

## Powerful Autoresponders - Does Yours Measure Up?

Autoresponders are very necessary when it comes to marketing or taking care of customers. But the power of an autoresponder, or the lack of power, can mean the difference between success and failure.

When you use an autoresponder service, you must make sure that the domain that the autoresponder uses isn't blacklisted by the spam watch groups. If it is, your messages probably won't make it past the majority of spam filters, no matter how much you check it with spam checkers.

Also, not having the ability to track responses can cost you business. If you can't track response rates, you won't have any way of knowing whether your messages are doing you any good. A good autoresponder will provide the ability to track responses. If yours doesn't, you might want to shop for a new autoresponder.

The ability to add and remove names to your autoresponder manually is vital. Often, people will contact you without going through your autoresponder. These people need to be put on the autoresponders mailing list. If you are moving your list from one service to another, you need the ability to import names and addresses to your list. Again, if your autoresponder service isn't powerful enough to allow this, look for a different one!

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