

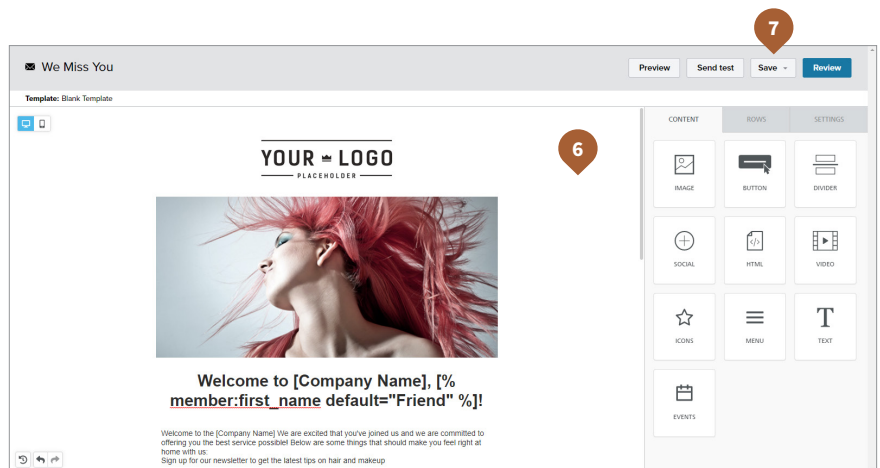
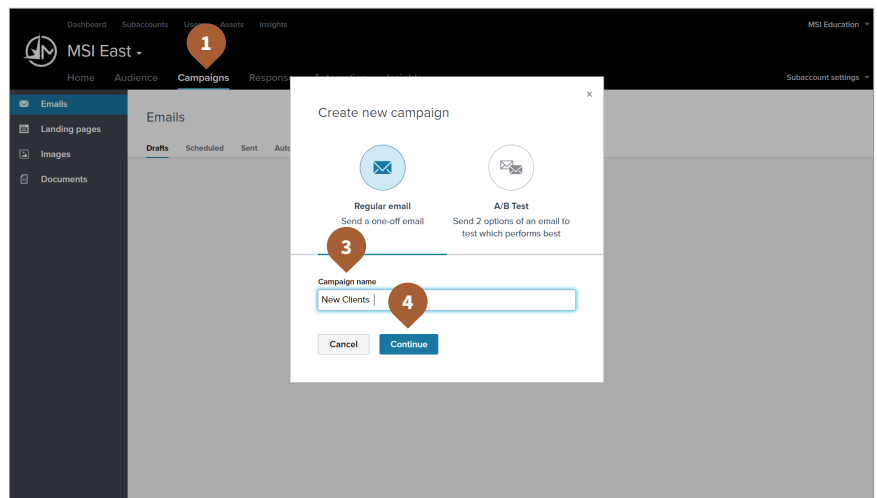
How do I set up an automated campaign to welcome new clients?

Create new client email in two easy steps. When creating new client emails, Meevo's Email Marketing will look to send an email two days after the client's first check out date.

Step 1: Create a Campaign

1. Select the **Campaigns** tab
2. Select the **Create new campaign**
3. Enter **Happy Birthday** 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 **New Clients** as the **Workflow name**
4. Select **Audience**
5. Select **Any contact in the audience**
6. Select **Confirm**
7. Select **Trigger event**
8. Select **Date-based**
9. Select **Next**

Tip: This will default your email to send two days after the checkout process.

10. Select **First Visit Date (Automation)**
11. Select **Next**
12. Select **Only on this exact date, including year (appointments, events, etc.)**
13. Select **Next**
14. Select **Confirm**
15. Select **+ sign**
16. Select **New Clients** under **Mailing**
17. Enter a **Subject** name
18. Select **Save & publish**
19. Toggle to **Active**
20. Select **Save workflow**

