

## Drip Campaigns

Alexis Vejvoda - 2025-05-30 - Comments (0) - Other Features

### **What is a drip campaign?**

A drip campaign is a series of messages you set up using your [online SMS service](#) to automatically send out to your subscribers over a specified period of time.

For example, you could set it up so that the first message will be sent immediately when the subscriber signs up; then the second message could go out the next day, the third message could go out the next week, and so on.

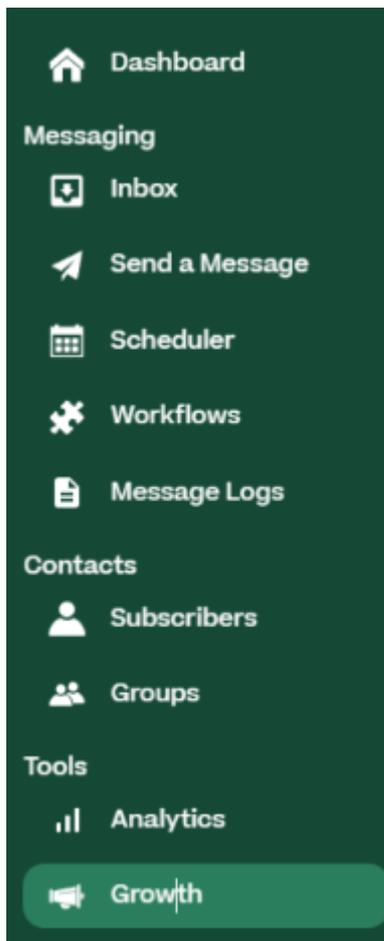
You would set all of this up beforehand so it would all run automatically, and you can just sit back and relax!

Whether you're sending messages for [business SMS marketing](#) or for your group/organization, a drip campaign is a useful feature to help automate things for you.

### **How do I set up a drip campaign?**

*Step 1: Open the "[Drip Campaigns](#)" page*

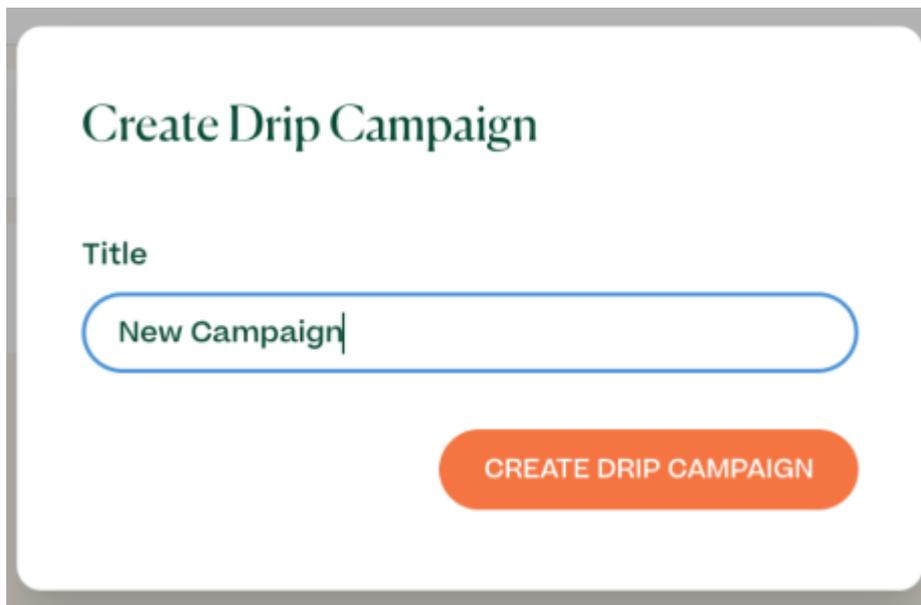
You can access the drip campaign feature under the "[Growth](#)" tab on your platform:



### *Step 2: Create a new campaign*

Once you are on the “Drip Campaigns” page, click “Add Drip Campaign” to add a new campaign. Enter a name for your campaign, click “Create Campaign,” and you'll be able to start editing your campaign right away:





**Create Drip Campaign**

Title

New Campaign

CREATE DRIP CAMPAIGN

*Step 3: Add messages and delays to your workflow*

Under the "Workflow" section when editing your drip campaign, you'll see "Add Message" and "Add Delay" buttons.

Click "Add Message" to add a message to your campaign. Adding a message includes the following:

- Entering a title for your message (for your reference)
- Selecting the time of day you would like the message to go out (or selecting if you would like it to "send immediately")
- Entering the content for your message
  - *NOTE: If you would like to include an attachment, such as an image, in your message, click the "paper clip" icon - This causes the message to send as MMS which counts as 3 messaging credits*
- Clicking "Save" when you are done setting up the message



The message will then be added to the workflow for your campaign. You can add as many messages to your campaign as you would like.

If you want your messages to be sent out on different days, click "Add Delay" to insert a delay into your campaign. Type out the number of days you'd like the system to wait before sending out the next message in the sequence. Then

click "Save."

You can add as many delays between messages as you would like.



You can reorder the elements in your workflow by clicking the dots on the left side and dragging the message/delay to the desired place in the sequence. Clicking the delete ("trash bin") icons will delete any element in the campaign. The "person" icon with the number beside it shows how many people are currently on that element of the campaign once you start a group on the campaign.

#### *Step 4: Add groups to the campaign*

Go to the bottom of the page to the "Start Drip Campaign" section. Select a group from the drop-down menu under "Groups currently running Drip Campaign."

Once you select a group, subscribers in that group will automatically start receiving the messages in your campaign workflow:



Every subscriber currently in the designated group will start at the beginning of your campaign right away, and every new subscriber added to that group in the future will automatically start at the beginning as well.

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