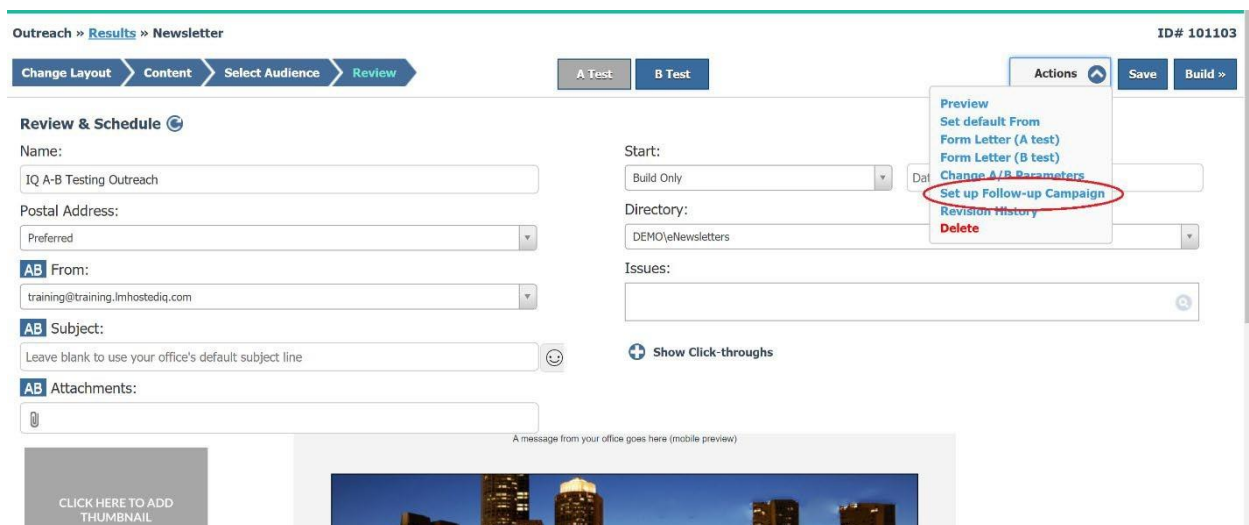


## How to Create a Follow-Up eNewsletter Campaign

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.



Outreach » Results » Newsletter ID# 101103

Change Layout Content Select Audience Review A Test B Test

**Review & Schedule**

Name: IQ A-B Testing Outreach

Postal Address: Preferred

AB From: training@training.lmhostediq.com

AB Subject: Leave blank to use your office's default subject line

AB Attachments:

Start: Build Only

Directory: DEMO\enNewsletters

Issues:

Actions: Preview, Set default From, Form Letter (A test), Form Letter (B test), Change A/B Parameters, **Set up Follow-up Campaign**, Revision History, Delete

CLICK HERE TO ADD THUMBNAIL

A message from your office goes here (mobile preview)

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.



Home Contacts Messages

Outreach » Results » Newsletter

Change Layout Content Select Audience Review

**Review & Schedule**

Name: IQ A-B Testing Outreach

Postal Address: Preferred

AB From: training@training.lmhostediq.com

AB Subject: A

AB Attachments:

**Create Follow-up Campaign for 101103**

Send 0 follow-up emails to Everyone who views the email Build and Send

Send 1 follow-up emails to everyone who does not view the email

#1 IQ A-B Testing Outreach (A) v. 1 -d- after 2/29/2020 1:00pm

Create Follow-up Campaign Cancel

Follow-up Campaigns are event based campaigns that are launched on the occurrence of some specific activity. For instance, you may want a contact to receive follow-up email if they do some activity with this mailing. Or, you may want to send a followup email if the contact fails to do some activity with this mailing.

Follow-up campaigns allows you to design a campaign that will launch based on rules that you define here.

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**.