CODENAME AUTO_RESPONDER
Top Secret Tactics that Will Boost Your Autoresponder Success

Learn More From: http://ezpopup.com
# Table of Contents

- **Introduction** ................................................................. 4
- **Why You Need an Autoresponder** ................................ 6
  - Securing Your Autoresponder Marketing System ............. 7
  - Spam Complaints ......................................................... 8
  - Ensuring Compliance ................................................... 8
  - Extended Features ...................................................... 8
  - Unlimited Mailing Lists .............................................. 9
  - Advanced Segmenting .................................................. 9
- **Top Autoresponder Providers** ....................................... 11
- **Moving Forward** ............................................................ 14
Copyright Notice:

©2014 IM Success Center. All Rights Reserved.

This publication is copyright protected. This is only for personal use. No part of this publication may be, including but not limited to, reproduced, in any form or medium, stored in a data retrieval system or transmitted by or through any means, without prior written permission from the publisher.

Legal action will be pursued if this is breached.

Disclaimer Notice:

Please note the information contained within this document is for educational purposes only. The information contained herein has been obtained from sources believed to be reliable at the time of publication. The opinions expressed herein are subject to change without notice.

Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

The publisher disclaims all warranties as to the accuracy, completeness, or adequacy of such information.

The publisher assumes no liability for errors, omissions, or inadequacies in the information contained herein or from the interpretations thereof. The publisher specifically disclaims any liability from the use or application of the information contained herein or from the interpretations thereof.
Introduction

When it comes to making money in e-mail marketing, there is one tool that is absolutely essential to your success.

In fact, it’s one of the ONLY tools you need to start building targeted e-mail lists in your niche market.

Of course, we’re talking about autoresponders.

With an autoresponder you can automate the entire process of building and monetizing your e-mail lists. In addition, using this automation system, you can begin building valuable relationships with your subscribers, enforcing a distinctly positive brand message with every e-mail.

Without an autoresponder, you’ll be stuck manually e-mailing a database of leads and as you can imagine, not only is that extremely time consuming but managing your list would be a complete nightmare!

You know yourself that the only way to truly maximize your income online, while minimizing your workload is in your ability to streamline your business and automate as many tasks as possible.

In order to do this, you need to be able to communicate with your audience on complete autopilot so that your time is free to spend on growing your business and your promoting your brand.

So, how can you begin to automate your list building while being able to maximize your list profits instantly?

This special report outlines the key essentials to setting up a powerful autoresponder campaign that will drive in leads and effectively build a positive brand in your market.
We’ll show you what autoresponder services are available, what your options are, and how to make the best decision based on your overall goals.

*So without further delay, let’s get started!*

All the best,

*IMSC Team*

The IMSC Team
Why You Need an Autoresponder

If you’re serious about your online business, you know that in order to be successful and develop a business based on long-term profitability, you need to free up your time and resources so they can be better spent expanding your business.

There are only so many hours in the day so in order to dominate your market and expand your sales system, your time should be spent creating new products, enhancing your websites with additional monetization channels, and promoting your business.

That leaves a very important task unfinished.

Building your list and relationships with subscribers.

That’s why autoresponders are such an essential part of your business. With an autoresponder, you can instantly greet new subscribers and begin the relationship-building phase, without having to spend any time doing it! Your autoresponder takes care of everything for you!

As you probably know, the top leaders and authorities in your market make their money because of ONE main component that helps them stand out and make more money than ever before.

They rely on the relationships they’ve developed to further their business and maximize their income. They’ve worked hard to build valuable relationships with their subscribers and customers and they’ve done this
through the use of autoresponders. Without an autoresponder they simply would NEVER have the time to expand their business!

Imagine marketing to a group of 1,000 customers by e-mailing each one individually. It would take hours and hours just to touch base with your subscribers and at the end of the day and chances are that only a small fraction of your direct e-mails would ever make it to their inbox!

Now, consider the advantage of using an autoresponder service that can contact your entire subscriber base within minutes – all with a click of the mouse (or set it up on COMPLETE autopilot and it will automatically e-mail your subscribers on predetermined times or dates).

Not only will you be able to stay in constant communication with your subscribers, but you’ll finally be able to take advantage of “automation monetization”, by combining content based e-mails, which offer valuable free information, along with promotional based campaigns that trigger an avalanche of orders!

**Securing Your Autoresponder Marketing System**

You should now understand the importance of an autoresponder when used as part of your marketing strategy. The next step is to choose your autoresponder service provider.

While there are many different options available to you in terms of the type of autoresponder you use, it’s recommended that you choose a professional account that is hosted by a third party company.

**Here’s Why:**

Should you choose to host your own autoresponder software, you are opening yourself up to many potential problems, including:
Spam Complaints
You will have to be on the look-out for spam complaints that come in both directly, and to your ISP. Since you’re hosting your own autoresponder, if a subscriber feels that you are e-mailing them without consent, they may contact both your hosting provider and your Internet service provider leaving you at risk of losing your accounts.

Ensuring Compliance
By hosting your autoresponder with a professional service you are guaranteed that your e-mails are compliant with the SPAM-CAN act of 2003.

Higher Delivery Rates
Professional autoresponder companies are experts at ensuring high delivery so that your e-mails make their way to your subscriber’s inbox. If you host an autoresponder on your own, you may find that your delivery rates are very low, or that your e-mails wind up in peoples spam folders where they do you no good.

Extended Features
The majority of professional autoresponder providers offer a variety of important tools and resources that make it easy for you to tweak your campaigns and maximize open rates, and response rates (which equate to more money for you).

Included with most professional autoresponder providers are tools such as the ability to split test, and monitor performance as well as the ability to segment and target different parts of your overall list. These are all important features in order to maximize your e-mail marketing results.
There are many other reasons why a professional autoresponder service is the best choice for your e-mail marketing, including:

### Unlimited Mailing Lists
With a professional autoresponder provider, you’ll be able to create an unlimited number of campaigns and mailing lists, giving you the opportunity to target specific segments of your market as well as venture into as many different niches as you wish!

### Advanced Segmenting
If you really want to maximize response rates, you’ll want to segment your lists so that you’re able to connect with specific subscriber groups. For example, if you were promoting a product geared towards beginners, you could target only those who have indicated that they are new to the business. You do this through “list segmenting”, which utilizes demographics to categorize subscribers and break them down into specific, identifiable groups.

### Siphon Trust & Credibility
Many of your potential subscribers may not feel comfortable joining a mailing list that is managed or handled by an unknown source. People don’t want their sensitive or personal information shared or distributed beyond their consent and so by hosting your mailing list with a professional and well-known autoresponder provider, you won’t have to worry about potential subscribers being concerned about how their information is stored.

Another consideration is whether you should pay for an autoresponder service or take advantage of free account offers.

The upside to this is that you can start building your e-mail lists instantly without any start-up costs involved, however the downside is that with the
majority of free autoresponder offers, your messages will carry third-party ads that will likely hinder your ability to monetize your own campaigns.

In addition, you’ll put yourself at risk of not being taken seriously as subscribers will see that you are using free services, rather than a professional autoresponder account. When it comes to making money online with e-mail marketing, it’s always wise to invest in your financial future by securing a professional autoresponder account.

*So, which provider should you choose?*

In the next segment of this special report, we’ll take a look at the different options available to you so that you can choose the best fit for your business and budget.
Choosing an autoresponder provider is an important decision because once you’ve begun to build a mailing list, it’s not always easy to transfer your contacts over to a new provider.

While the majority of professional autoresponder providers offer the option to “export” your database of leads and then “import” them into a new autoresponder account, all of your subscribers will have to re-confirm their desire to be on your mailing list and as you can imagine, for this reason alone it won’t be easy to transfer everyone over.

So, with this in mind you’ll want to spend some time evaluating the top autoresponder providers online so you can make the very best choice for your future in e-mail marketing.

To get started, we’ve provided you with a comparison chart that outlines the top 5 autoresponder providers online. We will then take a closer look at how autoresponder providers differ and what they have to offer.

Keep in mind that autoresponder pricing works on a tier based structure, where you pay based on the number of subscribers you have so as your list grows, you can expect your monthly charges to change.
Get Response, available at [http://www.GetResponse.com](http://www.GetResponse.com) was founded in 1998 and is a leader in autoresponder marketing. You can get in for free by taking advantage of their new account option, however for just $9.95 a month, you’ll be able to grow a list of up to 250 contacts.

Aweber, available at [http://www.aweber.com](http://www.aweber.com) was also founded in 1998 and has a solid reputation within the e-mail marketing arena as being a quality and reliable tool for marketers. With high delivery rates and extended features that include segmenting and split testing, you’ll have access to all of the tools you need to maximize performance.

Constant Contact, available at [http://www.ConstantContact.com](http://www.ConstantContact.com) offer a free trial for the first 60 days, giving you the opportunity to experience their service and guarantee of customer satisfaction with no upfront costs involved. You can then upgrade your account based on your subscriber units for as little as $15 a month.
iContact, available at http://www.iContact.com offers a wide range of features with a low monthly budget plan for beginning marketers with smaller lists. You can easily upgrade in the event your list grows quickly for as little as $9.95 a month.

Autoresponse Plus, available at http://www.AutoresponsePlus.com offers a full scale autoresponder script that you can host on your own services for a one time payment of just $197.00. With this script you’re able to install your own autoresponder portal, with additional features included such as social media integration and link tracking.
Moving Forward

Your next step is to secure a professional autoresponder account of your own, so that you can begin to build and monetize your e-mail lists.

Spend some time browsing through the feature overview lists on the top autoresponder provider websites and choose the provider that best suits your needs. Then, once you’ve secured your own autoresponder account, you’ll be able to finally join the ranks of successful e-mail marketers!

The more you can automate everyday repeatable tasks via an autoresponder the more time you will have to devote to growing your business and enjoying your personal time as well.

To your success!