Autoresponders Put Your Marketing Efforts in Auto-Pilot

Autoresponders get a Yes or a No

Effective for Prospects and Customers

Autoresponders for existing customers and autoresponders for prospects are written in a very different way.

- **Autoresponders for customers:** Show gratitude to your customer, and are written in a respectful and helpful tone. Your customers shouldn't find these messages annoying – they should find them helpful and courteous.

- **Autoresponders for prospects:** Are for people who haven't bought from you yet. They're more sales focused, but still friendly and respectful. However, the emphasis is definitely on sales.

  If your prospects find this annoying, then they're not interested in buying from you. If they unsubscribe from your emails, they're no great loss to your business. **Focus on the people who do make a purchase!**

Autoresponders in Conjunction E-Newsletters

We recommend that you use autoresponders in conjunction with e-newsletters.

Newsletter emails add real value, so send your best articles to your email list.

Note: Newsletters aren't really a sales medium; they're news. So keep we keep the focus on news and adding value, and let your autoresponders do the selling. We help you set up a schedule of your newsletters versus your autoresponders depending on your sending frequency.

Autoresponder Set-Up

What kind of software sends Autoresponders?

You'll need an (ESP) Email Service Provider. Marketing software such as AWeber, MailChimp, etc. to assure that your emails get delivered.

There are dozens of options to choose from, just search for "email marketing software."

An important consideration is whether to use a single-opt-in system or a double opt-in system.

Single Opt-in vs. Double Opt-in

Single opt-in: Customers just fill in their details (or you add them), to your list.

Double opt-in: Customers fill in their details (or you add them), but then they have to click a verification link in an email to confirm that they really want to be on your list.

The benefit of the double opt-in system is that your list is clean and your emails should have a greater degree of deliverability. In addition, they'll be less likely to end up in the Spam folder.

It's also a slower way of growing your email list; however, I believe it's worth the extra time to ensure that you're sending messages to people who really want your emails.