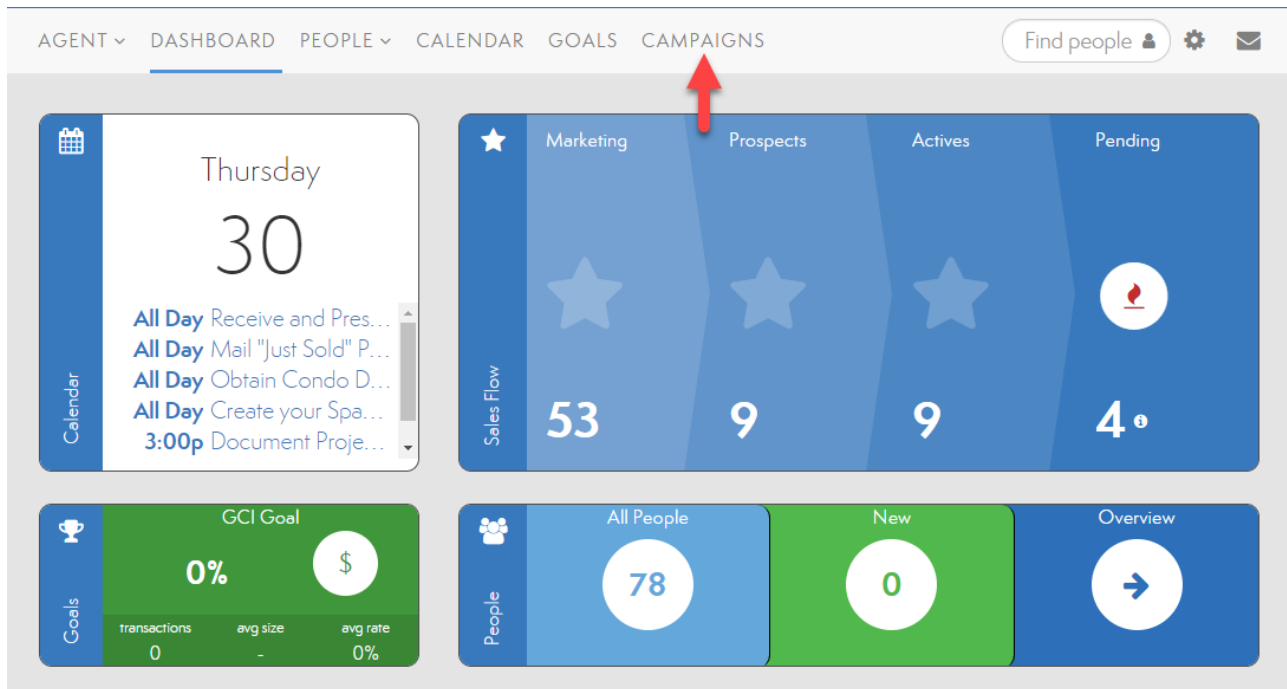


# Set Up a New Campaign

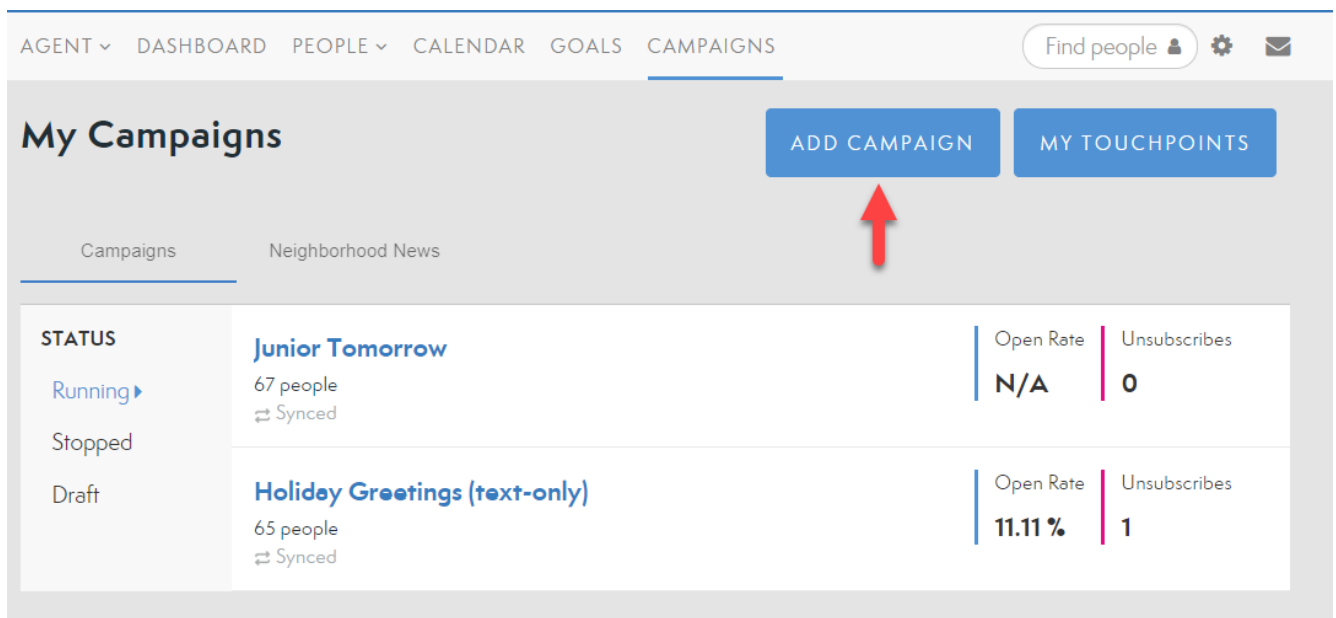
Creating a new email campaign is a great way to stay in contact with all your people. You can choose from a number of different email campaigns that are set up by your brokerage; each with a series of touchpoints so you are always staying in contact.

## Set Up a New Campaign

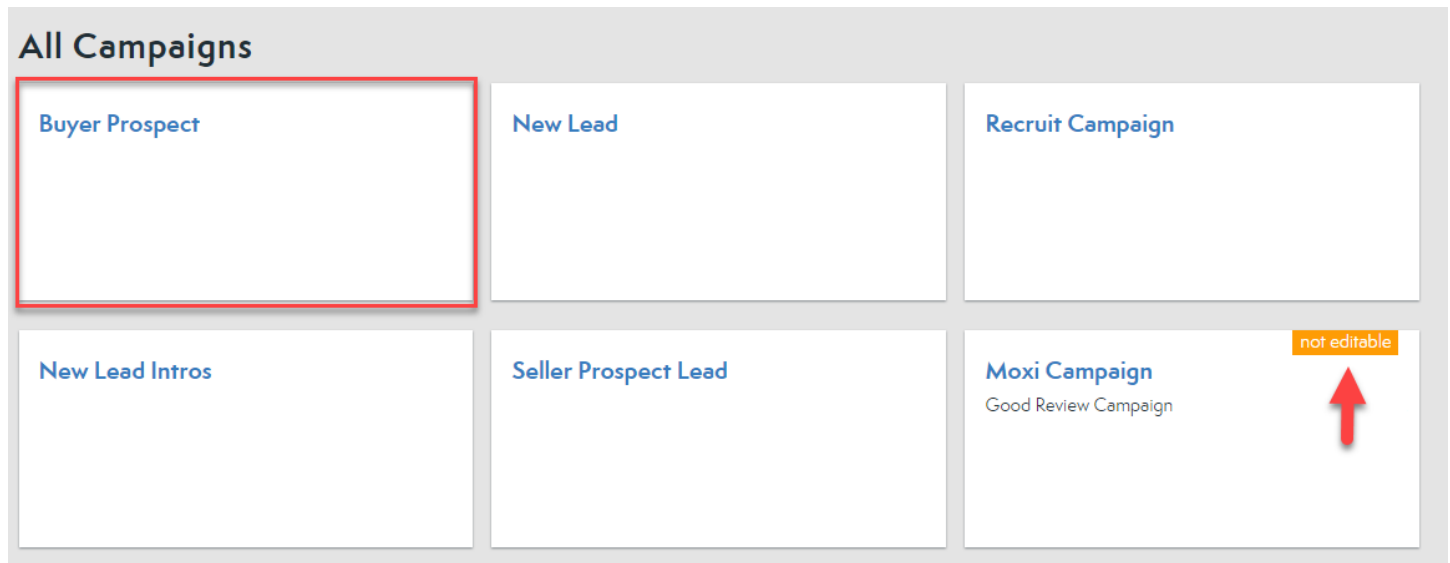
1. From your Engage Dashboard, select the **Campaigns** from the navigation bar.



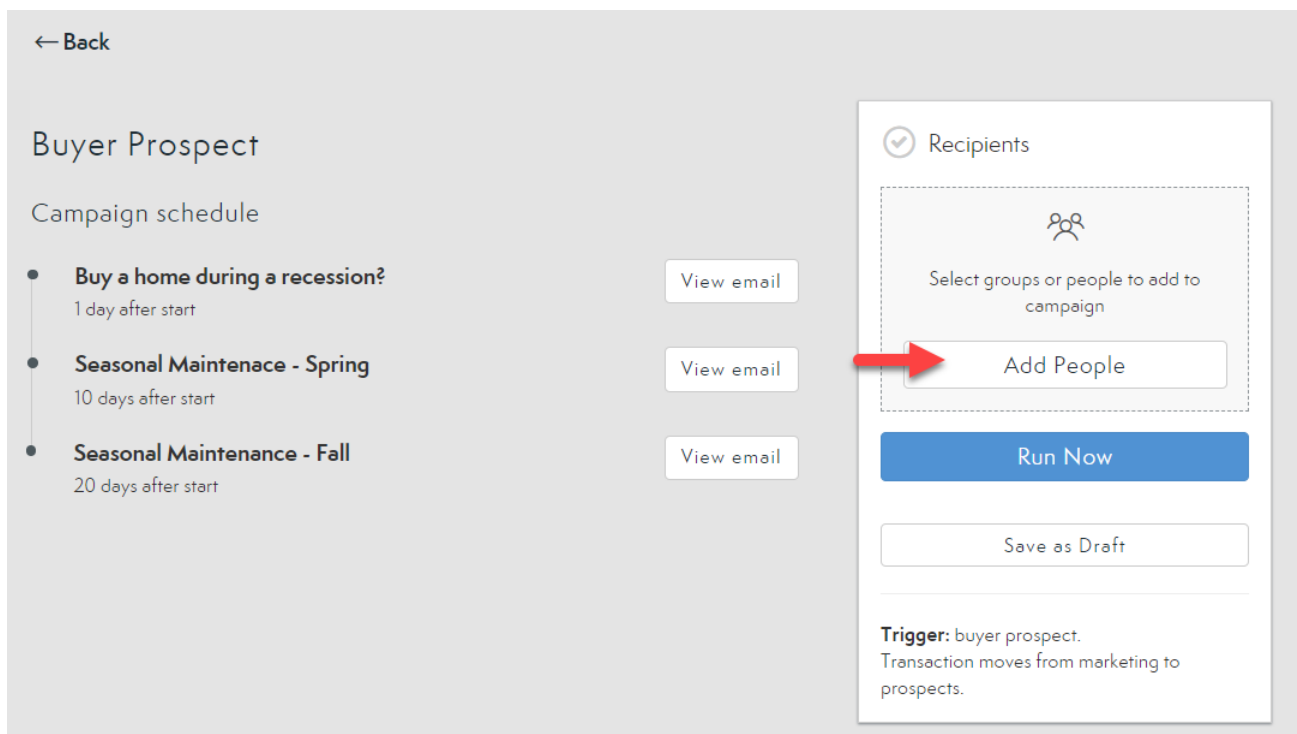
2. From your Campaigns Dashboard, select **Add Campaign**.



3. From here you will be able to select which campaign you would like to use!
  - a. **Note:** If your brokerage allows agent edits to campaigns, there still may be some campaigns you are not able to edit. In this case, if a campaign cannot be edited, it will say **not editable**.



4. Now we will need to add people to our campaign. Select **Add People** on the right-hand side.



5. From the connected panel you can add people to the campaign using the **Groups** tab or the **People** tab. Simply hit the **plus sign** next to the group or contact you wish to add then click **Next** to review.

### Select groups and people to add to Buyer Prospect campaign

Groups	People
All people	+
After adding a group to a campaign any additional people later added to that group will also be added to the campaign	
Advertising Zillow	→ +
Blue category	→ +
Calendar Mailing	→ +
Compact view test	+
Customer Care	+
eCommerce	+

### Select groups and people to add to Buyer Prospect campaign

Groups	People
<input data-bbox="284 1375 1226 1449" type="text" value="John"/>	
John Smith	+
Ben Johnson	+
John Smith Jill Turner	+
John and Jill Smith	→ +
Greg Johnson	+

6. Select **Save** when finished.

← Back CANCEL **SAVE**

**Your selections for Buyer Prospect campaign**

Christine Hooper	⊗
Chaney Prince	⊗
Carly Robinson	⊗
Brianna Shelton	⊗
End Of List	

7. Then select **Run Campaign**.

**Buyer Prospect**

Campaign schedule

- **Buy a home during a recession?**  
1 day after start View email
- **Seasonal Maintenance - Spring**  
10 days after start View email
- **Seasonal Maintenance - Fall**  
20 days after start View email

✔ Recipients  
Selected: 66 people  
[Edit list](#)

**Run Now**

Save as Draft

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**Trigger:** buyer prospect.  
Transaction moves from marketing to prospects.