How to Put Your Marketing on Autopilot with Autoresponder





Imagine if you could set up a simple marketing system that allowed you to capture and nurture leads for your business or nonprofit.

Now imagine if you could set up this system once and know that it's continually working for your business or nonprofit while you focus your energies on other aspects that are important for your continued growth.

Autoresponder makes it possible.

With Autoresponder you can increase engagement with your contacts by delivering personalized, timely, and relevant messages — best of all, once set up, it all happens on autopilot. Set it once and forget it.

Marketing your business or nonprofit to new and existing contacts just got a lot easier.



HERE'S WHAT WE'LL LOOK AT IN THIS GUIDE:

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Part 1: Understanding Autoresponder

What is Autoresponder?

With Autoresponder you can create a series of personalized, automated emails that are sent to a contact, in the order and frequency you decide, after they are added to a list — by you or through a sign-up form.

Why use Autoresponder?

Autoresponder allows you to create the same great experience for your first email subscriber and your 10,000th subscriber. This makes an email autoresponder the perfect tool for getting your core messages in front of the individuals within specific groups of contacts. You choose the content, the order, and the frequency of the messages your contacts receive.

For example, you can create an autoresponder series designed to turn prospects into customers, customers into repeat buyers, and to address frequently asked questions from other groups of contacts such as donors and volunteers.

Best of all, once set up, an autoresponder series works on autopilot so you can focus on other areas of your business.

"Why would I want to send automated messages? Isn't that impersonal?"

Autoresponder actually allows you to be more personal. This is because you'll be crafting messages that speak to the individual contacts within specific groups of your email contacts. Each and every contact will go through the same great experience you create for them whether they signup to your autoresponder series today or next month. This means each contact gets the right message at the right time

You'll be able to focus on the information you need to share with each group rather than the more general messages that you have to create to speak to all of your email contacts at once.

In fact, a great autoresponder series won't feel impersonal at all. Instead, it feels personal, relevant, and timely to the reader

Autoresponder allows you to do more

Overall, Autoresponder allows you to solve problems for your audience and allows them get to know, like, and trust you while you paint a picture of what life will look like with your help.

You can also address and overcome objections, outline the features and benefits of your product or solution, and ultimately create intense desire for what you have to offer.

Sound good? Then let's get started.



Part 2: A Smart Approach for Autoresponder

Once you've attracted the attention of a prospect or customer, i.e. they've visited your website or store, attended an event, or expressed interest in your cause, an autoresponder series allows you to capture that attention so you're able to continue the conversation with the new contact.

This conversation allows the contact to get to know, like, and trust you. In the end, this process allows you to make an offer of your products and services or make an 'ask' that furthers the cause for your nonprofit. You'll likely see more people take action on these emails because they'll be more invested because of the relationship that's developed.

So, what kind of content do you need for your autoresponder series?

Above all else you'll want the content in your autoresponder series to be useful. Your reader should look forward to receiving every email in your series. This happens when they know they'll be rewarded for taking a moment out of their day to read your message. Think in terms of useful tips, creative ideas, or strategies that help the reader solve a problem.

The exact content you'll use depends on the needs of the individual contacts within the group you're emailing.

Here are some examples:

- For prospects, you may focus on content that shows them how working with you or using your product will make their life better;
- For customers, you may focus on how they can get the most from your product or service; perhaps you want to show potential volunteers how fulfilling it is to work with your nonprofit, or how contributions from donors make a real difference in the community you serve.

The good news is you can create multiple autoresponder series for the people in whatever group of contacts you're trying to reach.

What content is most effective for an autoresponder series?

A simple approach involves taking a traditional list and delivering it one tip at a time through your autoresponder series.

Some examples:

- 7 Little Known Secrets Every Consultant Should Know About Social Media
- 7 Ways to Decorate Your Home (Without Breaking the Bank)
- 5 Ways to Help Your Community Without Spending a Dime.

The key to an effective autoresponder series comes down to understanding your audience:

- What do they want to know?
- What do they need to know?
- What are their needs, problems, and challenges?

Use the questions above to help you decide the information, the number of emails you'll need to include, and the frequency with which you'll send those emails in your autoresponder series to the individuals in the group of contacts you're speaking with.





AUTORESPONDER PLANNING WORKSHEET

Use the worksheet below to help you organize and create your autoresponder series.

- **Who is the audience?** (Prospects? Customers? Event registrants? Etc.)
- What does the contact need to know at this stage in the relationship? (Make a list of what they want to know, what they need to know, and their needs, problems, and challenges.)
- 3 Use Autoresponder to create an automated email that offers helpful content addressing each list item you created above. (Keep these emails to the point and focused on one topic.)
- Decide on a frequency for your messages. (In the beginning you'll want your messages to be a bit more frequent than your regularly scheduled email newsletter, because that's when their interest will be highest. When in doubt once a week is a good rule of thumb.)
- Include an offer or call to action. What is the action you ultimately want the contact to take?

 (Buy something? Contact you?) Don't forget to make an offer at some point in your autoresponder series. Save the offer or call to action until you've sent at least two messages with helpful content.

A note about the maintenance of your autoresponder series

When creating your autoresponder series, you'll want to be aware of any time specific content you include. If it's an autoresponder series you plan on continually using, it's best to stick with timeless content that will be the same today or a year from today. Be sure to review your messages and make any necessary updates.

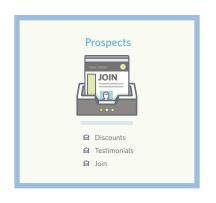


AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
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AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
3	4	2	5



Part 3: Autoresponder Ideas to Get You Started

Remember, Autoresponder allows you to create a series of personalized, automated emails that are sent to a contact after they are added to a list — by you or through a sign-up form. Here are some Autoresponder ideas to give you some inspiration.



(EXAMPLE) THE YOGA STUDIO

The yoga studio uses three autoresponder series to communicate with mutiple groups of contacts:

1. New students - The first email in this autoresponder series welcomes new students to the studio and provides logistical information such as hours, locations, and who to contact with questions. Another email includes information about special programs offered to new students. A third email includes a full class schedule along with details about the classes and the instructors.

(EXAMPLE WORKSHEET)

1. NEW STUDENTS

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	1	Welcome MessageHours/LocationsContact Information	• Sign Up for a Class
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	8	Special Programs for NewcomersDeal: 10% Off	Sign Up for a Discounted Class
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	14	Full Class ScheduleClass DetailsInstructors' Backgrounds	• Sign Up for a Series of Classes

(EXAMPLE) THE YOGA STUDIO

2. Loyal customers - This autoresponder series includes emails with tips designed to help the student master individual poses, emails that provide nutritious recipes, and others with information about applying class learnings to deal with everyday stress.

3. Prospects - This series includes information regarding the benefits of yoga, testimonials from students at varying levels, and a special discount coupon for new students.

(EXAMPLE WORKSHEETS)

2. LOYAL CUSTOMERS

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	20	• Learn How to Master Individual Poses	• Sign Up for the Advanced Class
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	30	 Recipes to Complement your Workout 	• Sign Up to Meet with the In-house Nutritionist
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	40	• Stress Less - Excerises to Reduce Stress	Sign Up for this Unique Program

3. PROSPECTS

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	4	• The Benefits of Yoga	• Drop in for a Free Class
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	10	A Beginner's Story	• Sign Up for Our Specials
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	17	• Become a New Student - 10% Off	• Sign Up for the Discount

(EXAMPLE) THE MARKETING CONSULTANT

Here's how the marketing consultant uses Autoresponder:

- **1. Prospects** Contacts on the prospect list receive a series of emails that detail the core strategies they could use to improve their marketing. Later in the series, the prospect receives an email revealing how the consultant can execute strategies to help the prospect reach their goals. There are also case studies about previous projects the consultant has worked on.
- **2. Current clients** This autoresponder series keeps current clients up to date on new and existing services that would benefit the client in the next stage of their business.
- **3. New services** The consultant invites customers and prospects to sign up for educational content that provides details on a current problem they may be experiencing and the new service the consultant is designing to help.

(EXAMPLE WORKSHEETS)

2. CURRENT CLIENT

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	10	• (Guide) Learn the Basics for Selling	• Download the Guide
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	20	 New Services Designed for You 	Schedule a Meeting
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	30	Taking Your Business to the Next Level	Register for the Training Session

1. PROSPECTS

DAY	CONTENT	CALL TO ACTION
8	• 5 Basic Strategies to Better Marketing	• Set Up a Free Consultation
DAY	CONTENT	CALL TO ACTION
15	Put Your Marketing Skills to use to Reach Your Goals	Attend a Free Skills Workshop
DAY	CONTENT	CALL TO ACTION
22	Two Case Studies to Learn From	Check Out our Webinars to Learn More
	8 DAY 15 DAY	8 • 5 Basic Strategies to Better Marketing DAY CONTENT • Put Your Marketing Skills to use to Reach Your Goals DAY CONTENT • Two Case Studies to

3. NEW SERVICES

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	10	New Service: Social Media - How to Use It	• Sign Up for the Session
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	20	New Service: Closing the Deal	Schedule a Session
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	30	New Sevice: Expertise in Marketing on The Web	• Register for the Training Session



(EXAMPLE) THE NONPROFIT

Here's how the nonprofit uses Autoresponder:

- **1. Volunteers** Volunteers receive a series of emails that introduce members of the nonprofit's volunteer community and shares their favorite volunteer projects, as well as information on the impact volunteers have on the success of the cause.
- **2. Donors** Donors receive emails detailing the history of the organization, its members, board, and impact on the community. They also receive opportunities to contribute.
- **3. Event specific** Once people have registered for the organization's event, registrants receive short messages that build excitement and provide timely information about the event.

(EXAMPLE WORKSHEETS)

2. DONORS

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	2	• The History of Our Cause	• Download the Overview
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	8	Meet the Board Members	Check Out Impact of Donors
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	15	Donating Opportunities	Choose your Cause

1. VOLUNTEERS

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	3	Welcome to the Community!	• Learn More About Event Opportunities
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	10	Recent Volunteer Projects	Check Out Our Volunteer Projects
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	20	• Impact of Our Volunteers	• Read Their Stories

3. EVENT SPECIFIC

AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#1	1	• The Agenda is Growing!	• Visit the Website to See Updates
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#2	4	Speaker and Sponsor List	Read Speaker Bios
AUTOMATED EMAIL	DAY	CONTENT	CALL TO ACTION
#3	7	How to Prepare for an Event	• Download the Checklist



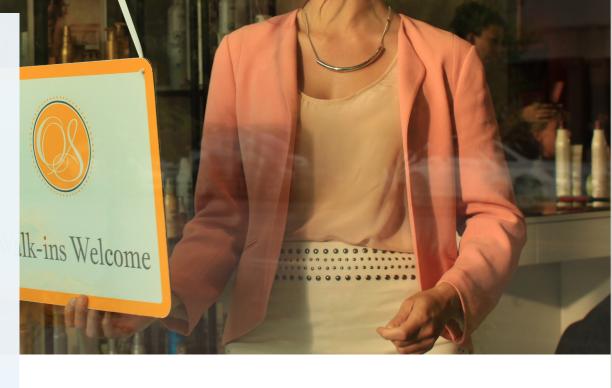
AUTORESPONDER GUIDEing small

How Will You Use Autoresponder?

As you can see, Autoresponder makes it easy for you to schedule automated emails to engage new and existing contacts. These automated emails allow you to increase engagement with your contacts by delivering personalized, timely, and relevant messages. Once an autoresponder series is created you'll be able to eliminate parts of your manual campaign management, giving you more time to focus on other areas of your business.

What are you waiting for?
Use this guide to get started with Autoresponder today.





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