

Podcast Script: Campaign Tips

Welcome to this 60 second Sugar snippet. My name is Deepali and I'm in Sugar's marketing team. Today we're going to cover some tips and tricks for Sugar's campaign management module, specifically email campaigns. As with any good countdown, we're bringing back the Sugar Band to help us out.

1. If you're new to Sugar, we recommend using the Campaign Wizard to walk you through the whole process of creating a campaign.
2. When you set up your campaign, make sure you fill in the Objective and Description sections, as well as the start and end dates. Include any web links in the description, such as landing page URLs, and talk about the message you are conveying. Filling in this information helps your sales department understand the purpose of the campaign, so they can follow up with the right message when they talk to the targets and contacts.
3. Did you know you can send multiple emails from one campaign? Just add another Email Marketing entry. This allows you to send a new email to the same group of targets without having to set up another campaign. You can view the status of each email by using the Chart Filter on the View Status page.
4. You know about tracker URLs, right? These are the URLs you embed in your campaign email that you give a name to and associate a URL with. When the reader clicks the URL link Sugar records this action for tracking purposes. The Opt out link is a special form of tracker URL. When you are building your email, always include an "opt out" tracker URL. Sugar includes this link in the HTML version of the email. Also, because Sugar does not insert this link in plain text version of your email, be sure to add the URL there as well.
5. Tracker URL names are case sensitive. Pay attention to upper and lower case in the names.
6. Make sure you test your email with different email clients and browsers. Don't forget to check the plain text email to make sure everything looks the way you want it to look. It's a good practice to send a test email to your work email address, as well as an personal email address on another client (such as gmail or a Yahoo account).
7. In Microsoft Outlook 2007, many CSS tags are not supported. Check [Microsoft's website](#) for details.
8. Always use in-line CSS instead of external CSS to support multiple browser and email clients.
9. Always validate your HTML with an HTML Validator tool.
10. It's a good practice to post an HTML version of your newsletter on your website. This will allow others who didn't receive the email to view it. Also, you can add a link at the top of your email that says, "Having trouble reading this email? Click here" and your reader will be able to view the version on your website.

And that's your 60 second Sugar snippet. Goodbye!