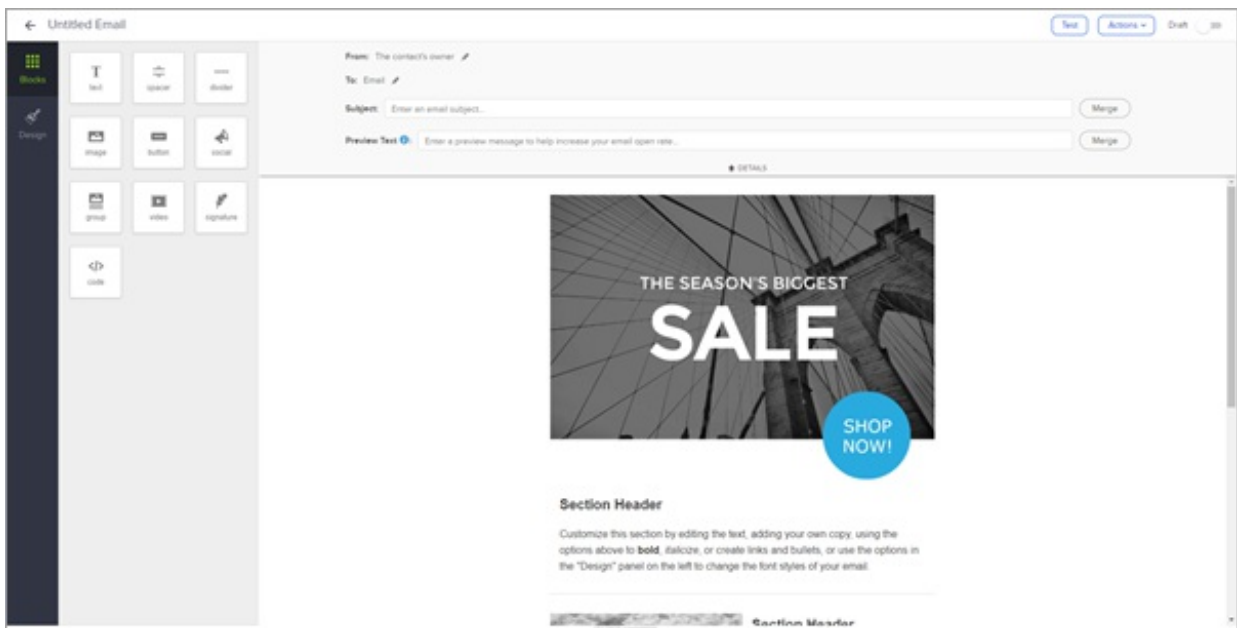# Set Up Campaigns, Emails, Landing Pages and Report Marketing ROI 🔗
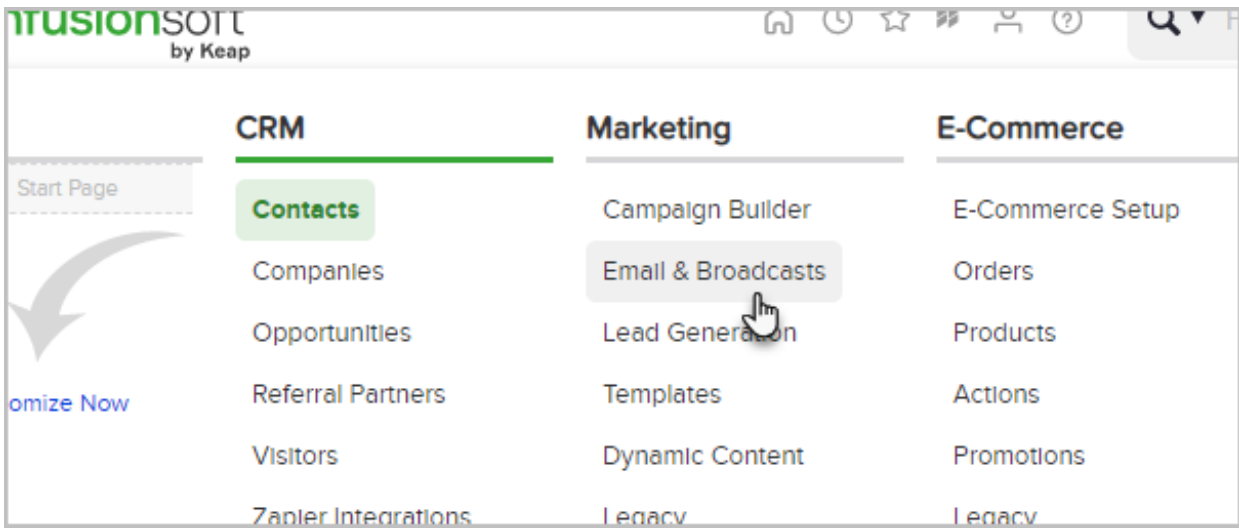
Email Builder

Choose from a wide selection of hand-made email templates, or build it from scratch using our Email Builder tool.

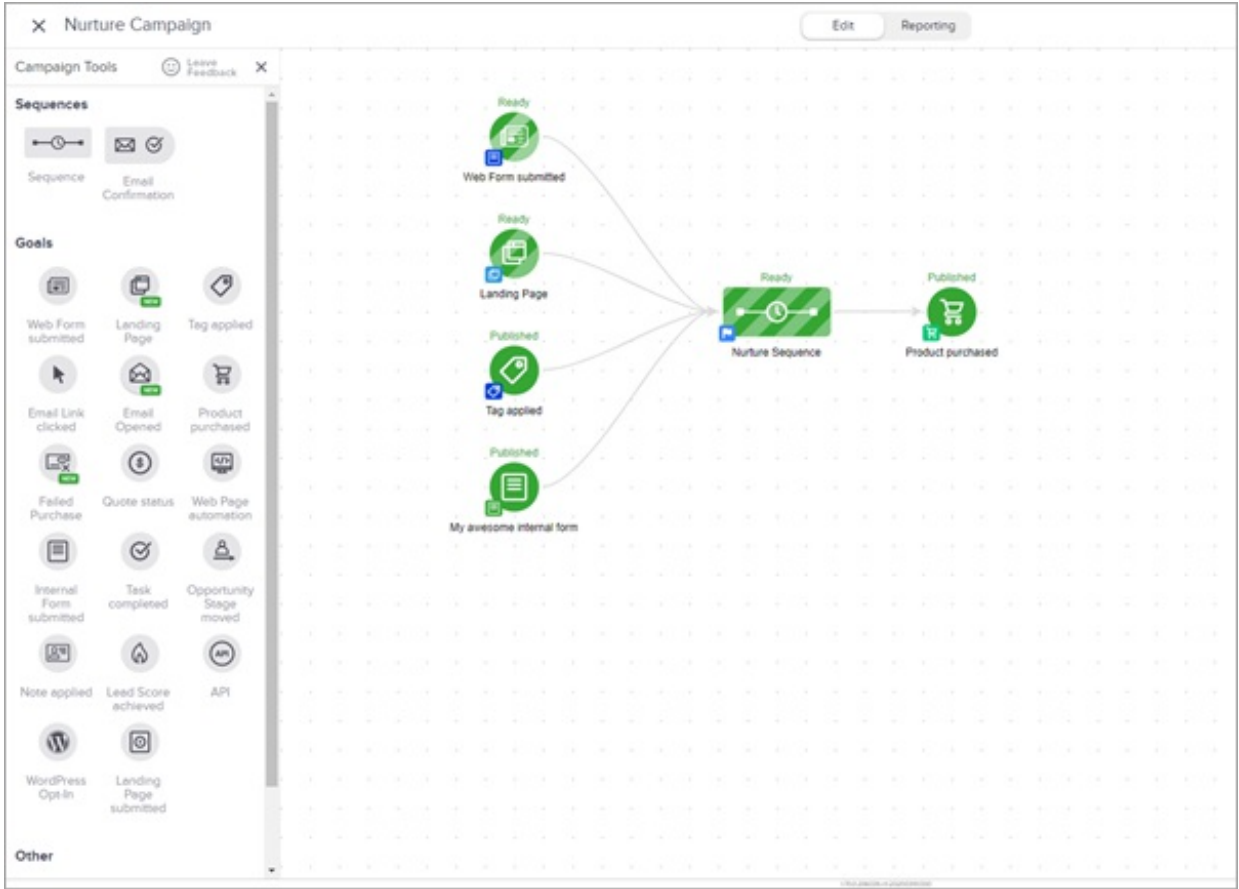## Send an Email Broadcast

Send an immediate or scheduled marketing email to your contacts. It's suggested that you first read how to segment contacts so you can send the broadcast to a targeted list.

# Campaign Builder Overview

Learn how to download pre-built campaigns and how to create them from scratch. Learn how to add contacts to a campaign with **Goals**.

Campaign Sequence Overview

A Campaign Sequence is an automated series of marketing events (usually emails) that starts automatically when someone submits a web form, landing page or if any number of **Goals** have been achieved.
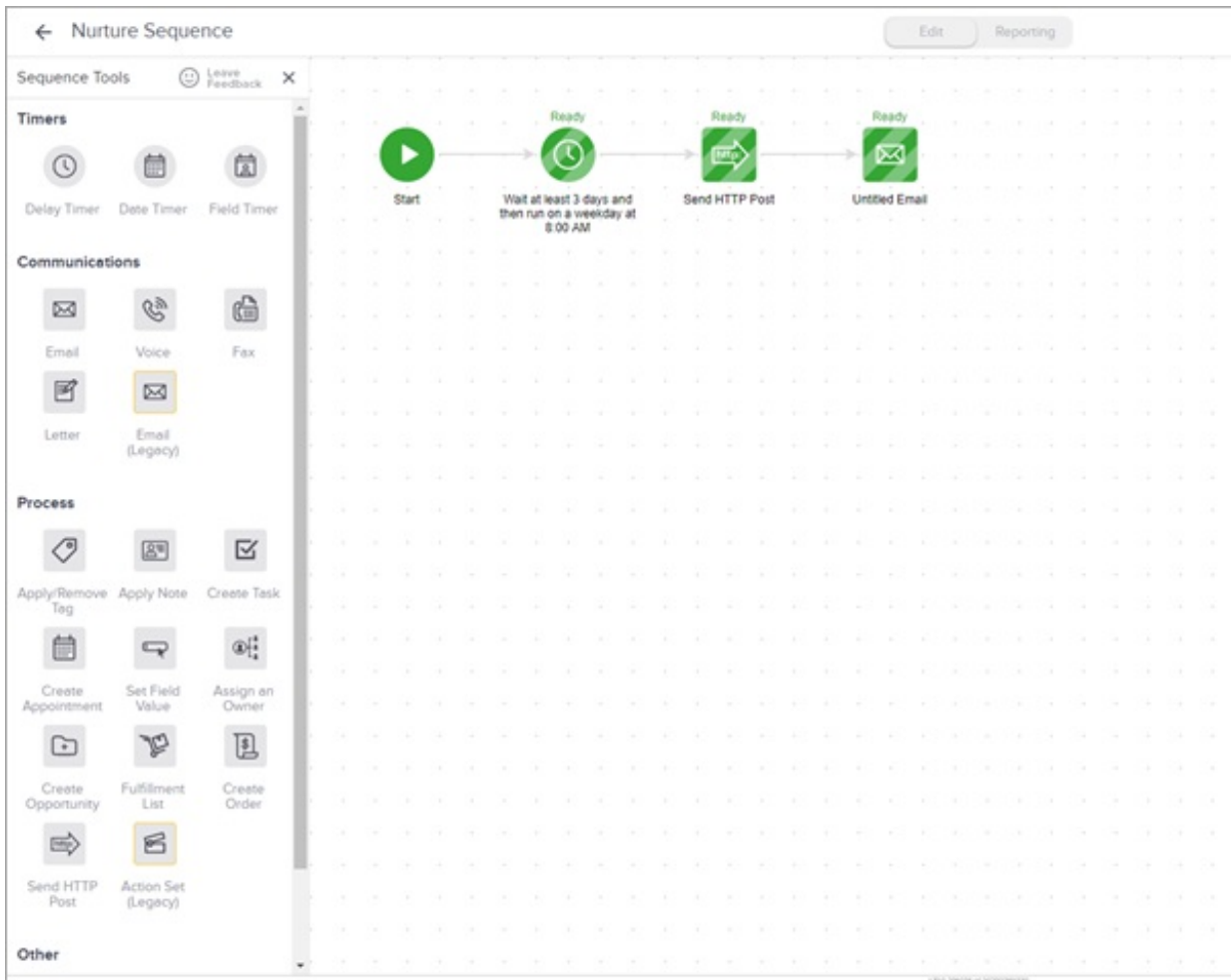
Campaign Publishing

Take the anxiety out of "going live" by learning how to Publish a campaign and how to make changes to a live campaign.

Campaign Checklist

⚠️ 4 elements not marked as ready >

✅ Campaign elements are connected

✅ Email delivery frequency

⚠️ Emails are not personalized >

✅ All email merge fields are valid

✅ Campaign passes functional inspection

Cancel   Publish

Email Delivery Frequency

Sending multiple emails without delay timers or required user interactions between each email can increase a contact's likelihood of opting out of your communications. We recommend editing this item as a best practice. Your campaign can still be published if it is set up as intended.

Landing Page Builder

Create a great looking Landing Page quickly using the Landing Page Builder. Choose from a wide selection of pre-built templates, or create your own from scratch.
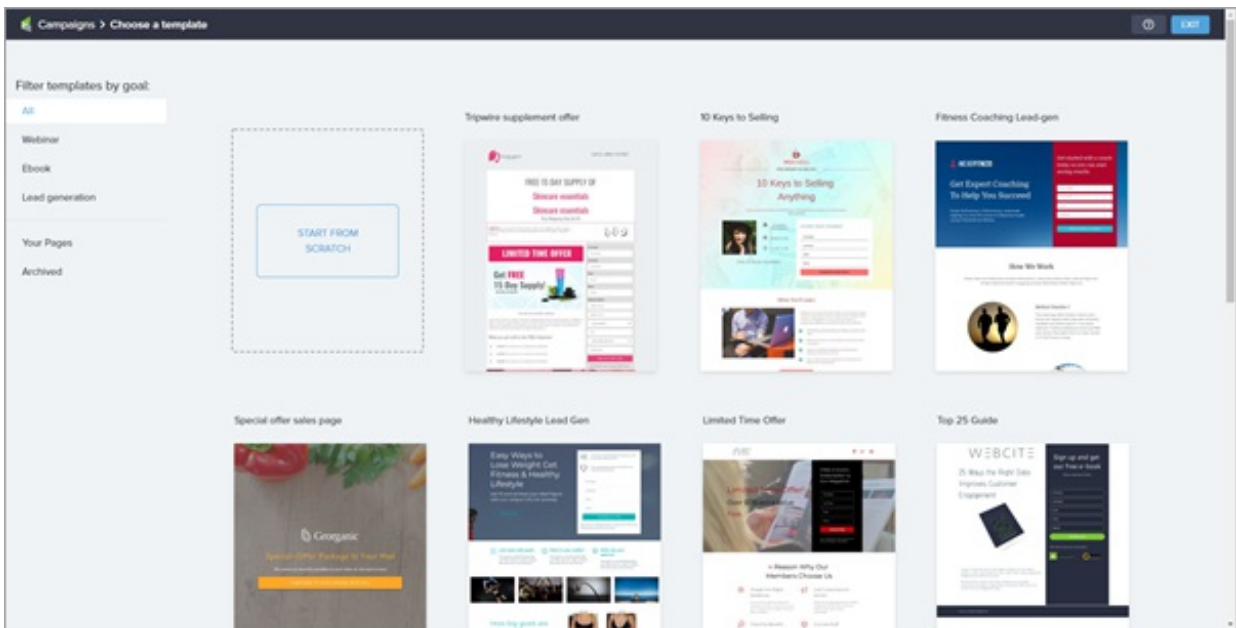
Campaign ROI Reporting

Now that your campaign is running, learn how to leverage reporting to monitor the effectiveness of your marketing efforts.