

How to Create a Follow-Up eNewsletter Campaign

Follow-up campaigns allow you to define subsequent actions after sending out an eNewsletter, based on the actions of the recipients. For example, you can specify a follow-up letter to be sent to those contacts who read the email, or to those who did not.

1. Begin your outreach using the eNewsletter builder.
2. Before choosing to build or send the outreach, click the Actions drop-down on the eNewsletter review screen and click Set up Follow-up Campaign.

The screenshot shows the 'Review & Schedule' section of the eNewsletter builder. The 'Name' field is 'IQ A-B Testing Outreach'. The 'Start' dropdown is set to 'Build Only'. The 'Directory' is 'DEMO\enNewsletters'. The 'From' field is 'training@training.lmhostediq.com'. The 'Subject' is 'Leave blank to use your office's default: subject line'. The 'Actions' dropdown menu is open, and 'Set up Follow-up Campaign' is highlighted with a red circle. Other options in the menu include 'Preview', 'Set default From Form Letter (A test)', 'Form Letter (B test)', 'Change A/B Parameters', 'Revision History', and 'Delete'.

3. Choose the number of follow-up emails you wish to send to contacts who received the email, contacts who viewed the email, contacts who took the survey, and/or contacts that clicked on a tracked link.

The screenshot shows the 'Create Follow-up Campaign for 101103' dialog box. The 'Send' dropdown is set to '0', and the 'follow-up emails to' dropdown is set to 'Everyone who views the email'. The 'Build and Send' button is visible. Below this, the 'Send' dropdown is set to '1', and the 'follow-up emails to' dropdown is set to 'everyone who does not view the email'. The '#1' dropdown is set to 'IQ A-B Testing Outreach (A) v. 1 -d-', the 'after' date is '2/29/2020', and the time is '1:00pm'. The 'Create Follow-up Campaign' button is highlighted. Below the dialog box, there is a small text box explaining that follow-up campaigns are event-based and can be triggered by specific activities or failures to perform activities.

4. You may also choose to send a number of follow-up emails to contacts who did not view the email, take the survey, or click on tracked links.
5. Choose the form letter you wish to send as a follow-up to the selected contacts. Choose the date and time you would like the emails to be sent out.
6. Click **Create Follow-up Campaign**.