

## Deliver Campaigns in Slate

1. Click the fourth icon in the header row for the Deliver module.



2. Create a new mailing. Please be as specific as possible with your name and either put it into a folder you will be using or create a new one using Other > (your folder name). Do not change the defaults for the Method, Opt Out and UTM tracking fields at this time.

**New Mailing**

Name	<input type="text" value="LCB Awaiting Submission One Week"/>		
Folder	<input type="text" value="Other"/> ▼	<input type="text" value="LCB"/>	<input type="text" value=""/> ▼
User	<input type="text" value="Day, Rainy"/> ▼		
Method	<input type="text" value="Email"/> ▼		
Opt Out	<input type="text" value="Allow Unsubscribe (default)"/> ▼		
UTM Tracking	<input type="text" value="Disabled"/> ▼		

On the main mailing page, you will be able to see statistics and facts about the mailing once it has begun running.

3. Select your targets by choosing **Edit Recipient Lists** and then **New Query**.
  - For a one-time email, you may also choose **Upload Spreadsheet**. From there, click **+ Add Files** to browse for your file and then **Start Upload**. If you do this, you can skip to step 7.
4. Create a new query with a descriptive name. You cannot use an existing query, but templates—including several Deliver-specific templates—are still available. If you create a query from scratch, you must use the Departmental Reader population to reach applicants and Departmental Prospects to reach prospects.

**New Query**

Name	<input type="text" value="LCB Awaiting Submission One Week"/>
Sharing	<input type="checkbox"/> Share query with other users with the query and query base permissions
List Type	<input type="text" value="Include"/> ▼
Population	<input type="text" value="Templates"/> ▼
Template	<input type="text" value="Applications w/o Test accounts"/> ▼

5. Your exports are important as they will be the merge fields available for use in your message. Always include the fields Email and First. Program Selection may also be useful.
6. Please be precise to the point of redundancy in your filters. While our security prevents you from seeing applicants not assigned to you, when it comes to email campaigns, we want to be doubly cautious and as specific as possible in the recipients we target. Using date filters, you can select to only send the email after a certain number of days after an event as in the example below.

Round IN Graduate Programs

Application Submitted < today -7

Checklist Items Required For Reading Status = Incomplete

Application Status IN Awaiting Materials

Program Selection (Prompt Category) IN 22

[Edit Message](#)

- Go back to the main mailing page. Your filter's criteria will now appear here. Choose
- You have access to a basic message editor. Choose which email address your email should come from. You can add the merge field for the applicant's email, {{Email}}, by selecting it from the list on the right side of the screen. The merge fields available are from your query or the spreadsheet in step 3a.

Reply To (opt.)

Sender

Recipient

CC

Subject

- All-Fulfilled-Checklist-Item...
- All-Missing-Checklist-Items...
- App-Submitted
- Application-Slate-ID
- Application-Status
- Bin
- Birthdate

- If you or someone from your program has created a template, they are available here by clicking this icon



- You can incorporate any of the exports from the query you set up as merge fields.

Dear {{First}},

Thank you for your interest in the University of Cincinnati Lindner College of Business's {{Program-Selection}}. Please let us know if you have any questions or would like assistance with any parts of the application.]

Best,

LCB

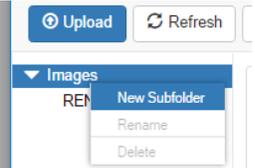
- If you would like to upload any branding or images, select the Image button.



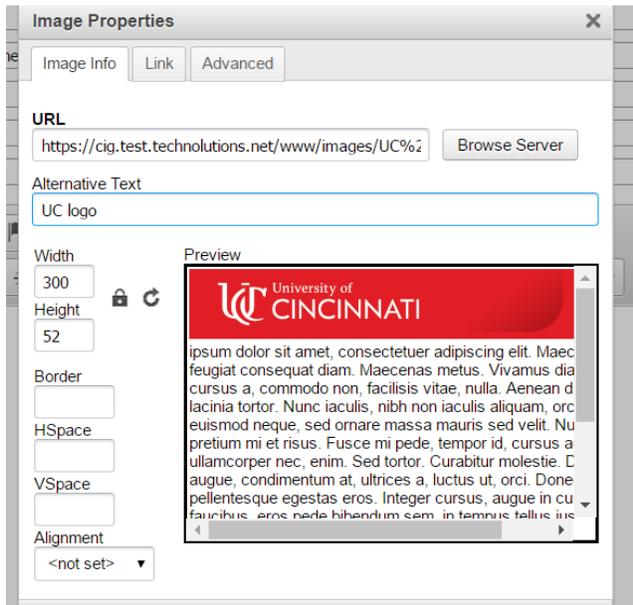
- Choose Browse Server.

URL

- Choose  and upload the image file to the server. Please be as descriptive as possible in naming your images for ease of use. You may also create a subfolder by right clicking on Images and selecting New Subfolder.



- Select the image from the available list. Choose the appropriate size and alignment. You **must** include alternative text to be ADA compliant.



15. Save your message when satisfied. A preview using actual applicant data will appear. You can preview how the message will appear on either a computer or a phone by selecting these icons.



16. When you are satisfied with your message, click Send Test Message above the computer icon. Enter your email and click Send Test (this does not work in the test environment as no emails are sent).

**Send Test**

Email

17. After receiving your email and making and adjustments, click Send Mailing.

Recipient Lists LCB Awaiting Submission One Week (live)

Batch Size (optional) Send max  messages and suspend.

Deduping  Send only one message/recipient.

Ready for Review  This message is ready for review.

Ongoing  Continue running mailing indefinitely.

Start Date/Time  Time:  Eastern Time

Stop Date/Time  Time:  Eastern Time

Weekdays  Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday

Delivery Window  Overnight: 2:00am–4:00am  
 Morning: 10:00am–12:00pm  
 Midday: 12:00pm–2:00pm  
 Afternoon: 2:00pm–4:00pm  
 Evening: 8:00pm–10:00pm

18. If this is a one-time message, leave Ongoing unchecked. Otherwise, check when you would like the message to be delivered. When ready, check Ready for Review and contact Kyle Johnson ([kyle.johnson@uc.edu](mailto:kyle.johnson@uc.edu)) or Emily Kregor at the Graduate School for review and release. Please be sure to include a description of your target population in your email so that we can verify you are reaching your intended recipients.