Add Contacts to an Email Campaign

Start an email sequence manually or automatically.

Option 1: Add contacts manually

1. Open **CRM > Contacts**.
2. Tick the contacts you want to add.
3. Select **More actions > Subscribe to campaign**.
4. Choose the campaign and the step at which contacts should begin, then confirm with **Subscribe**.

Option 2: Add contacts automatically

1. Open **Automations > Rules** and click **Create**.
2. Add a trigger, such as **Funnel step form subscribed**, **New sale** or **Tag added**, and select the relevant page, product or tag.
3. Add the action **Subscribe to campaign**, choose your campaign and select **Save rule**.
4. Test the trigger using an appropriate test contact.

Things to check

• For a Tag added trigger, the tag must be applied after the automation rule is in place. Existing tagged contacts are not automatically enrolled just because you create the rule.

• You can remove selected contacts from a campaign using **More actions > Unsubscribe from campaign**.