Title:
A Good Autoresponder

Word Count:
450

Summary:
How many free autoresponders have you tried? Really how many? And how many
emails did you get through using them? How do you know? How many people opened
your followup message?

Keywords:
autoresponder,autoresponders,email autoresponder,email autoresponders, unlimited
autoresponder,unlimited autoresponders,auto responder,followup,follow
up,emailaces

Article Body:
How many free autoresponders have you tried? Really how many? And how many
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My point here is that if you have no clue for the answers above you probably are
not operating a followup campaign successfully. These are crucial element that
must be explored when you are choosing an autoresponder.

Some good steps to take to ensure you are getting what you need out of a
autoresponder include... Compare your autoresponder with those of top marketers,
chances are they are using the best in the business. You can't go wrong with
this step!

Other observations you might make are related to spam filters. Have you ever
gotten an e-mail and seen something like this..."F`R`E`E" Yes this is a good
way to beat the spam filters as they won't read Free they will read something
totally different. However it can be time consuming going through your article
and finding which words are "Danger" words. This can go along way in your
marketing efforts. So make sure you find an autoresponder that has a spam rating
feature... these features will automatically show you where in your article your
"Danger" words are.

Another crucial element of e-mail marketing are your statistics. How many
e-mails are being opened can tell you if your subject line is any good or if you

did a good job branding your name. If you know your e-mail statistics you are one step in the right direction in optimizing your potential sales. Finding an autoresponder that shows in depth analysis with your followups are also key.

What should a followup contain? Good question... My personally experience suggests directing your subscribers to a full article located on the web. There are some good reasons for this. You can create an excitement teaser in the followup e-mail and beg your article to be read on the web. There is also the chance that since you have an article archive on the web many subscribers will often read more than just your original article. Your subscriber might not be interested in one article but they may find what they are looking for browsing through your previous articles.

Broadcasting! So your subscribers are finished receiving their original followup series... now what? Find an auto responder that allows you to broadcast an update or an offer to the entire subscriber list. Don't let your subscribers go to waste, this feature is a must!

Remember not to bore your hard earned subscribers. Present them with a problem and offer them a solution! Its that easy...

Find my recommended autoresponder on my marketing blog!