

## BIRTHDAY EMAILS (Date Based Campaigns)

Using date based campaigns is a great way to send automated communications to your subscribers around events like birthdays or anniversaries

This type of campaign can be sent to your contacts on, before, or after any date field that you specify. The field can be a custom date field that you create or a system default field, such as a list subscription date.

1. When you begin your campaign creation you will need to choose the 'date based' option

**Campaign Name**  
Enter a name to help you remember what this campaign is all about. Only you will see this.

Date Based Test Campaign

**Select Campaign Type**

- Standard**  
Send a regular, one-time email campaign.
- Automated**  
Create custom sequences of email actions and conditions.
- Auto Responder**  
An automated campaign that will send after someone subscribes.
- Split Testing**  
Compare multiple emails to test which work best.
- RSS Triggered**  
Sends whenever your RSS based feed is updated.
- Date Based**  
Send on contact birthdays, anniversaries and more.

2. Select your list, your template and create your campaign as normal

3. When you come to the summary screen you will see the default options for sending.

Reply Tracking  OFF

Google Analytics  OFF

Campaign Archive Public | Private

**Delivery**  
Sends on the contact's Subscription Date yearly

Send Test Email

Spam Check  Passed

By clicking on the text in blue you can change these:

**ON** - You can choose to send on, before or after a particular date and if you choose before or after you will be asked how many days before/after you want to send.

**SUBSCRIPTION DATE** – click this and you will see a list of fields you can choose from within your list

**YEARLY** – gives you the option to send once a year or just once.

4. When you have completed this step just click the green **FINISH** button in the top left hand corner of the screen and your campaign will be set to run automatically.

*As ever, we recommend testing your campaign thoroughly before completing*