Step Up Your Campaign Game

In this webinar, we jumped right into the Marketing Center to not only learn step-by-step how to setup an automated campaign, but also when to use campaigns, and how to add contacts to your campaigns so you can stay top of mind all year long.

Campaign Distribution & Delivery

Your Market Leader campaigns have three different distribution options: email, direct mail, or a combination of both. There are also two delivery options as well: date and interval. In a date campaign, each event fires on a specific date (e.g. a Holiday Campaign). In an interval campaign, each even fires a specified amount of time after the previous event (e.g. 12 days after the last).

Types of Campaigns

**Lead Conversion**

These are for converting new leads. They’re a bit aggressive, as they are specifically designed to elicit a response. Keep in mind, nothing replaces a good new lead follow-up strategy, and relevant content is key. If you’re comfortable with customizing campaigns, use these for new leads, or “old” or “cold” leads you wish to re-engage.

**Home and Garden**

These campaigns are high-level home improvement and green living for past clients or sellers. Use these for engaging your sphere, or for long-term sellers, or to stay top of mind with past clients.

**Prospecting**

These are designed to provide targeted content to segments (or groups) in your database. From FSBO’s and short sales, to expired listings and fun “Gorilla” marketing, leverage these for unresponsive leads or a targeted audience.

**Repeat & Referral**

These include birthday greetings & holiday content to stay top of mind with everyone in your database. These are particularly ideal for past clients, sphere, and anyone else floating around that you’d like to stay engaged with.

**Monthly Newsletter**

This is the easiest campaign in your Market Leader system! It’s already active, so all you have to do is add contacts. This is ideal for just about anyone, from sphere and past clients, to new and old leads alike. We select the send date, and create the newsletter content each month, so you don’t even have to lift a finger. However, if you want to customize each newsletter, we’ll put a reminder on your dashboard when it’s available to edit.

Additional Resources

Here are some helpful links for everything you need to know about the campaigns in your system:

- [Marketing Center Campaigns](#)
- [Edit a Saved Campaign](#)
- [Add Contacts to a Campaign](#)
- [Add an Email to a Campaign](#)
- [Create and Manage Contact Groups](#)
- [Campaign Types](#)