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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 the 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!

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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.

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