



Introduce
yourself in the
chat! Which
institution are
you representing?

Campaign Builder

Create and manage campaigns in the web app

*Note: Though all are welcome, Campaign Builder is only available to **Account Admin** and **Program Admin**.*

Kelsey Seale



Campaign Builder

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Agenda

1. Welcome to Campaign Builder
 2. Live Demo
 3. Best Practices
 4. Campaign Opportunities
 5. Next Steps
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Campaign Builder

Before

Template documents and emails with Support.

#	Date/Time	Condition	Content	Save Response to Data Field
0 - App Campaign Fall 2027	Now @ 10:00am	applied = TRUE	Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!	

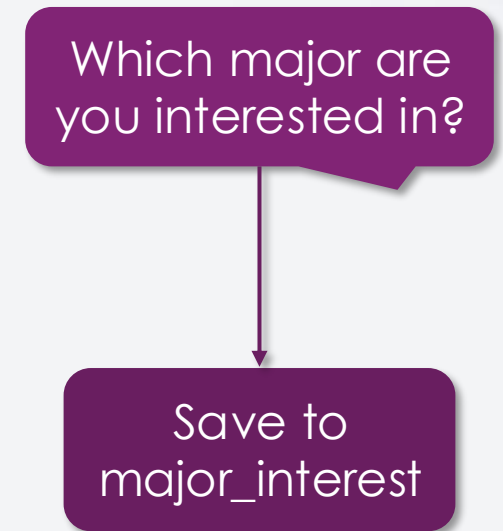
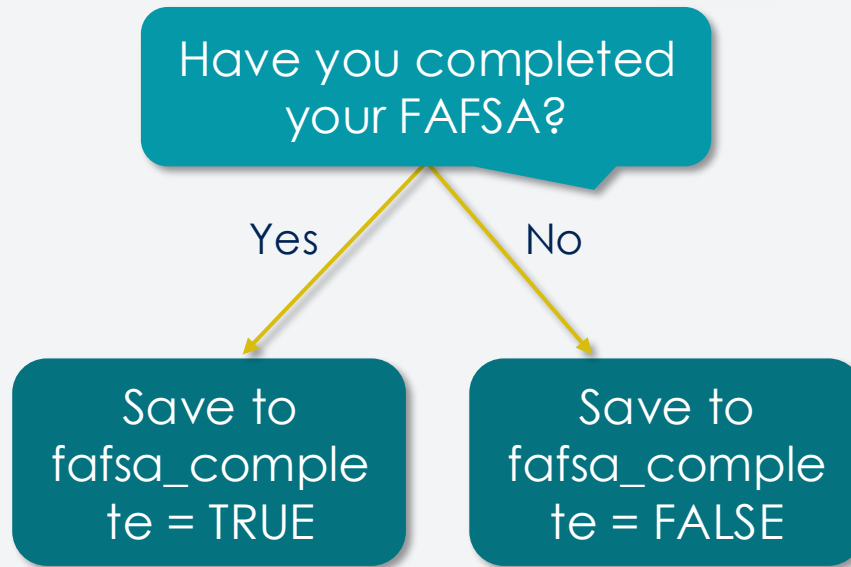
Campaign Builder

Hands on application. Create complex messages on your timeline.

The screenshot shows the Campaign Builder interface. On the left, a timeline lists several campaigns, with the first one highlighted. On the right, the configuration for the selected campaign is shown. The configuration includes an Audience section with options to send to the entire department or a segment. Below this is a Rule section with a dropdown for 'any' and a condition 'applied equals true'. The Delivery section shows the campaign is triggered 'After criteria is met' at '10:00 AM'. The Message section displays the content: 'Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!'.

Which best describes your experience with campaigns?

Campaigns in Action



Sent to major interest = business

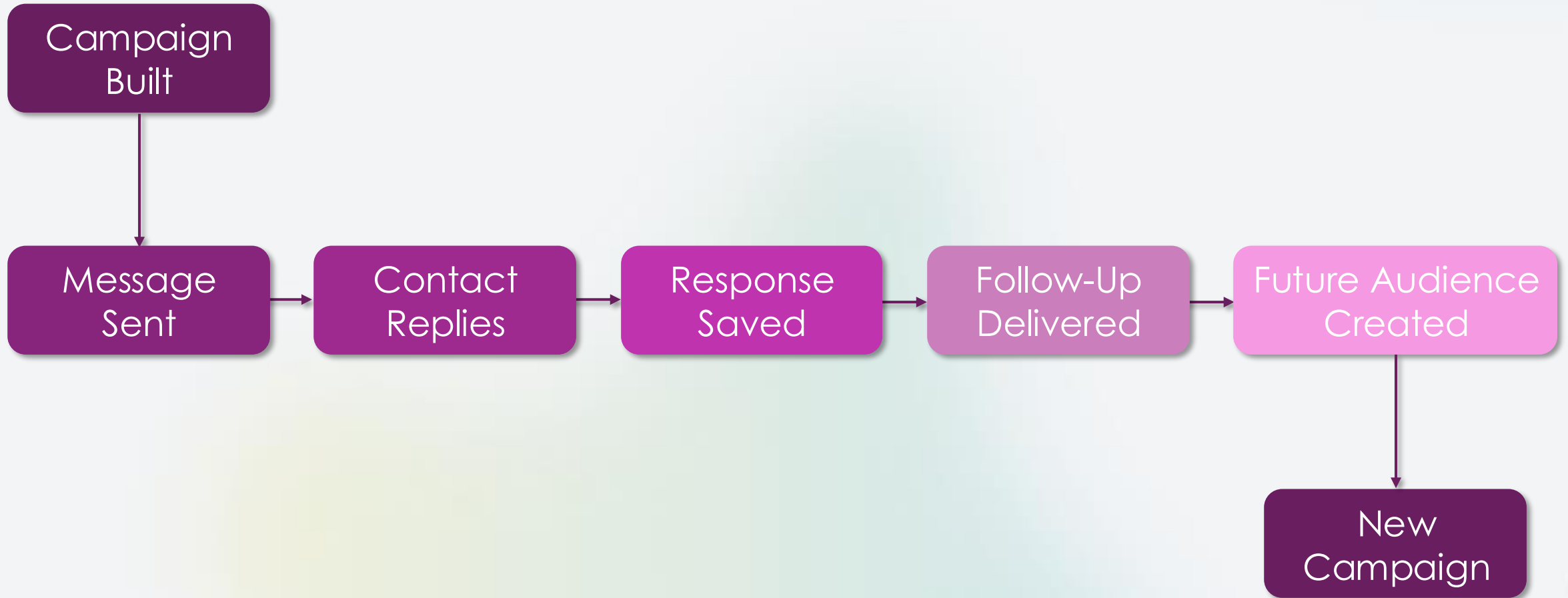


Build Your Campaign

Platform Demo

- Advising Program
- Interest Check Fall 2026
- Send to: enrolled = FALSE
- Hi first_name! Are you still interested in applying for Message U? Reply YES or NO.
- Reply to Yes
 - Great! You'll need your transcripts, personal statement, and ACT scores. You can find a checklist here so it's easy to submit once you start. www.message.edu/appchecklist
 - Thanks for letting us know, good luck this fall and we're always here to talk if you change your mind!
- Save Yes as interest_check = FALSE
- Save No as interest_check = TRUE

What just happened?

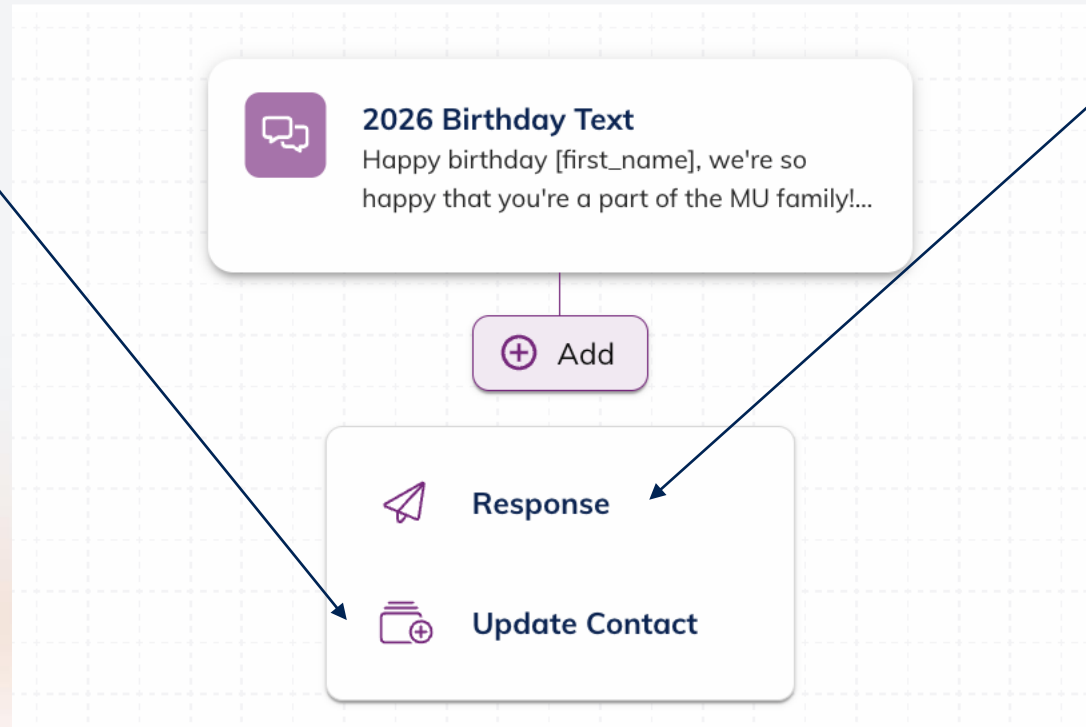


Update Contact

Saves the contact's reply to a (pre-created) custom field

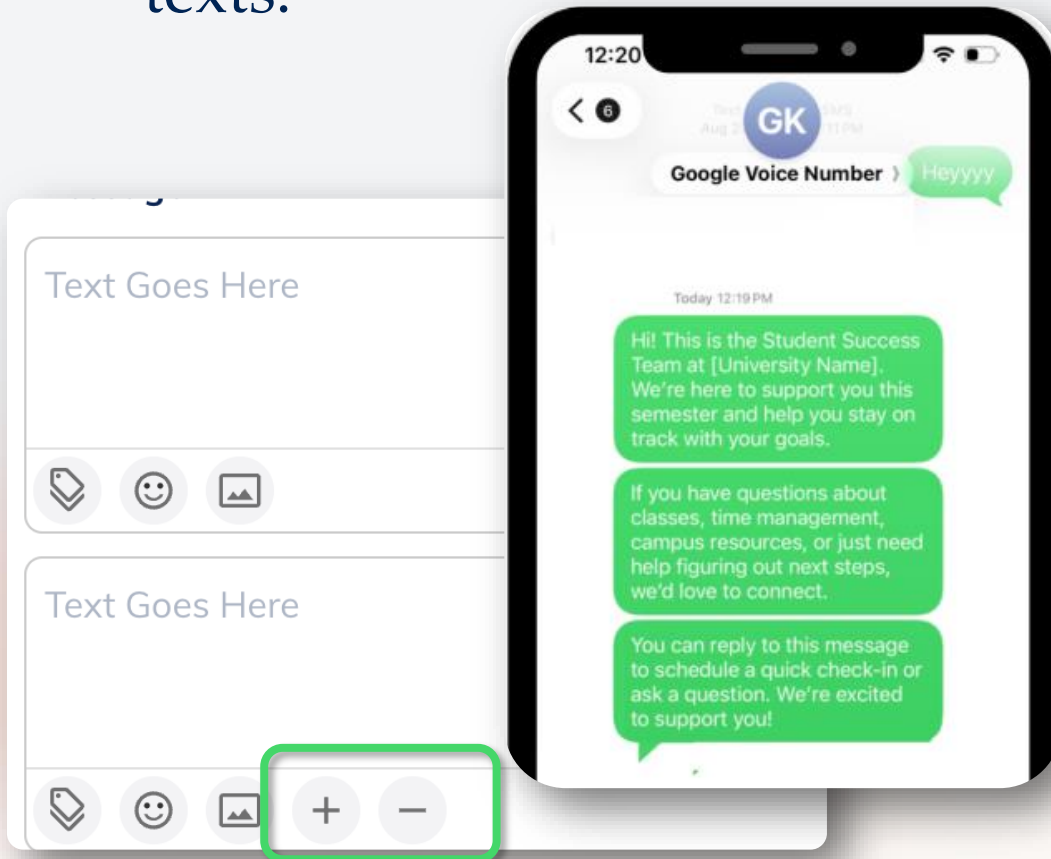
Response

Creates automated branching messages. Each contact gets a message based on their reply.



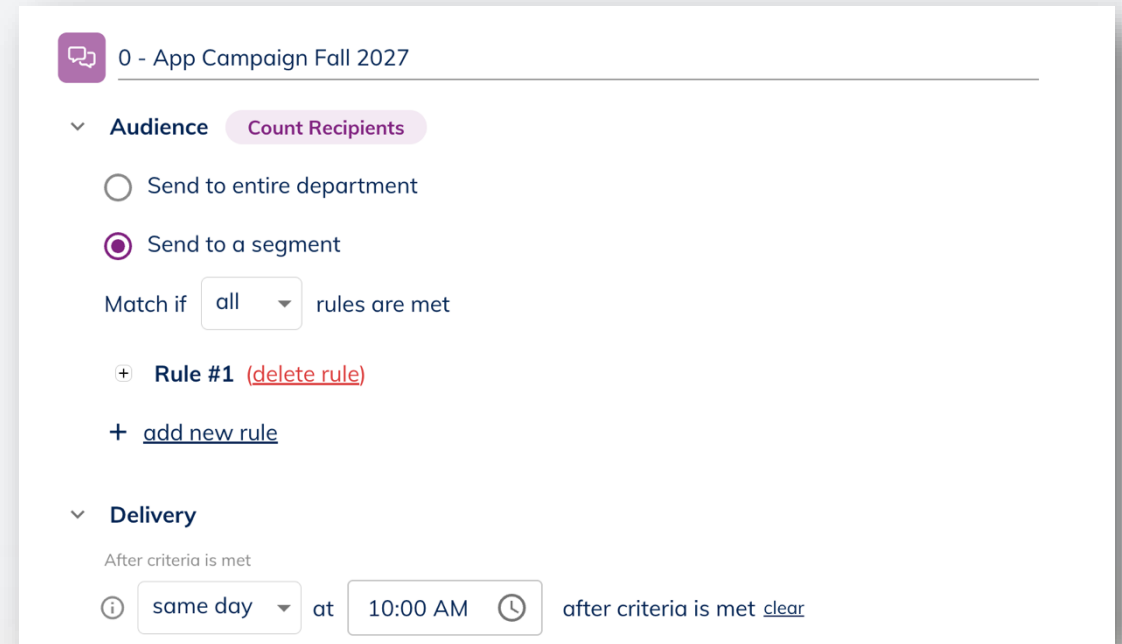
Multi-Part Message

Sends up to 3 messages at a time in the order you prefer. Break up a large message into smaller texts.



Event-Triggered

Uses “After criteria is met” delivery type to send messages based on changing contact data



Which feature are you most excited to use?

Share in the chat!

1. Branching
2. Saving responses
3. Multi-part messages
4. Event-triggered messaging

Campaign Best Practices

Nudge Naming Best Practice

- Each nudge must have a unique name.
- Using this type of message again? Attach a date.
 - 1 – App Campaign Fall 2026
 - 1 – Check-in 10.06.27
- Creating a campaign? Number the nudges!
 - 1 – App Campaign Fall 2026
 - 2 – App Campaign Fall 2026
 - 3 – App Campaign Fall 2026

0 - App Campaign Fall 2027

*Delivery: same day after criteria is met
at 10:00 AM*

INTRO

Delivery: 15 minutes after import

7 - App Campaign Fall 2027

Delivery: 2027-03-15T08:00:00

6 - App Campaign Fall 2027

Delivery: 2027-03-08T15:00:00

Campaign Settings

Nudge

MINIMIZE

Active

Search



0 - App Campaign Fall 2027

Delivery: after criteria is met at 10:00 AM

INTRO

Delivery: 15 minutes after Import

7 - App Campaign Fall 2027

Delivery: Mar 15, 2027, 8:00 AM

6 - App Campaign Fall 2027

Delivery: Mar 8, 2027, 3:00 PM

5 - App Campaign Fall 2027

Delivery: Mar 1, 2027, 9:00 AM

4 - App Campaign Fall 2027

Delivery: Feb 22, 2027, 3:00 PM

3 - App Campaign Fall 2027

Delivery: Feb 8, 2027, 9:00 AM

2 - App Campaign Fall 2027

Delivery: Feb 2, 2027, 2:00 PM



0 - App Campaign Fall 2027



Unique Name

▼ Audience

☐ Send to entire department

☒ Send to a segment

Match if rules are met

⊖ Rule #1

If of the following conditions are met:



"Advanced Search"

▼ Delivery

After criteria is met

after criteria is met at



Event-Triggered. When a contact applies they'll get this message at 10am

▼ Message

Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!



Campaign Builder

Do This	Avoid This
Segment your audience with rules	Sending to the entire program
Ask clear, structured questions	Asking open-ended questions
Use simple responses (YES/NO, 1/2/3)	Creating complicated calls to action
Keep branches manageable	Building overly complex workflows
Include keyword variations	Missing common response variations

Best Practices

- Segment your audience
 - Use rules to segment
 - “Advanced Search”
- Clear question
- Clear call to action (simple branches)
 - Reply YES or NO
 - Respond 1, 2, or 3
- Reply variants
 - Yes, yeah, yep, yup, y, yesss, yeh, ya!, 👍

Rule #1 [\(delete rule\)](#)

If any of the following conditions are met:

applied

equals

False



MESSAGES

now

Message U Admissions

Hey Lucy! 7 days until the deadline! Do you need any help with your app? Reply YES, NO, or DONE!

Choose the right delivery type

Delivery Type	When to Use
Calendar date	One-time announcements
After import	Send to newly added contacts
After criteria met	Ongoing, behavior-based messaging
On field value	Date-based triggers (birthdays, appointments)

▼ **Delivery**

Delivery type

▼ **Pick a time**

Calendar date

After import

After criteria is met

On field value

On field value →

▼ **Delivery**

On field value

birthday ▼ at 09:00 AM ⌚ [clear](#)

Opportunities

-
- The diagram illustrates a sequence of messages in a chat interface, connected by a horizontal line. A vertical line branches off to the right, indicating a continuation of the conversation. The messages are numbered 1 through 4.
- Message 1:** A text message from 'University Advising' to 'first_name'. The content is: "Hi [first_name], this is University Advising. We are nearing the end of week 1, Yay! I...".
- Message 2:** A text message from 'first_name' to 'University Advising'. The content is: "Storing 1 in fa26_enrollment_reply".
- Message 3:** A text message from 'University Advising' to 'first_name'. The content is: "Got it! You have a few options here. \na) keep...".
- Message 4:** A text message from 'University Advising' to 'first_name'. The content is: "Thanks for letting us know, sounds like we need t...".
- The messages are connected by a horizontal line, with a vertical line branching off to the right. The messages are numbered 1 through 4. Message 1 is a text message from 'University Advising' to 'first_name'. Message 2 is a text message from 'first_name' to 'University Advising'. Message 3 is a text message from 'University Advising' to 'first_name'. Message 4 is a text message from 'University Advising' to 'first_name'.

What is the most common text message you send today?

Share and learn in the chat!

Examples:

- Enrollment
- FAFSA
- Orientation
- Event RSVP
- Re-engagement
- Confidence Check-In
- College Planning
- Career Pathways Interest Check
- Class Readiness
- Class documentation follow-up

Considerations

If your nudge is live, it will SEND to all contacts who meet conditions.

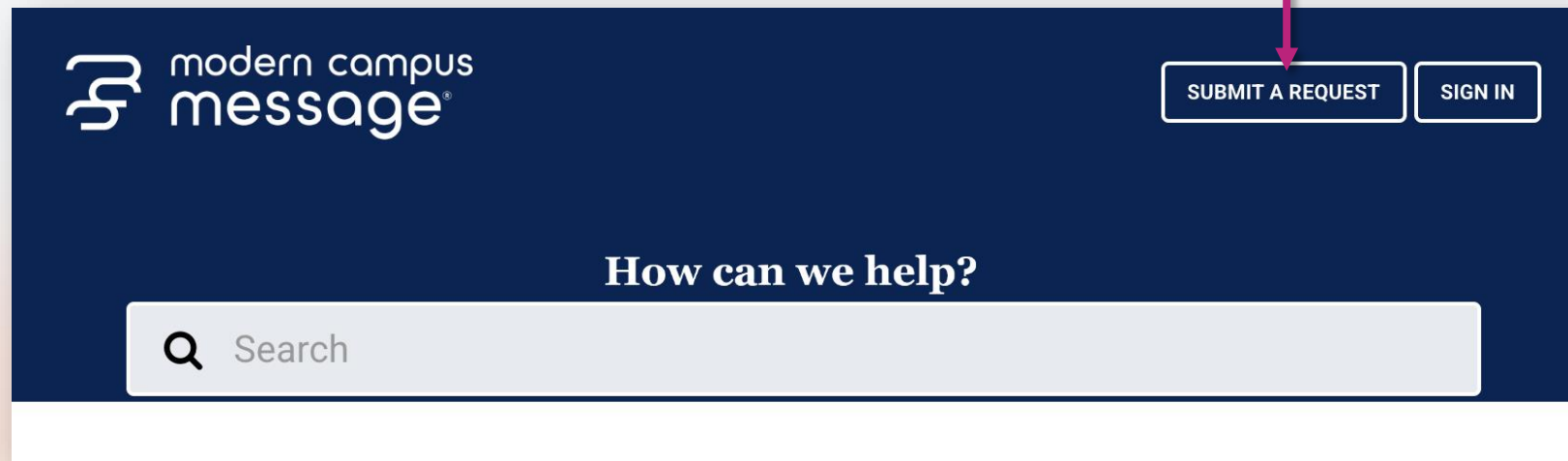
- Practicing? Build then exit out or refresh your page
- Save as a draft, but don't Publish
- Set condition active = FALSE

The screenshot displays the 'Admissions' interface. At the top, there are tabs for 'Draft' and 'Published', with 'Published' being the active tab. To the right of these tabs are the buttons 'Save as Draft' and 'Publish'. A red box labeled 'Draft message' points to the 'Save as Draft' button. Below the tabs, the phone number '(555) 777-8932' and the status 'Text to Opt-In' are shown. The main content area is divided into 'Campaign' and 'Settings' sections. The 'Campaign' section shows a 'Nudge' card with a play button icon and a right arrow. The 'Settings' section shows a search bar and an 'Add Nudge' button. A red box labeled 'Live message' points to the 'Publish' button. The 'Nudge' card displays the title '0 - App Campaign Fall 2027' and the message 'Way to go, you submitted your application! You can check the portal for any financial...'. Below the card is an 'Add' button.

Reach out to support if:

- You don't see a success message
- You refresh and don't see your nudge in the list
- Message-support@moderncampus.com

Submit a ticket from the Help Desk



Start Here

Before you build, ask yourself:

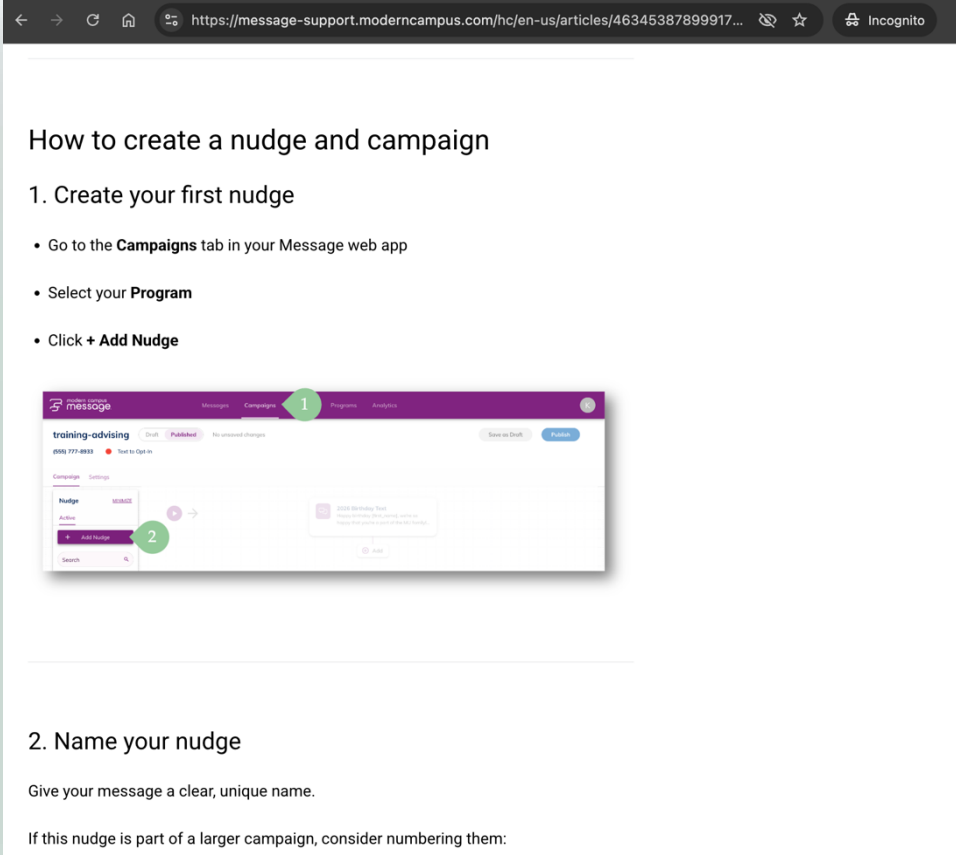
- Who should receive this message?
- When should it send?
- What response do I expect?
- What should happen next?
- Do I want to save contact data?

Your first Campaign Builder project

1. Pick a message relevant to your program.
 2. Rebuild it in Campaign Builder
 3. Set condition ACTIVE = FALSE
 4. Add one reply branch
 5. Add one contact update
 6. Take a screenshot and then exit out of the page. You want to be 100% ready before publishing!
- Considerations
 - If you publish, this will be LIVE and could send.
 - ACTIVE = FALSE

Resources

- Email tomorrow with a link to this webinar
- Helpdesk articles: <https://message-support.moderncampus.com/hc/en-us/categories/46344601717773-Campaign-Builder>
- Support tickets or email message-support@moderncampus.com



The screenshot shows a web browser window with the address bar displaying the URL: <https://message-support.moderncampus.com/hc/en-us/articles/46345387899917...>. The page content is titled "How to create a nudge and campaign" and lists the first step: "1. Create your first nudge". This step includes three bullet points: "Go to the Campaigns tab in your Message web app", "Select your Program", and "Click + Add Nudge". Below the text is a screenshot of the "message" web application interface. The interface shows a purple header with tabs for "Messages", "Campaigns", "Programs", and "Analytics". The "Campaigns" tab is selected and highlighted with a green circle labeled "1". Below the header, the "training-advising" campaign is shown with a "Draft" status. A sidebar on the left has a "Nudge" section with a "+ Add Nudge" button highlighted by a green circle labeled "2".

How to create a nudge and campaign

1. Create your first nudge

- Go to the **Campaigns** tab in your Message web app
- Select your **Program**
- Click **+ Add Nudge**

2. Name your nudge

Give your message a clear, unique name.

If this nudge is part of a larger campaign, consider numbering them:

What's your first step after today's webinar?

Answer in the poll!

Q&A

Please put your questions into
the Zoom Q&A feature!



Scan for a two minute
feedback survey

Post-Webinar Survey

- 2 minutes
- We love knowing what you like or would like improved!

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* 4. On the following scale, how **helpful** and **informative** was the training webinar?

1 - Not Helpful 2 3 - Neutral 4 5 - Helpful

☐ ☐ ☐ ☐ ☐

Additional comments to reflect your score.



Scan for a two minute
feedback survey

Thank You

See you next month!