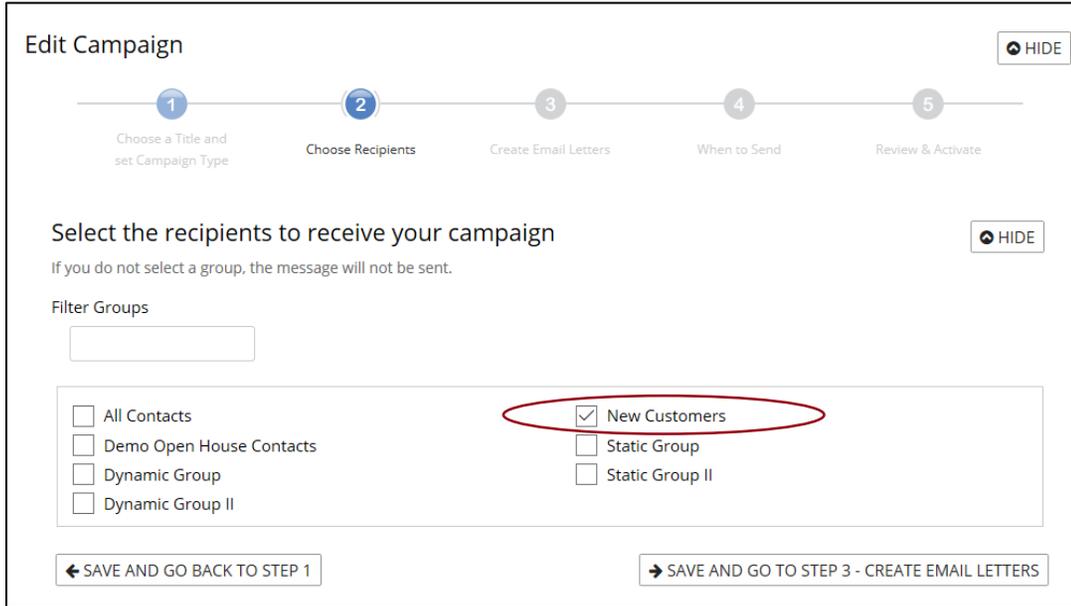
1. Login to backroom through the realOMS login.
2. Click 'Contacts' then 'Campaigns'.



3. Name the campaign. And choose campaign type. Save and go to step 2.
 - Single (One-Time) Campaign- This campaign type is for a single letter.
 - Dated-Marketing Campaign- A multi-letter campaign that send on specific dates.
 - Drip Marketing Campaign- Is a multi-letter campaign that goes out over a period of time.



4. Select recipients. Choose recipient group. Save and go to step 3.



Edit Campaign HIDE

1 Choose a Title and set Campaign Type 2 **Choose Recipients** 3 Create Email Letters 4 When to Send 5 Review & Activate

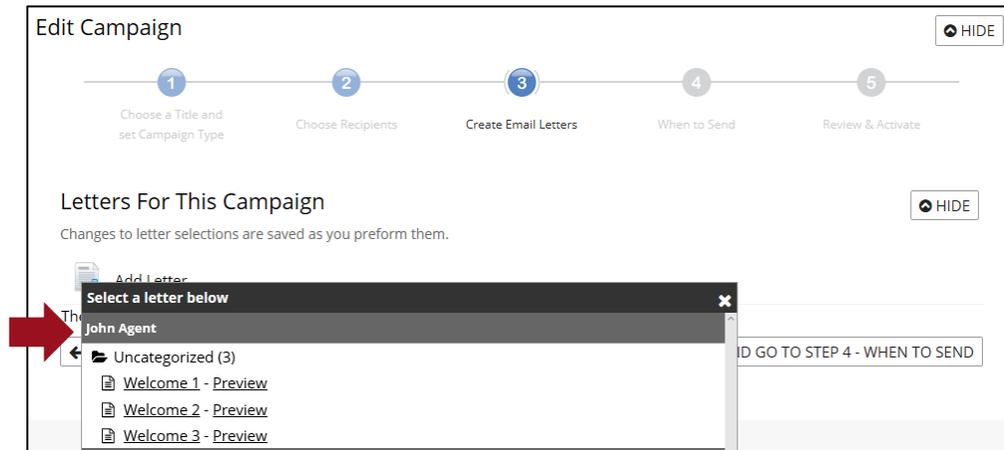
Select the recipients to receive your campaign HIDE
If you do not select a group, the message will not be sent.

Filter Groups

All Contacts **New Customers**
 Demo Open House Contacts Static Group
 Dynamic Group Static Group II
 Dynamic Group II

← SAVE AND GO BACK TO STEP 1 → SAVE AND GO TO STEP 3 - CREATE EMAIL LETTERS

5. Click Add Letter. Select the first letter for your campaign from the drop down.



Edit Campaign HIDE

1 Choose a Title and set Campaign Type 2 Choose Recipients 3 **Create Email Letters** 4 When to Send 5 Review & Activate

Letters For This Campaign HIDE
Changes to letter selections are saved as you perform them.

Add Letter

Select a letter below

John Agent

←

→ SAVE AND GO TO STEP 4 - WHEN TO SEND

- Uncategorized (3)
- Welcome 1 - Preview
- Welcome 2 - Preview
- Welcome 3 - Preview

6. The letters will show below. Continue to Click 'add letter' until you have added all the letters you wish to this campaign. Fill in how many days after the previous letter the subsequent letter in the campaign should be sent. Save and go to step 4.

Edit Campaign HIDE

1 Choose a Title and set Campaign Type 2 Choose Recipients 3 **Create Email Letters** 4 When to Send 5 Review & Activate

Letters For This Campaign HIDE

Changes to letter selections are saved as you perform them.

 [Add Letter](#)

 **Welcome 1**  

 **Welcome 2**    Send days after previously sent letter

 **Welcome 3**    Send days after previously sent letter

← SAVE AND GO BACK TO STEP 2 - CHOOSE RECIPIENTS → SAVE AND GO TO STEP 4 - WHEN TO SEND

7. Select when to send the campaign. Save and go to step 5.

- Send at user registration- This will start the campaign for each client at time of registration on your website. This will only be triggered if they register for an account on your website. No other form submissions are considered registration.
- Immediately to all recipients- This will start the campaign immediately. If you keep the campaign active, anytime a contact is added the recipient group the letter will go out for them. This is very usefully when using a dynamic group. ***Do not** use this on time sensitive letters (i.e. dated events, holiday letters, etc.)
- On selected date- The campaign will start on the future date that is selected.
- At Regular intervals- Not recommended for multi letter campaigns.

Edit Campaign HIDE

1 Choose a Title and set Campaign Type 2 Choose Recipients 3 Create Email Letters **4 When to Send** 5 Review & Activate

Select When to Send the Campaign HIDE

Select an option below to determine when you want to start your campaign or what will trigger your campaign to start.

Send at User Registration

Immediately to all Recipients

On a Selected Date

At Regular Intervals

[← SAVE AND GO BACK TO STEP 3 - CREATE EMAIL LETTERS](#) [→ SAVE AND GO TO STEP 5 - REVIEW AND ACTIVATE](#)

8. Verify the information.

- Save and Close- This will save the campaign, but will not activate. This gives the opportunity for further editing or a delay in activation.
- Save and Activate- This will save the campaign and activate the process.

Edit Campaign HIDE

1
Choose a Title and
set Campaign Type

2
Choose Recipients

3
Create Email Letters

4
When to Send

5
Review & Activate

Review and Activate HIDE

Campaign Name: Welcome to realOMS powered by REWS

Recipients: New Customers

When to Send: Send when activated, and when a contact is added to any of the Recipient Groups above

Letter(s): Welcome 1
Welcome 2
Welcome 3

← SAVE AND GO BACK TO STEP 4 - WHEN TO SEND

SAVE AND CLOSE

SAVE AND ACTIVATE →

9. You have created your campaign! *An active campaign will have a check mark. A saved but not active campaign will have a dash. To activate a campaign from the below screen just click on the dash.

Name	Active	Initiation	Delete
Mine			
Active Leads	✓	One Time	Delete
Welcome to realOMS powered by REWS	-	Immediately	Delete