FIVE BASIC 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/arpproadv/

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

1. Unlimited autoresponders and email messages:

You can set up messages at different intervals and send an email course. Some free services allow you to send only limited number of autoresponders. Most of the hosts provide you autoresponders but these are one time autoresponders.

2. Double opt-in feature:

Most important feature you need, i'd say. People come to your web site, subscribe to your ezine and claim that you are spamming and he didn't actually subscribed to your list and somebody did. This double opt-in feature eliminates this trouble and make them confirm their subscriptions

before start receiving emails from you.

3. Automatic un/subscriptions:

As admin you don't have to add your subscribers and delete subscribers if your autoresponder has this feature. You can also include unsubscription link in emails. So if subscriber don't want to receive emails, he can unsubscribe from your list in one click.

4. Import/Export subscribers:

If you have a mailing list manager or any other software that has emails in it's database, you can import emails to your autoresponder. Same way you can export your subscribers to other programs.

5. HTML option for messages:

Some subscribers like to receive html emails. Html emails also be useful for tracking your email campaigns. Your subscription form contains an option for html emails.

FIVE ADVANCED and Essential features of Your Follow up Autoresponder:
http://www.webmasters-central.com/wp/em/5advanced.shtml

Radhika Venkata
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