



Contact Strategies

 **VoApps**
DirectDrop Voicemail™



Daily Campaigns

This calendar is a guide for suggested contact strategies. If you plan to run campaigns on a daily basis we encourage you to vary the day of week and time of day that you schedule a campaign for a particular set of accounts. If you are including all accounts daily, you could adjust the time of day rotating between morning and afternoon campaigns. Below is an example of how to vary your contacts. To further vary your campaigns, you could also rotate the message used.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1 Use message A		1/5 Accounts (Group A) Morning	1/5 Accounts (Group B) Morning	1/5 Accounts (Group C) Morning	1/5 Accounts (Group D) Morning	1/5 Accounts (Group E) Morning	
Week 2 Use message A		1/5 Accounts (Group B) Afternoon	1/5 Accounts (Group C) Afternoon	1/5 Accounts (Group D) Afternoon	1/5 Accounts (Group E) Afternoon	1/5 Accounts (Group A) Afternoon	
Week 3 Use message B		1/5 Accounts (Group C) Morning	1/5 Accounts (Group D) Morning	1/5 Accounts (Group E) Morning	1/5 Accounts (Group A) Morning	1/5 Accounts (Group B) Morning	
Week 4 Use message B		1/5 Accounts (Group D) Afternoon	1/5 Accounts (Group E) Afternoon	1/5 Accounts (Group A) Afternoon	1/5 Accounts (Group B) Afternoon	1/5 Accounts (Group C) Afternoon	



Weekly Campaigns

This calendar is a guide for suggested contact strategies. If you plan to run campaigns on a weekly basis, we encourage you to vary the day of week and time of day that you schedule each campaign. Below is an example of how to vary your contacts. This cycle can be repeated to include Friday and Saturday campaigns. To further vary your campaigns, you could also rotate the message used.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1 Use message A		All Accounts Morning					
Week 2 Use message A			All Accounts Afternoon				
Week 3 Use message B				All Accounts Morning			
Week 4 Use message B					All Accounts Afternoon		