AutoResponse Plus

Version 2 User Guide
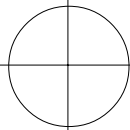
Sequential autoresponder system for UNIX
and Linux servers

www.autoresponseplus.com

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By installing and using AutoResponse Plus on your server, you agree to the following terms and conditions:

An AutoResponse Plus license grants you the right to run one instance (a single installation) of AutoResponse Plus on one web server and one web site for each license purchased. Each license may power one instance of AutoResponse Plus on one domain.

All customers must submit the URL where they are using (or plan to use) each license. The URL can be submitted via the AutoResponse Plus members area.

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Gobots Internet Solutions is not liable for the content of any message sent using AutoResponse Plus.

The user must assume the entire risk of using the program. ANY LIABILITY OF THE SELLER WILL BE LIMITED EXCLUSIVELY TO PRODUCT REPLACEMENT OR REFUND OF PURCHASE PRICE.

Table of Contents

Introduction

Welcome to AutoResponse Plus

Thank you for choosing AutoResponse Plus to run your follow-up autoresponders. This guide will help you get the best out of your new AutoResponse Plus system.

This guide teaches you how to use AutoResponse Plus. Installation is covered separately in the document **install.htm** that was supplied with the software. It is also available at

www.autoresponseplus.com/documentation

Getting Help

AutoResponse Plus can be used by just about anyone, regardless of technical skill or knowledge. Installation does require some technical knowledge and you may require professional or volunteer assistance to complete it.

- **Professional Installation**

    For a reasonable fee, we can install AutoResponse Plus on your web server for you. For details on this service or to order it, please visit

    www.autoresponseplus.com/services

- **Context Sensitive Help System**

    AutoResponse Plus has a context sensitive help system built in. Every screen you will see has a Help link. When you click it, another window will pop up with detailed help on your current action.

- **User Community Forums**

    We encourage you to regularly visit the friendly AutoResponse Plus user community. This is where owners of AutoResponse Plus can share ideas, offer support and learn from the experience of others. The community is located at

    www.autoresponseplus.com/forums

- **Direct Support**

    If you need to ask a direct question of our support staff, please use our support system. You will find it at

    www.autoresponseplus.com/support

Affiliate Program

Why not earn some cash while using your AutoResponse Plus system. It sells itself! For more information or instant sign up, visit

www.autoresponseplus.com/affiliates

Feature Set

Main Features

Create unlimited smart autoresponders on your server
With AutoResponse Plus, the potential for the growth of your website isn't limited by the number of autoresponders you have.

HTML or plain text messages
All of your autoresponse messages can be sent using plain text or HTML depending on the subscriber's preference.

Run your own newsletter or opt-in list
With AutoResponse Plus, it's extremely easy to run a plain text and HTML newsletter; your subscribers get the version they prefer.

Unlimited message length
There's no limit to your creativity: create long sales letters, write stories, etc.

Full personalization of all messages
Increase the impact of your sales letters and follow-ups using personalization.

Ability to track the exact source of all subscriptions
See how effective each marketing effort is.

Five different ways to subscribe to each autoresponder
Web forms, e-mail messages, web links, e-mail links, non-web links.

Automatic subscription code generator
Just tell the system which autoresponder you want to create a form or link for and it makes the code for you.

Custom subscription and unsubscription pages
Keep your site's brand image intact by showing them a confirmation from your site of their subscription.

Extremely powerful filtering system
Allows you to select the exact group of subscribers to send messages to to allow you to target your marketing.

Built-in affiliate program
Make a hefty profit just by sending your messages: 35% commissions, up to $80.15 per sale.

Additional Features

- For each follow-up, set an interval in days, send immediately, send on a specific day of the week, send the next time the cron job is run
- Ability to send file attachments
- Subject line per follow-up message
- UNIX DBM databases instead of flat text files for speed and reliability
- Unlimited changes (24 x 7 and as many as you need)
- Sign up to multiple autoresponders from a single web page based form

- Header and footer per autoresponder
- Default personalization (eg Dear Internet Marketer if their name is not known)
- Standard signatures
- My record (all your contact data can easily be included in messages)
- Single-click unsubscribe link at the end of every message
- Unsubscribe confirmation by e-mail
- E-mail forwarding to your inbox for e-mail based subscriptions
- Date tags (real-time dates in messages)
- Multiple date formats for international variations
- Time sensitive offers (e.g. today's date + 10)
- Contact database
- Extensive subscriber database management (including filtering)
- Subscriber exporting (comma separated variable format)
- One-off plain text or html e-mail messages (eg newsletters, special offers)
- One-off mailings can be queued for automatic sending on a specific day of the week
- Test modes (for immediately checking follow-up and one-off message layout)
- Autoresponder "dormant" status (when you want to keep an autoresponder but don't want to accept any subscriptions)
- Customized "from" name and e-mail address for all your autoresponders
- Automatic bad e-mail address management (automatically handles bounced e-mails)
- Reserved address list (e-mail addresses you can't use as autoresponder subscription addresses)
- Ban list (e-mail addresses and servers that can't subscribe to your autoresponders)
- 3rd party ads (sell ad space in your follow-up messages, eg for newsletters)
- Your affiliate link added to all follow-up messages (if that's what you want)
- Quickly see a summary of the number of active, finished and cancelled subscribers for any autoresponder
- Duplicate subscriber filtering (e.g. before sending a newsletter)
- Owner can automatically subscribe and unsubscribe people by sending control e-mails to the system - for integrating ARP with other software (eg sales system)
- Automatically test if the ARP e-mail engine is configured correctly and working
- Automatically test if your server is capturing e-mailed subscription requests correctly

Affiliate Program

Earn Money from your AutoResponse Plus System

At the time of writing, AutoResponse Plus costs $149 and professional installation costs $80. As an AutoResponse Plus affiliate you will earn a generous 35% commission for every sale that you generate for us.

You can earn a very attractive $80.15 for sending a prospect to our web site and letting us make, process and support the sale.

Obviously it's impossible for us to predict how much you could make as an affiliate. But imagine if you generate just two sales of the software including professional installation per day. Your commission would be over $4,800 per month. 3 sales per day would be over $7,200 per month. 4 sales per day would be over $9,600 per month.

Of course, there are no guarantees that you will make this much. You could make less or you could make much more.

We know that most prospects you send to our site will not buy AutoResponse Plus immediately. That's why we track them for 90 days after their first visit. If they return and purchase within 90 days of you sending them to us, your commission will be added to your account.

ClickBank run our affiliate program for us. They retain your proportion of any sale and mail out your check every two weeks - like clockwork! They have a great system which allows you to check your commission balance in real time, 24 x 7.

Now here's the best bit. You can earn money simply by using your AutoResponse Plus system!

Your AutoResponse Plus software already has our affiliate program built right in. By making one change to your AutoResponse Plus system's settings, your unique affiliate link will be added to the end of all your follow-up messages.

This takes the form of a discrete *Powered by AutoResponse Plus* link. If someone clicks on it, they will be redirected to our home page. If they make any purchases within the next 90 days, you get a generous 35% of all those sales.

It's easy to get started. Using a very simple, four stage process, you can be up and running in minutes.

- **Step 1: Check out our affiliate agreement**

  By signing up to our affiliate program, you agree to it's terms and conditions.

- **Step 2: Create your ClickBank account**

  They run our affiliate program and send your checks twice a month. It's completely free and almost anyone can join.

- **Step 3: Enter your affiliate nickname into your AutoResponse Plus system**

  Click on the Your Profile link on the menu bar and enter the affiliate nickname you created at ClickBank.

- **Step 4: Add your unique affiliate link to all outgoing messages**

    Go into the Page Layout option in each of your autoresponders and check the 'Include Affiliate Link' option.

That's it! Now every follow-up message your AutoResponse Plus system sends out will have your unique *Powered by AutoResponse Plus* link at the end.

Example
Suppose you send us a prospect and they choose to buy a $149 license for AutoResponse Plus. You get $52.15 commission. A few days later, that same person decides to order our professional installation service which costs $80. You get $28.00 commission. From one visitor you have earned a total of $80.15 commission.

And all you did was use your AutoResponse Plus system to promote your business!

That tiny *Powered by AutoResponse Plus* link at the end of your follow-up messages did all the work for you!

Anyone can join and it's free!

There is no charge to become an AutoResponse Plus affiliate and almost anyone can join. We do not require any commitment from you. You can choose when to include your affiliate link in your messages and for how long. It's entirely up to you.

Twice every month, ClickBank will send you a commission check for all sales generated from the visitors you have sent us. Each time a sale is made, ClickBank deducts your commission from our sale and immediately deposits it in your account.

Any time day or night, you can check how much commission you've earned. Simply login to your ClickBank account.

In Summary

AutoResponse Plus is a great product and can really help to boost your online sales. By joining our affiliate program, you can add a extra revenue stream to your business with almost no work on your part.

AutoResponse Plus will discretely sell itself while selling your product, service or business.

Want to get started? It couldn't be easier. Visit our affiliate center for instant sign up. Hop over to

www.autoresponseplus.com/affiliates

A Five Minute Guide to Autoresponders

What Are Autoresponders And Why Do You Need Them?

An autoresponder system for your site can increase your efficiency, save you time, and ultimately, by providing more information to your customers, increase your profits.

In short, an autoresponder is an automated "e-mail-on-demand" system that automatically responds to e-mails sent to specific addresses.

Now, let's go into a bit more detail so you can have a clearer understanding...

Have you ever used a "fax-on-demand" system? You know, the ones where you dial a certain fax number and automatically receive a fax back without actually interacting with someone? If so, you know they're great because they allow you, the customer (or the person seeking information) to get that important info quickly and easily.

Well, e-mail autoresponders work in exactly the same way, only you send an e-mail to a specific address and get a pre-written response back. For a long time, functionality of autoresponders was very limited in that you could only receive one message back. That made autoresponders a great way to send information, but they weren't too effective at increasing sales. But why?

Because it normally takes 5-7 exposures (or "contacts") to a product or service before most people will buy. Clearly, only creating one contact with a single autoresponder message wasn't getting the job done; people simply weren't being exposed enough to the product. Not only that but the two vital ingredients for a sale were not being built - trust and credibility.

Now, that's all changed. With AutoResponse Plus, you can send a series of follow-up messages that will QUADRUPLE (or more!) your response rate!

Here's how it works:

You set up a what's called a "sequential" autoresponder that sends out a series of messages on set number of days. For example, message #1 may go out immediately, message #2 in two days, #3 three days later, and so on. In doing so, you can "stagger" your contacts with the potential customer and not overwhelm them -- but at the same time, you're making those critical exposures needed to make the sale.

And the best part is that it's completely automated!

In other words, you don't have to do a thing besides set the autoresponders up. Once you've created them, they're on autopilot automatically answering queries and sending out your sales letter again and again, working like a tireless money-making robot, making sure you never lose a single sale. An autoresponder system can really boost your follow-up efforts.

So, what can you do with your autoresponder system that will increase profits?

Well, the list is really endless, but here are just a few ideas...

- Send follow-up sales messages. Make sure you squeeze out every last sale from your prospects.
- Send more information about your product. Increase your sales by giving your customers the information they need to decide to buy!
- Send a free report. Give your customers some free information; they'll see you as an expert and as the best in your field and will be much more likely to buy.
- Mine your mailing list for gold. Keep in touch with previous customers or potential customers and offer them specials from time to time.

And so many more!

The potential is unlimited. An autoresponder system will increase your efficiency, sales, and effectiveness. Install one today and watch your profits soar!

Learn the Top AutoResponse Plus Tasks

Top Tasks Overview

This chapter covers the most common tasks you will perform in AutoResponse Plus. The context sensitive help system covers in detail all the options on each screen. Whenever you see *[Click Help]* below, click **Help** on the menu bar for an explanation of the options on the current screen.

Creating an Autoresponder

1. Log into AutoResponse Plus.
2. Click **Autoresponders** on the menu bar.
3. Click **Create Autoresponder** on the sub menu bar
4. Set all the properties of your new autoresponder. *[Click Help]*
5. Click the **Create** button.
6. To add a message to the follow-up sequence, click **Add Message** on the sub menu bar.
7. Set the properties and enter the text for the new follow-up message. *[Click Help]*
8. While editing your autoresponder, click **Properties** on the sub menu bar to change it's properties. *[Click Help]*
9. While editing your autoresponder, click **Page Layout** on the sub menu bar to change it's page layout - header, footer, included links etc. *[Click Help]*

Accepting Subscriptions to Your Autoresponders

There are two ways that subscribers can sign-up to one of your autoresponders:
- By sending an e-mail to your autoresponder.
- By completing a form on your web page.

While you are editing or creating an autoresponder, click on **Generate Code** to reach a screen that will automatically generate the code for web based and non-web links.

By Sending an e-mail to your autoresponder

To sign up to an autoresponder, your contact sends a blank e-mail to your autoresponder's subscription address. This is defined in the properties of the autoresponder. Your contact can choose what message format they would like to receive by optionally putting 'plain' or 'html' in the subject line of their e-mail.

Here are some examples of clickable links you could use to offer this method of subscription. (The use of tracking tags and 'tra=' are explained in more detail later).

mailto:info@yourdomain.com

mailto:info@yourdomain.com?subject=plain

mailto:info@yourdomain.com?subject=html

mailto:info@yourdomain.com?tra=001

mailto:info@yourdomain.com?subject=html&tra=001

mailto:info@yourdomain.com?subject=plain&tra=002

By Completing a Form on Your Web Page

To sign up to an autoresponder, your contact completes a form on your web page. When submitted, the form runs an AutoResponse Plus script that extracts the form data and starts a follow-up sequence for your new subscriber.

The best way to create the HTML code for the form is to use the automatic code generator. To use it, click **Generate Code** on the sub menu bar while creating or editing an autoresponder.

If you create the form manually, here is an explanation of the form fields you can have.

Form Method and Action (mandatory)
The method must be 'POST' and the action must point to the script 'formcapture.pl' on your server. For example:
<form method='POST' action='http://www.foo.com/cgi-bin/arplus/formcapture.pl'>

Autoresponder ID (mandatory)
The form must contain a hidden field called 'id' that contains the identifier of the autoresponder. This is shown on the **Generate Code** screen for the autoresponder. For example:
<input type='hidden' name='id' value='AUT00000018'>

E-mail Address (mandatory)
The form must contain a field called 'email'. This is the subscriber's e-mail address. For example:
<input type='text' name='email' size='40'>

First Name (optional)
If you want to ask your contact for their first name, the form must contain a field called 'first_name'. For example:
<input type='text' name='first_name' size='20'>

Last Name (optional)
If you want to ask your contact for their last name, the form must contain a field called 'last_name'. For example:
<input type='text' name='last_name' size='20'>

Choice of Plain Text or HTML Format (optional)
If you want to give your contact the choice of message format, you need to include a radio button or drop down list field called 'format'. The field must return the value 'T' for plain text and 'H' for HTML. For example:
<input type='radio' name='format' value='T' >
<input type='radio' name='format' value='H'>

Tracking Tag (optional)
If you want to associate a tracking tag with subscriptions from this form, it must contain a hidden field called 'tracking_tag' that contains the tracking tag. For example:
<input type='hidden' name='tracking_tag' value='001'>

2nd and 3rd Autoresponders (optional)
If you want this form to subscribe your contact to more than one autorersponder, it must contain hidden fields called 'ar_2' and 'ar_3' containing the identifiers of the additional autoresponders. For example:
<input type='hidden' name='ar_2' value='AUT00000018'>
<input type='hidden' name='ar_3' value='AUT00000854'>

Viewing and Filtering Your Subscriber List

AutoResponse Plus has several features that make it easy to view and manage your subscriber list. These features become more useful as your subscriber list grows. They are:

- Setting the number of subscribers shown on each page.
- Filtering the subscriber list.
- Clearing the current filter.

Setting the Number of Subscribers Shown on Each Page

1. Click **Setup** on the menu bar.
2. Set the 'Number of Subscribers Per Page' value.
3. Click the **Save Changes** button.

The number of subscribers shown on each page is now restricted to the value you entered. If you have more subscribers than can be shown on a single page, each page will have a set of navigation links at the bottom.

Filtering the Subscriber List

1. Click **Subscribers** on the menu bar.
2. Click **Set Filter** on the sub menu bar.
3. Set the filter options. *[Click Help]*
4. Click the **Show List** button.

The list you will see is filtered on the criteria you set.

Clearing the Current Filter

1. Click **Subscribers** on the menu bar.
2. Click **Clear Filter** on the sub menu bar.

The list is now unfiltered and shows all subscribers.

Personalizing Your Messages

Hint

Appendix A contains a full list of personalization tags.

One of the most powerful benefits of AutoResponse Plus is it's ability to personalize the messages your subscribers are sent. AutoResponse Plus also addresses the issue of what to do when the subscriber record does not contain the information required to personalize the message.

Messages are personalized by inserting personalization tags. These are replaced by the subscriber's data as the message is sent. Each of the tags can have an optional default value that will be used if the database does not hold the required piece of information. Here is a list of all the available personalization tags

{FULLNAME <default>}   {FIRSTNAME <default>}
{LASTNAME <default>}   {EMAIL <default>}

These are case sensitive and must be typed in capital letters. The default value can contain the underscore (_) character but not spaces. Underscores will be replaced by spaces when the message is sent. Here are some examples of personalization tags.

Dear {FIRSTNAME Internet_Marketer}
Dear {FULLNAME Friend}
For the attention of: {FULLNAME The_Owner}
The e-mail address we have on file for you is {EMAIL}.

Creating Time Sensitive Messages

With AutoResponse Plus, it is easy to create offer messages like this:

> *"If you order Widgets Uncovered before midnight on Monday 26 March 2001, we will not only give you 5 free bonus reports, we will enter you in our FREE prize draw or membership of our private site."*

In this example, AutoResponse Plus added 5 days onto the current date as it was sending the message. Creating deadlines is a good way of prompting your subscribers into taking action.

Time sensitive messages are created using special tags that you insert into messages. The optional offset value will add the specified number of days onto the current date, based on the date the message is being sent. The tags you can use are

{SHORTDATE <offset>}	{LONGDATE <offset>}
{USDATE <offset>}	{EUROPEANDATE <offset>}

These are case sensitive and must be typed in capital letters. Here are some example of date tags.

I would be grateful if you would reply before {SHORTDATE 5}.

To receive your free bonus, please place your order by {LONGDATE 10}.

If you place you order today, {LONGDATE}, we will include three free extra widgets as a thank you.

Tracking the Source of Your Subscribers

It is very useful to know where your subscribers are coming from. For example, if you advertise in several e-zines, you want to know which e-zine is pulling the most subscribers so that you can target future advertising more effectively. With AutoResponse Plus, you can track the source of subscribers using tracking tags.

On your subscriber list, there is a column called 'Tracking Tag'. This shows you which tracking tag, if any, is associated with each subscriber.

Tracking tags are created and edited by clicking on **Tracking Tags** on the menu bar.

Tracking E-mailed Subscriptions

Simply put 'TRA' followed by the tracking tag in the subject line. Here are some examples of links that would subscribe your contact with a tracking tag.

info@yourdomain.com?subject=TRA001	(Tracking tag is 001)
info@yourdomain.com?subject=TRAEZ	(Tracking tag is EZ)
course@foo.com?subject=html&TRA006	(Tracking tag is 006)
inf@foo.com?subject=TRA=NL-02&plain	(Tracking tag is NL-02)

Normally you would provide your subscribers with clickable links rather than expect them to type the tracking tag in the subject line of their e-mail.

Tracking Web Form Based Subscriptions

The form must contain a hidden field called 'tracking_tag' containing the tracking tags as it's value.

Exporting Your Subscriber Database

Your subscriber data can be exported in comma separated variable (CSV) format. This is a standard format that many packages can import. Using this feature, your subscriber data can be imported into spreadsheets, contact management systems, databases and e-mail software.

1. Click **Subscribers** on the menu bar.
2. Click **Export** on the sub menu bar.
3. Click the **Confirm Export** button.

Your subscriber data will be exported to a file called 'export.csv' in your cgi-bin/arplus/data directory. To download this file to your PC, use your FTP client to transfer the file in ASCII mode.

Running an E-Zine or Newsletter

Although AutoResponse Plus is primarily an autoresponder system, it has features that make it suitable for running your e-zine or newsletter. These features are

- Ability to send one-off mailings to subscribers that are sent immediately or queued. You simply paste your messgae text and hit **Start**. Your message can be sent the same day or choose a specific day of the week.

- Create a one-off message for your weekly e-zine and set it's 'Schedule' field to the day of the week you want the e-zine to be delivered.

- Can create customized subscribe and unsubscribe confirmation pages based on tracking tag. This could be used for accepting subscriptions from, say, your home page and a popup form, each with their own confirmation page.

- Can create plain text and HTML versions of follow-up and one-off messages, and offer your subscribers the choice of format.

- Can insert ads in messages. Sell advertising space in your e-zine! Ads are set up by clicking **Setup** on the menu bar.

Appendix A: Dynamic Content Tags

Personalization Tags

The default value is optional and indicates what should be inserted if the required information is not available when the message is sent. Use underscore (_) characters for spaces in the default value.

{FIRSTNAME <default>}	Your subscriber's first name
{LASTNAME <default>}	Your subscriber's last name
{FULLNAME <default>}	Your subscriber's full name
{EMAIL <default>}	Your subscriber's e-mail address
{AUTORESPONDER <default>}	The subscription address of the autoresponder
{TRACKINGTAG <default>}	The tracking tag associated with the subscriber
{UNSUBSCRIBE_LINK}	Your subscriber's unsubscribe URL

Date Tags

The offset value is optional and is a number representing the number of days that should be added to the send date before insertion in the message.

{SHORTDATE <offset>}	Date in the format 3 Dec 2000
{LONGDATE <offset>}	Date in the format Sunday, 3 December 2000
{USDATE <offset>}	Date in the format mm/dd/yyyy
{EUROPEANDATE <offset>}	Date in the format dd/mm/yyyy

My Record Tags

These values are set in the **Your Profile** screen.

{MY_TITLE}	Your title (eg Mr)
{MY_FIRSTNAME}	Your first name
{MY_LASTNAME}	Your last name
{MY_FULLNAME}	Your full name
{MY_POSITION}	Your position in the company
{MY_COMPANY}	Your company name
{MY_ADDRESSx}	Your address line x (x=1 to 5)
{MY_PHONEx}	Your phone number x (x=1 to 2)
{MY_FAXx}	Your fax number x (x=1 to 2)
{MY_EMAILx}	Your e-mail address x (x=1 to 5)
{MY_WEBx}	Your web site address x (x=1 to 5)
{MY_MISCx}	Miscellaneous field x (x=1 to 5)

Others

{AFFILIATE_LINK}	Your AutoResponse Plus affiliate link
{AFFILIATE_LINK_TEXT}	Your AutoResponse Plus affiliate link text
{SIGNATURE x}	Your signature file x (x=1 to 3)
{AD x}	Advertisement x (x=1 to 3)
{SUPPORT_EMAIL}	Your support e-mail address
{UNSUBSCRIBE_LINK_TEXT}	As defined in the **System Setup** screen
{ANTISPAM_MESSAGE}	As defined in the **System Setup** screen

Appendix B: Command Summary

Autoresponders

Viewing Your List of Autoresponders

1. Click Autoresponders on the menu bar.

Creating an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Create on the sub menu bar.
3. Set the properties of the new autoresponder.
4. Click the Create button.

Editing an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the autoresponder to be edited.

Testing an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Test beside the autoresponder to be tested.
3. Click the Confirm Test button.

Deleting an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Delete beside the autoresponder to be deleted.
3. Click the Confirm Delete button.

Setting the Properties of an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the autoresponder to be edited.
3. Click Properties on the sub menu bar.
4. Set the properties of the autoresponder.
5. Click the Save Changes button.

Setting the Page Layout of All Messages in an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the autoresponder to be edited.
3. Click Page Layout on the sub menu bar.
4. Set the page layout properties and enter the header and footer text.
5. Click the Save Changes button.

Generating the Subscription Code for an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the required autoresponder.
3. Click Generate Code on the sub menu bar.
4. Set the code generator options.
5. Click the Generate Code button.

Adding a Follow-Up Message to an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the autoresponder to be edited.
3. Click Add Message on the sub menu bar.
4. Set the message properties and enter the message text.
5. Click the Save Changes button.

Editing a Follow-Up Message

1. Click Autoresponders on the menu bar.
2. Click Edit beside the required autoresponder.
3. Click Edit beside the follow-up message to be edited.
4. Set the message properties and enter the message text.
5. Click the Save Changes button.

Deleting a Follow-Up Message from an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the required autoresponder.
3. Click Delete beside the follow-up message to be deleted.
4. Click the Confirm Delete button.

Changing the Order of Follow-Up Messages in an Autoresponder

1. Click Autoresponders on the menu bar.
2. Click Edit beside the required autoresponder.
3. Click on Move Up and Move Down beside the follow-up messages.

Subscribers

Viewing Your List of Subscribers

1. Click Subscribers on the menu bar.

Filtering the List of Subscribers

1. Click Subscribers on the menu bar.
2. Click Set Filter on the sub menu bar.
3. Set the filter options.
4. Click the Show List button.

Clearing the Current Filter

While viewing the filtered subscriber list, click Clear Filter on the sub menu bar.

Changing the Status of Multiple Subscribers

1. Set the filter to the required subscribers (see above).
2. Click Batch Status on the sub menu bar.
3. Choose the new status for the selected subscribers.
4. Click the Confirm Status Change button.

Importing Subscribers

1. Click Subscribers on the menu bar.
2. Click Import on the sub menu bar.
3. Click the Browse button to select the local comma separated variable file containing the subscriber data.
4. Click the Start Upload button.
5. Set the import options.
6. Click the Create Subscribers button.

Exporting Subscribers

1. Set the filter to the required subscribers (see above).
2. Click Export on the sub menu bar.
3. Click the Confirm Export button.

Sending One-Off E-mails to Multiple Subscribers

1. Set the filter to the required subscribers (see above).
2. Click Batch E-Mail on the sub menu bar.
3. Set the message properties and enter the message text.
4. Click the Start button.

Deleting Mutliple Subscribers

1. Set the filter to the required subscribers (see above).
2. Click Batch Delete on the sub menu bar.
3. Click the Confirm Delete button.

Manually Adding a New Subscriber

1. Click Subscribers on the menu bar.
2. Click Add Subscriber on the sub menu bar.
3. Set the properties of the new subscriber.
4. Click the Create button.

Editing a Subscriber

1. Click Subscribers on the menu bar.
2. Click Edit beside the subscriber to be edited.
3. Set the properties of the subscriber.
4. Click the Save Changes button.

Deleting a Subscriber

1. Click Subscribers on the menu bar.
2. Click Delete beside the subscriber to be edited.
3. Click the Confirm Delete button.

Tracking Tags

Viewing Your List of Tracking Tags

1. Click Tracking Tags on the menu bar.

Creating a New Tracking Tag

1. Click Tracking Tags on the menu bar.
2. Click Create Tracking Tag on the sub menu bar.
3. Set the properties of the new tracking tag.
4. Click the Create button.

Editing a Tracking Tag

1. Click Tracking Tags on the menu bar.
2. Click Edit beside the tracking tag to be edited.
3. Set the properties of the tracking tag.
4. Click the Save Changes button.

Deleting a Tracking Tag

1. Click Tracking Tags on the menu bar.
2. Click Delete beside the tracking tag to be edited.
4. Click the Confirm Delete button.

System Setup, Your Profile and Testing

Setting Your Profile and My Record

1. Click Your Profile on the menu bar.
2. Set your profile and my record properties.
3. Click the Save Changes button.

Managing the System Setup

1. Click Setup on the menu bar.
2. Set the system properties.
3. Click the Save Changes button.

Testing the AutoResponse Plus E-Mail Send Engine

1. Click Setup on the menu bar.
2. Click E-Mail Send Test on the sub menu bar.
3. Enter your e-mail address.
4. Click the Send button.
5. Check that an e-mail was sent to the e-mail address you entered.

Testing That Incoming E-Mails Are Being Scanned by AutoResponse Plus

1. Click Setup on the menu bar.
2. Click E-Mail Capture Test on the sub menu bar.
3. Follow the instructions to send a test e-mail.
4. Follow the instructions to check that a new subscriber called 'Test Only' has been created by the system.