

# SAMPLE CAMPAIGN FLOW

# campaign definitions

**LEAD GENERATOR:** Free resource or piece of valuable content offered as incentive for contact information or engagement.

**EMAIL DRIP CAMPAIGN:** Pre-written, timely, and valuable emails sent to new email subscribers over a period of time.

**EMAIL SEGMENTS:** Email audiences segmented by common factors such as giving level or participation who receive tailored messaging.

**LANDING PAGE:** Website page, pop-up, or other destination that appears in response to a click.

**SOCIAL MEDIA ADVERTISING:** Paid ads to a target audience on Facebook, Instagram, Twitter, or other platform.

**ORGANIC SOCIAL MEDIA:** Content posted to personal page on a social platform that is not paid but reaches current followers.

**CALL TO ACTION:** Specific request to audience that is included in content and serves to cultivate or solicit.