## 

**Operations Manual**

**ActiveCampaign**

**Version 0.1**

## Record of revision changes

|  |  |  |  |
| --- | --- | --- | --- |
| **Revision n°** | **Subject** | **Revision Date** | **Approved By** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Table of contents

[Record of revision changes 2](#_Toc123990856)

[1. activecampaiGn overview 4](#_Toc123990857)

[1.1 Purpose of ActiveCampaign 4](#_Toc123990858)

[1.1.1 General 4](#_Toc123990859)

[1.1.2 Logging Into Active Campaign 4](#_Toc123990860)

[2. Marketing 4](#_Toc123990861)

[2.1 Procedures for marketing staff 4](#_Toc123990862)

[2.2 How to send an email 4](#_Toc123990863)

[2.3 How to create a campaign 4](#_Toc123990864)

[3. Support desk 5](#_Toc123990865)

# activecampaiGn overview

## Purpose of ActiveCampaign

### General

|  |
| --- |
| Insert overview of benefits |

### Logging Into Active Campaign

|  |
| --- |
| How does a new user get their log in details? What steps should they follow to login – include screen shots for each step. |

# Marketing

## Procedures for marketing staff

|  |
| --- |
| A paragraph explaining an overview of ActiveCampaign’s marketing capabilities. |

## How to send an email

|  |
| --- |
| How can a user send an email in ActiveCampaign – include screen shots for each step. |

## How to create a campaign

|  |
| --- |
| How can a user create a campaign in ActiveCampaign – include screen shots for each step. |

# Support desk

Please contact [support@pitman-training.net](mailto:support@pitman-training.net) for any further queries.