

EMAIL MARKETING SOLUTION

Welcome to [Cheap-Email Marketing](#) . The cheapest and most lucrative form of business online. Every online business big or small should have an email marketing strategy in place. Customer retention and follow up accounts for more sales and business done online. First contact no matter how good your sales page, reputation as an already respected company or simply a new business, you will need to build up trust with your visitors. Forrester research has shown this can take as long as seven visits before a sale is made. Unless the visitor bookmarks your site in favourites, how else can you keep in contact with them?

By simple use of an autoresponder with pre-written sales messages of your companies products or services inserted. This has two favourable factors, the first is you now have clear contact with your customer and are sure of their interest in your product/service and secondly as the name auto-responder suggests, once these messages are pre-set they will continue to deliver your sales pitch to your visitor 24/7 365 days of the year without you having to do anything else. Another plus to this automation in capturing peoples email address is; should you need to advise people of changes in your product/service you can send a `broadcast` message to alert them of these changes. With the basic cost of an autoresponder as low as \$9.95 a month and a more responsive program software as high as \$149 a month this is big business and a way of cementing relationships with your visitors essential before a sale is made, you can't afford to be without one. The following contents will answer even the most basic questions explaining the terminology and best practices and uses of having an automation service. This could be in the simple form of a company newsletter or marketing newsletter.

Business Automation with Autoresponders

Automation is important to all businesses. The less time we have to spend doing small tasks, the more time we have to make more money – or we could spend that time doing something besides working. Putting an online business on auto pilot isn't difficult at all – and it is all done with the use of autoresponders.

Autoresponders can be used to get people to your website, or to promote products and services. Simply plug your sales message into the autoresponder, along with some valuable information that your potential may want or need, and advertise that autoresponders address. Once the person arrives at your site, and goes through your ordering process, another autoresponder kicks in. This autoresponder should send out a receipt, as well as information that will grant the customer access to whatever it is that they have purchased. Another autoresponder message should be sent out after this, thanking the customer for their business, and letting them know about similar or related products or services that they may be interested in.

The beauty of this is that while all of this ordering is going on, and these important customer service emails are being sent, you can be off doing something else! The more automation you can integrate into your online business, the better off you will be.

Customer Service with Autoresponders

Ideally, when you perform customer service, it is done on a one-on-one basis with each of your customers. That works quite well in the offline world – but on the Internet, that simply will not do. Your customers are literally all over the world, and there is no way that you can really deal with each one of them personally. That is where an autoresponder comes in.

Customer service with autoresponders is quite simple. When an order is placed, an autoresponder can send out the receipt for the sale, the information for accessing the product, and a 'thank you' email. This happens whether you are logged in to your computer or on vacation in an exotic location! But customer service doesn't always end right there, and if you are away from your computer, you may be letting your customers down!

For instance, an elderly gentleman sees your product advertised and places an order. Everything goes through just fine, and he receives the receipt, the download information, and your 'thank you' email.

Your product is an ebook, compiled into a PDF file. This particular gentleman doesn't understand what a PDF file is, and he has no idea what you mean by 'right click to download.' He needs additional customer service for the product that he has purchased, and there is nobody available to help him – nobody but an autoresponder.

Set up an additional autoresponder that will send out a list of frequently asked questions or problems that deal with customer service or how to access the product. Also set up a support autoresponder. If he sends a message to support, he should get an instant message back letting him know that his message has been received, and how soon it will be addressed. This will give him some measure of comfort, and in most cases, he will wait that specified period of time for assistance.

However, if he doesn't know how to download the product, and he sends a message to support, and nothing happens, he will most likely become very dissatisfied in a very short period of time. The difference between a patient customer and an irate customer is one simple autoresponder message that can and should be set up in under five minutes.

Really think your ordering process through, and consider the potential problems that may occur for your customers. Get an autoresponder set up to address those problems, and you will find that your customers are more satisfied with your products, and extremely satisfied with your

customer service – all because your autoresponders handle their problems right away!

Invoicing with Autoresponders

If you have recurring invoices that you send out, you can easily automate this process with autoresponders. Many business owners find that they spend a good portion the day sending out invoices, or trying to collect on unpaid invoices! This can easily eat into the time that you could be spending generating new business.

If the amounts invoiced are the same each month, and due on the same day each week or month, you can easily automate the invoicing process with the use of an autoresponder. Many shopping carts that have autoresponders built in work well for this. Others may take a little time to set up, but in the end, they will save a great deal of time overall.

Get extra usage out of the automated invoicing process by adding small messages to the invoices that alert these clients to new products or services that you offer. Think about your phone bill – doesn't your phone company send out additional sales material with each bill? There is no reason you shouldn't use this same marketing technique with your autoresponder invoices!

Autoresponders and Shopping Cart Integration

When people place orders through your website, it is always a good idea to immediately acknowledge the purchase. One way to do this is with the use of an autoresponder that can be integrated with your shopping cart. In fact, many shopping carts that are available today have their own autoresponders built into the system.

When you set up your autoresponder to send a message to someone that has placed an order, there are several things that should be included in the message. This is an opportunity to 'speak' to your customer, and to let them know about other deals that you have or special items that you have available. You should not miss this opportunity.

Do not try to get your 'thank you' sales message on the same autoresponder as the customer's email receipt. Putting the sales message on an email that is automatically sent to grant the customer access to their purchase is also a bad idea – that would go better with the receipt. Make sure your 'thank you' sales message is a message that is sent out all by itself, so your customer can focus solely on that!

Thank the customer for their recent purchase. Tell them how much their purchase will help them, and then tell them about other available products that work well with the one that they just purchased, or that are similar to the one that they just purchased in some way. For instance hair conditioner works with hair shampoo. Vacuum cleaner bags or carpet powder works well with vacuum cleaners. Just let them know about the various products that you offer that will compliment their purchase in some way.

The important thing is to not let your customer get away without further contact! Think about being in a brick and mortar store. When you go up to the counter to pay, there are many items there for sale.

These items are meant to be picked up as last minute purchases, or impulsive purchases. Your 'thank you' sales letter serves the same purpose.

Don't make the mistake of bombarding your customer! You can usually send them periodic information about your specials after they have made a purchase through you, but emailing them on a daily basis with your offers is not good business!

Use your autoresponder responsibly! Make sure that your autoresponder is set up to handle automatic remove requests, and make sure that the information that you are sending your customers is of value to them.

Personalizing Autoresponders

Have you ever walked into a store in your town, and been addressed by name? This has probably happened to you at stores that you frequent often. The shop owner knows your name, and uses it. He remembers you, and he wants you to know that he cared enough about you and your business to remember you. In the offline world, this is just one aspect of customer support.

Customer service like this is almost impossible to achieve on the Internet, but some semblance of it can exist when you personalize your autoresponder messages. Autoresponder messages can be set up to address people by their first or last name – or both. In fact, there is quite a bit of personalized information that can be added, depending on the autoresponder that you are using.

The information is included in the autoresponder messages by using codes. Each autoresponder will use different codes to insert the information in your messages. You simply write your message, and put the codes where you want the personalized information to appear. For instance, your message may start out with ‘Hello (code for first name)!’ In this case, the person’s first name will be inserted where that code is.

Personalizing your autoresponder messages will most likely improve your response rate. Research has shown that emails that are personalized with the person’s first name are opened more often, and those people are generally more receptive to the contents of the email message. It is usually very easy to do. You write one message, using the codes where you want the personalization, then, no matter who that one email is sent out to, their personal information will appear where the codes are.

Of course, the autoresponder must collect the information first. This is done with the use of forms that activate the autoresponder. For instance, if you are giving away a free ebook, and you have your visitor fill out a form with their email address to receive the download instructions for the ebook by email, that form should collect any type of information that you want for personalization – such as a first name, as well as the email address. If that information is not collected, the autoresponder won’t have anything to insert where that code appears in your messages!

Take a look around the control panel of your autoresponder, and find out what type of personalization you can add to your autoresponder messages. You may be very surprised at the improved results!

Autoresponders – The More You Know, The More Effective They Are

If you have signed up with an autoresponder service, you need to take the time to read the instructions to learn how to use the service – before you load the first word of your first message! Not knowing how to use the service will lead to many mistakes, and your customers and potential customers will most likely see every mistake you make!

As soon as you have completed the sign up process, load one email address into the autoresponders mailing list – yours. If there is a manual or help file for your autoresponder, read every word of it, and really learn how to use all of the features of the autoresponder.

Work with it, sending messages to your own address, until you know your autoresponder service inside and out! This may take a little time, but after a few hours or so, you should know all that there is to know, and you will be able to set your autoresponders up much more effectively in the future. Taking the time to learn now, will not only save time in the future, it may also help you tweak and tune your autoresponder messages and tracking in a way that increases your responses!

Formatting Autoresponder Messages

Have you received emails that were all broken up? These emails have one or two words on one line, then eight or ten words on the next line. In some cases, one word begins on one line and ends on the next. These emails are very hard to read, and they appear to be very unprofessional. This is not what you want your autoresponder email messages to look like. If not, you need to learn how to format your messages. Start by reading the instructions for your specific autoresponder. Each one operates a bit differently in the way that it handles text. For instance, some autoresponder messages will be messed up if you do put a 'hard line break' at the end of each line, while others will be messed up if you don't! Find out what the right option is for your autoresponder!

Because each email client is different, you should not allow any line in your message to exceed 65 characters. This will help prevent lines from breaking up, and it is achieved by hitting the 'enter' key at the end of each sixty-five character line. The best way to be sure that your autoresponder messages are delivered in the correct format is to send them to yourself, before you send them to your list!

Build Interest With Autoresponder Messages

If you are using your autoresponder to sell a product or service, you must be very careful as to how you approach your potential customer. Few people like a hard sale, and marketers have known for years that in most cases, a prospect must hear your message an average of seven times before they will make a purchase. How do you accomplish this with autoresponders? It's really quite simple, and in fact, the autoresponders make getting the message to your potential customers those seven times possible. On the Internet, without the use of autoresponders, you probably could not achieve that. Too often, marketers make the mistake of literally slamming the potential customer with a hard sales pitch with the first autoresponder message – this won't work.

You build interest slowly. Start with an informative message – a message that educates the reader in some way on the topic that your product or service is related to. At the bottom of the message, include a link to the sales page for your product. Use that first message to focus on the problem that your product or service can solve, with just a hint of the solution. Build up from there, moving into how your product or service can solve a problem, and then with the next message, ease into the benefits of your product – giving the reader more actual information with each and every message. Your final message should be the sale pitch – not your first one! With each message, make sure that you are giving the customer information pertaining to the topic – free information! This is what will keep them interested in what you have to say.

This type of marketing is an art. It may take time to get it exactly right. Use the examples that other marketers have set for you. Pay attention to the messages that you receive from other marketers. Start a 'swap' file, and keep those messages. Use some of the better sales copy for your own autoresponder messages – just make sure that yours doesn't turn out to be an exact copy of someone else's sales message!

Remember not to start with a hard sale. Build your potential customers interest. Keep building on what the problem is, and how your product or service can solve that problem or fill that need. If you are doing this right, by the time the potential customer reads the last message in that series, they will be convinced enough to make a purchase!

Give Potential Customers A Preview With Autoresponders

Building customer interest and excitement is the first step to successfully marketing many products. Autoresponders play a vital role in building this interest and excitement. For instance, if you were developing an ebook, you may want to start telling your website visitors and opt-in subscribers about it. Start building interest; tell them what this product will do for them, and how soon it will be available.

Do more than build interest by telling them about it. Use an autoresponder to let them preview your product! Even though you will be selling the product, you can allow your potential customers to preview the information. Have you ever seen previews for movies that will be playing in theatres soon? It is the same concept.

Load one chapter of the ebook into an autoresponder, and put a form on your website where your visitors can enter their name and email address to receive the preview chapter free of charge. This gets their name on your list of potential customer. Each week, send a reminder email, letting them know how close the release date is, and what they can expect from your product – keep building interest and excitement.

Finally, a couple of days before you are ready to launch your product offer those that received the preview the option to buy a pre-release copy. You can opt to offer a discounted price, or leave the price as it will be on launch day – the choice is yours.

Take a look at the list of people who signed up to receive the preview. How many of them are still 'subscribed' to that list? They've had the option to stop receiving notices about your product, but they chose to keep receiving the information you were sending. These are highly targeted prospects for your product. They have already shown you that they have an interest in your product, and a large number of those people are simply waiting on the autoresponder broadcast message that will let them know that it is time to pick up their copy of your product!

Isn't automation a wonderful thing? Using an autoresponder, you are able to see how much of a market there is for your product, and build a great deal of interest in it before it is ever released.

This is the key to making sales on launch day. Use autoresponders to build the interest. Get your prospects excited about what is about to come – and on launch day, give them what they are waiting for and watch the sales pour in!

Using Your Autoresponder to Generate Leads

Autoresponders are one of the most important marketing tools that you can have if you are doing business online. In fact, the only thing more important than the autoresponder is your opt-in list! But all autoresponders start out without a list – the list doesn't exist until your autoresponder mailing list starts filling up with names and email addresses!

The easiest and fastest way to build up an email list is to give things away for free. Some marketers will tell you that this is a waste of time – and if you already have a list of one hundred thousand people that you can market to, then it probably is. But for those who do not already have a list, this is the way that it gets built! You simply pay for advertisement to promote your freebie. Don't think of this as lost money, think of it as an investment in future earnings.

Give away an ezine, free reports, free ebooks, free access to private websites, or anything else that you can think of. The object is to get people to sign up to receive that freebie, and to agree to receive email from you in the future! It is a win-win situation for everyone, but you get more than anyone else in the deal. The person gets a freebie. You get their name and email address, and permission to email them in the future.

But if you do it right, you get even more than that. The freebie that you give away should also be used to promote your products or services. Even if it just has affiliate links for products or services that are related to the topic of the freebie, it is a way to generate extra revenue. Then,

when you send email in the future, you can again promote your products or services. Just be sure to include valuable information in the email as well, or you will have people dropping off of your autoresponder mailing list like flies!

Using every opportunity that is presented to you in the world of Internet Marketing is vital to your success. You have the opportunity to earn money in the freebie that you create, you have the opportunity to earn money when you send the 'thank you' email after a person has requested your freebie, and you have the opportunity to earn money every time an autoresponder message is sent out to that list in the future! Don't waste those opportunities, and put it all on automatic mode with the use of an autoresponder.

Powerful Autoresponders – Does Yours Measure Up?

Autoresponders are very necessary when it comes to marketing or taking care of customers. But the power of an autoresponder, or the lack of power, can mean the difference between success and failure.

When you use an autoresponder service, you must make sure that the domain that the autoresponder uses isn't blacklisted by the spam watch groups. If it is, your messages probably won't make it past the majority of spam filters, no matter how much you check it with spam checkers.

Also, not having the ability to track responses can cost you business. If you can't track response rates, you won't have any way of knowing whether your messages are doing you any good. A good autoresponder will provide the ability to track responses. If yours doesn't, you might want to shop for a new autoresponder.

The ability to add and remove names to your autoresponder manually is vital. Often, people will contact you without going through your autoresponder. These people need to be put on the autoresponders mailing list. If you are moving your list from one service to another, you need the ability to import names and addresses to your list. Again, if your autoresponder service isn't powerful enough to allow this, look for a different one!

Using an Autoresponder to Publish an Ezine

There are many uses for an autoresponder. One such use is the publishing and distribution of an ezine or newsletter. Since autoresponder services usually are set up to send automatic responses to the people on the list at certain intervals after they sign up, setting up an autoresponder to send out an ezine can be a little confusing.

Depending on the service or autoresponder that you are using, you will need a 'broadcast' feature. The broadcast feature works essentially the same as the autoresponse feature, with one big difference. The messages are not sent out at intervals. The messages can, however, be scheduled to go out on a certain day, which has no bearing on when the subscriber was actually added to the mailing list.

Broadcast messages are 'one time' messages that are only sent to your current mailing list. People who sign up for your list after the broadcast has been sent do not receive it, unless they specifically request it with an autoresponder address, which you must set up.

Using the broadcast feature of most autoresponder services, you can simply go and either type your newsletter, or copy and paste it into the editor, then choose to send the broadcast to your entire mailing list. More advanced autoresponder services will usually have broadcasting features.

Using an autoresponder to maintain a mailing list and to distribute a newsletter is a wonderful idea. Your subscribers can easily opt-in, or opt-out, and all of the distribution is handled for you, based on the schedule that you set. List maintenance can become very difficult without the

automation that autoresponders provide. You can write each issue of your ezine or newsletter well in advance, and have it delivered to your mailing list, no matter where you are or what you are doing. That is the beauty of automation!

Since all past broadcast and autoresponse messages are saved, you can easily refer back to old issues, or allow people to request past issues. You can also use the tracking feature throughout each issue of the newsletter to determine how many clicks you are getting for the various products or websites that you promote in your ezine.

If you have not yet purchased an autoresponder or signed up with any autoresponder service, make sure that you inquire about the broadcast feature first. Not all autoresponders or autoresponder services have this feature, and as your marketing progresses, you will find that this is one of the most useful features of the service or program.

Improper Uses of Autoresponders

Autoresponders are wonderful! They can be used for a variety of things, but there are several ways that autoresponders should not be used. Using autoresponders in improper ways will make things a bit more difficult for other people, and it could make things really bad for you! Having one autoresponder respond to another autoresponder creates chaos, and in some cases, it can overload servers. This happens when you sign up for something, using your autoresponder email address. You sign up, and a message is sent to someone else's autoresponder, which responds to your autoresponder, which responds to that autoresponder – and this continues on and on until it is manually stopped and straightened out.

Some people use their autoresponder address on purpose when they sign up for discussion lists. In effect, this causes their autoresponder message to be sent to the entire list, or to one person on the list, each time a person sends a real message to the discussion list. Needless to say, discussion list members and owners frown on this practice, and the autoresponder owner gets banned.

Avoid these problems and use your autoresponder in ways that it was meant to be used. Do not use the autoresponder irresponsibly! Not only will you create problems for others, but you may find that you get reported for spam!

Autoresponders and Spam – What You Need To Know

There are laws against sending spam. There are even laws that you must adhere to when you send out email that was requested. No matter what type of email you are sending out, the chances are good that the anti-spam laws apply to you in some way.

In order to be in compliance with the anti-spam laws in various states in the US, each commercial email that you send must include your name or business name, your street address, city, state, zip code, and phone number. You must also include instructions that will allow the recipient to remove themselves from your mailing list. If you fail to do any of this, you are essentially breaking the law in various states – no matter what state or country you live in! Protect yourself from spam complaints in any way that you can. Make sure that when a customer requests any type of information from you that an email is sent requesting confirmation before any other email is sent. If someone is placing an order from you, include a check box on the order form, asking for permission to send them periodic emails. Never use your autoresponder to send unsolicited commercial email!

To put your online business on automation and a review plus trials of the Top 5 Autoresponders available today then click through to Cheap-Email-Marketing.com

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