

FIVE ADVANCED and Essential features of Your Follow up

Autoresponder.

By Radhika Venkata

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If you are not using a follow up autoresponder until now, just buy it.
Follow up autoresponders are very valuable tool for online business.

- =You can offer free email courses
- =Send ezines, ezine articles
- =Follow up your customer
- =Conduct polls and quizzes

*****Your personal Follow up autoresponder software:

These software should be installed on your web site. You are completely in control of your software. These are affordable with good features.

<http://www.autoresponseplus.com/>
<http://www.scripts4webmasters.com/arproadv/>

*****Five Advanced and Essentials features of a follow up autoresponder:

1. Personalization of Your emails:

If your subscriber sees his/her name in the subject field, they will stop a second at your email. Well... it's human nature to respond to their names. Once they stop at your email subject, more chances of clicking on your email and go in to the message.

2. Email un/subscriptions:

Advanced feature that needs some email forwarders to redirect

subscribers emails to the cgi script. In this feature you can offer un/subscriptions through emails apart from form subscriptions.

3. Broadcast emails:

Broadcast emails also called one-time emails. Means instead of follow up emails at specific intervals, you can send promotional emails, ezines to your subscribers one time.

4. Bounced emails:

Very good feature. You can use this feature to clean up your lists. Your host will be happy as bounced emails uses the server resources and you delete them with your autoresponder script. Some free email services put your emails as spam or your subscriber no longer at their subscribed email or other problems like your subscriber email server is not working at the time of your emailings... Any of these reasons. The email will bounce back to your server. All these emails should be cleaned up once in a while, otherwise your host will send you email telling you are using too many resources.

5. Custom fields:

These are the fields to keep certain text in their text areas and if you keep the defined tag, the script replaces it with the text you provided. Great for keeping ads, signatures, links in your emails.

FIVE BASIC and Essential features of Your Follow up Autoresponder:
<http://www.webmasters-central.com/wp/em/5basic.shtml>

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