

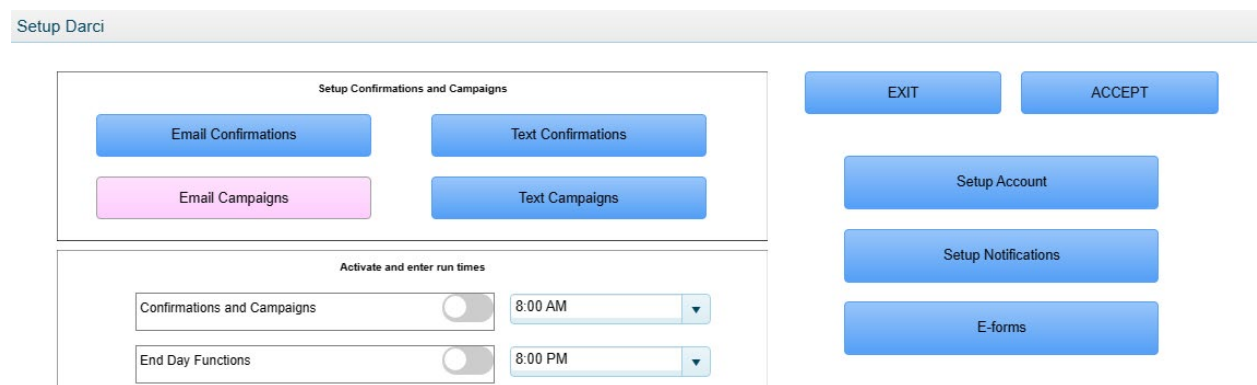
# Email Christmas Campaign

In this tutorial we will cover creating an email campaign using the Christmas template. These same instructions also work for the Easter, Father's Day, Halloween, July 4<sup>th</sup>, Mother's Day, New Years, St. Patrick's Day, Thanksgiving and Valentine's Day templates because they all have the same calendar date each year.

1. From the main screen, click DARCI



2. Click 'Email Campaigns'



3. (A) Select the 'Christmas' template from the drop down.

(B) Make this template active by clicking the 'Active' box.

(C) Select how many email messages you would like to send out. In this first example we will just choose 1 but we will come back to this at the end to explain what more than one would look like.

(D) Choose how many days in advance of Christmas (December 25<sup>th</sup>) you would like this email to go out. In this example we will choose 7 which means your client will receive this email on December 18th.

(E) Click the '1<sup>st</sup> Message' button to begin setting up your email message.

#### Blast Marketing Messages

The screenshot shows the 'Blast Marketing Messages' interface. At the top right, there are two buttons: 'Exit' and 'Save Template'. The main form area is titled 'Email Message' and contains several fields:

- Template:** A dropdown menu with 'Christmas' selected. A red arrow labeled 'A' points to this dropdown.
- ACTIVE:** A toggle switch that is currently turned on. A red box labeled 'B' highlights this toggle.
- Number of campaigns to run:** A dropdown menu with '1' selected. A red arrow labeled 'C' points to this dropdown.
- Days in Advance:** A dropdown menu with '7' selected. A red arrow labeled 'D' points to this dropdown. To the right of this field is a text instruction: "Messages will be sent out based on the number of Days in Advance. Select 0 to send the message out the day of the event."
- 1st Message:** A blue button with the text '1st Message'. A red arrow labeled 'E' points to this button.

4. (A) Choose the font and size you would like for your message.

(B) These are the codes you can use to insert specific information into your message. For example, by typing "Merry Christmas <CF>!" into the subject line it will display the customer's first name automatically ie. "Merry Christmas Stephen!"

(C) Choose the font color (this is black by default)

(D) Choose the font's background color (this is white by default)

(E) Inserting a hyperlink allows you to enter a website's URL into the message but also have it display a different message than the URL (ie. [Click Here](#) to be taken to your businesses' website)

(F) The image button will allow you to insert the URL to a specific image and have it display in your message directly from the internet. If the image resides on your computer, you can simply drag and drop it into this screen and it will automatically display.

Set Message and Image

message number: 1

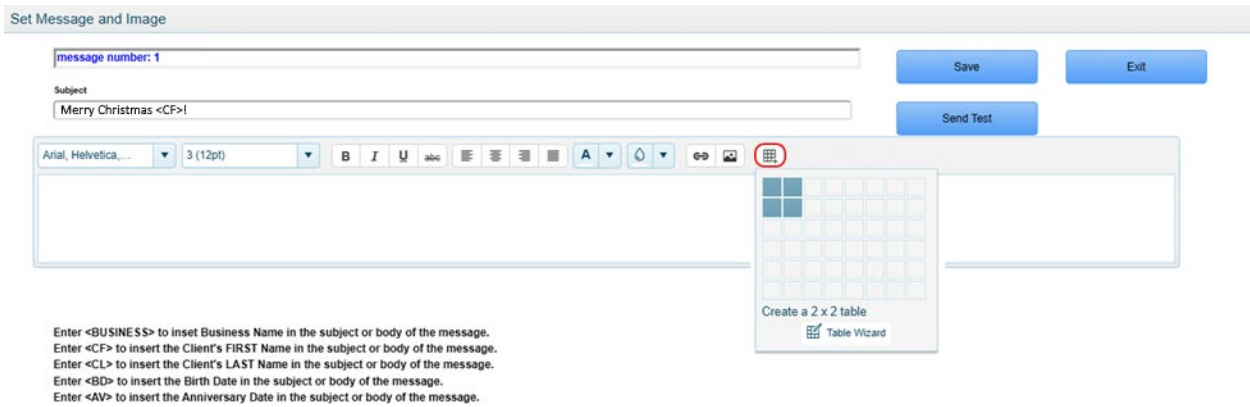
Subject  
Merry Christmas <CF>!

**A** Arial, Helvetica, ... 3 (12pt) **B** *I* U **C** **D** **E** **F**

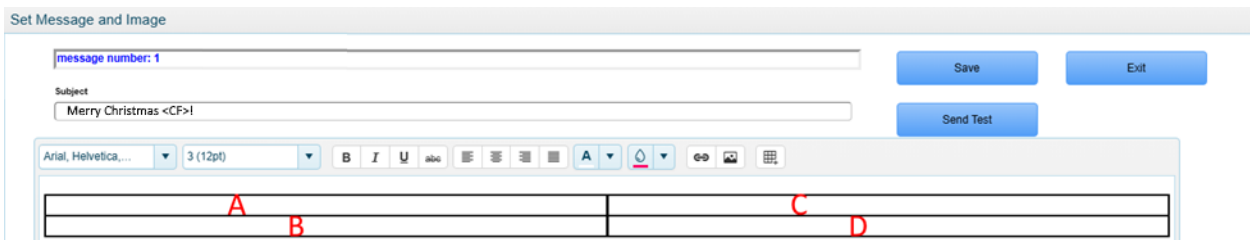
**B** Enter <BUSINESS> to inset Business Name in the subject or body of the message.  
Enter <CF> to inset the Client's FIRST Name in the subject or body of the message.  
Enter <CL> to inset the Client's LAST Name in the subject or body of the message.  
Enter <BD> to inset the Birth Date in the subject or body of the message.  
Enter <AV> to inset the Anniversary Date in the subject or body of the message.

Attach Survey

5. The Table Wizard allows you to customize the format of the message box from one square up to a 6x8 table. In this example we will use a 2x2 table.



6. You now have up to 4 different images/text boxes to use when making your campaign email.




7. In the example below, we have dragged two images that were on our computer into the “A” and “C” boxes and then typed corresponding messages into the “B” and “D” boxes.

Set Message and Image


message number: 1 Save Exit

Subject  
Merry Christmas <CF> Send Test

Arial, Helvetica,... 3 (12pt) **B** *I* U abc [align icons] [color icon] [background color icon] [font size icon] [font family icon]



**Spa Services**  
Come in any time during the holiday season and receive a free foot massage!



**Salon Services**  
Come in for any service during the holiday season and receive a free add on service!

Attach Survey

Enter <BUSINESS> to inset Business Name in the subject or body of the message.  
Enter <CF> to insert the Client's FIRST Name in the subject or body of the message.  
Enter <CL> to insert the Client's LAST Name in the subject or body of the message.  
Enter <BD> to insert the Birth Date in the subject or body of the message.  
Enter <AV> to insert the Anniversary Date in the subject or body of the message.


8. You must first click ‘Save’ before sending yourself a test. If the test email looks great, you’re good to go! Just Exit all the way out.

Set Message and Image


message number: 1 Save Exit

Subject  
Merry Christmas <CF> Send Test

Arial, Helvetica,... 3 (12pt) **B** *I* U abc [align icons] [color icon] [background color icon] [font size icon] [font family icon]



**Spa Services**  
Come in any time during the holiday season and receive a free foot massage!



**Salon Services**  
Come in for any service during the holiday season and receive a free add on service!

9. If you wish to send more than one message, you can change the 'Number of campaigns to run' to a number larger than 1. In this example, we've chosen 2 and set the 1<sup>st</sup> Message to be sent 7 days before Christmas (12/18) and the 2<sup>nd</sup> Message will be set to 0 which means it will go out on Christmas day. You must configure the 2<sup>nd</sup> Message in the same manner you did the first.

**Blast Marketing Messages**

Email Message

Template: Christmas

ACTIVE

Exit

Save Template

Number of campaigns to run: 2

1st Message: 7 Days in Advance

2nd Message: 0 Days in Advance

Messages will be sent out based on the number of Days in Advance. Select 0 to send the message out the day of the event.

10. Please note that all campaigns go out at the same time each day as your appointment reminders. This is setup in the main DARCI screen.

**Setup Darci**

Setup Confirmations and Campaigns

Email Confirmations

Text Confirmations

Email Campaigns

Text Campaigns

Activate and enter run times

Confirmations and Campaigns  8:00 AM

End Day Functions  8:00 PM

EXIT

ACCEPT

Setup Account

Setup Notifications

E-forms