Welcome!

This is a sample drip email campaign you can use to build momentum and excitement about your Lightning Experience launch, and educate your users on key features. You can also use this email campaign to remind users about training sessions and where to get help.

Customize these emails as needed to provide a personalized experience.

You don’t have to send these emails daily. You could stagger them over several weeks or a month. If you choose to send them daily, here’s a sample calendar for sending them out:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sun** | **Mon** | **Tue** | **Wed** | **Thu** | **Fri** | **Sat** |
|  |  |  |  |  |  | *Coming in 5 days* email |
|  | *Coming in 4 days* email | *Coming in 3 days* email | *Coming in 2 days* email | *Coming tomorrow* email | *Launch day*  email |  |

**As of 10/01/2015, these emails now contain live links to videos, release notes sections, and Trailhead modules.**

**Coming in 5 days…Lightning Experience!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Reports & Dashboards**

What are reports and dashboards? Reports are a list of records that meet the criteria you define. You can add filters, summarize your data, perform calculations, and more. Dashboards are visualizations of your data, with helpful charts and filters.

Dashboard Feature Highlights:

* Combine multiple charts on a single dashboard to create a powerful visual display
* Add charts with a flexible layout and spanning columns
* Refresh as needed to get the latest results

Report Feature Highlights:

* Create filters on the fly to slice data the way you want
* Add a quick chart to visualize your data
* Run reports right from Salesforce to get instant results

Learn more:

* Video: [Make Data-Driven Decisions with Reports and Dashboards](http://salesforce.vidyard.com/watch/R3UL6xgV0a2VbLZ1jgztVg)
* Release Notes: [Reports and Dashboards: Let Data Drive Your Actions](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_salesforce1_reporting.htm?edition=&impact=)
* Trailhead: [Lightning Reports & Dashboards](https://developer.salesforce.com/trailhead/module/lex_implementation_reports_dashboards)

**Coming in 4 days…Lightning Experience!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Tasks**

What are tasks? Tasks are follow-up items for you or other people, and can be related to one or more records in Salesforce. For example, a single task can be related to an account, contact, and opportunity.

Feature Highlights:

* Relate a task to multiple records
* Create tasks directly from a record, on the tasks list, or from the board view

Learn more:

* Video: [Use Tasks to Boost Your Sales Productivity](http://salesforce.vidyard.com/watch/XyjzCo8PpbCZz-2MV-laPQ)
* Release Notes: [Task List: Power Through Tasks in Lightning Experience](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_sales_tasks_sfx.htm)

**Coming in 3 days…Lightning Experience!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Search**

What is search? Search is your way to find what you’re looking for fast.

Feature Highlights:

* Find recent items in a drop-down list as you search
* See potential matches suggested as you type
* Access your most frequently-used objects at the top in search results

Learn more:

* Video: [Search in Salesforce: Lightning Experience](http://salesforce.vidyard.com/watch/U8jqq2qhfD8TxXL7Nj92Eg)
* Release Notes: [Search: Find Information](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_search.htm?edition=&impact=)
* Trailhead: [Salesforce User Basics](https://developer.salesforce.com/trailhead/module/lex_salesforce_basics)

**Coming in 2 days…Lightning Experience!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Board**

What is the Board? The Board is a powerful way to visualize and work your pipeline, by giving you an interactive tool for viewing and working with your opportunities.

Feature Highlights:

* Visualize opportunities in the pipeline, organized by stage
* Drag and drop opportunities to move them between stages
* Get smart alerts prompting you to take action on deals that need your attention

Learn more:

* Video: [Work Your Opportunities and Manage Your Pipeline](http://salesforce.vidyard.com/watch/naLx-46gh1ORbAokQhqp-A)
* Release Notes: [Opportunity Board: Get the Big Picture on Opportunities with Lightning Experience](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_sales_opportunity_board_view_sfx.htm)

**Coming Tomorrow…Lightning Experience!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Opportunity Workspace**

What is Opportunity Workspace? Opportunity Workspace is an action-oriented workspace where you can work your deals and sell faster and smarter.

Feature Highlights:

* Get customized guidance at each step in the sales process with Sales Path
* Quickly create a task, create an event, or send an email using the composer
* Hover over links to get details on related records, all without leaving the page

Learn more:

* Video: [Work Your Opportunities and Manage Your Pipeline](http://salesforce.vidyard.com/watch/naLx-46gh1ORbAokQhqp-A)
* Release Notes: [Sales: Opportunities, Leads, and More](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_sales.htm?edition=&impact=)
* Trailhead: [Salesforce User Tour](https://developer.salesforce.com/trailhead/module/lex_salesforce_tour)

**Today’s the day…Lightning Experience is here!**

Lightning Experience is an intuitive, intelligent interface, designed to support the way you work and help you be more productive. Don’t forget, Lightning Experience is launching on **[insert date]**.

To help you get ready for Lightning Experience, we’re highlighting a key feature every day leading up to the launch. Introducing today’s feature spotlight: **Home**

What is Home? Home is a modern, intelligent page to help you start your day fast.

Feature Highlights:

* Track your performance to target with the performance chart
* Focus on what’s important using the assistant
* Get account insights to help you take action on your accounts

Learn more:

* Video: [Lightning Experience: Take it for a Spin](http://salesforce.vidyard.com/watch/LfY-yg0tw_0A2YeLn42lsw)
* Release Notes: [Home: Help Reps Manage Their Days in Lightning Experience](http://docs.releasenotes.salesforce.com/en-us/winter16/release-notes/rn_sales_home_lex.htm)