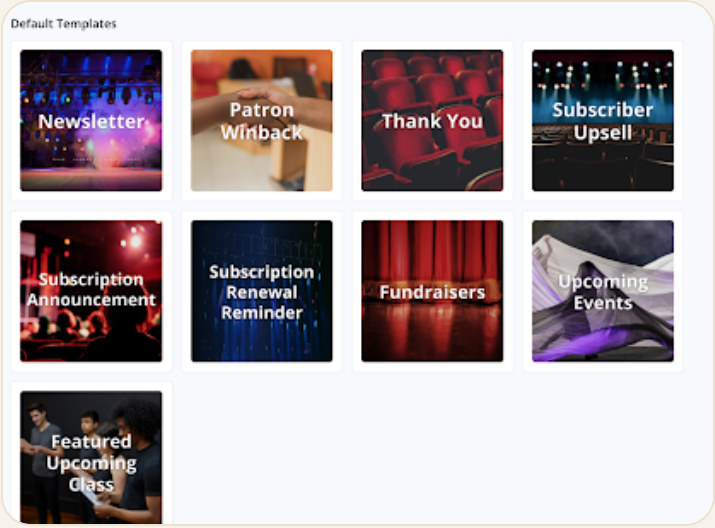
QUICK START GUIDE

Create your first email campaign

Reach your audience from the same place you sell tickets

Email campaigns help you keep families, students, and your school community in the loop on upcoming shows, ticket sales, and volunteer needs.



> *I have used OTS not only to have an online platform to sell tickets and stream shows, but also to curate a customer database that allows me to send out emails and updates easily.*
>
> Stephanie Maertz, Vocal Music Teacher, Reedsville Public Schools

Read their full story →

What you'll need

- Familiarity with your audience segments
- An end goal for the campaign
- About 5–10 minutes

Steps

1. **Navigate to campaigns**
   Click Marketing › Promo Campaigns › Create New Email.
2. **Fill out required fields**
   Enter a unique name and email subject, then select the audience, reply-to email, and send time.
3. **Select a template**
   Click Add Email Template and select one of the options provided.
4. **Customize the email**
   In the email editor, you can view web and mobile mode, adjust design, add components, and move, copy, or delete sections.
5. **Send a test**
   After saving your email, click Send Test Email to preview how it looks in your inbox.
6. **Save and schedule**
   Click Save to store your email as a draft. If it's ready to go, you'll see the option to schedule the campaign.

OTS On The Stage

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