

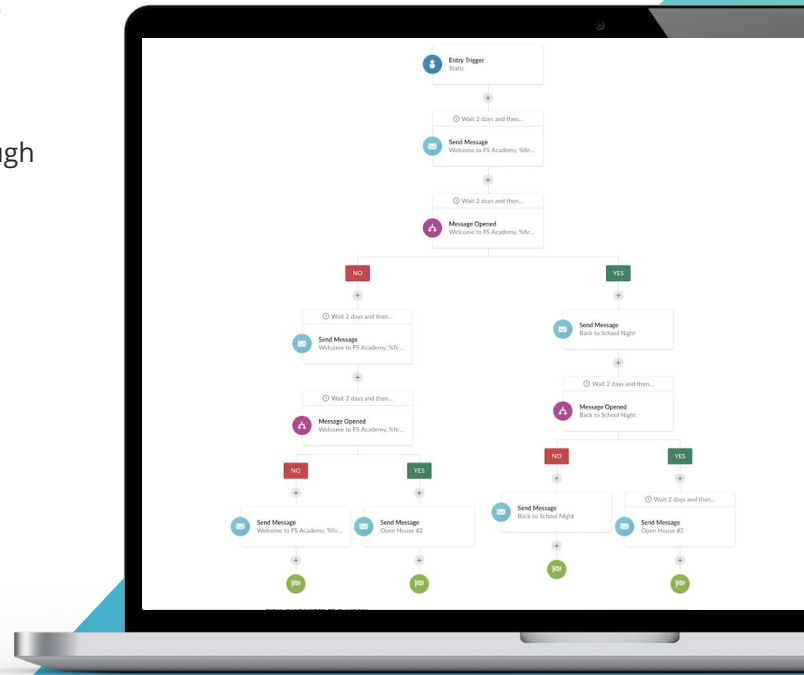


Finalsite Workflows A MESSAGES ADD-ON!

SAVE TIME AND IMPROVE EMAIL ENGAGEMENT.

Feel like your email marketing campaigns take too much time and aren't generating enough impact? Empower your marketing, admissions and advancement teams to create automated, drip campaigns that nurture prospective families through the application and enrollment process.

Use Workflows to turn inquiries into applicants, welcome new families and faculty members, promote events, share senior class exit strategies, send out regular summer reading reminders, and more, using an automated system of emails.



FEATURES AND BENEFITS

Build responsive, personalized emails in a WYSIWYG editor

Branch workflows based on users who have opened or clicked previous messages

Delay steps in the process to give subscribers additional time to respond

Workflow Activity tab shows when subscribers were added, opened a message, or completed all steps

Manually add subscribers or lists

Automatically enroll inquiries from Ravenna or OpenApply with integration

View latest subscriber updates in Workflow reports

Simple Test > Report

Simple Test Report

Event	Date/Time	Email Address
Daisey Fahringer completed the workflow	February 28th at 8:26pm	daisey.fahringer@fsacademy.edu
Daisey Fahringer was sent Open House #2	February 28th at 8:26pm	daisey.fahringer@fsacademy.edu
Daisey Fahringer was sent Welcome to FS Academy, %firstname%	February 28th at 7:25pm	daisey.fahringer@fsacademy.edu
Daisey Fahringer was subscribed by Daisey Fahringer	February 28th at 7:25pm	daisey.fahringer@fsacademy.edu