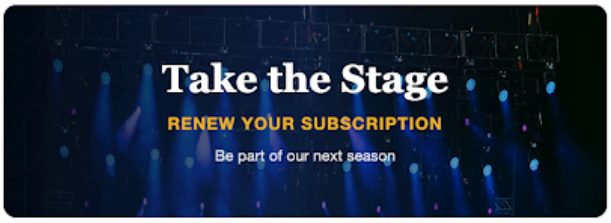
QUICK START GUIDE

Create your first email campaign

Reach your audience from the same place you sell tickets

Email campaigns help you reach your audience with announcements, offers, and reminders that bring ticket buyers back show after show.



Hey Theodore!

Thank you for being part of the subscriber community this season. This is just a reminder that your subscription will expire in {{{days-left}}} days, and we'd love to have you join us again next season.

Renewing your subscription is the easiest way to book your favorite seats early, continue enjoying subscriber savings, and make sure you don't miss the performances you're most excited about.

When you're ready, you can renew using the link below.

> *OTS has streamlined my promotions, audience engagement, and customer support with easy-to-use tools. Now I can set up consistent branding across websites, posts, emails, and programs in half the time!*
>
> Bree O'Connor, Producing Artistic Director, Playful Substance

Read the 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

Create your first campaign →