

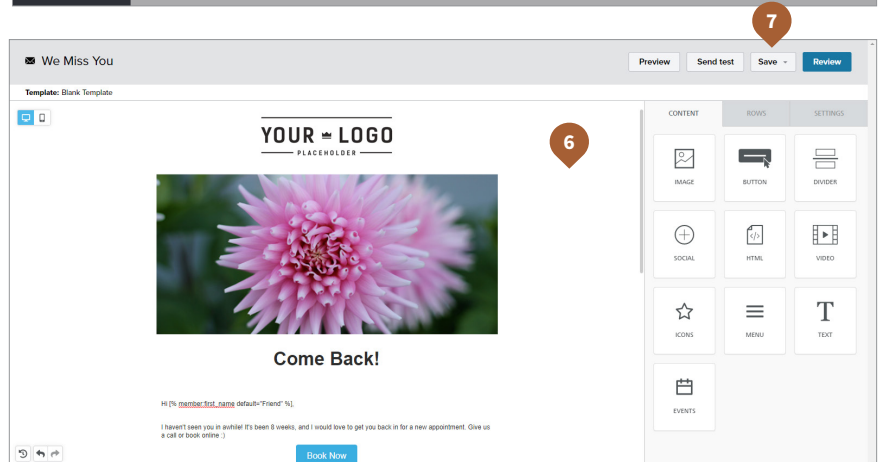
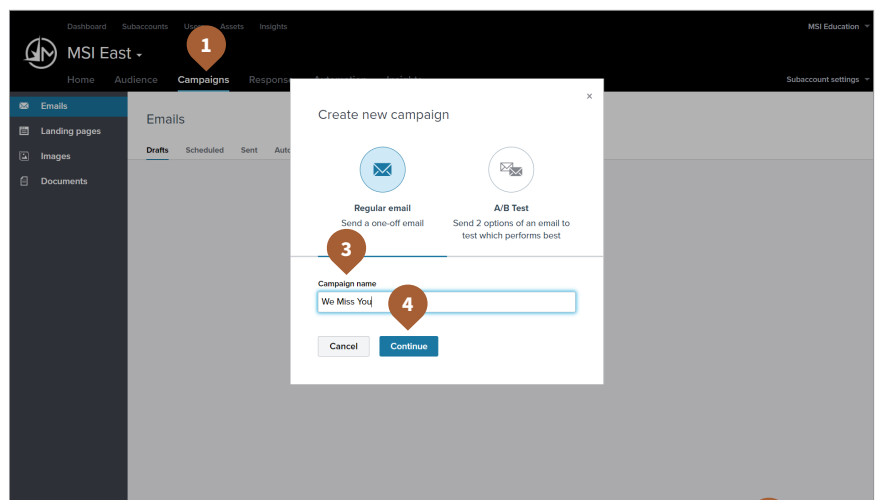
## How do I create a we miss you automation?

Create new client email in two easy steps.

### Step 1: Create a Campaign

1. Select the Campaigns tab
2. Select the Create new campaign
3. Enter We Miss You as 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 Save and Save again

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



### Step 2: Create an Automation

1. Select the **Automation** tab
2. Select **Create new workflow**
3. Enter **We Miss You** as the **Workflow name**
4. Select **Audience**
5. Select **Segment** called **No Future Appt & No Transient**
6. Select **Confirm**
7. Select **Trigger event**
8. Select **Date-based**
9. Select **Next**
10. Select **Last Appointment Date**
11. Select **Next**
12. Select **Only on this exact date, including year (appointments, events, etc.)**
13. Select **Next**
14. Select **Confirm**
15. Select **immediately on date in Last Visit Date field**
16. Change toggle to **after** and enter number of days
17. Select **Done**
18. Select **+ sign**
19. Select **We Miss You** under **Mailing**
20. Enter a **Subject** name
21. Select **Save & publish**
22. Toggle to **Active**
23. Select **Save workflow**

