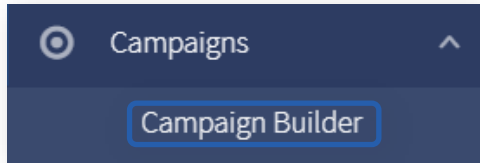


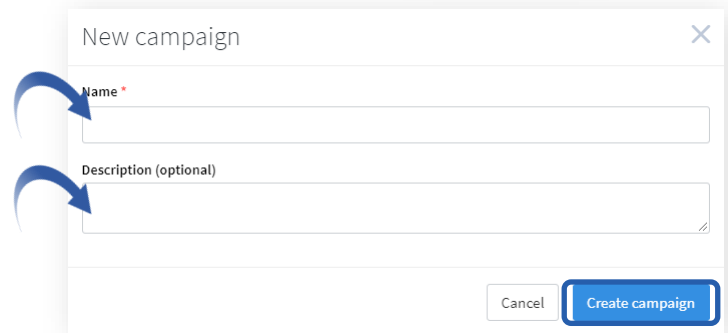
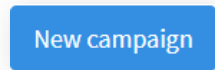
Getting Started



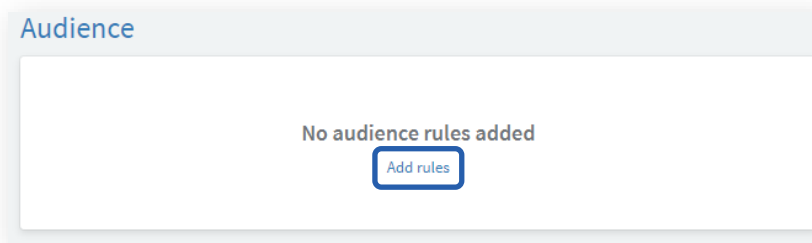
1. Login to Total Expert Now.
2. Access **Campaigns** in the main menu.
3. Select **Campaign Builder**.

Creating an Email Campaign

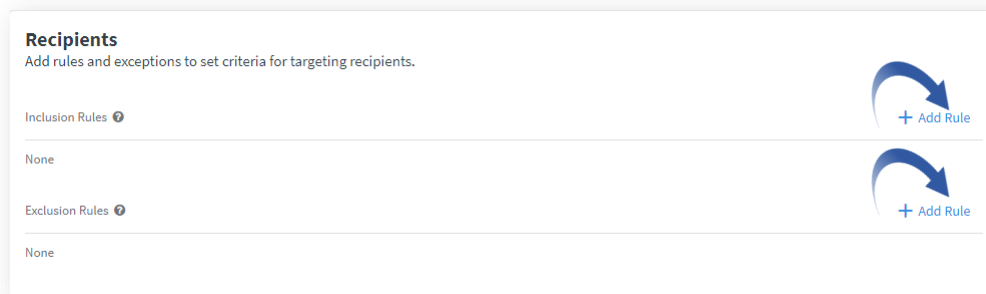
1. Select **New Campaign** in the upper right corner of the screen.
2. Enter a **Name** for the campaign.
3. Enter a **Description** summarizing the campaign
4. Select **Create Campaign**.



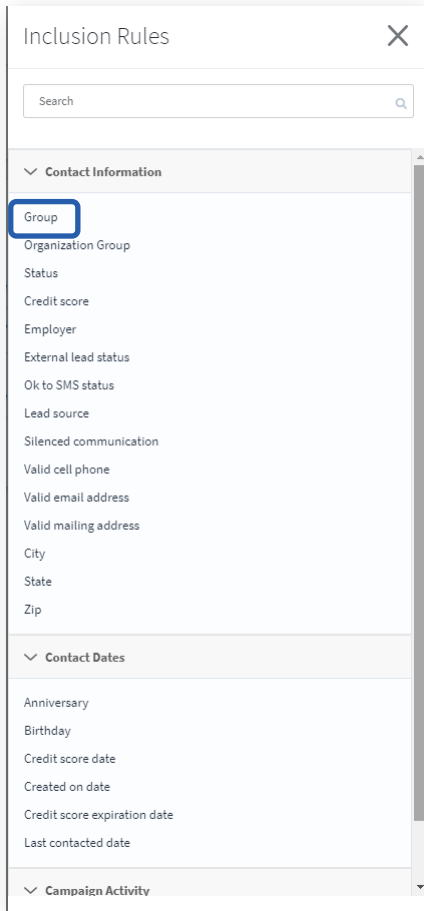
5. Select **Add Rules** in the **Audience** tile to add recipients for this campaign.



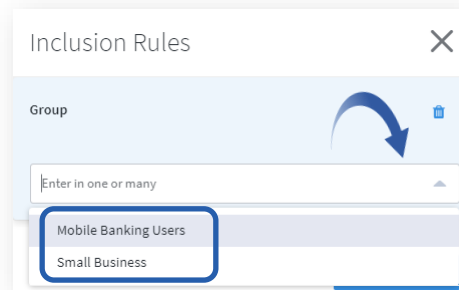
6. Select **+Add Rule** for to add inclusion and/or exclusion rules that will determine the recipients of the campaign.



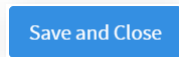
Creating an Email Campaign (continued)



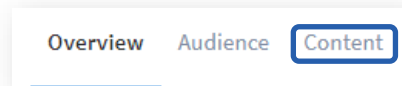
- From the **Inclusion Rules** or **Exclusion Rules** slide out, select the desired rules.
- After a rule is selected the slide out will update for you to then select the specific options which can be selected from the drop down.



- After all desired options have been selected, select **Save and Close**.



- Select **Content** along of the top of the screen.



- In the **Email** tile, select **+Add** to select the email(s) that will be sent during this campaign.



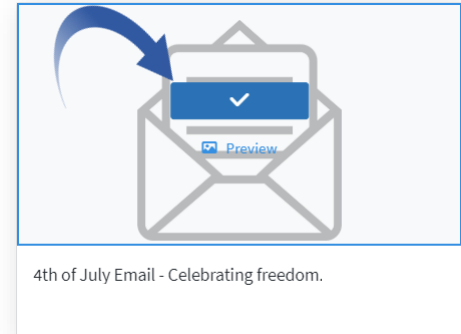
Note: You can find an email by:

- Entering keywords in the **Search** field in the upper left corner
- Selecting a tag from the **Tags** drop down
- Scrolling through the list of available emails

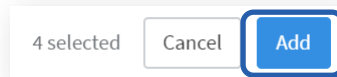


Creating an Email Campaign (continued)

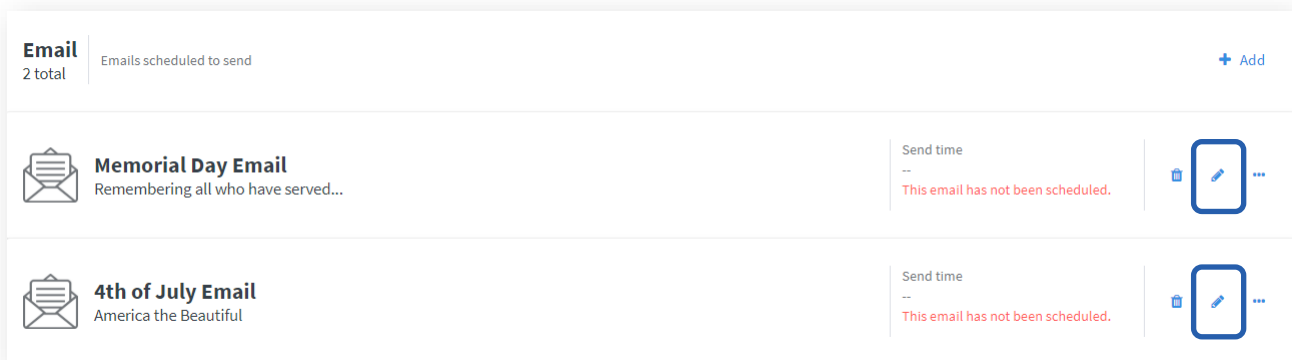
12. **Select** the email(s) for which to be sent during this campaign.



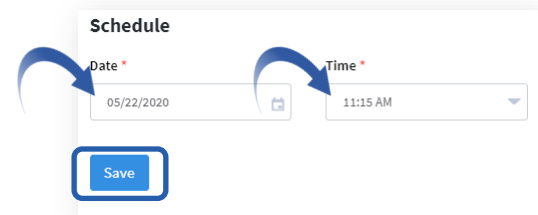
13. After all desired emails are selected, select **Add** on the bottom right corner of the screen.



14. The selected emails will display in the **Email** tile. Select the **Pencil** icon to schedule the delivery date and time for each email.



15. Enter the **Date** and **Time** to send the selected email, then select **Save**.



16. Once all emails have a scheduled date and time to be sent, select **Run** in the upper right of the screen.

