

Email Blast Campaigns

Email Blasts are designed to send the same message to everyone on your campaign list at the same time. This is extremely valuable when sending Newsletters, Market Updates or current property lists.

Sending a Campaign

- In onTrackCRM, navigate to **Marketing > Campaigns**
- Select the desired campaign
- Compose the email to be sent from the Campaign screen (do not send from the email editor window)
- When complete, click **Save** on the email editor
- Find the email that was just composed in the **Campaign Email** section
- Click the **Send** button to the right of the email that will be sent to all contacts linked to the campaign

Email Drip Campaigns

Email Drips are designed, just as the name implies, to slowly drip information to potential clients. The Email Drip is a sequence of emails that each new contact record will be take through. Unlike an Email Blast, where everyone currently on the campaign list receives the same email, the drip will start at the first email in the sequence for each new contact. As a result of this marketing style, it is important that the information in the Email Drip Campaign does not become out of date too quickly (i.e. current news is not suited for Email Drip Campaigns). [Click here for Sample Emails.](#)

Setting Up Drip Emails

- Navigate to **Marketing > Campaigns**
- Select the desired campaign
- Compose the email to be added to the drip from the Campaign screen (do not send from the email editor window)
- When complete click **Save** on the email editor
- Find the email that was just composed in the **Campaign Email** section
- Click the **Add to Drip** button to the right of the email that will be added to the drip
- Use the **Up** or **Down** buttons to position the email within the sequence of drip emails
- Enter the number of **Days to Wait** then click **Save**. Days to wait is measured from the date the last drip email was sent. For the first email in the drip sequence it is the number of days since the contact was added to the campaign.

Once drip email are setup they go out automatically to each contact record linked to the campaign.

Newly Added Contacts - First Email

- At 8:00 am each morning drip emails for a campaign are processed
- Each contact added since the last drip was processed will be date stamped. This is why they are considered added to the drip campaign.

- If the 1st email in the list has a 0 day waiting period, it will be sent. If it has a 1 day waiting period it will be sent at 8:00 am the next day (i.e. 1 day after being added to the campaign).

Subsequent Emails

The process described below happens independantly for each contact record. This allows each contact to receive emails in the drip sequence regardless of when they were added to the campaign.

- Once a drip email has been sent to a contact, that contact will display Drip: **** where **** is the last Email ID sent
- Each day at 8:00 am when drip emails are processed, the system will find the next email in the sequence given the last drip email that was sent to the contact.
- If there is another email in the drip sequence and the Days to Wait has elapsed since the last email sent, that drip email will be sent.

Common Questions

Question: How does Days to Wait work?

Answer: Days to Wait determins how many days before sending the next email in the drip sequence. It is counted form the date the last email was sent, not from when the contact was added to the campaign.

Exampe:

- 8/1: Contact added to campaign at 11:00 pm
- 8/2 - Day 0: Contact is timestamped as newly added to the drip campaign at 8:00 am (this is considered day 0)
- 8/2 - Day 0: The 1st email in the drip sequence has 0 Days to Wait so it is sent to the contact
- 8/3 - Day 1: The next email in the drip has 2 Days to Wait so nothing is sent
- 8/4 - Day 2: The next email in the drip is sent because 2 days have elapsed since the last email sent
- 8/5 - Day 1: The next email in the drip has 7 Days to Wait so nothing is sent. This is considered Day 1 because days are counted from the last email sent, not from when a contact is added to the campaign.
- 8/6 - Day 2: Nothing to send yet
- 8/7 - Day 3: Nothing to send yet
- 8/8 - Day 4: Nothing to send yet
- 8/9 - Day 5: Nothing to send yet
- 8/10 - Day 6: Nothing to send yet
- 8/11 - Day 7: The next email in drip has 7 Days to Wait so it is sent. 7 days have elapsed since last email was sent.
- 8/12 - Day 1: The next email in the drip has 2 Days to Wait so nothing is sent
- 8/13 - Day 2: The next email is sent
- This process continues until all emails in the drip sequence have been sent

