

• Intro to Email Automation

- 1) Select Mass Mailing from the Menu
- 2) Select Mailing Lists
- 3) Click Create
- 4) Name your mailing list
- 5) Click Automation Tab
- 6) Check the Create Automation Framework box and click save
- 7) Select Mass Mailings from left Menu
- 8) Scroll to right to find your campaign column
- 9) Click on the Start Mailing Card
- 10) Click Edit and create the content for the first mail in your sequence and click save
- 11) Select Action and Duplicate your message; change your subject, body and click save
- 12) Click Activate Automated Mailing button and click ok on the pop-up
- 13) Duplicate and update subjects and body for all the mails in your sequence; Activate all mails
- 14) Select Lead Automation from Menu
- 15) Find your campaign and click on it
- 16) Click the Diagram view button in the upper right
- 17) Click Add Node
- 18) Name the 2<sup>nd</sup> mail of your sequence
- 19) Under Type, select Automated Mass Mailing
- 20) Under Triggered Mass Mail, select the next mail in your sequence
- 21) Under Previous Activities, click Add an item and select your previous mail and set time interval
- 22) Under Next Activities, click Add an item and select your next mail and set time interval
- 23) Click Save
- 24) Add nodes as needed; double-click node to edit

When viewing your Campaign, click the Diagram button in the upper right to see the chart for your campaign

Auto Responders save you time by continuing to communicate with your leads once you have it programmed

Auto Responders increase sales by sending follow up and reminder messages

Be clear on what your are going to deliver and the value of your offer

Consider the next steps your visitors should take after they receive the free gift and plan your followup sequence