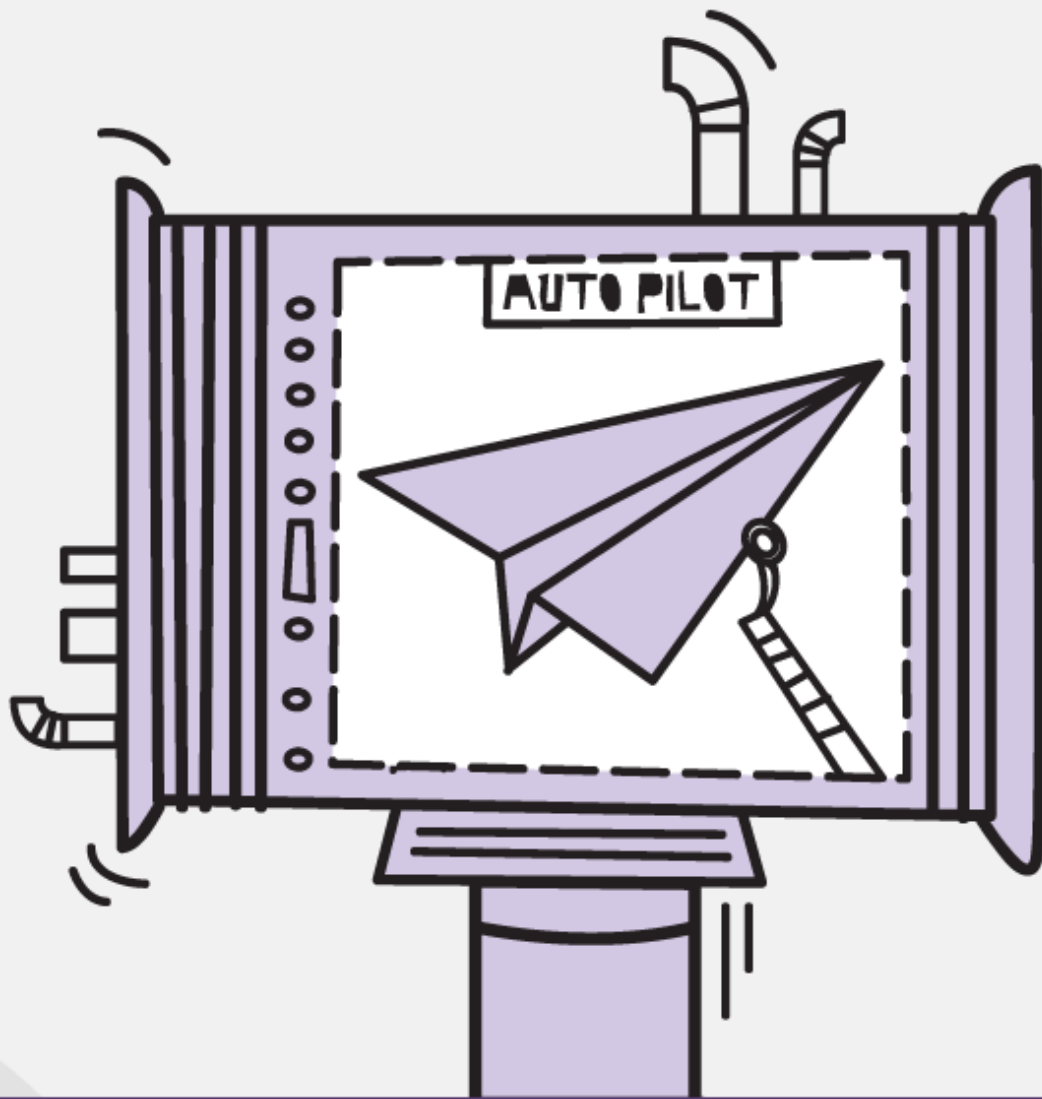


The Basic Guide to Auto-Responders



maxmail

www.maxmailhq.com

THE BASIC GUIDE TO AUTO-RESPONDERS

This guide will give you some ideas about how automation can save time whilst providing relevant and personalized information to your subscribers

Automation used in the right way can be hugely beneficial.

It can allow you to be responsive to your customers at the critical times in your sales cycle when your company is being sized up against the competition and purchasing decisions are being made. Automation doesn't replace one on one individual contact with your customers however it does allow you to be in more than one place at a time.

If you've stumbled upon a winning customer contact formula that delivers high conversion rates, why not automate it? That way all of your prospects will be given a consistent and perfectly timed experience while you either watch from the sidelines or intervene where you're going to make a positive contribution.

In Maxmail there are a heap of ways that you can trigger automated emails or SMS. We've listed a few real life examples under each of them to get you started.

“Subscribe” or “Unsubscribe” as a trigger

The act of subscribing to a list is simply when an email address is added to one of your mailing lists in Maxmail. It can be a standalone event or a step in another action such as an online purchase or downloading something from a website.

Example use cases:

Send a welcome message and login details	Thank your customer for making an online purchase
Request subscriber to validate their email address	Send an email or SMS with a new member offer
If someone signed up to a free trial, send an upgrade to paid membership offer	If someone signed up for a newsletter or whitepaper send them a free trial invitation
Send a satisfaction survey to customers a week after a purchase	Information such as tips and tricks can be scheduled to go out in a series at a frequency of your choice e.g. a weekly tip for 10 weeks.

Example use cases:

Unsubscribe confirmation	Request a service rating, feedback or reason for unsubscribing
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“Opens” an email or “does not open” an email.

Please note, only when the email recipients choose the download remote images or view remote content in your email that an “Open” is triggered. Most email software (e.g. Outlook) disable images when HTML emails are viewed by your subscribers. In such an instance, your subscribers see a white box with a red “x” next to it and are given the option of (typically right clicking) downloading images.

Remember: Given the way email software such as Outlook® treats images inside emails, unless people viewing your HTML emails choose to “download” (typically by right clicking on the image) the remote content, even though they may have opened the email, it will be considered as a “not open”. This is a limitation with email software and has nothing to do with how Maxmail tracks email opens.

Example Use Cases for “Opens an Email”:

Opens email number 1 in a series therefore is sent email number 2 in the series.

Transactional – you could set a number of conditions to fire off an email for example

Opened email containing invoice AND hasn't paid within 7 days; or

Opened email containing link to watch a video.

Example Use Cases for “Does Not Open an Email”:

Send an SMS to verify if email address is correct

Transactional as per example above

Didn't open email containing invoice – send an SMS or reminder email

Clicks or does not click on an email link

This type of autoresponder is the most assured way of responding to a subscriber based on user interaction. We strongly recommend considering triggering autresponders based on Click events rather than Open events purely because of the fact that clicks are a lot more reliable way to track interaction.

Example Use Cases for “clicks”:

Send information relevant to the link that was clicked on

Send follow up email after e.g. watching a video

Example Use Cases for “does not click”:

Transactional - Send SMS if someone didn't click on a link to remind them to do something.

Matches a date

In Maxmail you can fire an autoresponder based on a date being matched. This date can either be a “day” and “month” combination (for birthdays or anniversaries) or a complete date match (for appointment reminders).

Example use cases:

Send an offer on the subscribers birthday

Send a reminder on a warranty date

Send a reminder e.g. a week before an anniversary

Appointment reminder

Send a reminder that a membership is due to expire

RSS feed updates

RSS Feed autoresponders are great for updating your entire mailing list at once every time your RSS feed is updated.

Example Use Cases for “does not click”:

Email selected feeds to a mailing list e.g. new additions to a news site or blog

Watcher website updates

A watcher page autoresponder sends out an email based on your every time the Watcher Page (as defined in the assets section of your Maxmail account) changes.

Example Use Cases for “does not click”:

Send an email to a mailing list each time a website is updated

“Fills” in a survey or “Does not fill a survey”

Example Use Cases for “clicks”:

Send a thank you when someone completes a survey

Send a confirmation of entry when someone has entered a competition

Move to a new mailing list when subscriber responds to a survey question matching a value

Example Use Cases for “clicks”:

Send a reminder if someone hasn't completed a survey

Send a message if someone hasn't signed up to a free trial in an email

LIFECYCLE SERIES

Something a bit more involved but extremely effective if done properly is to set up a “lifecycle series” which is a series of messages (email, SMS and surveys) that have been predefined and are scheduled to go out at set intervals over a period of time. These can be triggered through a condition either being met or not being met.

We’ve given you some examples below, after you’ve read through them use your imagination to dream up an automated series that would save your business time.

Example 1

Timeframe	Message Type	Conditions	Content
Sign up + 2 hrs	SMS	Sign up	Hi John, thanks for signing up to Joes Café website, use this voucher code to get your free coffee next time you come in.
Redeemed Code + 1 Day	Email	Redeemed Code	Hi John, we hope you enjoyed your free coffee. Bring a friend to try our new lunch menu and we’ll give you a further 20% discount.
Sign up + 7 Days	Email	Didn’t redeem code within 7 days	Hi John, you haven’t claimed your free coffee yet, come in and see us soon. We have a new lunch menu we think you’ll like.
Sign up + 14days	SMS	Didn’t redeem code within 14 days	Hi John, it’s been a couple of weeks and you still haven’t claimed your free coffee. Here’s your voucher code again incase you lost it.

Example 2

Timeframe	Message Type	Conditions	Content
Online enquiry + 2 hrs	Email	Enquiry on product	Hi John, Welcome to hoobydooby online. Thanks for your interest in #product 1# click here to view your quote. Use this voucher code for a 20% discount if you purchase within the next 48 hrs.
Online enquiry + 42hrs	SMS	Clicked on link in email 1. Customer status = prospect	Hi John, we sent you a quote a couple of days for #product 1#. Just a reminder that your 20% discount will expire at 5:00pm today.
Online enquiry + 4 days	Email	Didn't purchase within 48 hrs	Hi John , unfortunately you missed out on the 20% discount, but because we're feeling generous we'd like to offer you a 10% discount if you purchase within the next 7 days.