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Ways to Use Autoresponders



autoresponder (au-to-re-pond-er):

An automated email message that is sent in response to an action a prospect or subscriber has taken.



1

After someone downloads a resource from your site.

Whether it's a case study or an ebook or anything else, *when someone gives you their name in exchange for access to a resource, you've got an opportunity to email them.* But you can do more than just send them one email with a download link - add them to an autoresponder series.



2

The eCourse Opt-in.

An *autoresponder, under the guise of an "ecourse" or "10 days to Solve X Problem," is a great lead magnet.* It can be either a paid product or a free learning series. It is not uncommon to double or even triple opt-ins with this technique.

3

An email newsletter for the shamefully busy person.

If you just simply cannot find any way to get an email newsletter out on a regular basis, *create an autoresponder that acts like an email newsletter.* You'll have to choose "evergreen content" for your autoresponder messages because your subscribers may be getting these messages at any time of year.



RE-PURPOSE YOUR CONTENT



4

Get old content in front of new eyes.

Most businesses have got a lot of old content sitting around. You can *create an autoresponder series with a combination of new content that hasn't been getting much attention* and previously written content. Try repurposing old blog posts that aren't time sensitive, a great ebook you wrote, or a series of interviews or podcast episodes that is just sitting in your content bank.

5

Re-engage existing subscribers with content they want.

This is using an autoresponder like a triggered email, but it's too good to pass up. The previous 4 tips have been focused on new subscribers. But autoresponders work just as well for existing subscribers. There's no reason you can't try to *re-activate subscribers with an awesome autoresponder series.*



6

Tips & Tricks

An *autoresponder series of tips and tricks is an excellent way to provide your subscribers with valuable information.* You also build brand credibility when you give tips that work well and save readers time, money, productivity hours, etc.



7

Showcase your work, solutions or projects.

Set up an autoresponder series that *sends out an email every month showing samples of your best projects, work or solutions.* For an example, if you're a graphic designer, your series would be compiled with your best designs. As you create more work, be sure to add it to your series.



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