




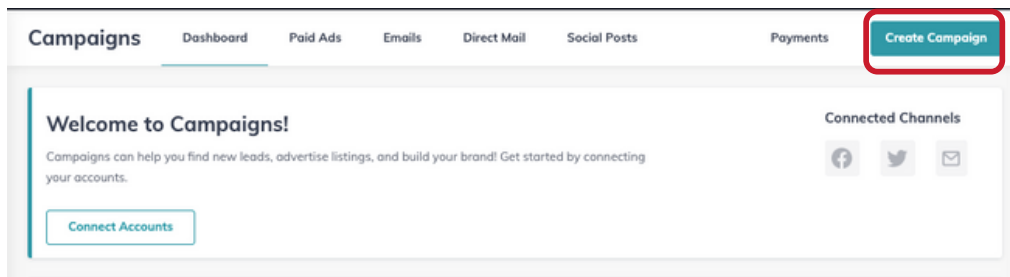
# Command Quick Guides

**Your Guide to Command:  
Create an Email Campaign**

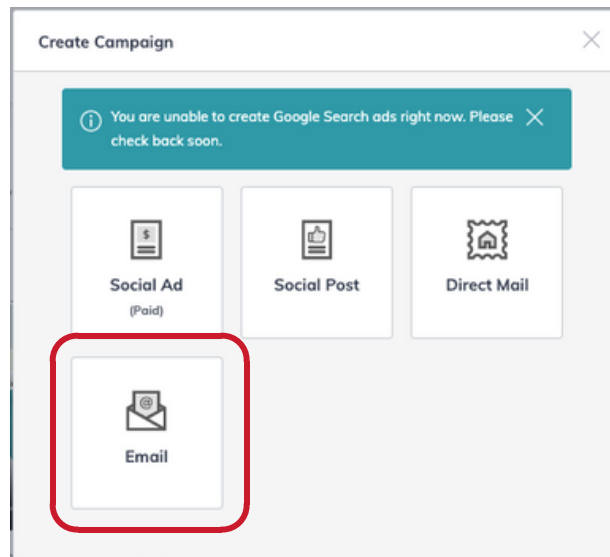


## Access

1. Login to <https://agent.kw.com> using your Keller Williams login.
2. Click on the Campaigns icon , on the left side panel.
3. Click **Create Campaign** at the top of the page.



4. Select **Email**.










5. Complete the information for the New Email Campaign.

New Email Campaign ×

Demo Campaign **1**

13/80

What is your Goal? **2**

 Advertise Listing	 Attract Listings
 Attract Talent	 Brand Awareness
 Event Awareness	 Attract Buyers
 Other	

Where will your campaign run?

Command Email  Mailchimp **3**

[Back](#) [Create Campaign](#) **4**

**1**

Name your campaign.

**2**

Select your goal.

**3**

Choose the email service you will use to send your campaign.

**4**

Select **Create Campaign**.



## Campaign Goal

You will be able to change your goal during the setup of your campaign.

A screenshot of a web form titled 'Create Campaign'. The form is divided into two sections: '1 GENERAL INFORMATION' and '2 ACCOUNT'. In the 'GENERAL INFORMATION' section, there is a 'Campaign Name' field with the text 'Demo Campaign' and a character count '13/80'. In the 'ACCOUNT' section, there is a field with the email address 'malesa@1sourcecs.com'. A dropdown menu is open on the right side of the form, showing the current selection 'Campaign Goal: Other' and a list of options: 'Advertise Listing', 'Attract Listings', 'Attract Talent', 'Brand Awareness', 'Event Awareness', 'Attract Buyers', and 'Other'. The dropdown menu is highlighted with a red rounded rectangle.

## Select Account

This field will auto-populate based on the email address associated with your KW Command or MailChimp account. If multiple email addresses are linked to MailChimp, you can use the drop-down to choose the account you want to use.

A close-up screenshot of the '2 ACCOUNT' section of the form. It shows a text input field containing the email address 'malesa@1sourcecs.com'. To the right of the text field is a small, light gray downward-pointing arrow icon, which is circled in red to indicate it is a dropdown menu.



## Send To

Choose who you want to send the campaign to. Select a [Recipient List](#) using the drop-down menu. Click [Create List](#) to make a new Recipient List.

A screenshot of the "SEND TO" section of a campaign setup form. At the top left, there is a tab labeled "3 SEND TO" and an "Edit" link with a pencil icon. Below this is the "Recipient List" section, which contains a drop-down menu with the text "Select...". To the right of the drop-down menu is a "Create List" button. A red circle highlights the upward-pointing arrow in the drop-down menu, and a red rectangle highlights the "Create List" button. Below the drop-down menu, two recipient lists are visible: "Demo" and "Pocono/Scranton".

## Send From

These fields will auto-populate with your name and email address.

- If you are using your Command Email account and need to make changes, click [Edit](#) and you will be redirected to your Command Settings to make these changes. If you are using a MailChimp account for this campaign, you will be able to make changes directly to these fields.

A screenshot of the "SEND FROM" section of a campaign setup form. At the top left, there is a tab labeled "4 SEND FROM" and an "Edit" link with a pencil icon and a help icon. Below this are two input fields: "Name" and "Reply-To Email Address". The "Name" field contains the text "Malesa Clements" and the "Reply-To Email Address" field contains the text "malesa@1sourcecs.com".



## Subject

This will be the email subject. Enter a subject line of up to 80 characters.

A screenshot of a web form. At the top, there is a tab labeled '5 SUBJECT'. Below the tab is a text input field with the placeholder text 'Enter Subject'. In the bottom right corner of the input field, there is a character count '0/80'.

## Content

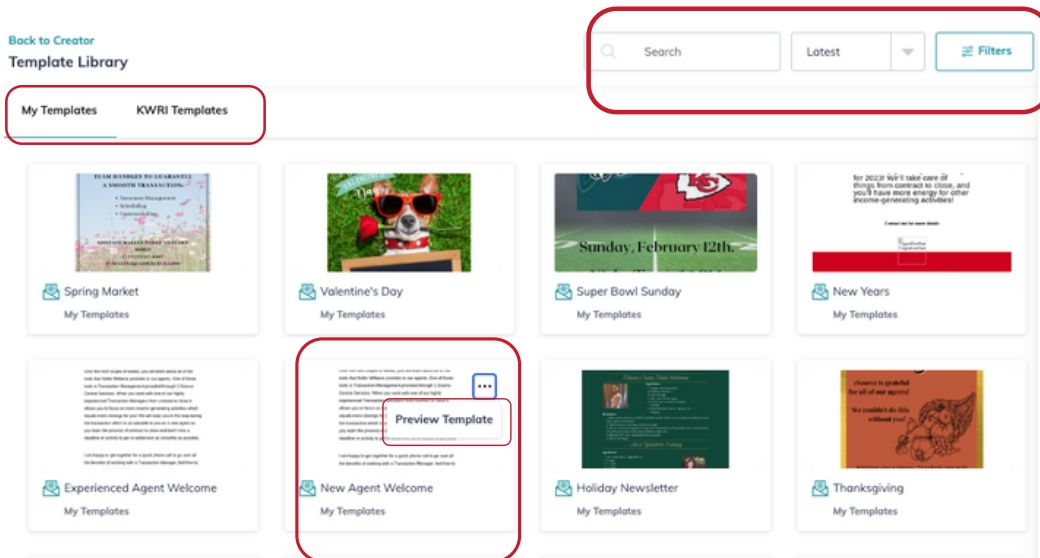
Select what content to include in your email.

1. Click [Select Design](#).

A screenshot of a web form. At the top, there is a tab labeled '6 CONTENT'. Below the tab is a button labeled 'Select Design'. The button is highlighted with a red rectangular border.

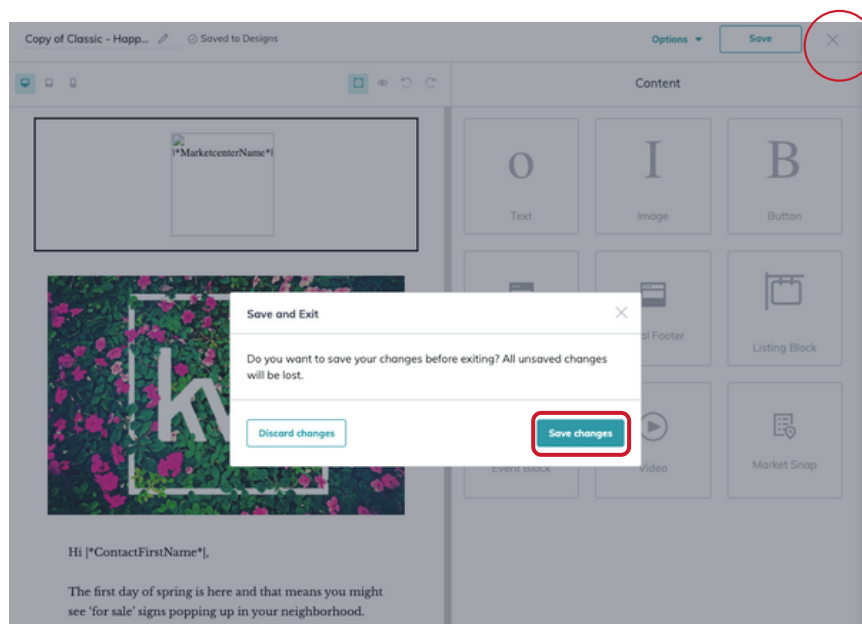
2. Select the design you want to use for your campaign.

- Choose between your templates, "My Templates" or "KWRI Templates".
- Filter or Search for a template.
- Preview a template by hovering over the template and clicking the three dots.



3. Once you select your design, you will be redirected to the Command Email Editor. Information in the header and footer will be auto-populated from your Marketing Profile.

- Once you have edited the template to your liking, click the **X** at the top of the page and then click **Save Changes**.



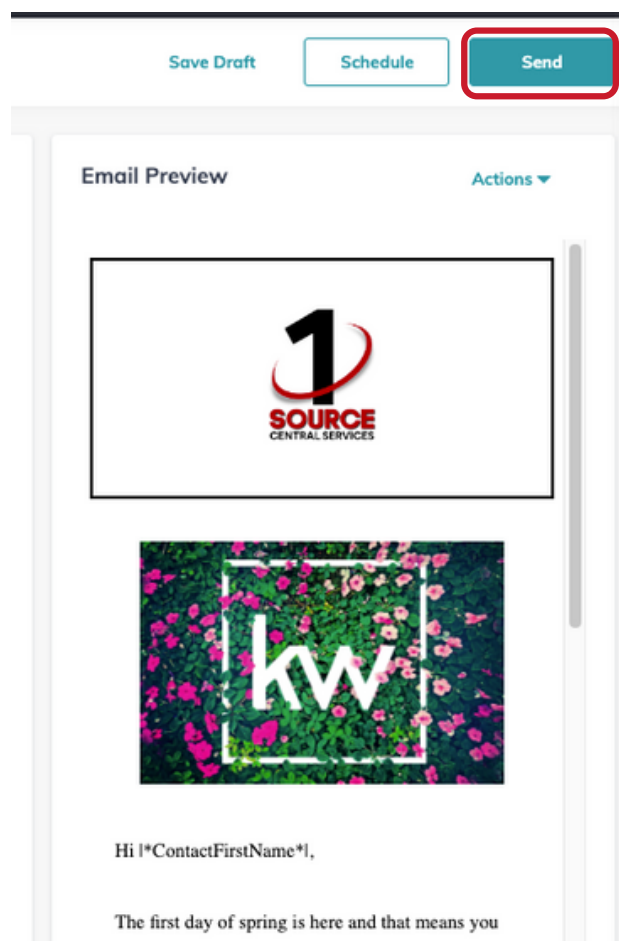


## Send/Schedule Email Campaign

Once you create your Email Campaign, you can immediately send it, or schedule it to send on a specific date and time.

### Send Email

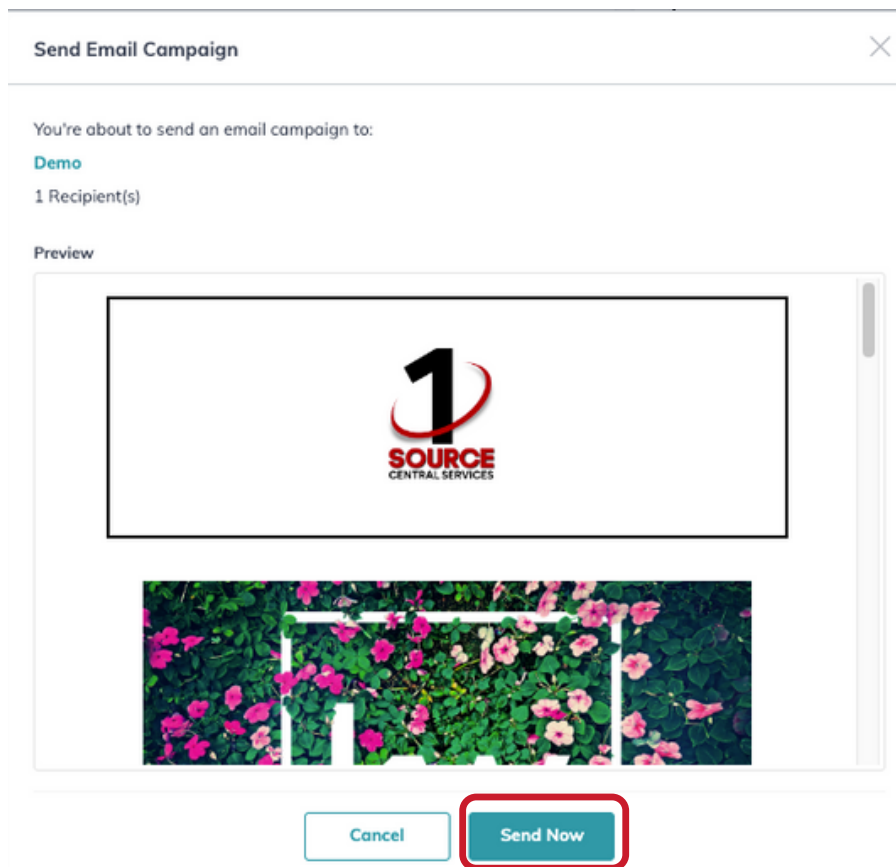
1. Click [Send](#).





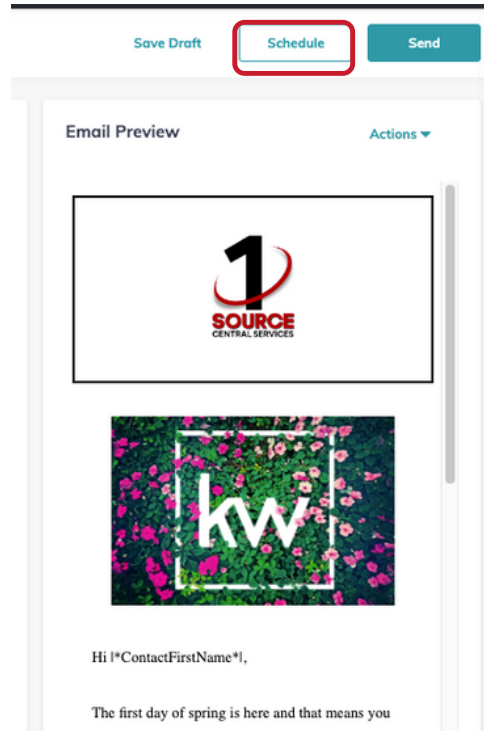


2. Click **Send Now**. Once you do this, your email will send and you will not be able to make any other changes.

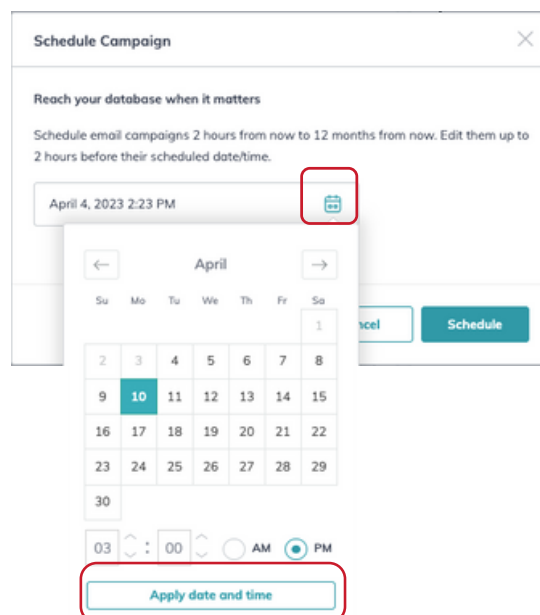


## Schedule Email

1. Click **Schedule**.

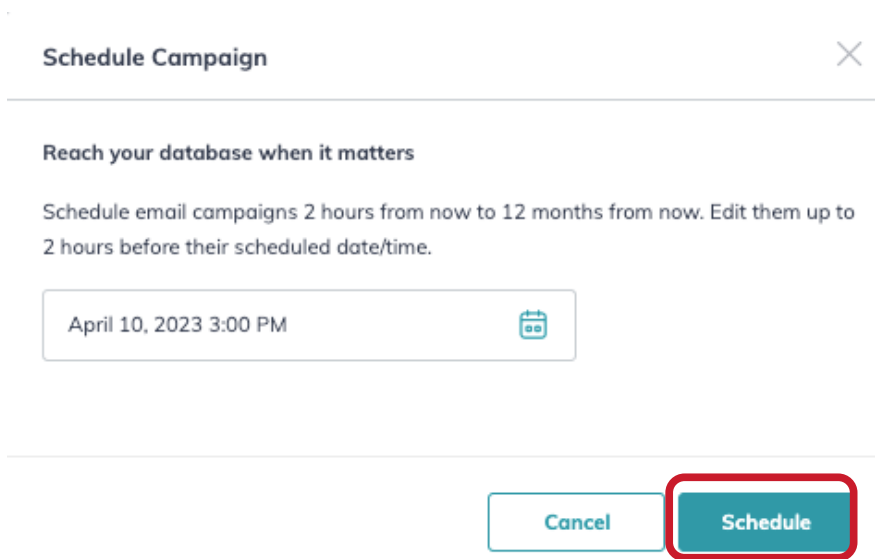


1. Click the **calendar icon**, . Select the date and time that you want the campaign to send. Click **Apply Date and Time**.





2. Click **Schedule** to confirm. Your campaign will send on the chosen date and time.



3. Once your campaign sends, you can track client engagement from the Emails tab of Campaigns.

