

To create your campaign:

1. From your **Rapport Media Center**
2. Hover over the **Campaigns** tab in the upper left, then hover over **Email** or **Text** or **Postcard**, and click on **New**
3. On the next screen, enter a **Campaign Title**
4. Choose the option for **Pet Campaign** (this sends to active clients with at least one active pet), click **Next**
5. You can filter by **Species** or leave it set to **All Species**.
6. On the next screen, set the **Schedule Option** to **Contact All Patients Regardless**, or use one of the available options to filter out pets with specified appointments already booked
7. Set the desired **Age Limit/Range** of the pet if needed, or leave to **No Limit**
8. Ensure the **Status** is set to **Active Clients**, click **Next**
9. In the next screen you will see an edit window for your email/text/postcard message, you can always start your message and come back to it later to finish it
10. After clicking **Next**, you will see the **Summary** screen
11. Click the **Save Campaign** button in the lower right corner
12. You can click **Edit** under **Media & Messages** to return to the email/text/card editing window to make further changes to your message content.

To edit your message:

1. Click the **Edit** button next to the email/text/card icon
2. After your changes are made, click **Save** in the bottom right corner. If your message takes a while to create, you may want to save every few minutes, as it does time-out in the background if it sits for too long

To add images:

From within the editing window, you can use the **Image Manager** to insert image files. This will be the editing button that looks like a mountain and sun, along the top row.

1. Click on the **Image Manager**
2. Click **Upload** at the top of this window
3. Click **Select** and **Browse** to the location of your image, click **Open**
4. Click **Upload** again, and then you will see your image as an option in the **Image Manager**
5. Select your newly uploaded image and then click **Insert** to drop it into your campaign email

To preview/test your email or text message:

1. After you have saved and returned to the **Summary Page** you can go back into the **Edit** button for either email or text messages
2. Click the **Preview/Test** link and you will be able to enter an email address or phone number
3. Click **Send Test** to send a preview message

To launch your campaign:

1. After all editing changes have been made and you are satisfied with the message(s), click **Launch** in the lower right-hand corner
2. You will then have to click **Launch This Campaign** again from the next window, and an activation email will be sent. The address it will be sent to shows on the same window as this button
3. You will need to access the email and click **Activate** from the email for the campaign to be processed and sent to clients