

Email

marketing

software

**Autoresponders
made easy**

Email software

Newsletter marketing

Autoresponders – how they work

Dear Colleague,

Many visitors to websites opt-in to receive a free newsletter.

The newsletter is delivered as a subscription by email. Most professional sites use a 'sequential autoresponder' to collect the leads and deliver the subscription.

The free subscription you offer is a series of newsletters or 'tips' written to build a relationship and promote your products. An autoresponder is one of the most effective subscription marketing tools a publisher can own because it removes the usual worry and stress over deadlines and copy.

You can create your copy whenever you feel ready. And there is no prescribed length – you decide how much to write. You also decide what to write about. You can file 10 articles in one day, go on holiday and write nothing until you get back. Or, like me, you do it the other way around: you go on holiday, write all your articles, come back and put them on the autoresponder.

The only problem with doing that is a laptop screen is difficult to read in the sunshine (all those pics of guys using a computer on the beach must be staged..)

What – no editorial deadline?

If you have ever worked in a publishing environment, you will know about the decisions and deadlines laid out months in advance by the editor and must be followed to the letter.

An autoresponder is different and has changed the way we work. You build a stronger, more lasting relationship with your customers and increase your income too with an autoresponder.

Let's take a look at how the subscription marketing process works and how to use the service to turn visitors into real prospects.

How autoresponders are used in subscription marketing

Many small-business owners are intimidated by the thought of putting out a regular newsletter simply because of the perceived effort required. They may be too busy to learn HTML.

The autoresponder has become an indispensable feature of the top marketing sites. They automatically collect and manage email lists and the messages you send out to the lists. This is an essential ingredient in the four steps to establishing a profitable, long-term business:

- 1. Attract quality prospects**
- 2. Get to know them**
- 3. Get them stay**
- 4. Sell to them**

Attracting quality prospects and establishing a relationship with them is, of course, a prerequisite to all business.

Knowing your customers and how your product can help them is a fundamental early lesson in every sales training book or course. An autoresponder is an essential element in converting people who register on your website.

Autoresponder conversion rates

In this report, we explain how typical websites work, how they attract visitors, how they get visitors to sign up for the free newsletter and how those convert to paying customers. It's a three-part process.

That three-part process is fully automatic and is the basis of most successful websites today. Not all the websites are from publishers (unless you count every website as a 'publication'). But all use subscription marketing to maintain constant contact.

Some sites sell one-off items such as software, a book, report or information product. Some have just a one page 'landing page' or 'squeeze page' to capture the name and send follow up messages.

Current List: wizardwordz [\(Create and Manage Lists\)](#)

Broadcast Edit:

Use this form to create a date and time specific email sent to subscribers. Typical uses might be a monthly newsletter or one-time product announcements.

Subject:

[Personalize](#)

{!name} - The Best Sales Letters in the World

HTML Message:

[Personalize](#)

[Templates:](#)
[View Templates](#)

The best sales letters in the world

{!name}

Where would you expect to find the best sales letters in the world?

If you search through all the direct marketing copy that appears in the mail, Internet, print and broadcast media, you'll find the two common promotions are for finance and charities. So you could be forgiven for thinking 'Let's build a swipe-file of those promotions and collect some great example sales letters.'

If you did that you'd be building a pretty poor collection.

Finance and charity copywriting graveyard

Both financial and charity marketing are graveyards for some of the most boring and predictable copy you'll ever read. Think of all those credit card direct mail letters offering a lower percentage interest rate as their Unique Selling Proposition: 'We offer a 7.7% interest rate.' The next one you read offers 7.8%.

You could copy almost any of those credit card sales letters, mail it out and come up with the same kind of response. Not exactly creative copywriting is it?

You cut and past your message into two boxes: one for HTML (above) and the other for plain text. You set up links to your website landing page here.

Attach A File

Schedule
 Send Immediately or Send Later

Send to Segment
 All Subscribers

Include or Exclude Other Lists?
 Click to include or exclude lists.

Track Clicks?
 Track clicks on website links in this message.

Social Media / Sharing
 Enable Sharing / Social Media

Broadcast Archive: <http://www.aweber.com/archive/wizardwordz>
 Direct Link: <http://www.aweber.com/b/1uucp>
 RSS: <http://www.aweber.com/archive/wizardwordz.rss>

 Do Not Tweet This Message

 Do Not Post This Message

QuickStats Notifications
 Email me when QuickStats are available for this message.

Save your broadcast.
 You'll be able to test your message before sending.

Preview Save Message

Syndicate: Publishes your broadcast to a web page so subscribers can view this message online, and to an RSS feed so subscribers can get your broadcasts by RSS.

You schedule your message to go out immediately or set a time and date in the future for despatch. If you have more than one list, you can include or exclude those lists with a single click. The tracking facility shows how many recipients of your message open and click on the website links in your message. You can automatically include links to a business Facebook page and twitter account to give your message the widest distribution.

Aweber send you an update email giving you open rates and click statistics.

Sent Broadcasts:										
1 2 ▶ Results: 1-20 of 26										Results Per Page: 20 50
Sent Date	Subject	Segment	Type	Spam?	Sent	Bounces	Complaints	Opens	Clicks	Copy
09/22/10 08:39 AM	<u>Wanted: business people who can</u> (Also sent to: subsstrategy)	All Subscribers	Text/HTML	0	3,679	667 (18.1%)	0.03 %	261 (7.1%)	28 (0.8%)	Copy
06/01/10 10:28 AM	{fname} - a big benefit or pay no	Split Test 06/01/10 03:24 AM Group 2 50%	Text/HTML	0	1,690	320 (18.9%)	0.15 %	113 (6.7%)	20 (1.2%)	Copy
06/01/10 10:28 AM	{fname} - a big benefit or pay no	Split Test 06/01/10 03:24 AM Group 1 50%	Text/HTML	0	1,695	305 (18.0%)	0.14 %	131 (7.7%)	46 (2.7%)	Copy

If you plan your website with subscriptions marketing and autoresponder conversions in mind, you can create dozens of landing pages, each with a product, quoting various prices and emphasising different benefits, all with the same purpose: maximising profits.

This follows one of the basic corner stones of good marketing: test to find the best price your market will bear.

The 'Sent Broadcast' page shows how many messages were sent to your list, how many 'bounced back' (rejected) how many people complained about spam, how many messages were opened and how many people clicked on one of your message links.

Open rates?

The open rate is higher than shown on statistics. Because many people view the message in the 'open pane' of their email software (such as Microsoft Outlook) without clicking on the message to open it. Those messages read in the open pane are not counted in the stats above.

Split broadcasts

You can see from the sent broadcasts above that I have sent out a 'split test' message.

You can do this to test any element of your message, for example the price you are charging for a product. Whatever your instinct tells you, you won't know what people are prepared to pay for your product until you test your prices!

In the example above, I am not testing price, but the font size to see if my readers respond to large size headlines in higher numbers than

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Current List: wizardwordz (Create and Manage Lists)

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 14 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions: [Reset Open Rate Statistics](#) [Go](#)

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	04/06/09	On	{Iname} - Create that Sales Letter ...	0	Test	Copy	X
2	7	Text/HTML	04/06/09	On	{Iname}! How to write a headline	0	Test	Copy	X
3	7	Text/HTML	05/17/08	On	{Iname}! - Your flexible Sales Lett...	0	Test	Copy	X
4	4	Text/HTML	04/06/09	On	{Iname} - Building a sales letter	0	Test	Copy	X
5	7	Text/HTML	05/17/08	On	{Iname} - Double your sales	0	Test	Copy	X
6	7	Text/HTML	05/17/08	On	{Iname}! Sales Letters - a recommen...	0	Test	Copy	X
7	7	Text/HTML	05/17/08	On	{Iname} - your 12 benefits	0	Test	Copy	X
8	7	Text/HTML	05/17/08	On	{Iname} - your requested sales lett...	0	Test	Copy	X
9	2	Text/HTML	01/11/07	On	{Iname} - A no-charge consultation	0	Test	Copy	X
10	4	Text/HTML	01/12/07	On	{Iname} - how to get your sales let...	0	Test	Copy	X
11	4	Text/HTML	01/12/07	On	{Iname} - Sales Letter Creation - A...	0	Test	Copy	X
12	4	Text/HTML	01/12/07	On	{Iname} - how long does it take to ...	0	Test	Copy	X
13	4	Text/HTML	01/12/07	On	{Iname} - Sales Letter Wizard speci...	0	Test	Copy	X
14	4	Text/HTML	01/12/07	Off	{Iname} - the secret of effective w...	0	Test	Copy	X

[+ Add New Follow Up Message](#)

headlines in the same size as the body copy. The top message used 20 point headlines and the second 12 point headlines in bold. The response to the smaller headline was more than twice as much—46 against 20. So the test showed how to more than double response to your messages by avoiding large headlines, which are often used by website marketers who obviously haven't tested the effect.

This page shows the follow up messages that go out to all who register on the website. There are fourteen messages on this list, but you can create as many as you wish with Aweber, and send them out at intervals from one day after the previous message up to infinity. The first message goes out immediately the person registers asking the new registrant to confirm he has requested the information. This is an anti-spam measure to prevent complaints.

Email software provider

The email software provider illustrated in this white paper is Aweber, considered by most webmasters as the 'Rolls Royce' of autoresponders.

[Aweber pricing details are available at:](#)

<http://www.aweber.com/?317210>

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How To Get Started: Live Demo

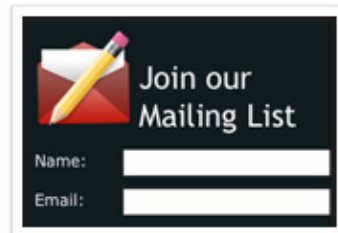
No experience necessary!

In this free live seminar, our Education Team will guide you through everything you need to know to setup your first email marketing campaign.



Create Effective Email Newsletters

In this live seminar, you'll learn how - and why - you can use email newsletters to connect with subscribers and market your business.



Better Web Forms: Get More Subscribers

Get more subscribers from your website's sign up forms!

In this webinar, we'll talk about ways to optimize your forms for higher conversions of visitors.

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