

Adding Contact To Moxi Engage Campaign Step-By-Step

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Why would I need this? To help further leads along the customer journey, we've developed a 6-step Moxi Engage campaign specifically about Simply Home BHGRE. We encourage any leads that request a Homeowner Dashboard be put into this email flow.

Step 1: Add your contact into MoxiEngage from the notification email or the Simply Home dashboard.

Step 2: In the top menu, select the "Campaign" tab and then "Add From Library"

Step 3: Search the library catalog until you find the "Home Valuation Drip Campaign" and click "Add To Campaigns."

The screenshot shows the 'Library' interface with a 'CAMPAGNS' tab selected. A table lists several campaigns, with the 'Home Valuation Drip Campaign' highlighted by a red border. The table has columns for Name, Source, PREVIEW, and ADD TO CAMPAIGNS.

| Name | Source | PREVIEW | ADD TO CAMPAIGNS |
|--|---|---------|------------------|
| Be Better® Onboarding Be Better® Onboarding is a brand provided email campaign aimed at giving newly affiliated BHGRE agents... | Better Homes and Gardens Real Estate LLC (parent company) | PREVIEW | ADD TO CAMPAIGNS |
| BHGRELife Newsletter Campaign | Better Homes and Gardens Real Estate LLC (parent company) | PREVIEW | ADD TO CAMPAIGNS |
| Holiday eCards - Pets Stay in contact with your sphere all throughout the year...and have some fun at the same time with animal t... | Better Homes and Gardens Real Estate LLC (parent company) | PREVIEW | ADD TO CAMPAIGNS |
| Holiday Campaign Send a years worth of holiday greetings to your sphere | Better Homes and Gardens Real Estate LLC (parent company) | PREVIEW | ADD TO CAMPAIGNS |
| Home Valuation Drip Campaign Perfect for new home valuation leads. | Brokerage | PREVIEW | ADD TO CAMPAIGNS |

Step 4: This should put the "Home Valuation Drip Campaign" into your "Campaigns" dashboard. Click into that campaign to enter the Campaign Setup screen.

Step 5: Next to "Recipients," select "Setup" and then "Add recipients"

Step 6: In the search bar, search your contact's name(s)

Step 7: Click the check box next to your contact's name(s) and click "ADD"

Step 8: Click "Save" and then "Run Campaign."