



**Swiftpage Email Drip Marketing Agenda**

**The Basics**

Scheduling  
Stages

**Campaigns**

Why Third Party ESP's  
Blacklist  
Spam Compliance  
Send Limit Restrictions  
Metrics

**It All Starts with the List**

Objectives, Goals, and Expectations  
Defining and Segmentation  
Cleaning the List

**A Message With Meaning**

Killer Creative  
Unmistakable Action  
Personalize  
Being Bold

**Get Ready to Hit Inboxes**

Call to Action  
Placement  
Text and Button Links  
Color Scheme  
Landing Pages  
Email Authentication

**Metrics that Matter**

Delivered vs. Opens  
Click Rate  
Bounced  
Opt-Out  
Updating Your Database

**Building Campaigns**

Anchor Dates, Calendar, and Duration  
Email as Your Foundation  
Calls Lists  
Postcards  
Letters and Faxes  
Telemarketing

**Data Review**

Exporting to Excel  
Transferring  
Review

