



## Understanding the Three Types of Email Campaigns

MyOilEmail allows you to create three different types of campaigns: Standard Newsletters, Welcome Emails (also known as email drip campaigns), and Post Notifications.

Pick a type of campaign

SELECT TYPE > TEMPLATE > DESIGNER > SEND



**Newsletter**

Send a newsletter with images, buttons, dividers, and social bookmarks. Or, just send a basic text email.

Create



**Welcome Email**

Automatically send an email (or series of emails) to new subscribers or WordPress users. Send a day, a week, or a month after they sign up.

Set up



**Post Notifications**

Automatically send posts immediately, daily, weekly or monthly. Filter by categories, if you like.

Set up

All three of them have a different purpose, so let's start by understanding which campaign does what.

## Standard Newsletters

A standard newsletter can be sent immediately after you design it or scheduled for later, in contrast to the two other campaign types (Welcome Emails and Post Notifications) which are automatically sent whenever an event occurs.

You create a standard newsletter whenever you want to communicate something to your subscribers. Be it just text and images or a WordPress post.

## Email Drips (Welcome Emails)

Email Drips (Welcome Emails) are one of the two types of automatic campaigns which MyOilEmail supports, alongside Post Notifications.

Email Drips (Welcome Emails) are triggered whenever someone subscribes to a list and can be sent immediately or after a predefined amount of hours, days or weeks later.

### When is this Welcome Email sent?

When someone subscribes to the list... ▾ My First List (0) ▾

immediately ▾

immediately

hour(s) later

day(s) later

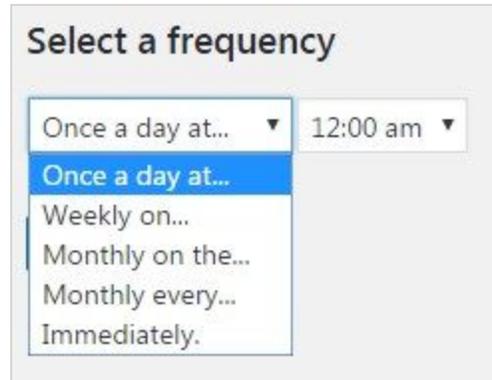
week(s) later

Next

## Post Notifications

Post Notifications automatically send a newsletter to your subscribers whenever you publish a new blog post. Your website is already set up to do this automatically, once per day on the days when new blog posts are created..

You can choose the frequency of this type of campaign:



The image shows a screenshot of a user interface element titled "Select a frequency". It features a dropdown menu with the following options: "Once a day at...", "Weekly on...", "Monthly on the...", "Monthly every...", and "Immediately.". The "Once a day at..." option is currently selected and highlighted in blue. To the right of the dropdown menu, there is a time selection field set to "12:00 am".

**Pro Tip!** If you want to send a different newsletter every time you publish a new post, choose to send it Immediately. However, if you publish more than 1 new blog post per day, it's better to specify a different frequency to avoid bothering your subscribers with too many emails on a single day.

## Conclusion

Each MyOilEmail campaign type is a great tool for staying in touch with your clients and prospects. Check it out today and don't forget to look at the other helpful tutorials to get the most out of this system!