

How to build a looping campaign🔗

How to setup a campaign that will send and/or run an action continually.

Pro tip! Click any image to view larger

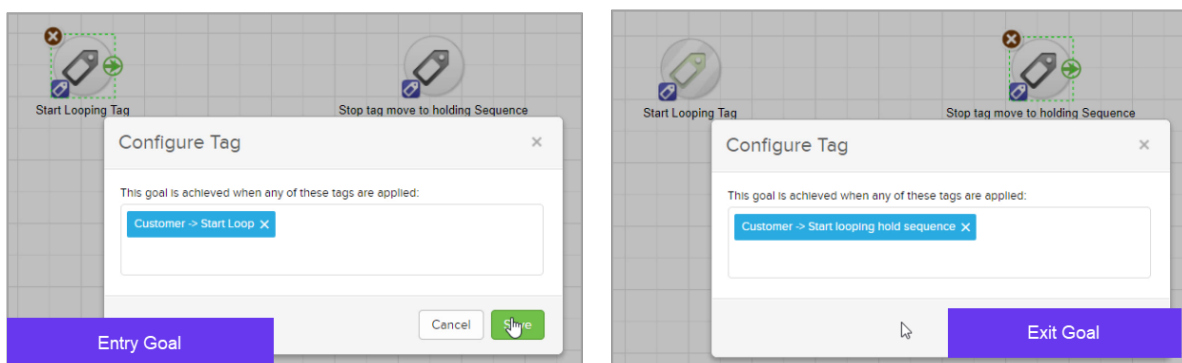
Create your campaign

- Navigate to Marketing > Campaign Builder
- Click on “Create my own Campaign”
- Name the campaign
- Click Save

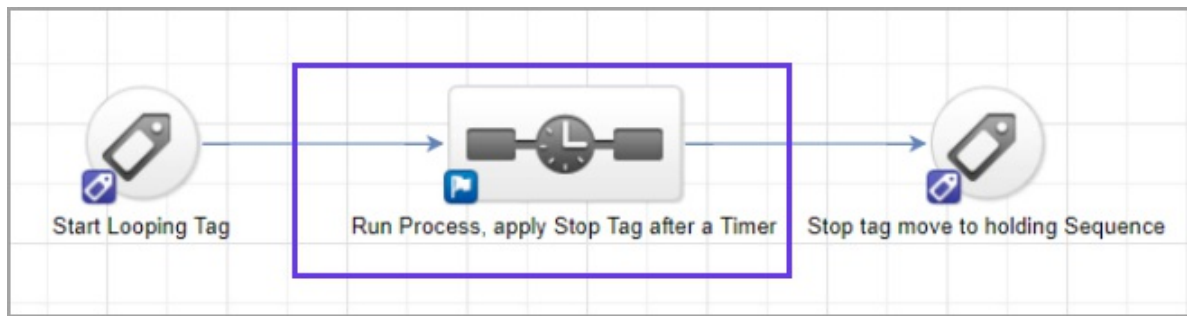
1. Drag out two Tag Applied goals



2. Create two different tags -- one for each goal

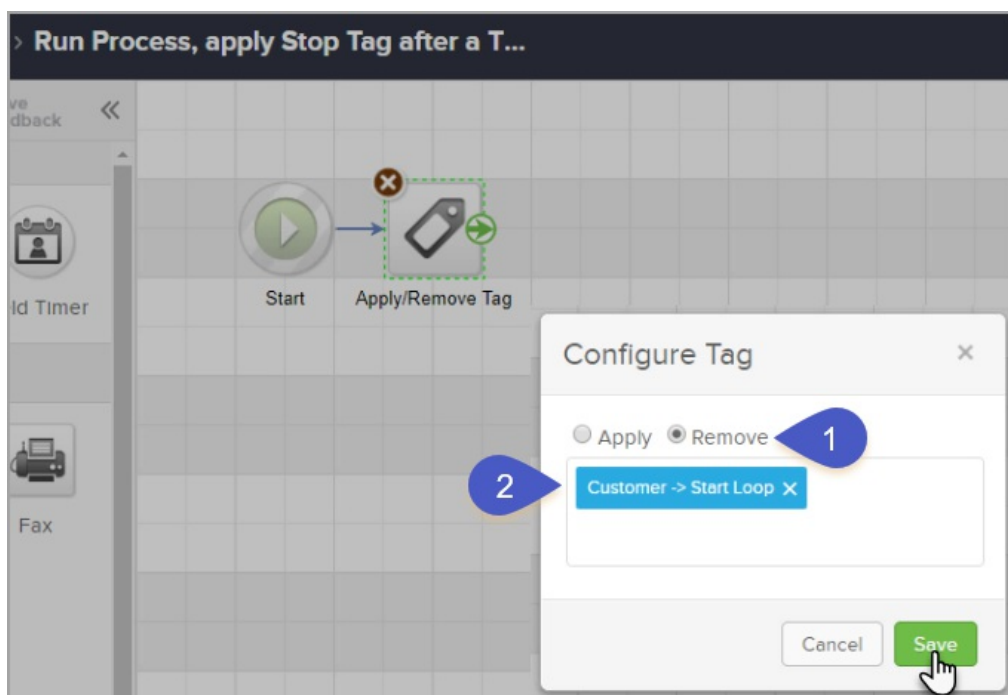


3. Add a sequence between two tag goals, and connect the entry goal to the sequence, and the sequence to the exit goal

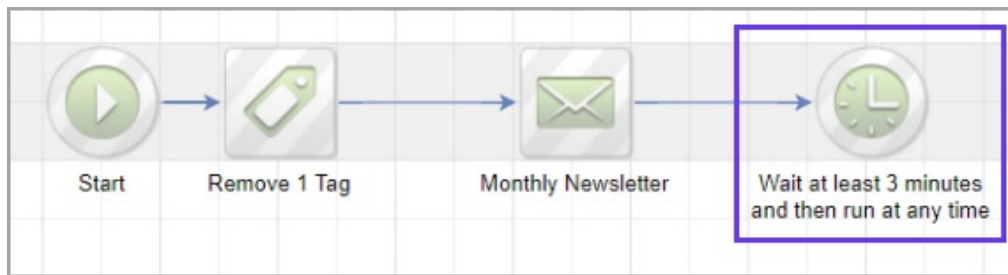


In the sequence

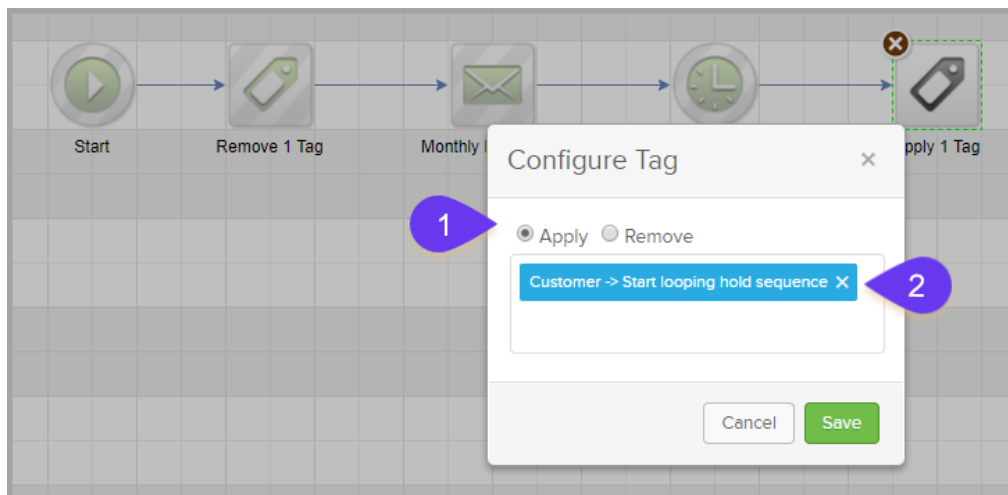
1. Double click on the sequence
2. Add an [Apply/Remove Tag](#) process after the [Start timer](#)
3. Set the process to Remove "[Start Loop](#)" tag



4. Next add steps (timers, emails, etc)
5. Then a timer for at least [3 minute](#)

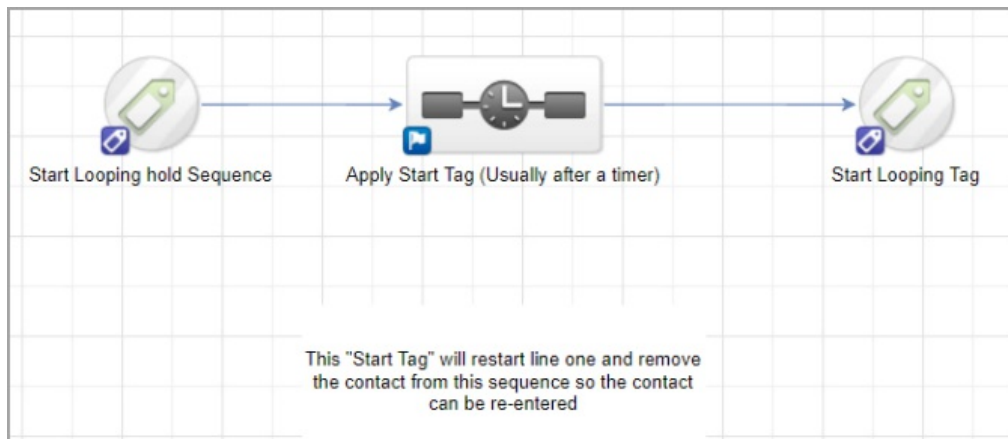


- For the final step, add an [Apply/Remove Tag](#) process to apply "Start Looping hold Sequence" tag

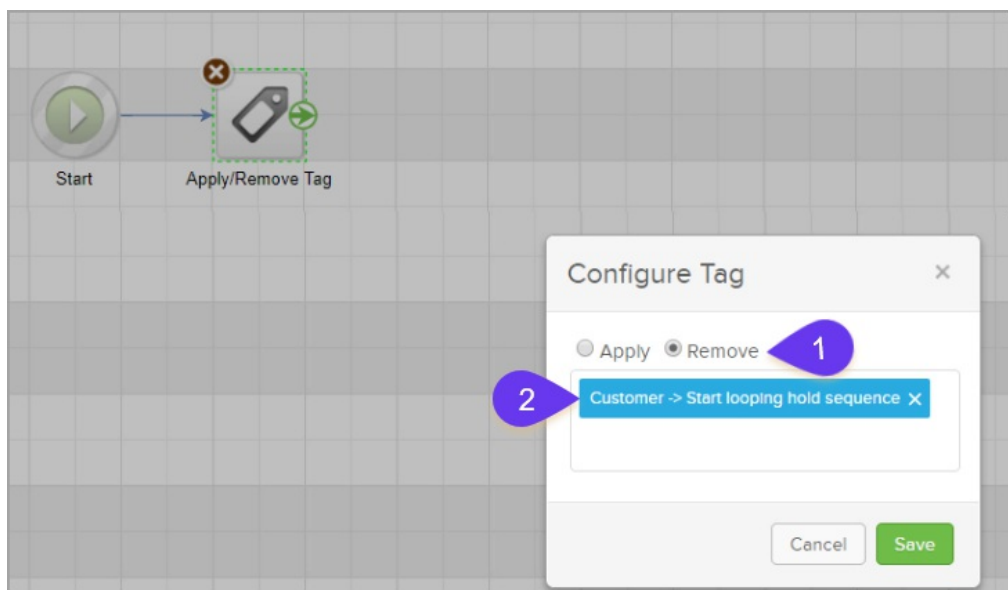


Create Second Sequence

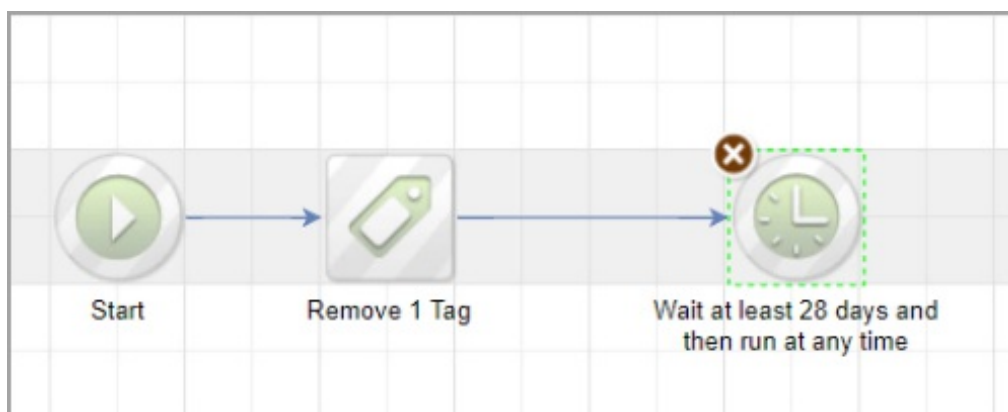
- Drag out two new tag goals, and place a sequence between them, connecting the items
- Set the first tag goal to be achieved when "Start Looping hold Sequence" tag is applied, and the second tag goal for when "Start Loop" is applied



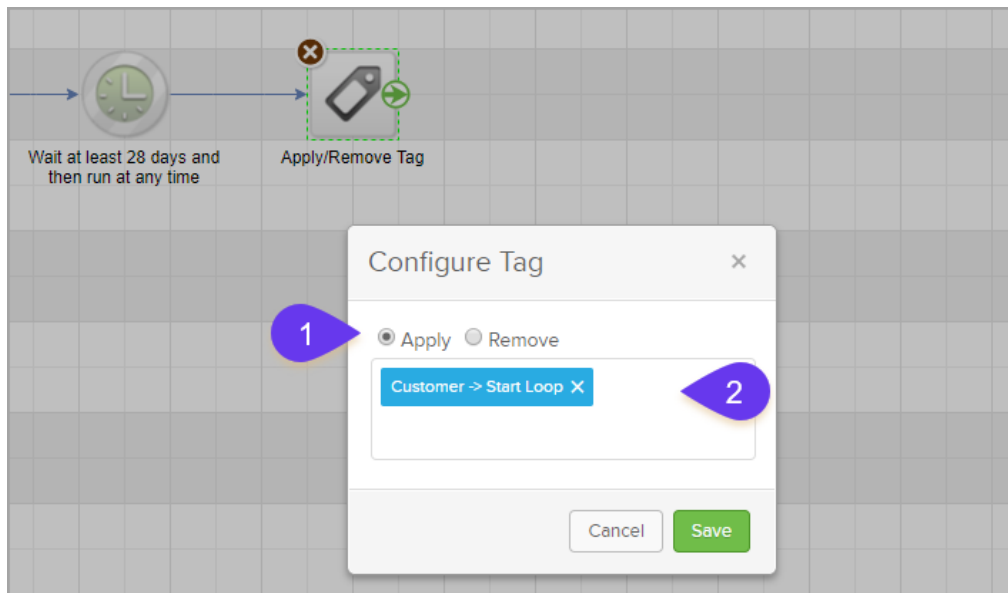
3. Remove "Start Looping hold Sequence" tag



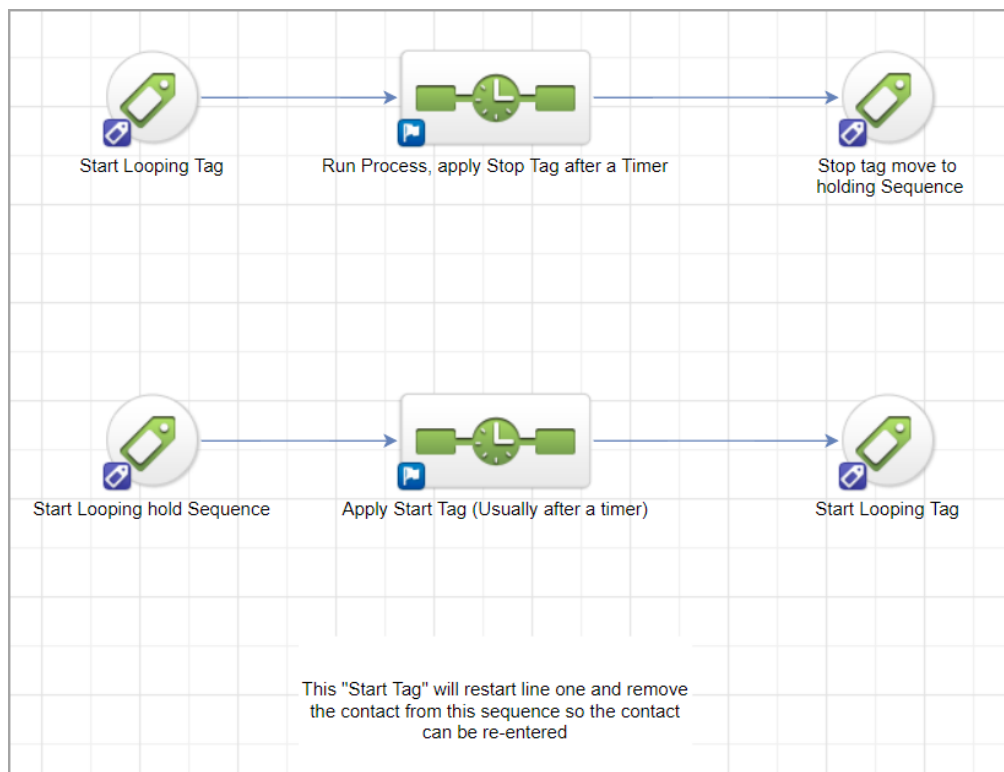
4. Set timer for desired wait time before the contact is looped



5. Apply "Start Loop" tag



The loop will end up looking like this:



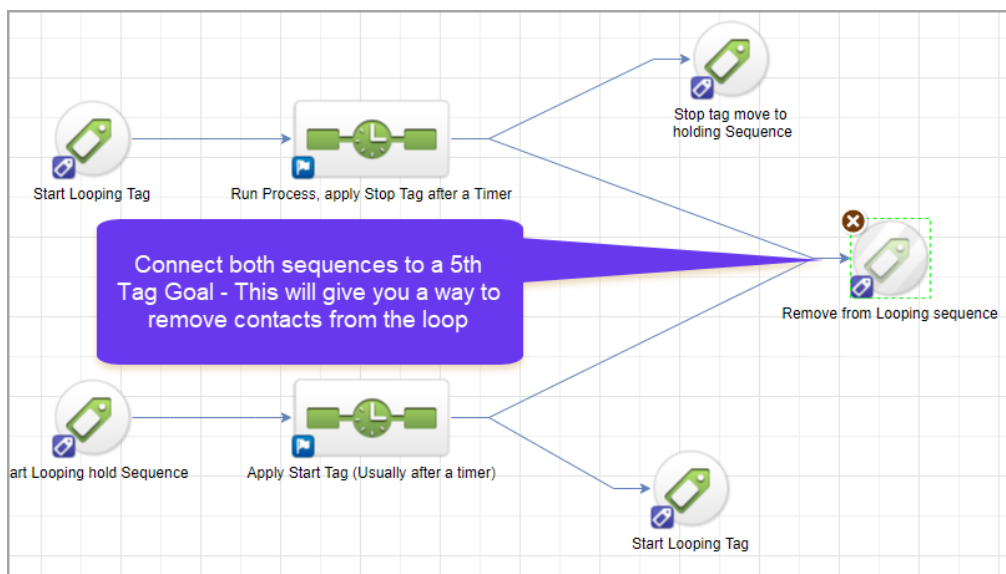
Add End Loop Goal

Add Goal

1. Drag a 5th Tag goal and place behind all sequences
2. Set the Tag Goal to be achieved when "[Remove form looping campaign](#)" tag is applied

Apply Tag

The "[Remove form looping campaign](#)" tag can be manually applied in the contacts record OR you can create a process to applies it. For example if you created a process to apply the tag when a Opt-Out Web Form/Landing Page is submitted, that would apply the tag and therefore remove the contact from the loop



Contact's Campaign History Tab

When reviewing the Campaign History tab, you might see the Tag Goals listed before the Apply/Remove tag goal and/or the Apply/Remove tags grouped together. This is only a display issue because these run at the sametime. The process is running as designed.

Frank Ross 🔥🔥🔥🔥

5:45 PM (EDT)

Company:

Email: Infutestfrank.test@gmail.com

State (Billing): PA

Id: 81782

Email Address 2:

Street Address 1 (Billing): 4400 Linda Street

Owner:

Time Zone: America/Denver

[close](#)

Active Sequences

[Add to Sequence](#)

Apply Start Tag (Usually after a timer)

[Remove](#)

11 Aug 2018

3:44 PM

Looping Sequence

Recent Campaign History

Apply 1 Tag:
Start looping hold sequence[Apply](#)

11 Aug 2018

3:44 PM

Looping Sequence ▶ Run Process, apply Stop Tag after a Timer



Start Looping hold Sequence

11 Aug 2018

3:44 PM

Looping Sequence



Stop tag move to holding Sequence

11 Aug 2018

3:44 PM

Looping Sequence

Monthly Newsletter
~Contact.FirstName~ February Newsletter[Resend](#)

11 Aug 2018

3:43 PM

Looping Sequence ▶ Run Process, apply Stop Tag after a Timer

Start Looping hold Sequence

10 Aug 2018 11:42 AM

Looping Sequence

Monthly Email

~Contact.FirstName~ February Newsletter

10 Aug 2018 11:42 AM

Looping Sequence ▶ Run Process, apply Stop Tag after a Timer

Apply 1 Tag:

Start looping hold sequence

10 Aug 2018 11:42 AM

Looping Sequence ▶ Run Process, apply Stop Tag after a Timer

Remove 1 Tag:

Start Loop

10 Aug 2018 11:37 AM

Looping Sequence ▶ Run Process, apply Stop Tag after a Timer

Start Looping

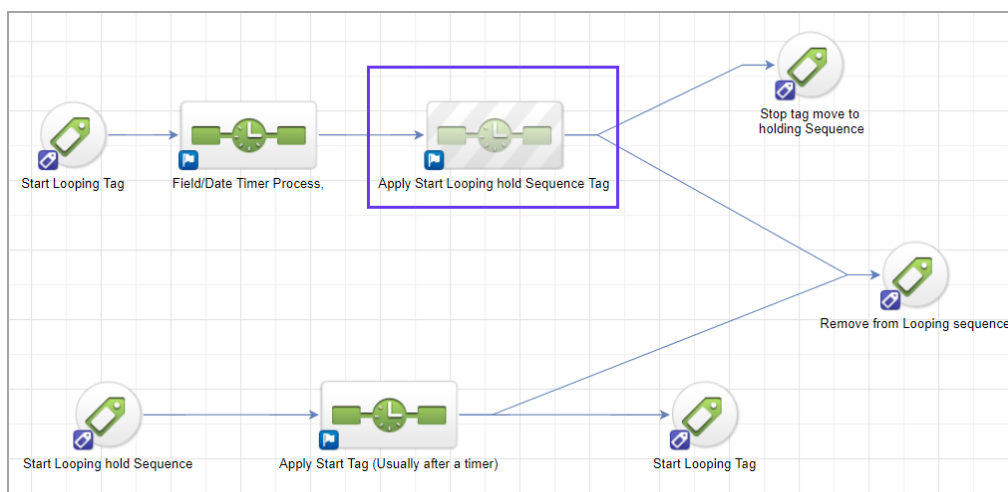
Resend

Apply

Remove

Field/Date Timers

In situations where a Field/Date Timer is needed create a second sequence to apply the "Start Loop" tag



Pro Tip! Because the restart tag is applied in a different sequence line you won't run into the "Single Looping Line issue". [Read more here](#)



Why this setup over other ways of creating a loop?

This method is more reliable than the Tag Goal -> Sequence -> Tag Goal, because when goals are achieved simultaneously, there is a margin of error in which they can trigger the start goal before the end goal, causing contacts to drop.

It is also more secure than Tag Goal -> Sequence -> Sequence -> Tag Goal, while most single line loops work, a contact can start into the first sequence before the end goal is achieved. Once it is achieved, the contact would be removed.

By using two separate tags, and two separate sequences, we can ensure that the contact will loop properly
