



# Creating Email Nurturing Campaigns

## What is the purpose of an email nurturing campaign?

Email nurturing campaigns are an excellent way to keep prospects engaged with products and services as they make their way down the marketing funnel. Rather than deploying a single email campaign, creating a single touchpoint, nurturing campaigns allow partners to schedule a series of emails that are set at intervals and target specific contact lists based on rules.

This creates multiple touchpoints in a single email deployment, saving valuable time and ensuring consistency in both messaging and design.

## How do I create them?

When creating an email nurture campaign, you must first create the emails you want to add to the nurture one at a time. Once created, follow these steps:

1. Create an email nurturing campaign shell.
2. Add emails to the nurturing campaign (**Note:** Click [here](#) for instructions on how to create individual email campaigns.)
3. Create a schedule for emails to drip automatically.
4. Publish to Marketing Center.

## What will I do in this lesson?

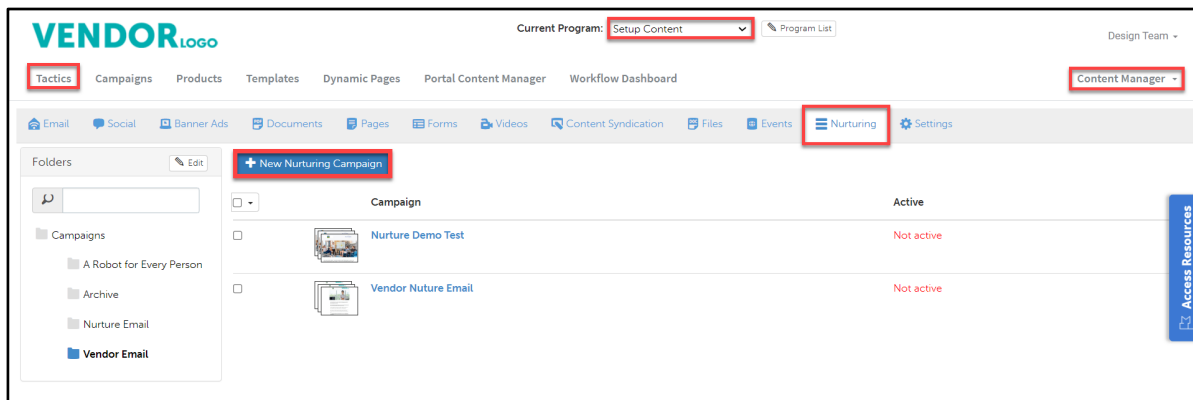
By the end of this lesson, you will be able to do the following:

- [Initiate a nurturing campaign in Content Manager](#)
- [Create nurturing campaign settings](#)
- [Add emails to a nurturing campaign](#)
- [Schedule email deployment](#)
- [Publish Nurturing Campaign](#)

## Steps

### INITIATE NURTURING CAMPAIGN

- 1 In **Content Manager**, from **Current Program**, select **Setup Content**.
- 2 From the header, select **Tactics > Nurturing**.
- 3 Select **New Nurturing Campaign > Copy Previous**. The Nurturing Settings page opens.



### CREATE NURTURING SETTINGS

- 1 In the **Name** field, type **My Practice Nurturing Campaign**.
- 2 In the **Description** area, type **This is my practice nurturing campaign**.
- 3 From **Schedule type**, select **Nurturing**.
- 5 In **Would you like to make this nurturing campaign available for pulling from the managed library**, click **Yes**.

**VENDOR**Logo

Tactics Campaigns Products Templates Dynamic Pages Portal Content Manager Workflow Dashboard

Name:

Description:

Keywords:

Schedule Type

Nurturing (Send emails based on date intervals and rule based contact list)

Email Series (Send emails on a pre-selected dates and manually set contact list)

Would you like to make this nurturing campaign available for pulling from the managed library:

No

Yes

- 6 In **When would you like this to be available in the managed library**, click **Always**.
- 7 In **What program would you like to use the campaign in?**, click **Setup Content**.
- 8 In **Would you like to limit access based on account profile fields**, click **No**.

When would you like this to be available in the managed library?

Always

Only during the following period

Feature Campaign:

Feature this campaign in the library

What programs would you like to use this campaign in:

- CMS-Live
- CMS-Setup
- Dev - Setup
- Dev - Testing
- Gympass Demo
- Partner Marketing
- Qlik Demo
- Rewards
- Schneider Electric Demo
- Setup Content

Would you like to limit access based on account profile fields:

No

Yes

- 9 In **What attributes would you like to set for this asset?**, select all required attributes.

What attributes would you like to set for this asset:

**\* Languages**

- All
- English (United States)
- English (United Kingdom)
- Spanish

**\* Marketing Focus**

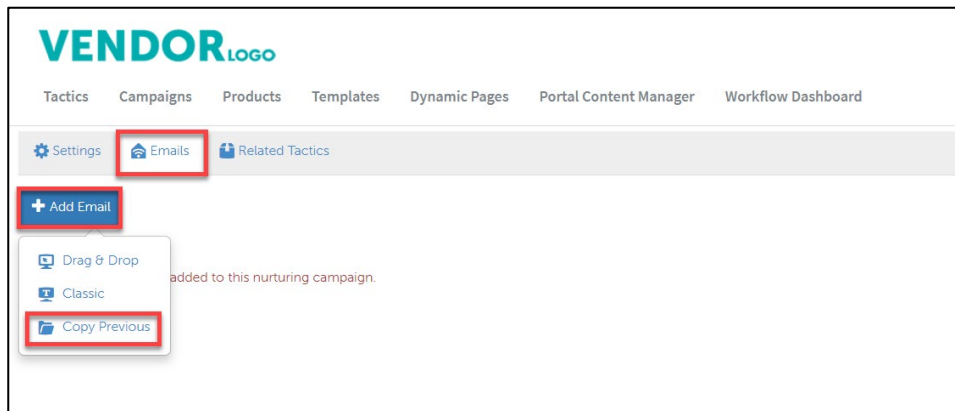
- All
- Prospects
- Existing Customers
- Enterprise
- SMB

- 10 Click **Save**.

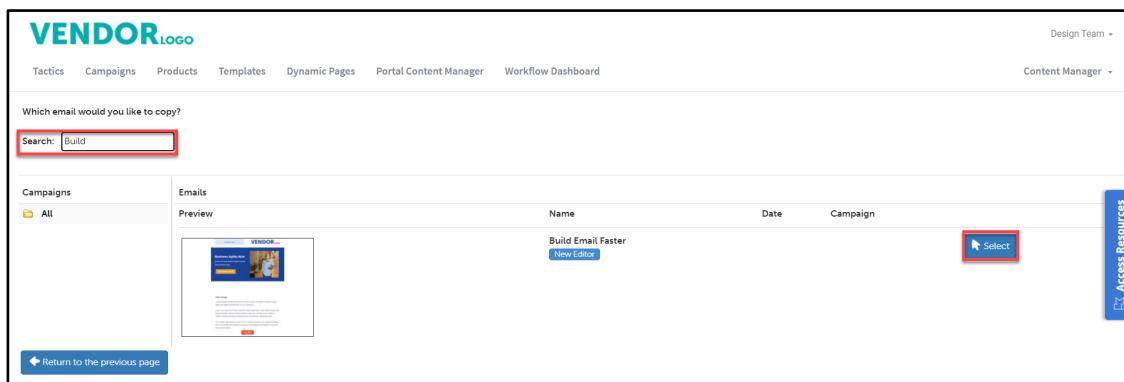
## ADD EMAILS TO NURTURE CAMPAIGN

**Note:** Before creating a nurturing campaign, build all individual campaigns you want to include within the nurture. Click [here](#) for instructions on building individual email campaigns.

- 1 From the **Nurturing Setup** tab bar, select **Emails**.
- 2 Click **Add Email > Copy Previous**. The email search page opens.

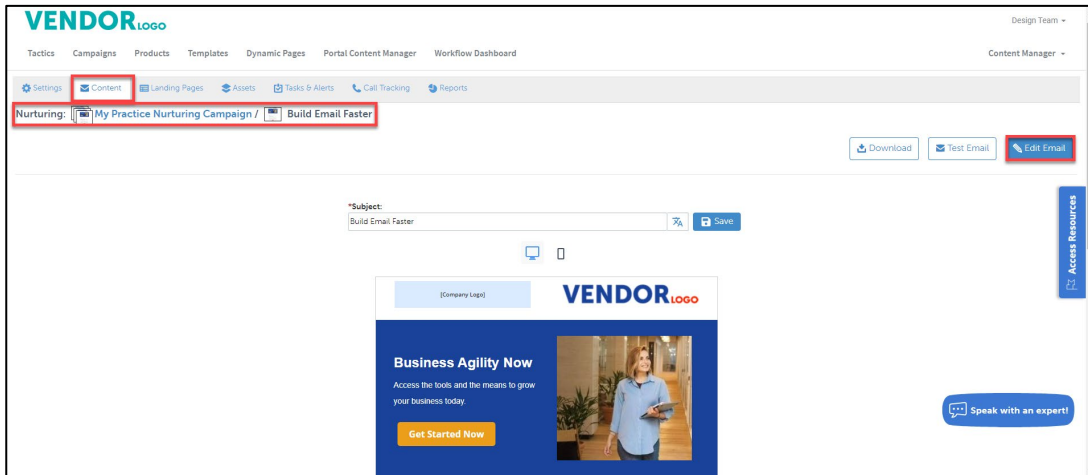


- 3 Locate the **email campaign** you want to include, then click **Select**.



- On the **Content** tab, Click **Edit Email** to make any adjustments necessary to the email content.  
(**Note:** adjustments apply to the nurturing version of the email only. The original email remains unchanged.)

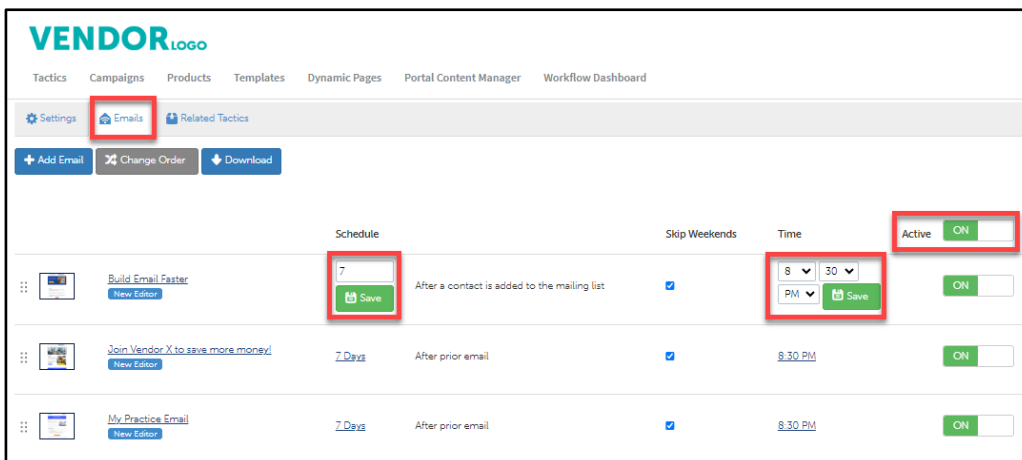
- Use the **breadcrumb navigation bar** to return to the **Nurturing** page.



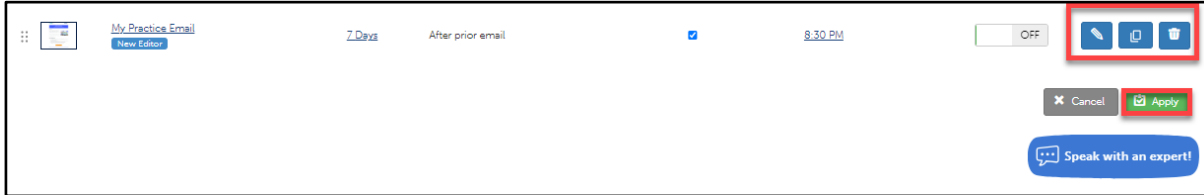
- Repeat steps 3 through 5 to add all desired emails to the nurture.

## SCHEDULE EMAIL DEPLOYMENT

- From the **Email** tab, in the **Schedule** column, click on the **day interval** for each email in the nurturing campaign to enter the **number of days between each interval**. Then, click **Save**.
- In the **Time** column, click on the **time** for each email in the nurturing campaign to enter the **time of deployment**. Then, click **Save**.
- In the **Active** column, click the switch to **ON**. (**Note:** You must accept the Data Privacy and Processing terms.)

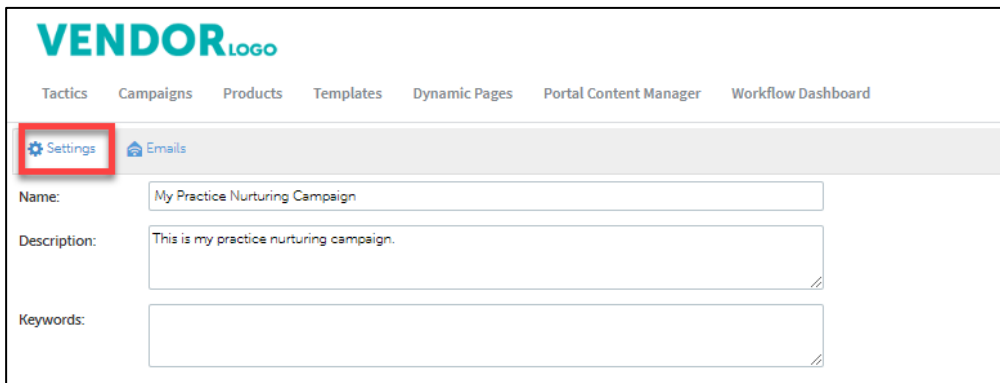


- Use the **buttons** in the last column to **Edit, Copy or Delete** an individual email from the Nurturing campaign.
- Click **Apply**.



## PUBLISH NURTURING CAMPAIGN (THIS STEP IS FOR REFERENCE ONLY)

- Return to **Content Manager > Tactic > Nurturing > My Practice Nurture**.
- From the **Nurturing** toolbar, click **Settings**.



- From **What programs would you like to use this campaign in**, select the **appropriate program**. (in most cases, this will be Partner Marketing).

**What programs would you like to use this campaign in:**

CMS-Live  
 CMS-Setup  
 **Partner Marketing**  
 Setup Content

**Would you like to limit access based on account profile fields:**

No  
 Yes

- Click **Save**.