

Setting up an email marketing campaign schedule



Where do I find it?

Once you've created an email marketing campaign, you must set a schedule for it to run. You can set a schedule for an Email Marketing Campaign by going to **Services > Email Marketing: Campaigns**, clicking on the Campaign's **Name** and clicking **Set Run Schedule**.

The screenshot shows the 'Email Marketing Campaigns' interface. At the top is a navigation bar with tabs: **Contacts**, **Website**, **Features**, **Reports**, and **Services**. Below this is the 'Email Marketing Campaigns' section header. Underneath are several buttons: **Add a Campaign**, **Get Widget HTML**, **Categories**, **HTML Templates**, **Uploaded Images**, and **Uploaded Files**. Below these are **Email Marketing Settings** and **Bounces**. A red arrow points from the **Services** tab to the 'Email Marketing Campaigns' section. Another red arrow points from the **Get Widget HTML** button to the 'Current View: Default (Active)' section. In this section, there is a 'Views:' dropdown menu set to 'Default (Active)'. A red box highlights the **Name** column header in the table below. The table has columns for **Name**, **Category**, and **Subject**. The first row shows a campaign named 'Appreciation' under the 'Newsletters' category with the subject 'Thank you!'. Below the table is the 'Appreciation Campaign' section, with a link back to 'Email Marketing Campaigns'. This section contains a grid of buttons: **Select Template**, **Edit HTML Email Look & Feel**, **Edit HTML Email Contents**, **Save HTML As a Template**, **Edit Plain Text Email Content**, **Send a Test Message**, **Preview Email**, **Set Run Schedule** (highlighted with a red box), **Newsletters Subscriptions**, **Get Widget HTML**, and **Bounces**. A red arrow points from the 'Set Run Schedule' button to the 'Creating a run schedule' link in the 'On this page' section.

Name	Category	Subject
Appreciation	Newsletters	Thank you!

On this page:

- [Creating a run schedule](#)

Creating a run schedule

Any campaign that you have activated can be set to run automatically. At the bottom of the page for each campaign are buttons enabling you to delete, edit, or activate the campaign. You can deactivate the campaign at the same place.

Delete

Activate

Edit



Each Email Marketing Campaign can be set to run once at a specific time, or on a daily basis. Simply click the name of the campaign and select **Set run schedule** to set the campaign schedule.

Run Frequency*

☐ Daily

☒ Once


Run Date*



All scheduled jobs run at Eastern Time. Please adjust your Run Date accordingly.


Run Frequency: Select either daily or once.

Run Date: Select the date and time the campaign will be sent.



We would recommend that you do not set your campaign to run in the middle of the night. Most emails sent/received late at night are spam, and sending your campaign at that time may cause more of your messages to be blocked by spam filters.

Click **Save** to save the run schedule for the campaign.



Emails sent from the Email Marketing Service will include your organization's physical address taken from your account. This is a requirement of the [CAN-SPAM Act](#). Your street address will always be included.

Popular Questions

We can't find any questions. Check the topic exists.

Have a question about this topic?