



The Agony & The Ecstasy of Autoresponders

Or...

How to start out right in the world
of Email Marketing

Overview of Autoresponders

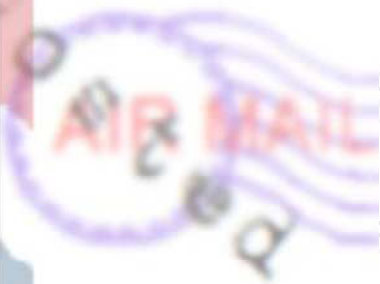
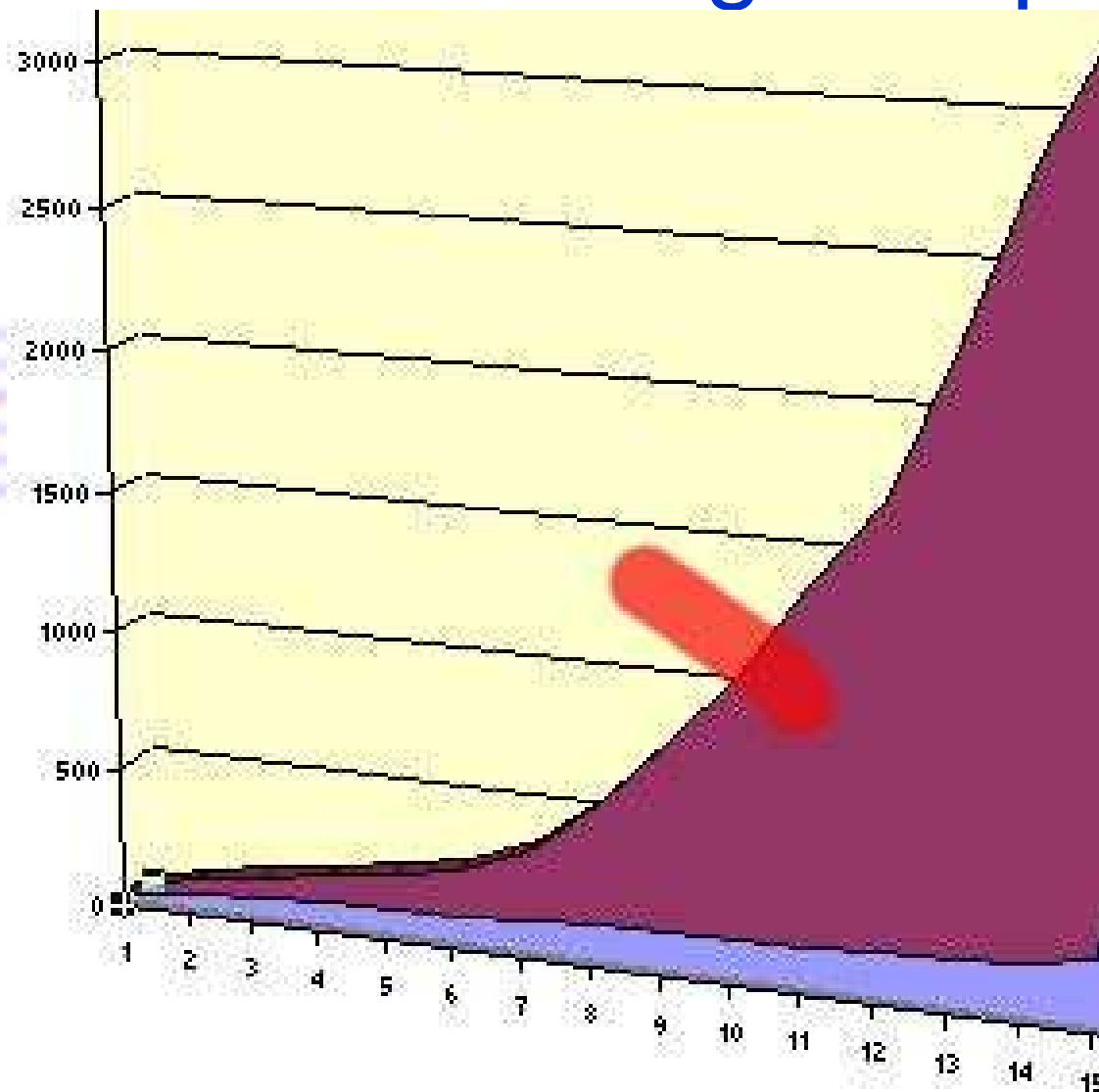
- Why use email marketing
- What is an autoresponder
- Types of autoresponders
- Full service autoresponder capabilities & restrictions
- Wordpress & Joomla plugins

Why Email Marketing

- Relationship building
- Personalized outreach
- Persistence vs transience
- Building critical mass

Critical Mass

2 Email List Building Campaigns



What is an Autoresponder?

- A program that automatically responds to emails
- An email marketing program or service that:
 - Manages email lists
 - Sends bulk emails
 - Carries on automated dialogues via email
 - Tracks behavior of email recipients

Types of Autoresponders

- Desktop email client
- Server-based email marketing service
- Feedburner feed email delivery
- Bulk email delivery built into other products

Email Client

- Local email client program
- 1 time purchase (i.e., cheap)
- Delivers through your email service provider



Email Client Problems

- Likely to trigger spam detectors
- Service problems
Email client & email service provider are unrelated
- Delivery depends on your computer being up & online

Server-based Email Marketing

- Companies in the business of email marketing
 - AWeber
 - GetResponse
 - Constant Contact
 - iContact
- Companies offering email marketing as a part of their product suite
 - Godaddy

Server-based Email Marketing Advantages

- One full-service solution
- Good tech support
- Reliable delivery
- Streamlined ongoing use
- High-end capabilities
 - Tracking
 - Split-testing
 - Surveys



FIRST DAY OF ISSUE

Server-based Email Marketing Statistics

- Performance – Denver Green Chili Recipe
- Open rate – 205 of 538 (38%)
- Click-throughs
 - 2006 recipe – 18
 - Cookoff events - 6
 - T&C foods – 1
 - Subscription page - 1

To Double Opt-In or Not

- Pro

- Guarantees delivery
- List quality is higher
- Prevents spam (pissing people off)
 - Was the subscriber the recipient?
 - Was the email typed correctly?

- Con

- Smaller list



Server-based Email Marketing Problems

- No protection from spam bin
 - Yahoo, AOL
 - Spam filters are confidential
- Restrictions on importing email lists
 - Confirmation required ... or
 - IP address & timestamp
 - 30-day delay before sending another confirmation email or allowing subscribe

Server-based Email Marketing

Importing restrictions

- IP address required
 - AWeber
 - GetResponse
 - Constant Contact
- IP address not required
 - iContact



FIRST DAY OF ISSUE

CMS Plugins

- Provides flexible configuration, appearance
- Simple installation
 - Upload files
 - Wordpress – plugin folder
 - Joomla – standard module installation
 - Activate
 - Configure

Other Email Marketing Tools

Feedburner (feedburner.google.com)

Generates opt-in form and daily emails when new blog posts are created

- Provide blog url, create feed
- Under “Publicize” tab, select email delivery
- Copy opt-in form code
- Paste code into blog page/template

Mile High on the Cheap Inbox | X

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Posted: 20 Jul 2009 12:50 AM PDT



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Other Email Marketing Tools

SiteKreator site builder

- Very simple
 - Opt-in form creation
 - Mailing list creation
 - Message creation & sending
- Minimal statistics, formatting, delivery control, and export control

3 Ways to Approach Email Marketing

- Don't do it.
- Tread water.
- Aggressively drive toward reaching critical mass.

- When in a crunch for time, sacrifice frequency, not promotion.

Summary

- Email marketing is still one of the best ways to drive your business to critical mass.
- Email marketing below critical mass will pull you under.
- If you are going to use email marketing, do it right.
- Your list building campaigns need to come sooner, not later.