

# Enrollware Email Campaigns

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Enrollware has the ability to send automatic emails to your students based on a given number of days prior to or after their scheduled class. These emails are very flexible and give you the ability to send reminders, follow-ups, or renewal notifications to your students. The emails are grouped logically into campaigns that contain one or more emails and are sent automatically every morning by the system. This short guide should contain all of the information you need to set up and manage your email campaigns.

## Getting Started

The setup process involves creating campaigns and then adding emails to the campaigns. Here are the steps to follow in setting up your system:

1. To set up your first campaign, click the **Email Campaigns** menu selection under the **Settings** section of your Enrollware Admin site. From there, click the **New Campaign** button on the top right. That will take you to the Campaign data entry form.
2. Name your campaign with a descriptive name and fill in the remaining fields. We would suggest not setting the campaign to “Active” until you have finished setting it up and tested the emails. Note that you have an option to have the emails bcc’d to an account of your choosing should you desire to monitor the process.
3. If your campaign is intended to drive registrations (such as for renewals) you’ll want to check the option to “Stop this campaign if the customer registers...” This will prevent them from getting repeated renewal reminders after they’ve successfully registered for a class.
4. You also have the option to limit the course types to which this campaign will be sent. This would be used to suppress AHA related renewal emails to courses that don’t have a 2 year renewal cycle.
5. Once the data entry is complete, click the Update button and you’ll return to the main campaign list.

## Creating Emails

Campaigns consist of one or more emails. To add the first one, click the **Add New Email** button and observe the form that is displayed.

1. You specify the timing, subject line, and email body in this form.
2. In the email body and subject, you can personalize the content by including the following tokens (including the bracket characters):
  - a. **[FIRSTNAME]** – The student’s first name
  - b. **[CLASSNAME]** – The name of the class
  - c. **[CLASSINFO]** - This token is replaced by a block of information including the class location, directions and date/times.
  - d. **[DISCIPLINE]** - The discipline name associated with the course.
  - e. **[CLASSID]** – The ID number of the scheduled class.

3. Test emails can be sent to ensure that the formatting and token replacement is functioning correctly.