

# Scheduled Campaigns: When and How to Use Them

**Scheduled Campaigns will allow you to choose the date and time of a specific message to go out.**



**All eligible contacts at that date and time  
will be sent the message.**

We'll dive into 4 main situations where you might consider incorporating Scheduled Campaigns into your strategy.

# Long Term Prospect Nurture Campaign

**Perfect for:** Everyone. Having a consistent sequence that keeps your name in front of your prospects will aid you in any type of sales or relationship-building campaign. Note: This campaign is intended as a once-per-month messaging campaign. You may pick and choose the messages by what is most relevant to your audience OR by what material or content you have available.

**Outcome:** Achieve top of mind status with your prospects. This leads to more sales or business growth opportunities.

**How to Build Trust in Your Messaging:** Keep your messages short and sweet. Write them in a way that makes it feel like what you are providing is new or recent. As always, the more you can make your examples relate specifically to the types of people you are contacting, the more successful you will be in generating responses.



Why?















***Breaking  
News***

Has something relevant changed in your industry?

New information to share?



U.S. Air Force

3 20

AFA

Hi {firstname} - It's Pat Henseler from Connect 365.

I saw that you've been following along with our *Micro Megaphone Method* content series and wanted to let you know I'm putting together a doc with my shorthand notes on the system, key concepts, tips on how to get the best results, and other behind-the-scenes content.

It's on a super informal Google Doc that I'll be adding to over the next few weeks. Wanted to make sure you knew about it.

**Want me to add you to the list for that?**

Just let me know and I'll (or someone from my team) will shoot over the link.

Pat



Hi {firstname} – Josh Turner here.

I wanted to help my cofounder Pat Henseler in reaching out today to people who seem like ideal candidates for the 20-Minute Marketing Agency program.

We wanted to know if you had any questions about the program, how much to charge for this service, or how the certification aspect of the program works? If so, hit reply to this email, and let me know.

Spaces have filled up quickly. So if you were interested at all I'd recommend submitting your application soon.

*[Here's the link to submit your application.](#)*

If you need anything, hit reply and let me know. I'm here to help.

Josh



Hey {firstname},

Real quick... are you coming tomorrow?

Danny can't wait to help you build an online course that grows your impact, profits, and business!

Remember...

⇒ Teach Your Gift Live starts at 7:30am Pacific / 10:30am Eastern.

[Just click here to join us](#), then click “Join the Mainstage” AND “Join Slack” to launch both live elements.

So excited for you, {firstname}!

Molly Carter  
Community Champion at Mirasee

P.S. Not interested in getting important updates about the Teach Your Gift Live event you registered for? That's cool - just click on [this link](#) and we won't send you anything else about it. ;-)

(And don't worry, you'll still get emails about other great stuff that we're working on for you!)



Schedule Change:  
**Bonding & Rapport**  
With Rob Lime

*8/23 - 1 pm (eastern) / Noon (central)*

# Questions?