

How to Make Use of Autoresponders

By Herman Drost

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Have you been following up on your contacts by hand and found it very time consuming?
Do you want to increase your chances to make more sales, keep more of your customers?

An autoresponder should be part of your marketing arsenal.

How it Works

An autoresponder delivers instantly by email. It can work for you 24 hours per day delivering information without being at your computer.

By placing your marketing message on your autoresponder customers can request information any time of the day and instantly have it in their mailbox. This will save you hours of manually filling out forms.

Uses of Autoresponders

1. Follow up on customers - It's known that it takes at least 7 times to recontact a person before he buys your product. For example, you may be distracted when receiving the first message, but are then reminded by it in the follow up messages. Using the autoresponder, you can set up your follow up messages automatically at predetermined intervals e.g. a different message every 2 days for up to 20 days
2. Newsletter - you can send out a sample of your newsletter automatically, to give people an idea of the information you share in it, so they will see the value of it and want to subscribe.
3. Articles - you can distribute valuable content at your web site by automatically offering articles.

4. Use in your email signature file - e.g. "send an email to article@isitebuild.com" . They will instantly receive your article without you having to lift a finger.

5. In discussion lists and bulletin boards

6. Autoresponder courses - a group of articles or information can be sent out separately over a period of time by email.

- offer your course as a free bonus for purchasing one of your products or services.
- Gain new leads by having people sign up and give you their contact information before they can receive your autoresponder course.

7. In printed materials - you can leave your autoresponder address in a printed (or online) ad.

Features of good autoresponders.

1. You get copies of each request that's made.
2. Ad-free versions for a fee.
3. Unlimited text length (though pre-formatting your message will help readers).
4. Personalization available if name data is collected.
5. Databasing of information.
6. Automatic follow-up capabilities.
7. You have control of your autoresponders
8. A firm policy on spam.

Free vs. Paid Autoresponders

Free autoresponders often have ads incorporated in them and will have limited features, whereas paid autoresponders will charge you a monthly fee and will incorporate a full list of features.

Suggestion - try both and see what works best for you.

Here are a few you can try:

Zipresponse.com

Aweber.com

Getresponse.com

Freeautoresponders.net

Sendfree.com

Rapidreply.net

If you are serious about Internet Marketing, an autoresponder is a "must have" tool, especially for saving time in following up on all your customers.

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