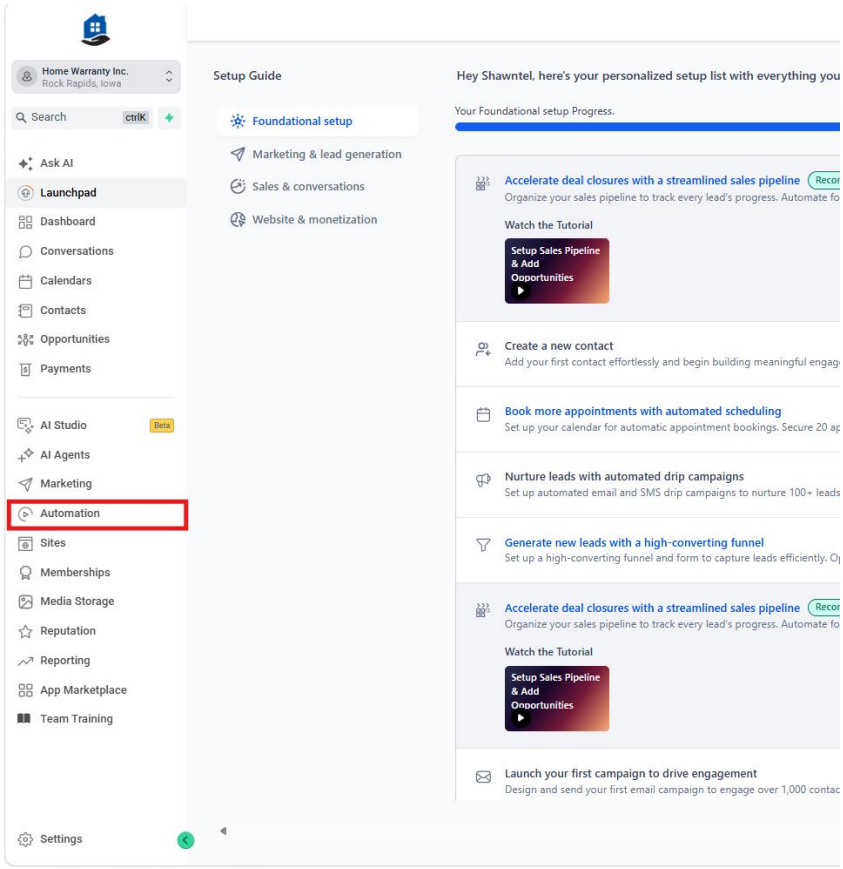
Creating Campaign in GHL

There are multiple ways to send an email in Go High Level, but only one way to create a campaign. A campaign is a series of emails and triggers designed for a specific group of contacts. It's a great way to promote, share information, and stay consistently connected with your agents.

Step 1:

Select **Automation** in the navigation bar on the left-hand side.

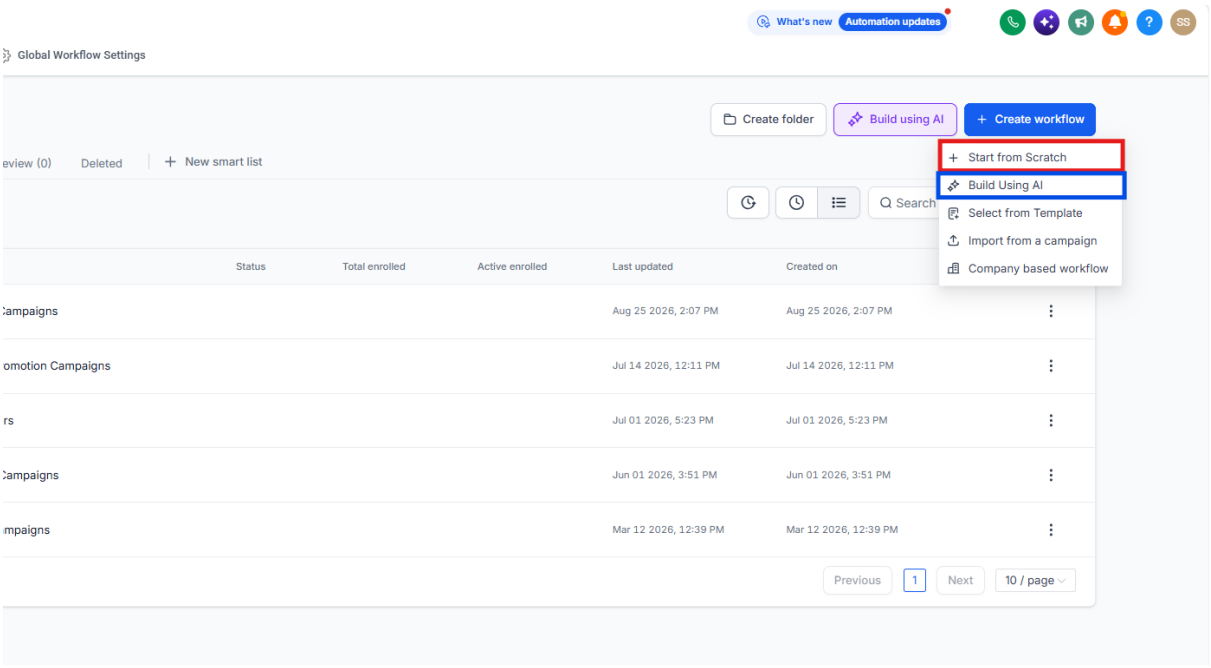


Step 2:

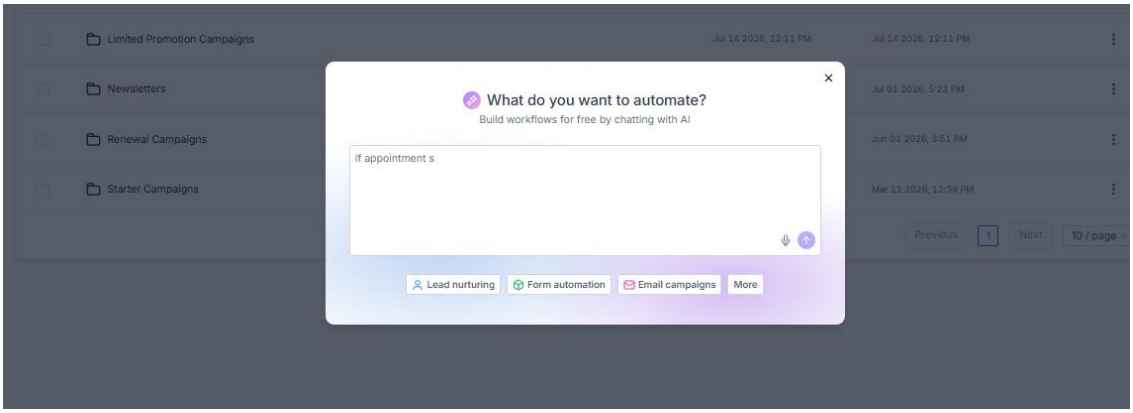
Once you're on the Automation page, you can select **+ Create Workflow**.

Step 3:

You can choose to **Start from Scratch** or **Build Using AI.**



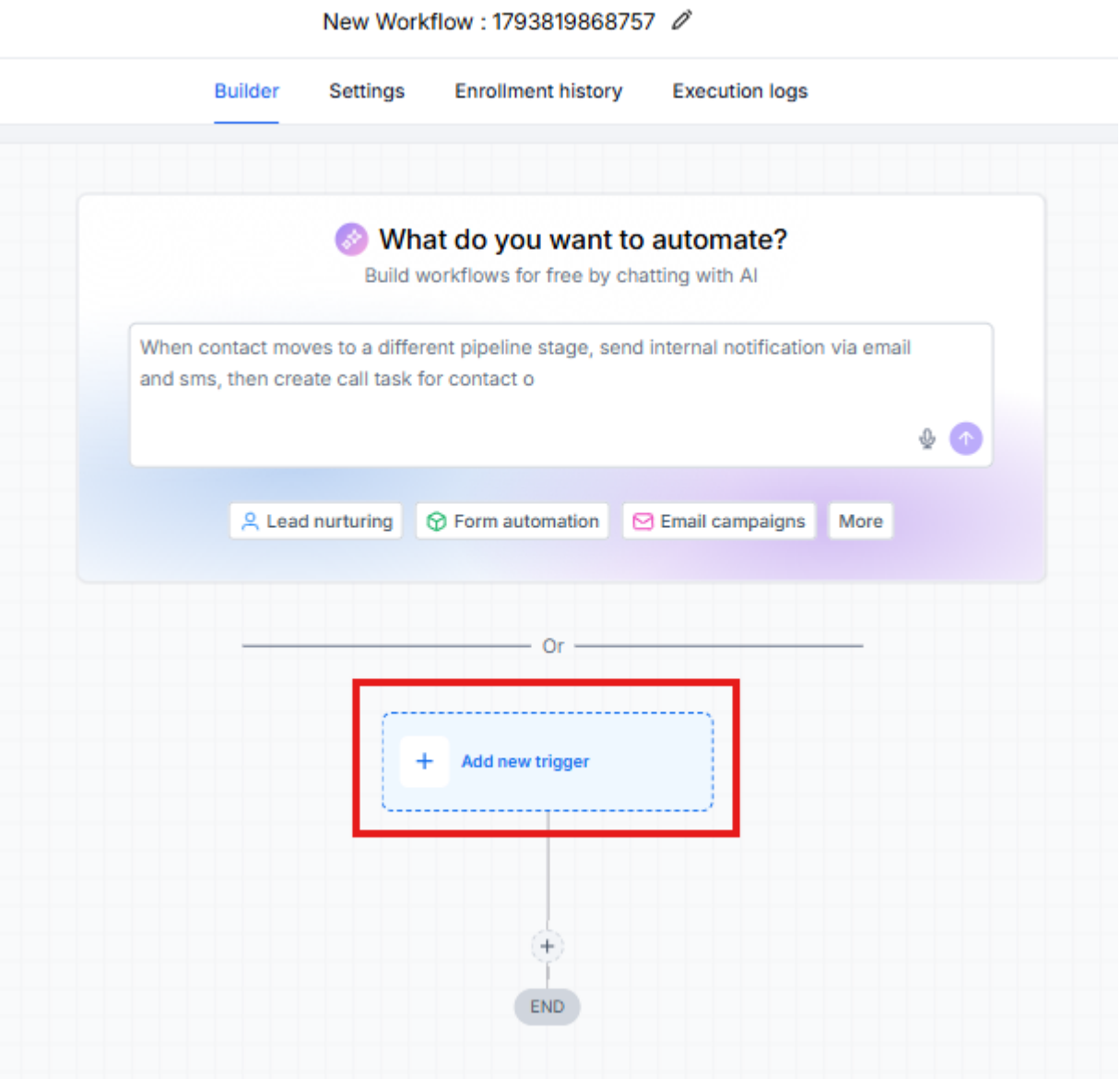
- If you choose **Start from Scratch (**which we are covering in this PDF training document), you will have the opportunity to still use AI to help you. Selecting Start from Scratch allows you to really know how to create campaigns and fix any issues that may arise.
- If you choose **Build Using AI**, you'll be asked to describe the type of campaign you want to create. The system will use that description to quickly build your campaign. The more detail you provide, the better the results. I have noticed some mistakes made using AI, so that's why I recommend starting from scratch so you can identify any mistakes AI makes.



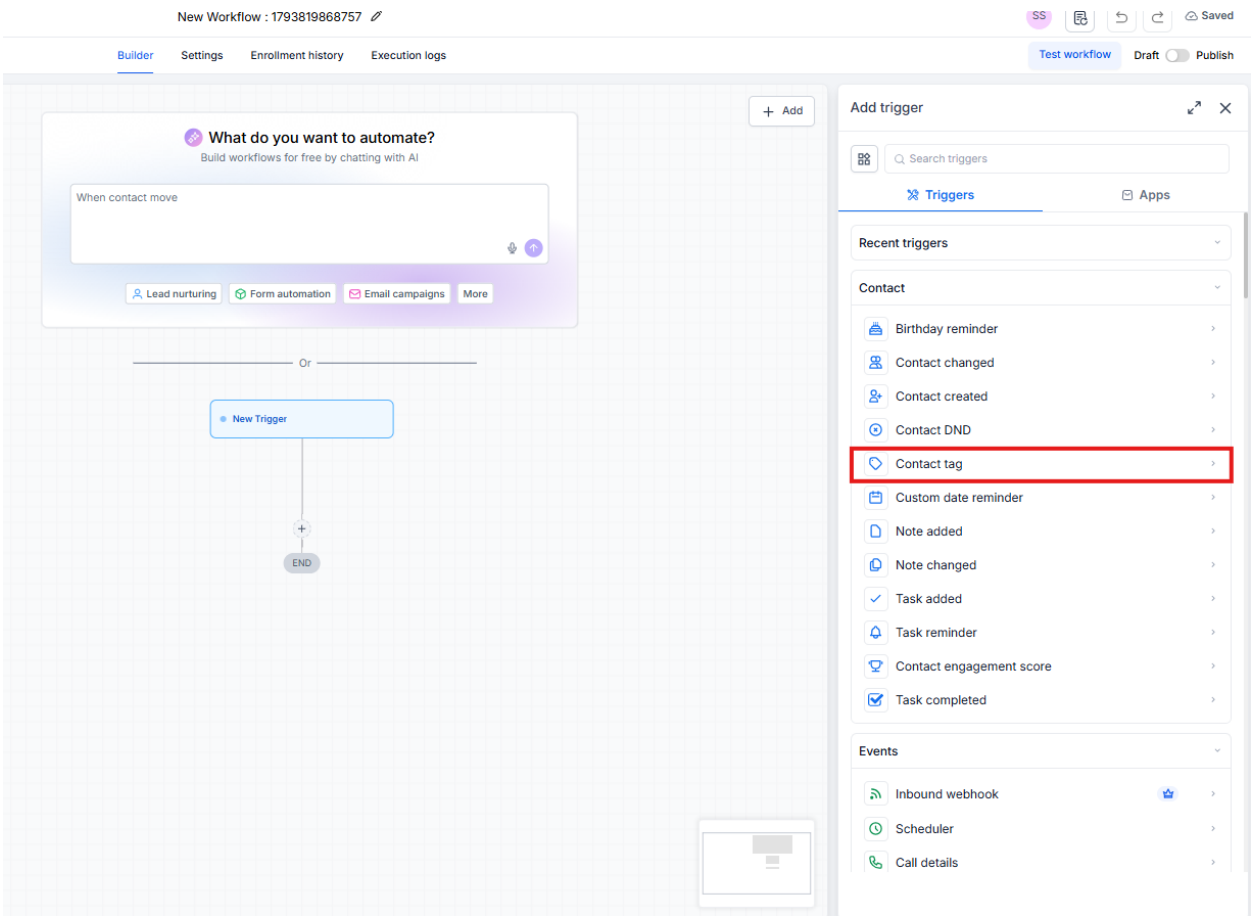
In the next step, we'll add a tag that will trigger the campaign. Go High Level will use this tag to identify which contacts should be added to the campaign.

Step 4:

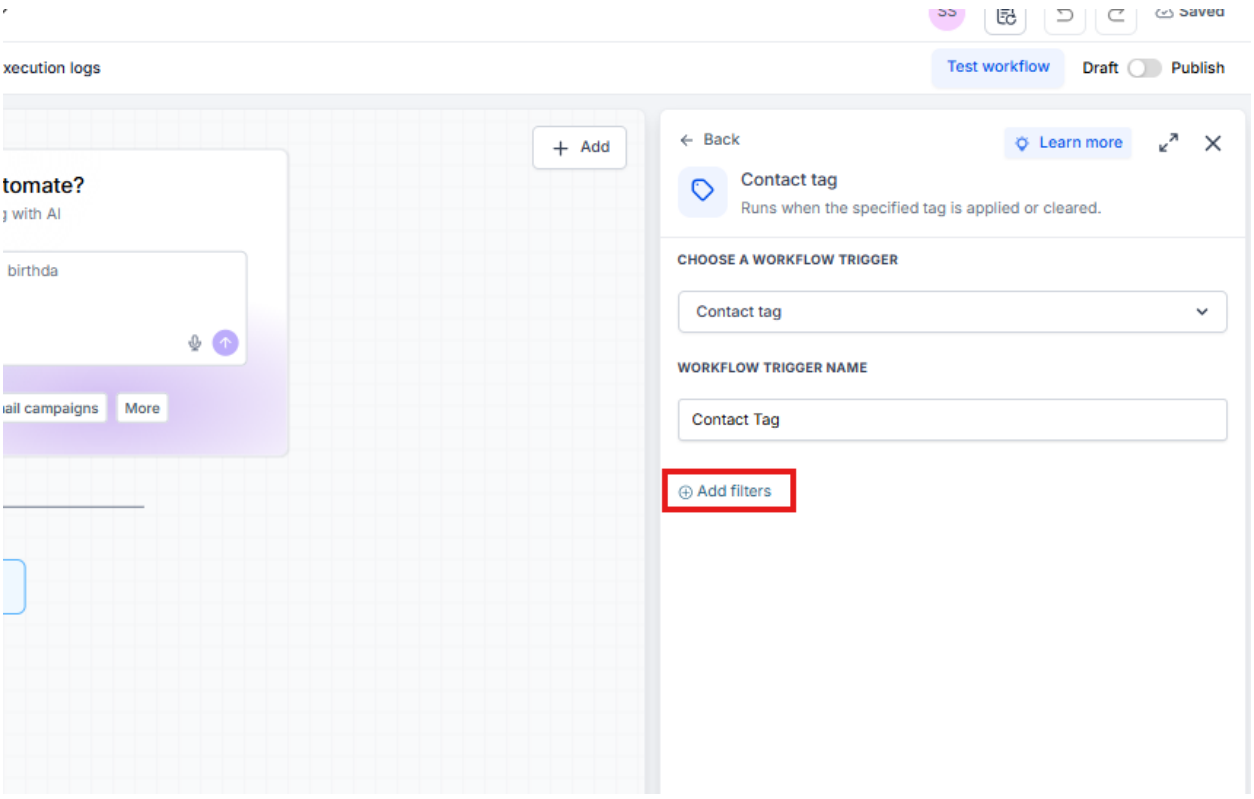
After you choose **Start from Scratch**, select **Add new trigger**



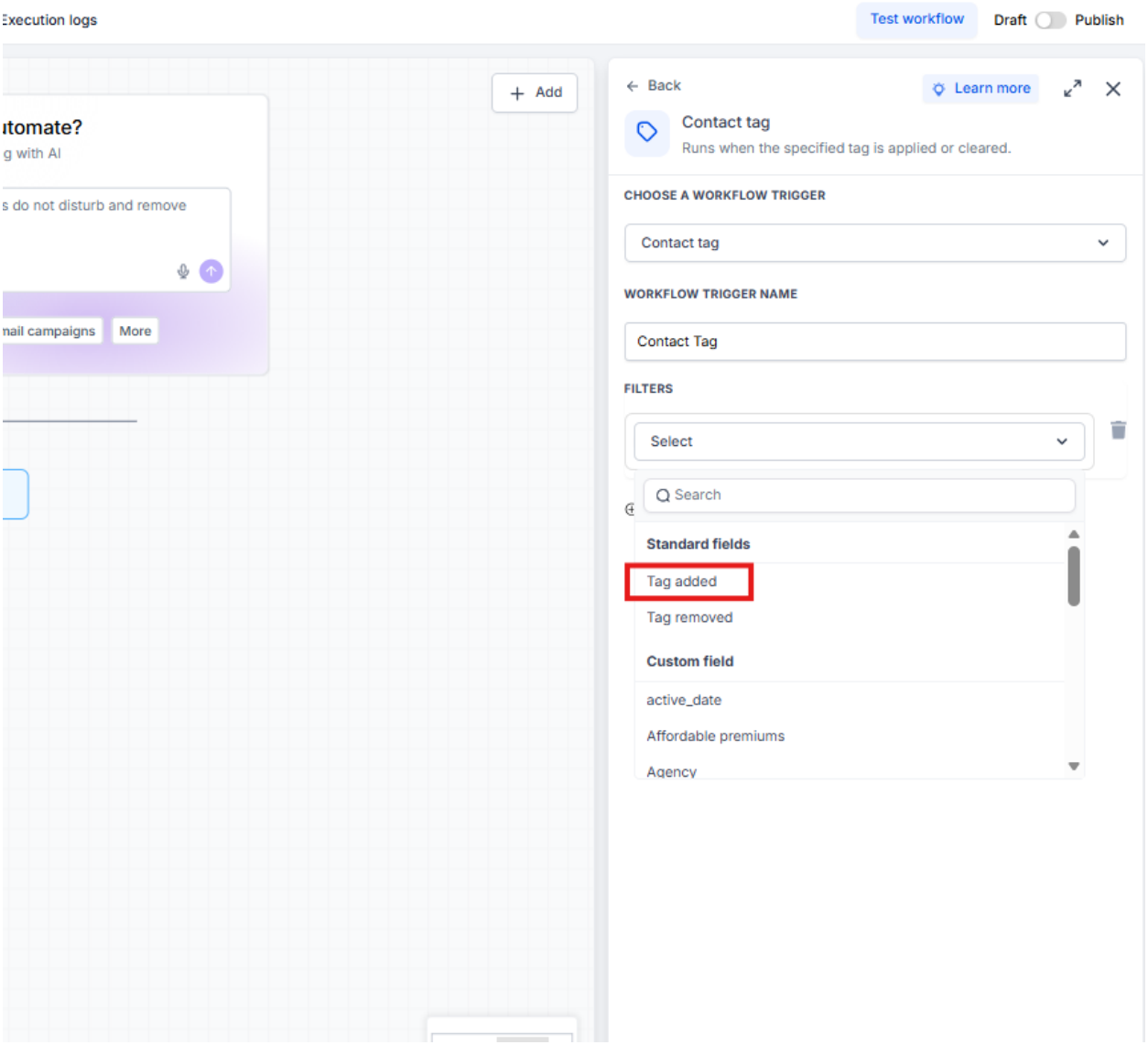
Then, select **Contact tag** from the selections you see on the right



Select **Add filters**



Choose **Tag added**



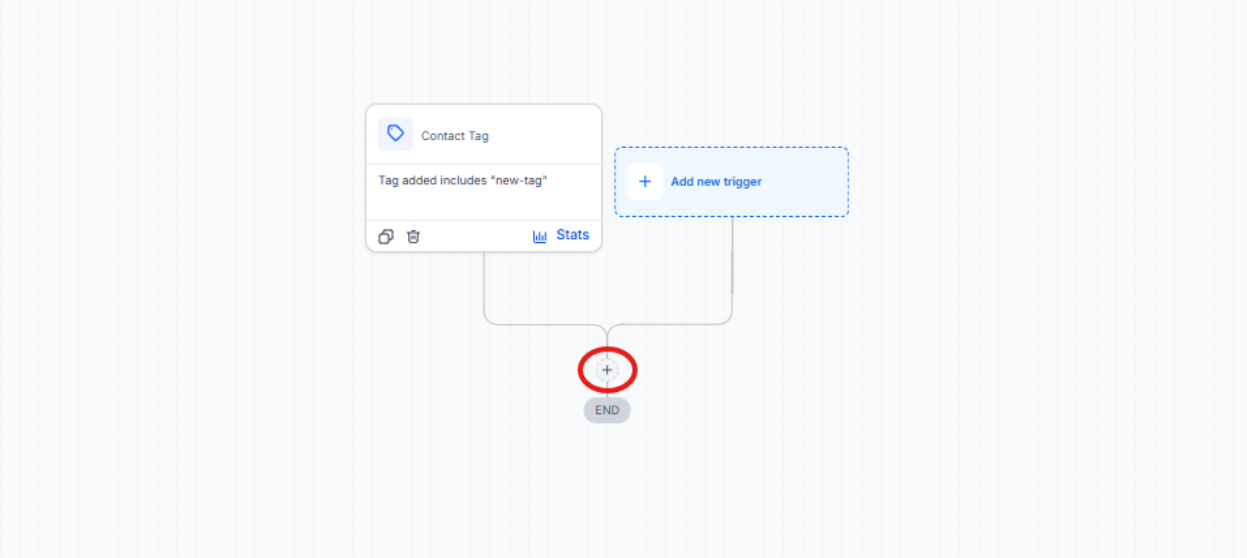
Click **Select a tag.** You can choose a current tag from the list or type out a new one and choose **Add New Tag.**

Press **Save trigger.**

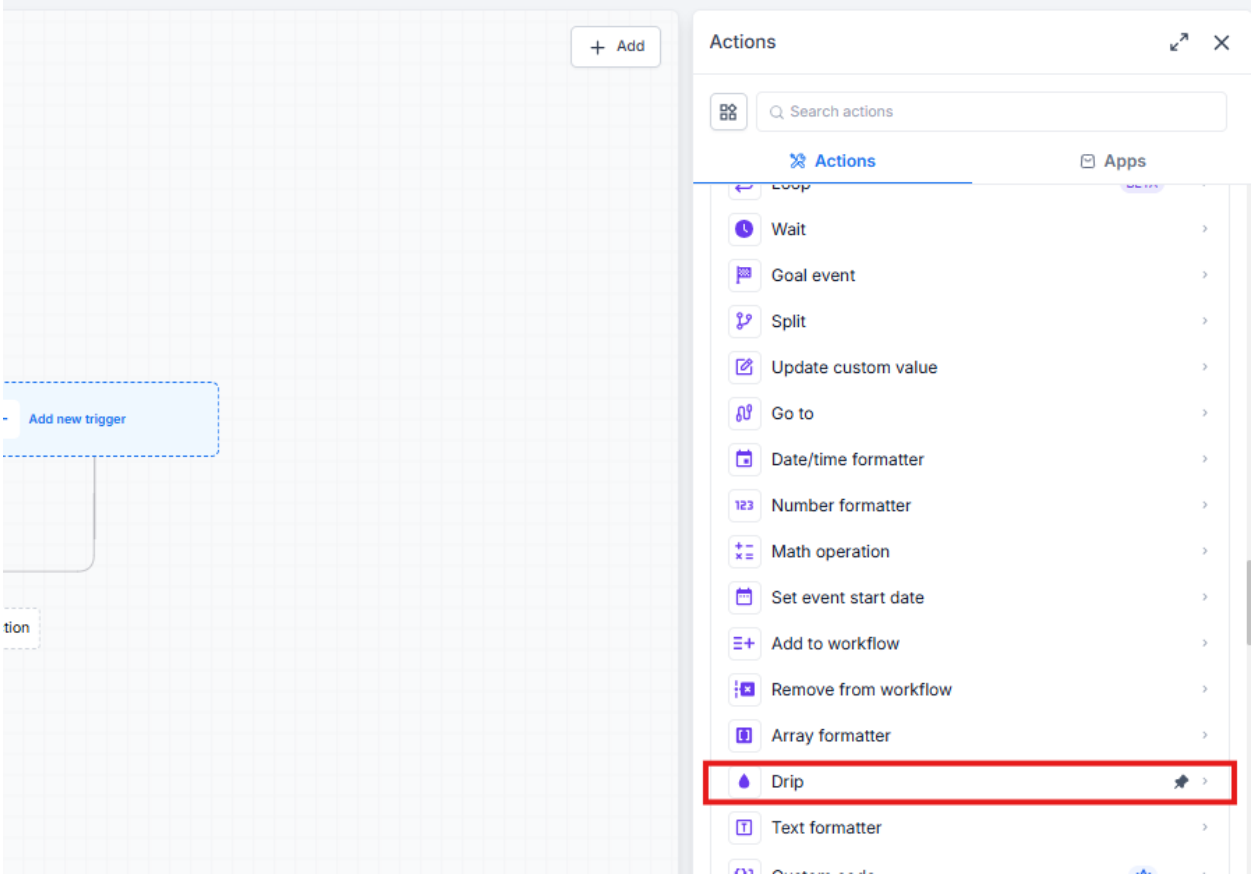
In the next step, we are going to add a **Drip**. The drip feature helps with email delivery by slowly adding your contacts into the campaign.

Step 5:

Select **+** button.

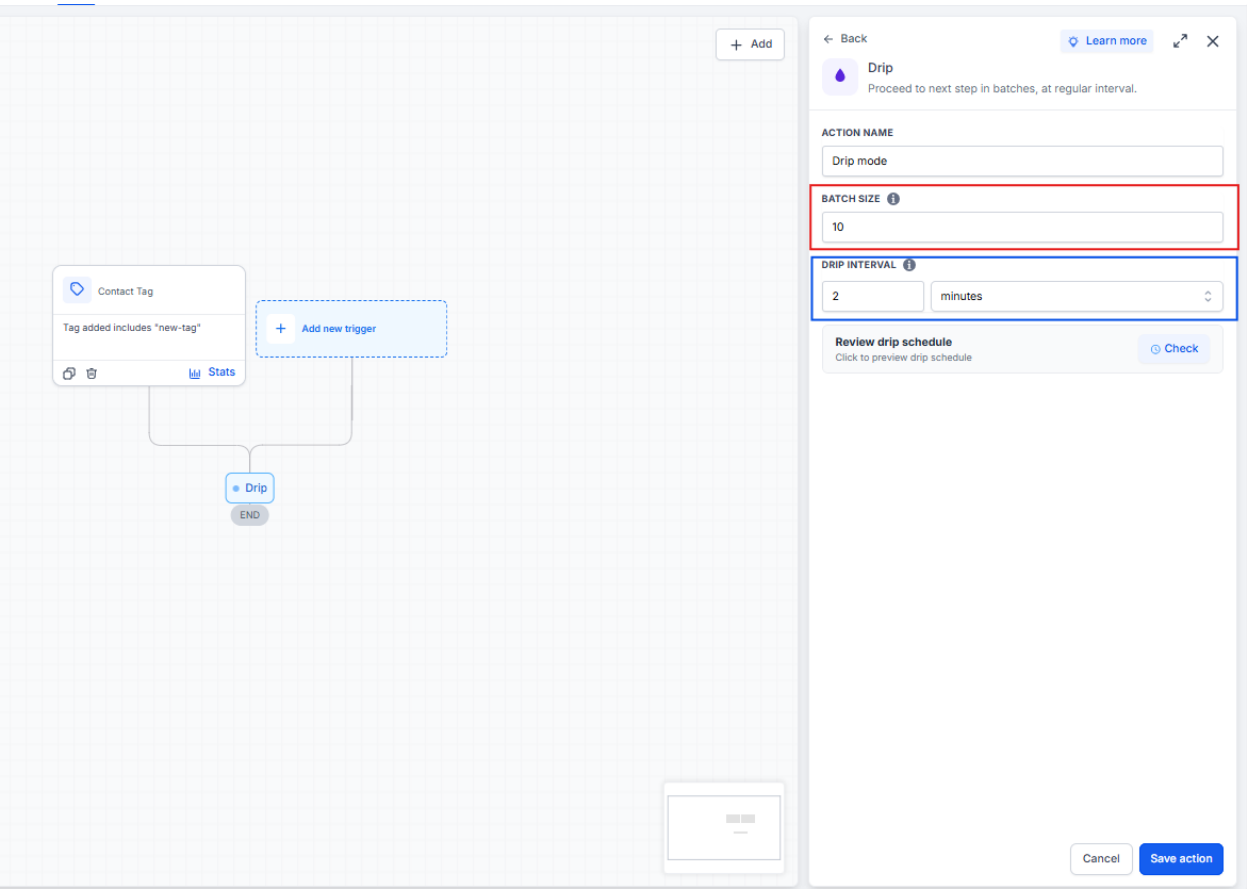


Next, select **Drip** from the action panel on the right side.



You now have to pick your batch size and drip interval. This tells the system how many contacts to add and how often you want them added.

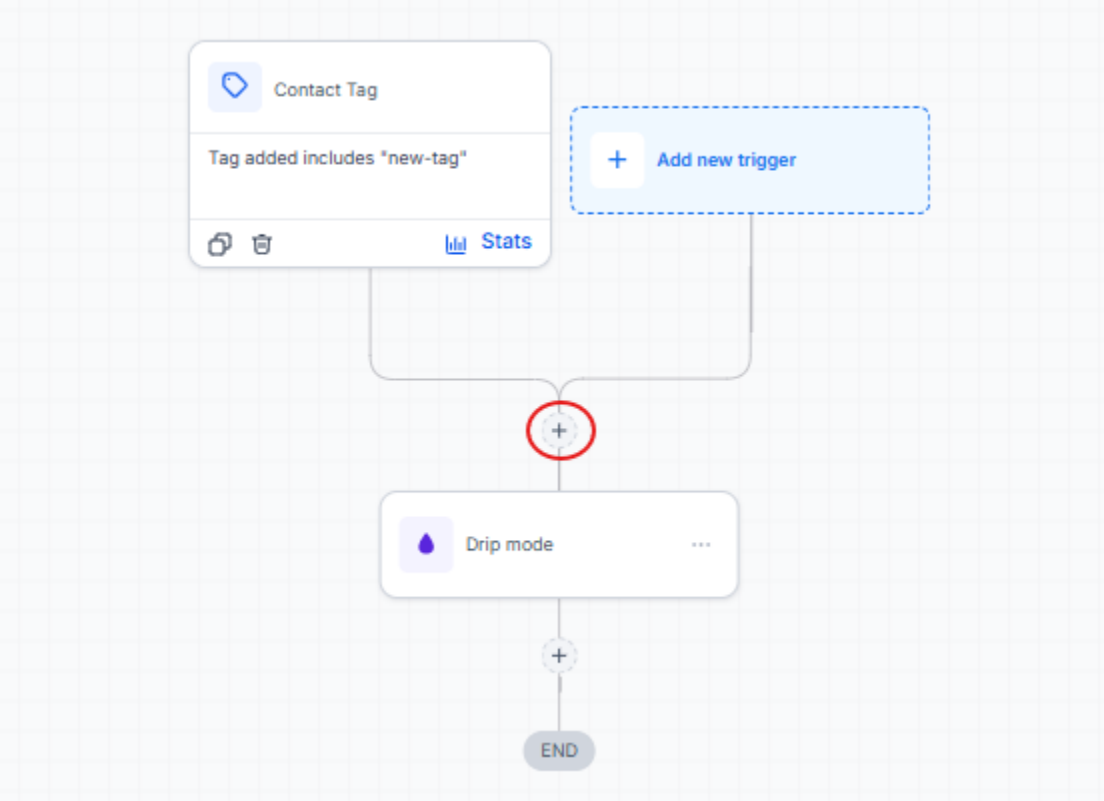
- I suggest doing **10 contacts every 2 minutes** as shown below.



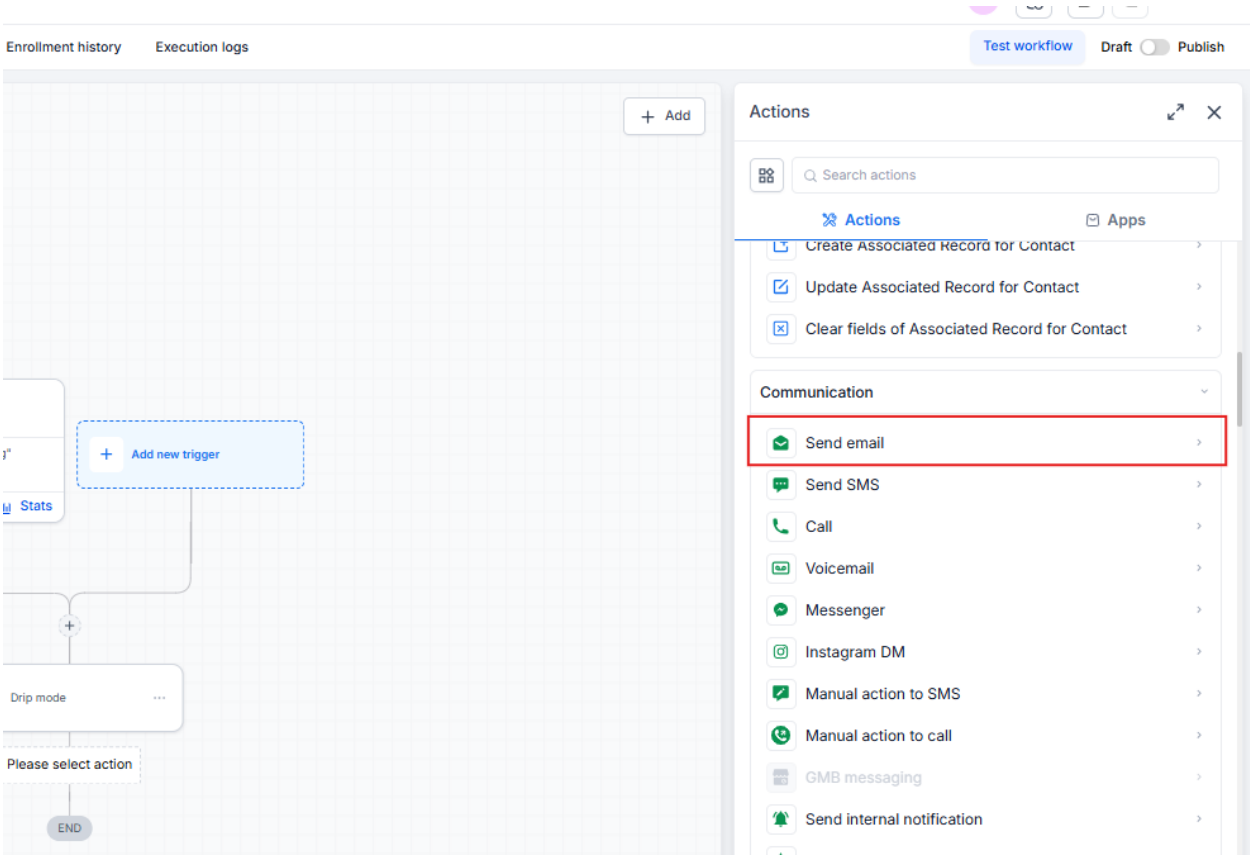
Select **Save Action**

Step 6:

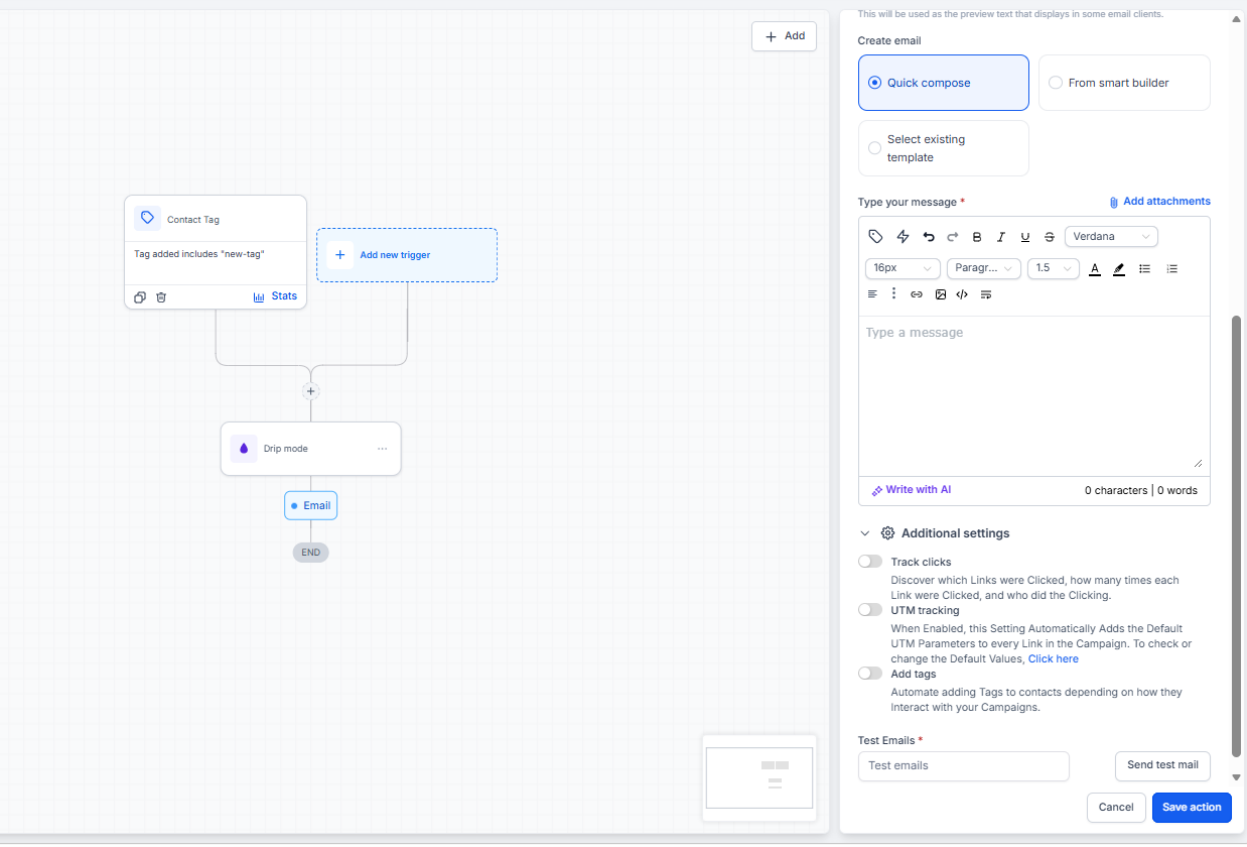
To add an email to the campaign, click the **+** button.



Next, select **Send Email** from the action panel on the right side.



From here, you will be able to draft your first email, fill in any missing information (ex: From Name or From Email), add attachments, and test the email.



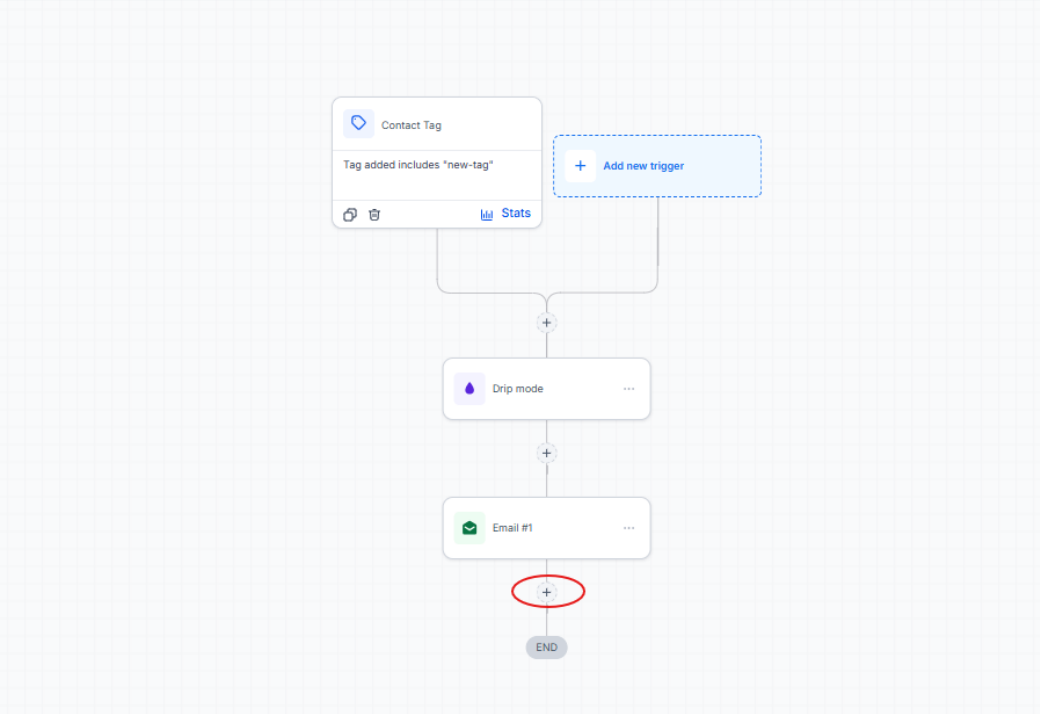
Once your email is done, you can select **Save Action**. It's important to always save your work if you make any changes.

In this next step, we'll go over how to add a waiting period. Waiting periods are important because they help space out your emails and make sure they're sent at the right time.

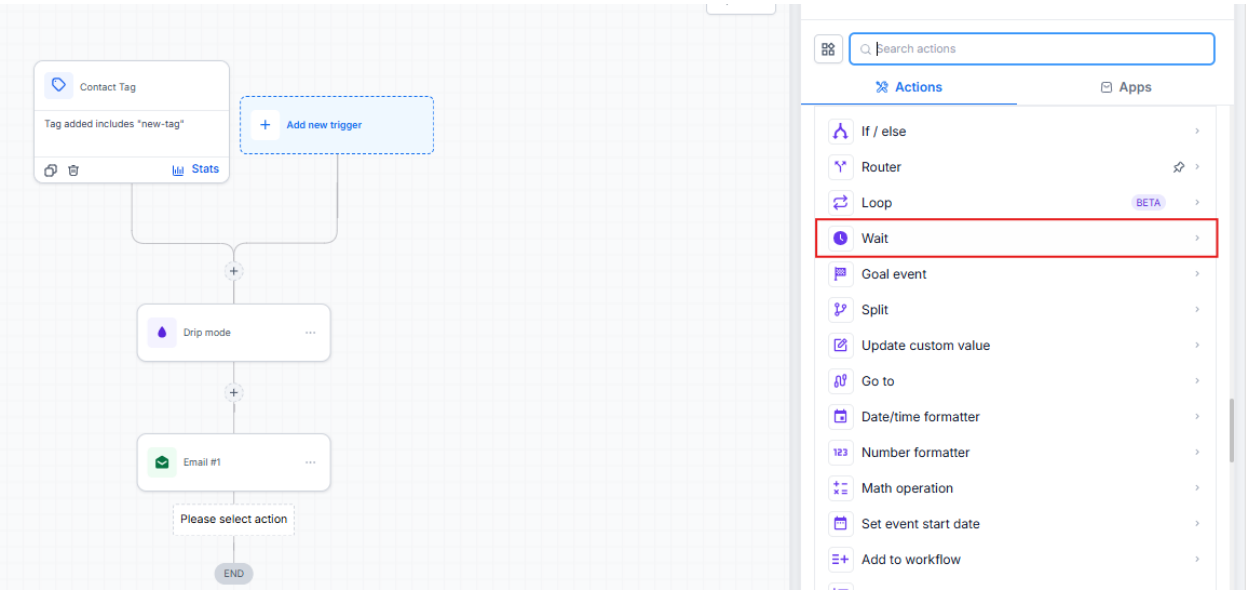
For example, if you want to send a follow-up email one week after the first email, you can set a waiting period for seven days. Go High Level will automatically wait seven days before sending the next email in your campaign.

Step 7:

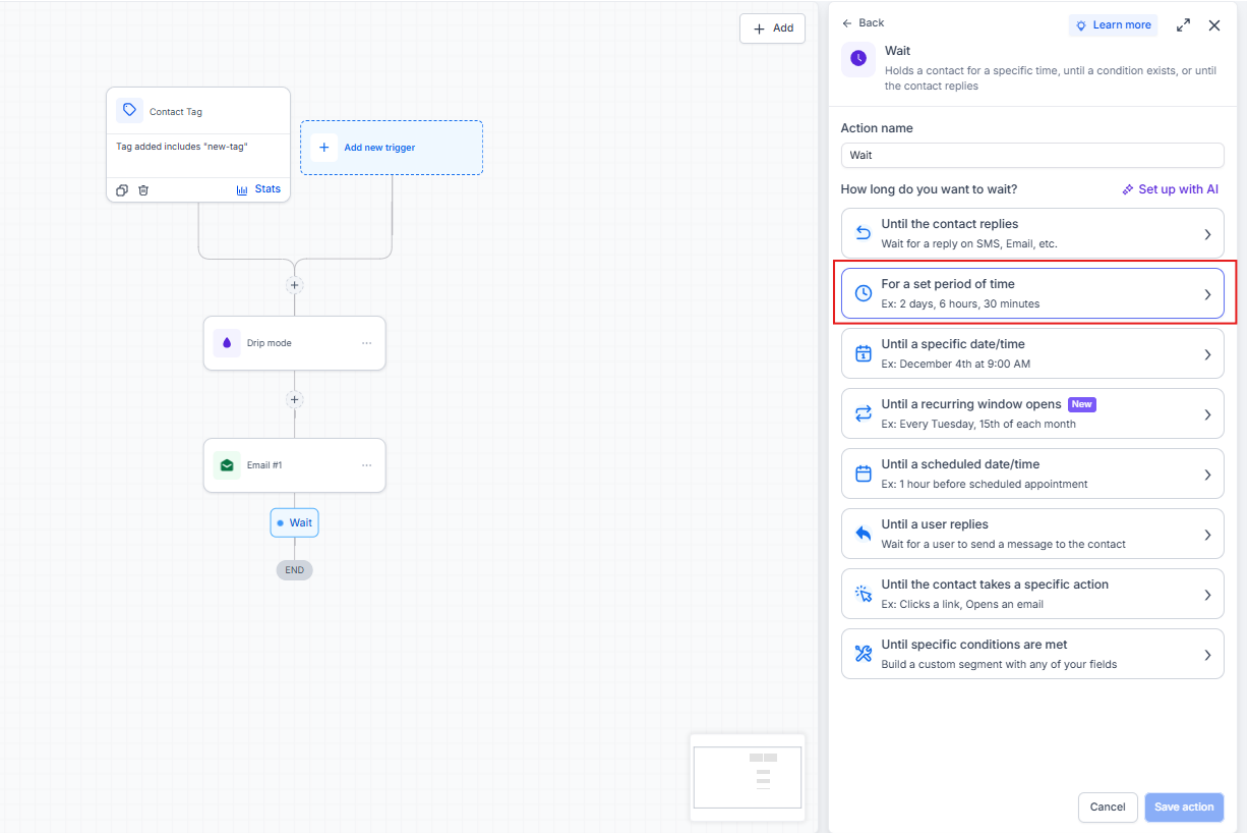
To add a waiting period to the campaign, click the **+** button.



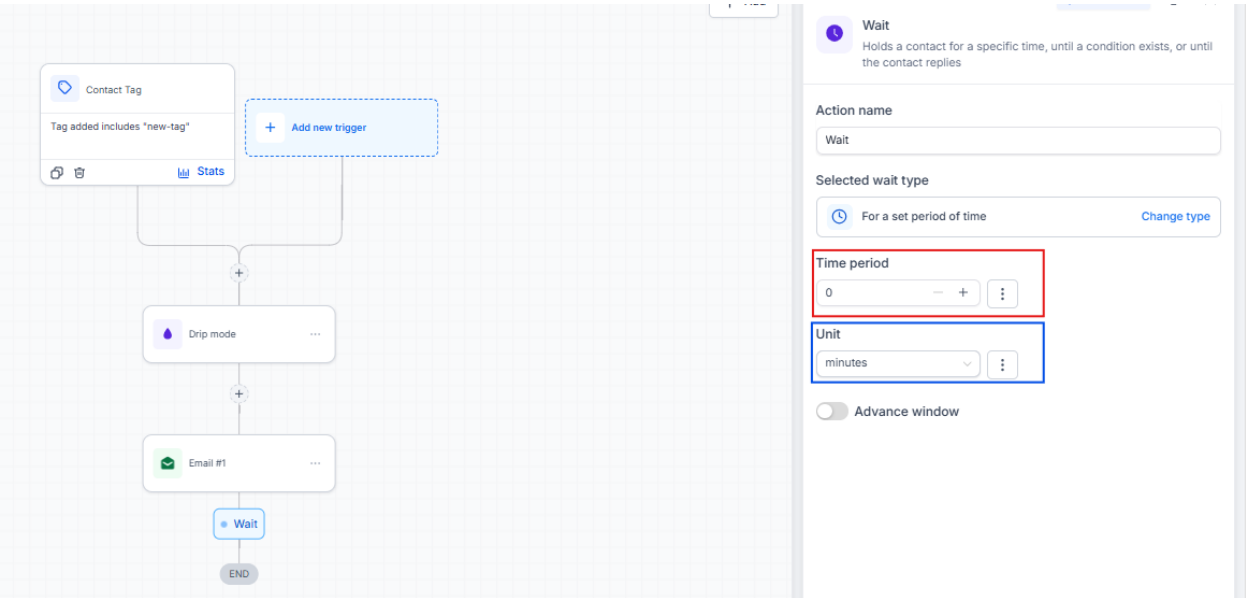
Then, select **Wait** from the action panel on the right-hand side.



Select **For a set period of time**



Decide you unit – seconds, minutes, hours, days – and then select your time period.



Select **Save Action**

From this point, you can keep redoing the steps above to create a longer campaign. Here are some additional tips:

1. You can copy and paste steps from above. This allows you to create campaigns faster.

