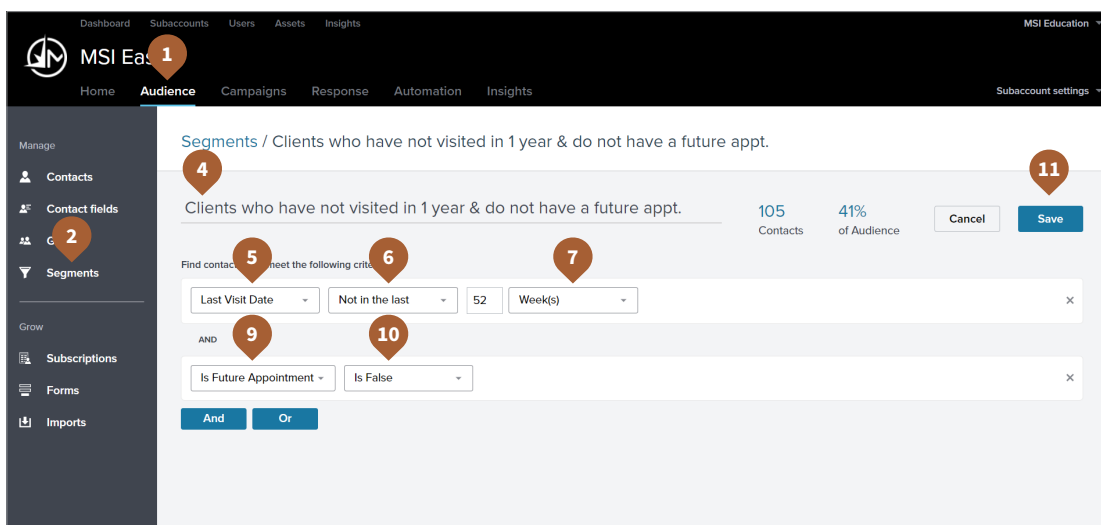


How can I create a one-time email campaign for clients who have not visited in a certain amount of time and do not have future appointments scheduled?

Create this email campaign in two easy steps.

Step 1: Create a Segment

1. Select Audience
2. Select the Segments tab
3. Select Create a segment
4. Enter a segment name under the Name segment field
Example: Clients who have not visited in 1 year & do not have a future appt.
5. Select Last Visit Date for the Segment Type
6. Select Not in the last for the Condition
7. Enter the time frame
Example: Last Visit Date Not in the last 52 weeks
8. Select And
9. Select Is Future Appointment for the Segment type
10. Select Is False for the Condition
11. Select Save



Step 2: Create and Send the Campaign

1. Select the Campaigns tab
2. Select the Create new campaign
3. Enter the Campaign name
4. Select Continue
5. Choose a Template or Start from Scratch
6. Customize your campaign
Refer to the Email Marketing Powered by Emma course for more information on customizing your campaign.
7. Select Review
8. Select the segment we created in step one under Choose recipients
9. Enter a subject in Enter a subject line field
10. Enter Sender name
11. Enter Sender email
12. Select Send Now or Schedule for later

Tip: Select **Send Test** to send a test to view how your final email will appear.

