Let's Talk About Campaigns

What in the world is a campaign?

What is a campaign?
Where do I find the people who put their information on my
Splash page / Lead Capture Page (LCP) / Squeeze page ?

What is a Campaign?

Think of a campaign as your strategy, plan of action, and your efforts to promote a certain business. Let's say you are on a Team of experienced marketers and you want people to join that team. Your campaign is everything combined to get prospect to join that team.

In an Autoresponder, you can set up different campaigns for different businesses. Your AutoResponder campaign would include the Splash Page, the message series, and the list of prospects who joined you in that particular campaign. Each element of that campaign is unique to the campaign.

You can set up unlimited numbers of campaigns in your AIOP account

Elements of a Campaign

Splash Page to capture the information of the prospect. Sometimes called a Lead Capture Page (LCP) or a Squeeze Page

An optional Sales page that would be sent immediately when the prospect clicks the confirmation link in their in box. (This is optional but could help the conversion rate).

Message series which are the email messages sent out to prospects who give you the information and then confirm to receive them in the first message they get from the autoresponder.

Why would you not just advertise the referral link to your Business? Because it has been proven over and over that people don't usually buy something until they have been exposed to it at least five to seven times. If they say no to the first time they see it, unless you have some way to contact them again, you don't get a chance to expose them to the concept again. Hence, get their information and permission to send them more messages Then give them the referral link.

External from the Autoresponder is the advertising that you do to entice people to join your campaign and get the the messages you want to send them.

The advertising is as an important element of the campaign as all of the Autoresponder elements. Without the advertising you have no way to get people to join your list.

How to get people in my Campaign List of prospects

The normal way to get people in your Campaign is to expose people to your LCP which if crafted well will entice them to give you their name and email address. Of course that comes from your advertising.

Some autoresponders allow you to import that information from existing lists of prospects, but you have to be very careful doing that because of the spam laws,etc. Too many of the so called lists offered on the internet are gathered with unethical means and will get your Autoresponder account suspended if you get too many complaints by people you have entered into the campaign

Those people who have joined you in business can be added to your campaign one by one if you first send them an email teiling them you are going to add them. What you do is open your LCP and enter their information in the form and submit. With TrafficWave, that person will have to confirm to receive you messages so be sure to mention that in your previous message you had sent to them.

How to find the people in my Campaign List of prospects

1. Log into your back office in TrafficWave and click on <Campaign Manager>

2. Click on the name of your campaign (In the example below, <Matrix Busters>
   to open the campaign.

3. In the <View Campaign> drop down menu click on <Subscriber Manager>

4. Click on <Show Individual Subscribers> to see a list of your Subscribers.

This is a list of the people who have opted in to receiving your messages.

Hope this brief explanation will help,

Thank You,

Dave Fullmer

About Dave Fullmer
Dave Fullmer is a retired technician who worked 46 years on the electrical circuitry of automated manufacturing equipment. For the past 10 years he has been doing various marketing programs on the internet with some successes and some failures. He loves to share some of what he has learned so that others don't have to go through the trial and error frustrations of trying to learn by themselves

David C. Fullmer (Dave)
(731) 352-3665
dcfullmer1937@gmail.com
Mckenzie, TN
Skype: dave.fullmer
FaceBook: DavidCyrusFullmer