

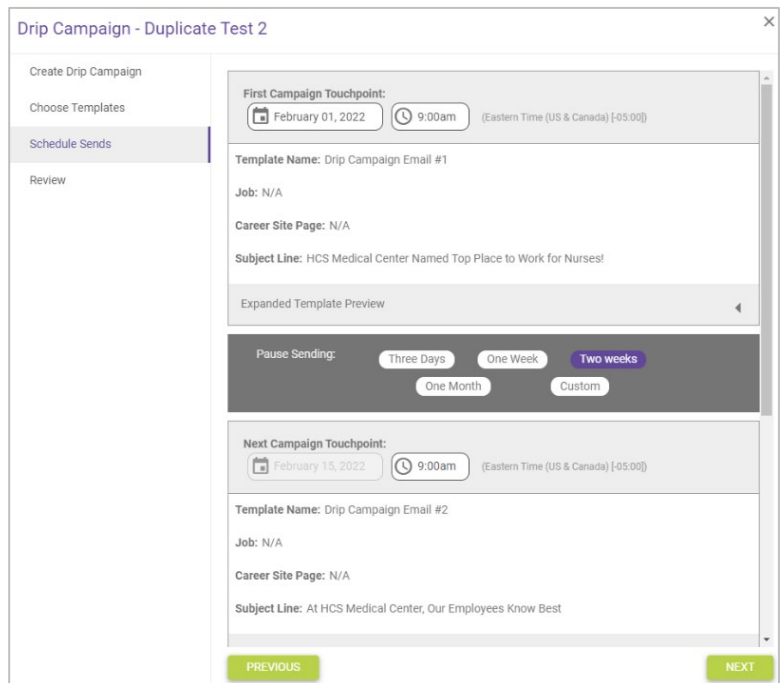
Drip Campaigns

Drip Campaigns for symplr Talent Sourcing provides a convenient way to increase exposure to (and enthusiasm for) your organization’s brand. These campaigns can enhance your overall recruitment strategy by sending messages out to your talent pool at regular, measured intervals, inspiring recipients to complete an application.

What is it?

As the name implies, drip campaigns are used to “drip” email communications to groups of people at pre-determined lengths of time. By regularly sending messages pertinent to their interests and career goals, recipients learn increasingly more about your organization. Over time, these communications may compel them to browse your openings and submit an application.

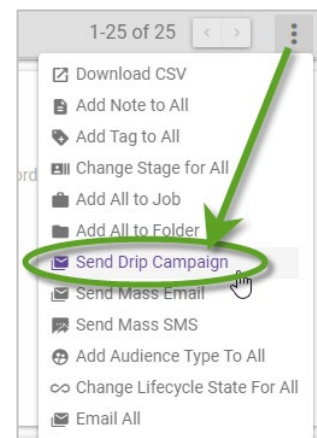
Drip campaigns can be configured to send up to five messages, with each using its own individual template. After lining up the desired messaging, you can fine-tune the delivery dates and times, as well as how long you want the system to wait before delivering the next message in the series. This convenient automation leaves you with more time to take care of everything else on your to-do list (like replying to candidates).



How do I Use it?

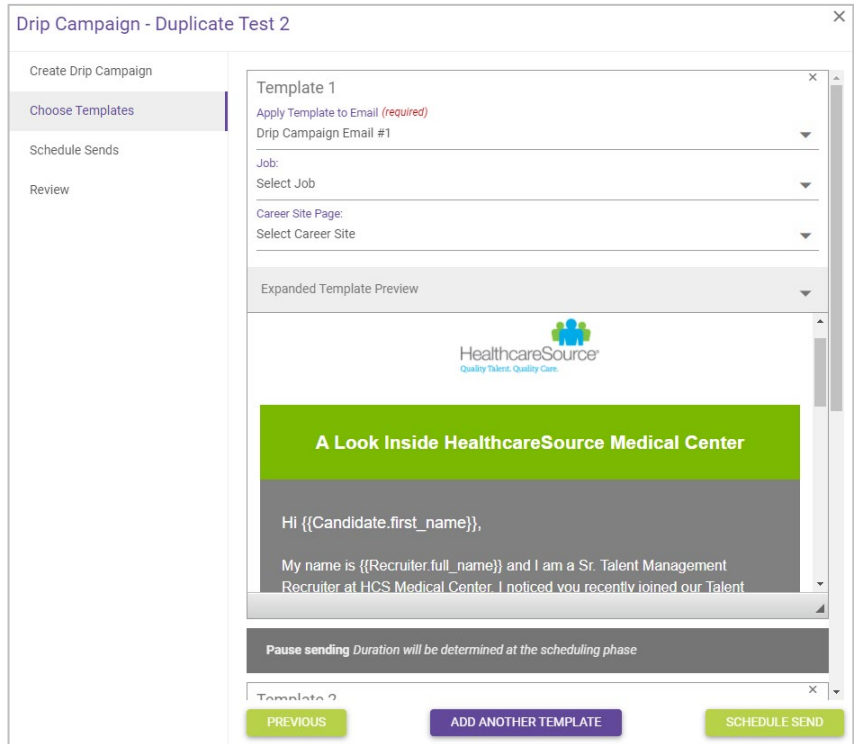
The easiest way to get started on a drip campaign is by navigating to the **Folders** page, then selecting a **Folder** from the drop-down menu. Upon locating the desired group of candidates, select the *Send Drip Campaign* option from the drop-down menu in the top-right corner of the candidate list. This opens the **Drip Campaign** wizard in a pop-up window, walking you through each step of the set-up process.

Note: *Since these campaigns are designed to be sent to groups, every person in the selected folder is a recipient.*



The campaign creation process is completed over the course of four steps:

1. **Create Drip Campaign.** Here you set the sender and verify the total number of recipients and give your drip campaign a name. Selecting a **Campaign** helps to more effectively group, track, and report your results. You can also set the number of messages to be sent using the **Template Quantity** field.
2. **Choose Templates.** This is the step where each individual email is configured. Apply pre-existing templates to each message and preview its appearance. If needed, it can also be linked to a job and/or Career Site page. The number of templates can also be adjusted in this step.
3. **Schedule Sends.** Your templates are summarized here. Enter a date and time for when you want the first message to be sent, then configure the lengths of pauses between any subsequent mailings.
4. **Review.** The final step in the process shows you a summary of all your planned messages in the campaign, along with when they will be sent. If everything looks good, selecting **Start Sending** launches the campaign and displays a confirmation message in the lower-left corner of the page.



Once sent, campaign and message details are viewable from the **Message Management** page by selecting the **Drip Campaigns** top option. Individual emails which haven't been sent may also be canceled from this area.

The Fine Print

Nothing to worry about, just some additional details you'll want to keep in mind.

- Drip Campaigns are available at no additional cost to all existing Talent Sourcing clients.
- Permissions for this feature are currently linked to the existing **Send Mass Email** permission, so a user must hold that permission to initiate drip campaigns.

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- Drip campaigns are most effective when used to appeal to specific candidate groups (e.g. Nurses or Administrative professionals). Think about what might motivate your candidates, then tailor your messaging to align with these criteria.
 - If you have any additional questions about drip campaigns, please reach out to a symplr support specialist by calling (800) 869-5200 or emailing talentsupport@symplr.com.