



TrafficWave's Default Campaign **Explanation of the Default Campaign**

Traffic Wave provides a default campaign that you might think is all set up for you to promote. HOWEVER, that is not the case.

When you first join TrafficWave (referred to by TW in the rest of this article), the default campaign is totally empty. You have some choices on how to use the default campaign. You need to first of all realize that with TW, you can set up any number (unlimited) of separate campaigns depending on the offers and strategies you may wish to pursue.

So the choices you have regarding your default campaign are basically three.

1. You may choose to totally disregard your default campaign and leave it empty. Then create a new campaign to promote.
2. You may wish to make one of your offers the default campaign and do most of your promotions for it with the default campaign.
3. You may wish to load the TW company retrieved campaign messages into the default campaign and let it stay in the background to your other offers.

When I started using TW, I actually left it totally empty and just set up campaigns based on the businesses I had joined. Truthfully, I am still experimenting on how to use the default campaign so I just loaded the company retrieved messages into it.

Go back to <http://YourLinkToProsperity.com/TrafficWaveHelps> for further instructions on other needs.

God Bless,

Dave Fullmer

About Dave Fullmer

Dave Fullmer is a retired technician who worked 46 years on the electrical circuitry of automated manufacturing equipment. Since 2006 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



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