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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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