MARKETING SUITE INSTRUCTION MANUAL

Guide on Gatosk text ads, banner ads, and the autoresponder system

For Independent Consultants

CONTENTS

INTRODUCTION TO MARKETING SUITE

The Marketing Suite is a fully-featured online application to enhance and further your business development. The Marketing Suite is located within your Distributor back office. You as a distributor may access digital Gatosk marketing materials in the Marketing Suite such as text ads and banner ads and manage your lists of prospect contacts, autoresponder messages, create or modify landing pages templates you want, track and follow-up on your lists. These online tools are powerful for promoting Gatosk on the Internet. This instruction manual covers the Marketing Suite features and shows how to use these features effectively.

Using the Marketing Suite comes with responsibility. You as an Independent Consultant must protect sensitive information such as your lists and respect your prospects. Your Marketing Suite area is private. Particularly your lists of prospects are not to be shared or sold.

Building your lists from scratch through the use of the autoresponder system is effective. If you purchase leads or have an old list of leads and are unsure of their validity, avoid spamming these leads without their permission otherwise you could subject your own email address to being blacklisted by email providers.

Most online email marketing systems require users to have subscribers (leads) who have 'opted-in' through a online subscription form. Subscribers on your lists must be valid and their email addresses will not bounce back when autoresponder messages are sent to those. A bounce rate of less than 5% certainly helps to keep you off the 'blacklist' radar.

Let's have this manual in front of you as you enter your Marketing Suite and begin some of the set up procedures listed herein.

THE DASHBOARD

The Dashboard of the Marketing Suite is an interactive interface that displays the top menu bar, left menu bar, and summary areas (Figure 1).

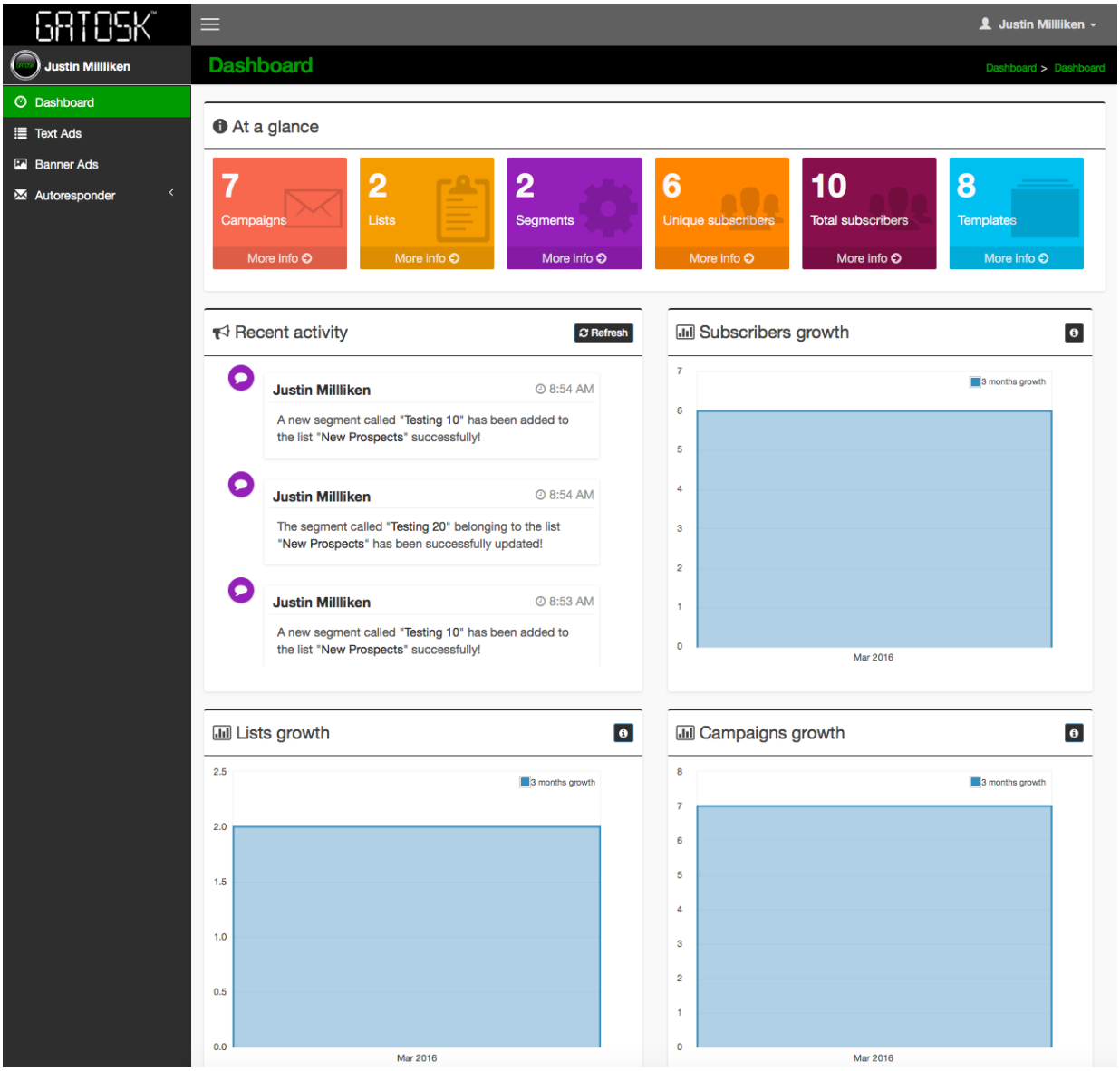

Figure 1. Marketing Suite Dashboard. The top menu bar is gray at the upper part of the Dashboard. The left menu bar is charcoal in color with four menu items: Dashboard, Text Ads, Banner Ads, and Autoresponder. The summary areas within the white canvas include 'At a glance,' 'Recent activity,' 'Subscribers growth,' 'Lists growth,' 'Campaigns growth,' 'Delivery vs. Bounces,' and 'Unsubscribe growth.'

DASHBOARD TOP MENU BAR

The Top Menu Bar at the top of the Dashboard has three simple functions: to hide or show the left menu, to access your account profile within the Marketing Suite, and to exit the Marketing Suite (Figure 2).

Figure 2. Dashboard Top Menu Bar. The collapse icon in the left hides the left menu to give you more work space in the Summary Areas. Your name in the right has two buttons. The 'My Account' button leads to your account profile. The 'Logout' button leads you out of the Marketing Suite and back to your Customer Account area.

By clicking your name on the right pops down the My Account and Logout buttons. The My Account area has two tabs: 'Profile' and 'Company.'

The Profile and Company tabs have important information that is used for your email templates and the autoresponder messages you will develop. Without some of this information, you will not be able to complete building your autoresponder system. Missing information could mean you will not be able to send autoresponder messages to your prospects.

The Profile tab includes your first name, last name, email, your time zone, language and a Browse button so that you can upload an image of yourself. You must use your email address and assigned password that matches your email password.

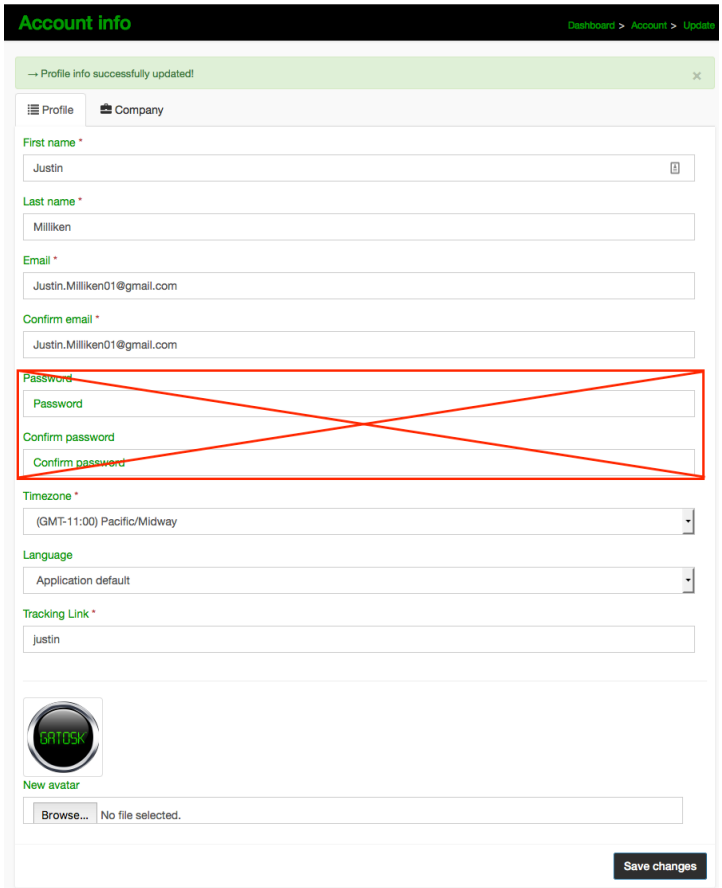

Figure 3. The Profile Tab within the My Account area. The first four fields are to be filled by you. The Password and Confirm password field boxes are to be ignored. The popdown Time zone is to set your time zone. The rest of the fields may be left as is.

The Company tab includes the Company name field box and other field boxes. Let's ignore 'Company' term in this context and look at this as your personal area, not Gatosk corporate's area. Information here are actually those items that will be auto-filled in your email templates if you use 'tags'.(More on that later in this manual)

The field boxes that are required are designated with an *. For company phone, it could be your direct contact number, whether it is a cell phone or home phone (Figure 4). Other field boxes may be ignored.

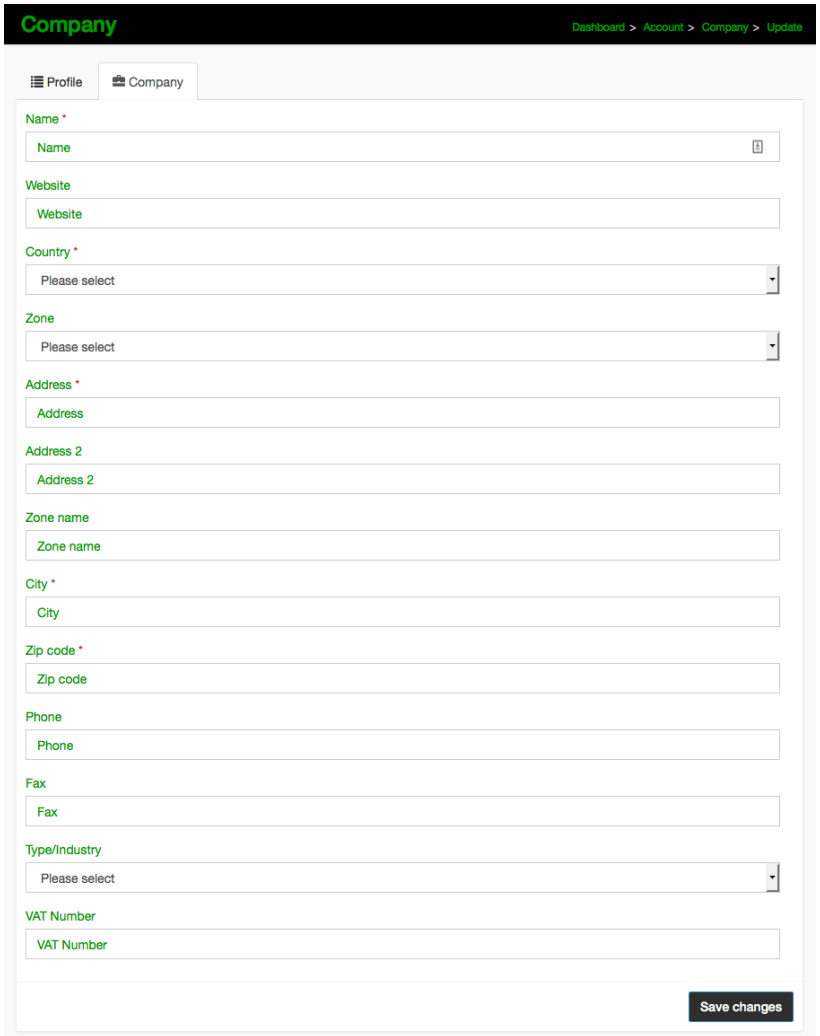

Figure 4. The Company Tab within the My Account area. This tab is actually for you and your home business. Fill out the field boxes with asterisks with your own personal information, not Gatosk corporate's.

DASHBOARD SUMMARY AREAS

Below the top menu bar, the Dashboard contains 7 summary areas: (1) At a glance; (2) Recent activity; (3) Subscribers growth; (4) Lists growth; (5) Campaigns growth; (6) Delivery vs. Bounces; and (7) Unsubscribe growth (Figure 5).

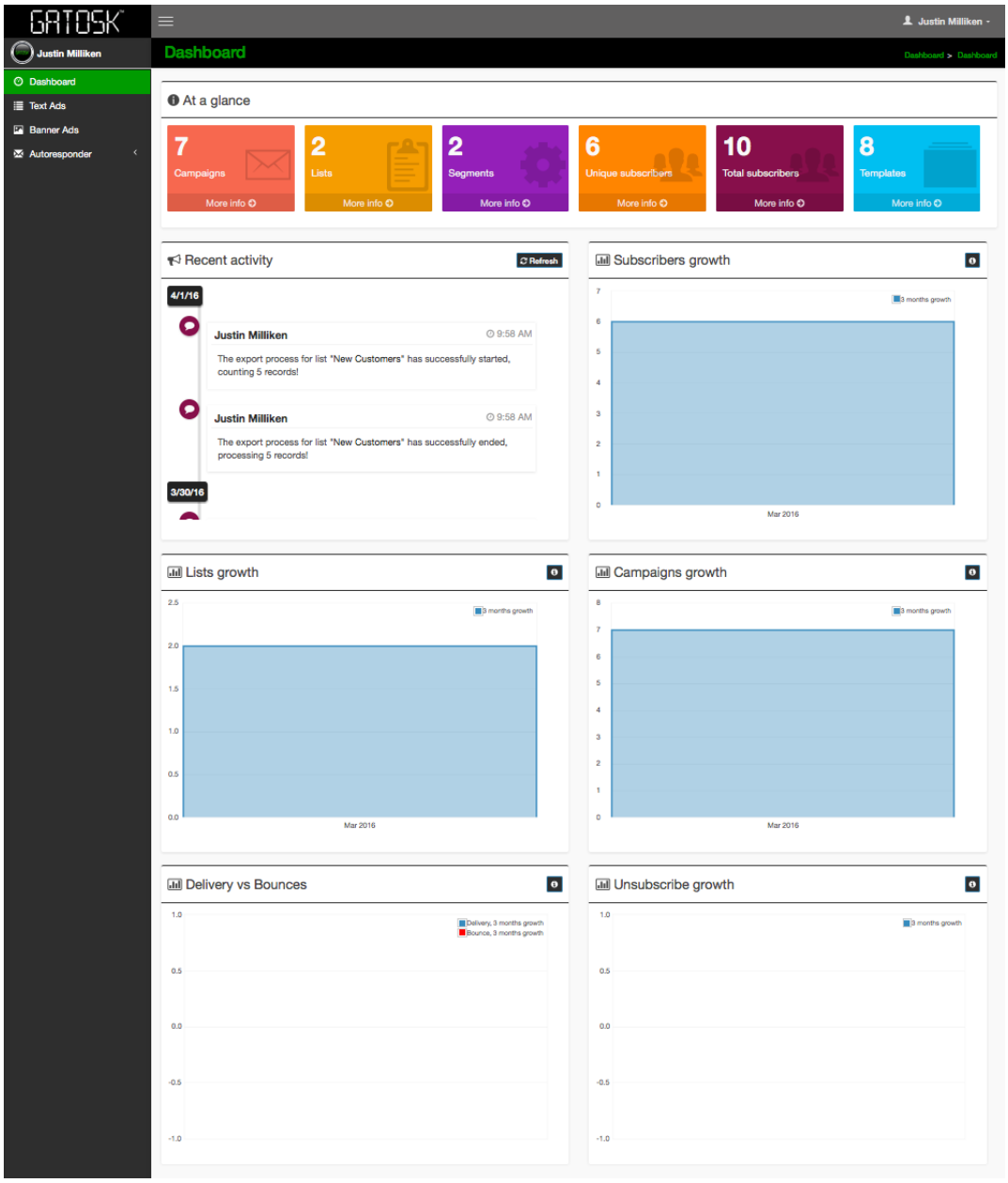

Figure 5. The seven summary areas. These areas allows the user to quickly review the activities of the autoresponder system and statistics of your business growth.

The color boxes in the 'At a glance' summary area are actually links to view or edit your autoresponder messages, lists, segments, and email templates. For example, if you have sent out 7 autoresponder messages, you will be able to use the pink Campaigns link to search a autoresponder message, click on that autoresponder message to view and if it has not been sent, to modify it.

The other summary areas allows you to quickly view all current activity growth with respect to what you had set up including Lists, Campaigns, Unsubscribe growth.

The Delivery vs. Bounces summary area shows whether your autoresponder messages reach prospects successfully or not. Delivery are those emails that reached their destination, whether unopened or not. Bounces are those email addresses to which emails were unable to be delivered. There are many reasons for this – the email address may be no longer valid, the server may be down, etc. Bounce emails are acceptable to a certain rate within your lists. If you have a bounce rate of more than 3-4%, you must remove those email addresses that are not reaching their destination, or you could become blacklisted and it will harm your ability to reach those email addresses that are valid. It is imperative that you protect your own lists or it could harm your own business!

LEFT MENU

The left menu contains an important aspect of the Marketing Suite as it features major aspects of your email campaigns, text ads, and banner ads (Figure 6). There are three distinct areas of any email marketing: contact lists (Lists), the products or services you want to inform a contact list of (Campaigns) and the appearance of the sent autoresponder message (Email Templates).

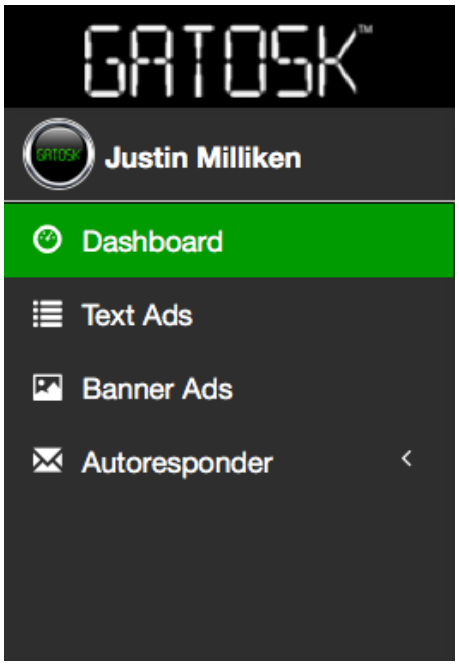

Figure 6. The Left Menu. It is the gateway to your text ads, banner ads, and the autoresponder system.

You have the ability to create, modify, add and delete any of your Lists, Autoresponder Messages and Email Templates. As you work in these areas, you will increase your knowledge in the power of this application and email marketing.

There are also hidden treasures, such as the subscription forms (to place on your website) and tracking (which aids greatly in your follow-up) and so much more that can and will develop your business if used methodically.

The remaining of this manual gives you an overview of the features of the left menu.

TEXT ADS

A text ad consists of a few short lines of text displaying a short description or promotion of your product or service and a link to your website. Text ads often include a clickable title that links to your webpage, one or two lines of text, and your website address shown in a particular color such as blue or green.

In the left menu, there is a menu item namely 'Text Ads' (Figure 6) where a list of readily made text ads that you may copy n paste for your online advertising efforts.

Text ads often goes to online paid or free advertising platforms such as Google AdWords, Bing, AdHitz, EasyHits4U, and Backpage.com. Text ads generally appear along the sides of the search engine results page. Figure 7 illustrates a work flowchart of the process involved in posting your Text Ads out on the Internet.

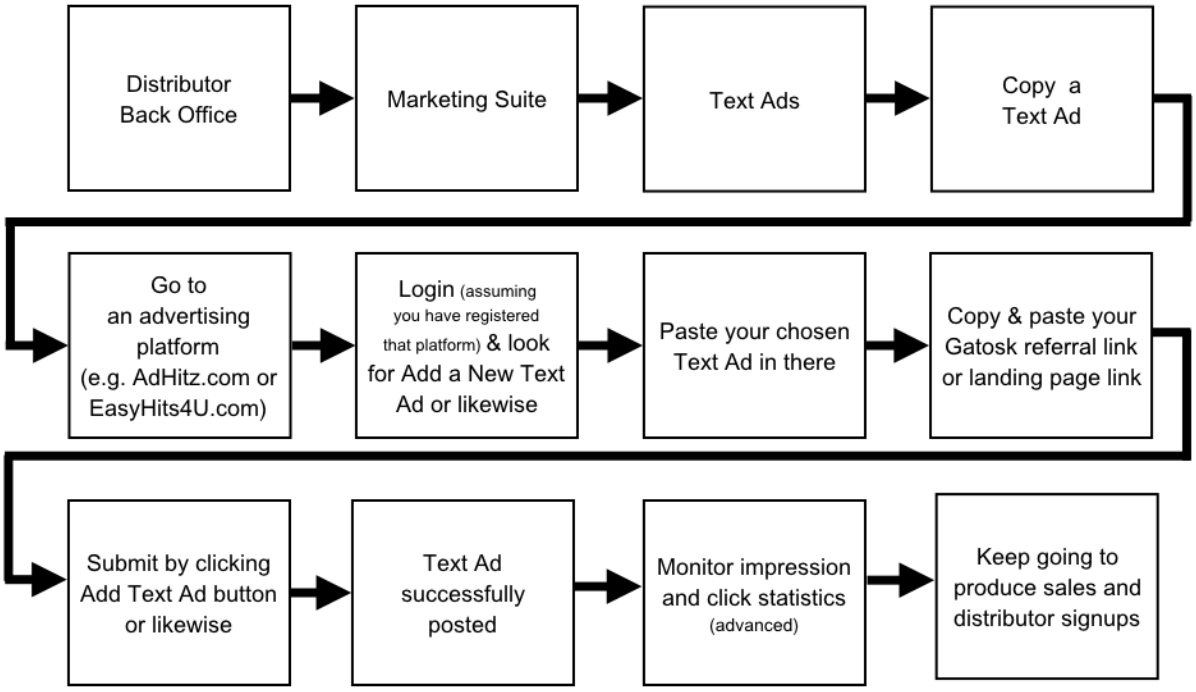

Figure 7. Text Ad work flowchart. Tasks involved in posting your Gatosk Text Ad.

BANNER ADS

A banner ad is a form of online advertising that embeds a graphical advertisement into a web page. Same as text ads, the intention of banner ads is to attract traffic to a website by linking to the website of the advertiser. Banner and text ads function the same way as traditional advertisements which the function is to notify consumers of the product or service and presenting reasons why the consumer should choose the product in question.

The dimensions (sizes) of banners have been standardized into a wide range of shapes including rectangular, square, and columnar shaped banners.

The Gatosk approved banner ads located in the Banner Ads menu item at the left menu are accessible for your advertising efforts. These banner ads are retrievable by downloading or copying the banner URL, iframe, or html code. These retrieving methods depend on what your needs are.

Figure 8 illustrates a work flowchart of the process involved in posting your Gatosk Banner Ads out on the Internet.

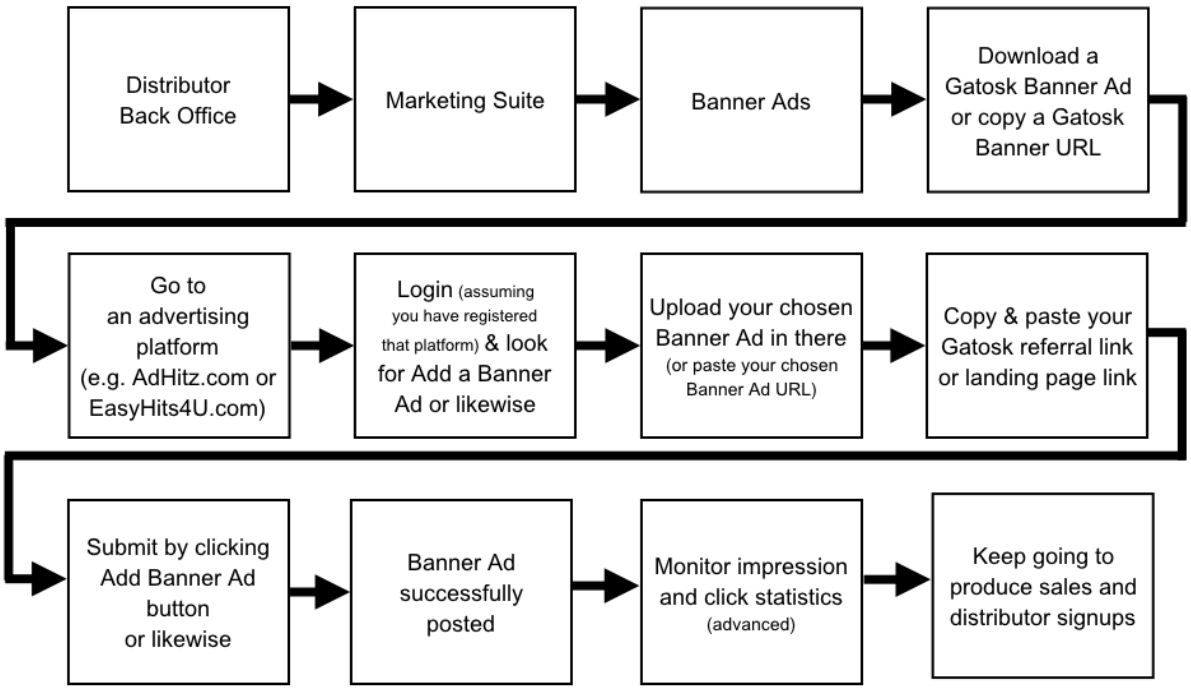

Figure 8. Banner Ad work flowchart. The chart illustrates tasks (boxes) involved in posting your Gatosk Banner Ads.

Table 1 shows a selected list of online advertising platforms that advertisers use to place their text ads or banner ads. You may want to check out these third-party advertising platforms.

Advertising platforms for promoting custom apparel	Advertising platforms for promoting home business opportunity
backpage.com (free)	adhitz.com (paid)
postbannerfree.com (free)	postbannerfree.com (free)
superpages.com (free)	easyhits4u.com (paid)
facebook.com/business (paid)	warriorforum.com (paid)
google.com/adwords (paid)	moneymakergroup.com (paid)
advertise.bingads.microsoft.com (paid)	mlmever.com (paid)

Table 1. Selected online advertising platforms for advertising your Gatosk Text Ad or Banner Ad.

AUTORESPONDER

An autoresponder is an essential part of any landing page (lead capture page when a subscription form is attached). An autoresponder system allows you to run successful follow up email campaigns (aka AR messages) automatically. There is a learning curve to using the autoresponder system but once you get a hand of it, you will be addicted!

Note—Be sure to set up your (1) Account, and (2) create/import at least one List, one (3) Email Template, and one (4) Landing Page before creating your Autoresponder Messages.

Figure 9 on the next page illustrates a work flowchart of the process involved in establishing your own autoresponder system for your promotional efforts on an autopilot.

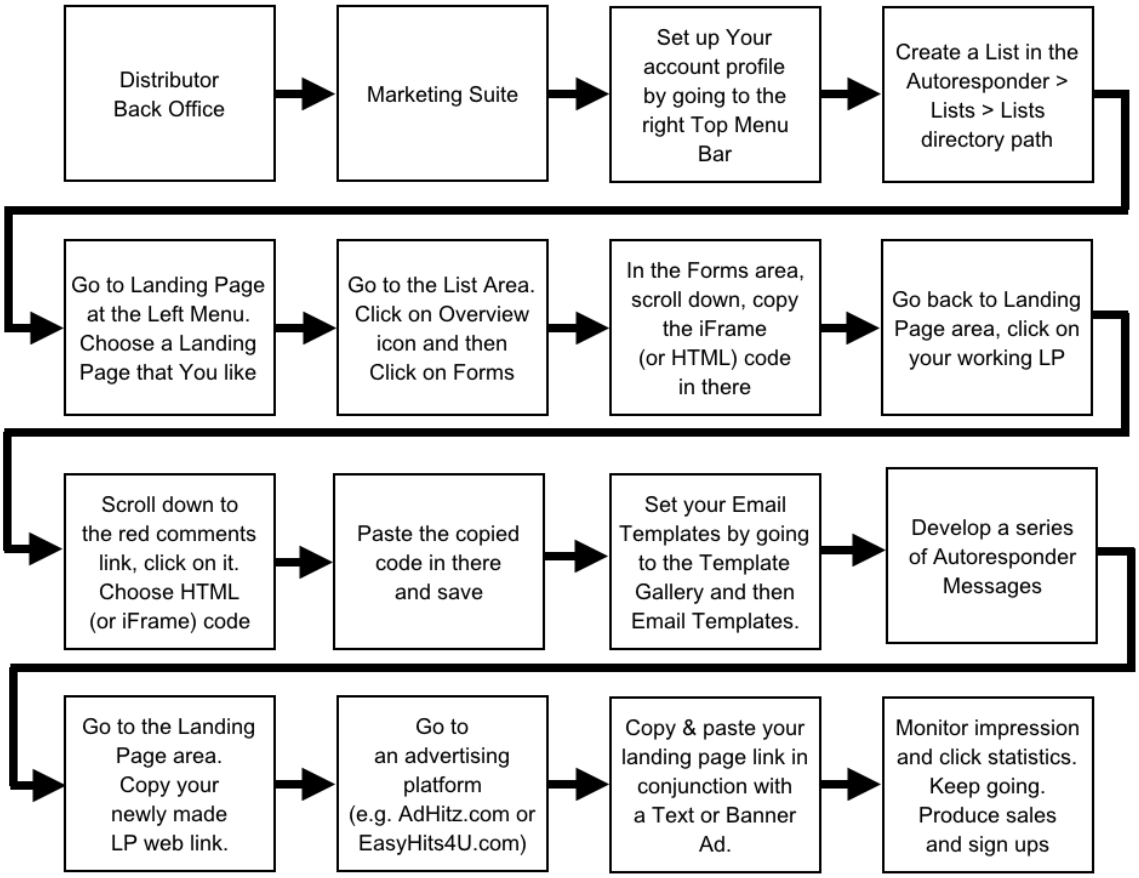

Figure 9. Autoresponder work flowchart. A successful autoresponder system requires some computer skills, time and a level of understanding of how account profile, Lists, Landing Page, Subscription Form, Email Templates, and Autoresponder Messages are all connected together.

LISTS

Clicking on the List link you can view current lists or create a new list. If there are a large number of lists, the text and drop down boxes will allow you to search for specific lists you have (Figure 10).

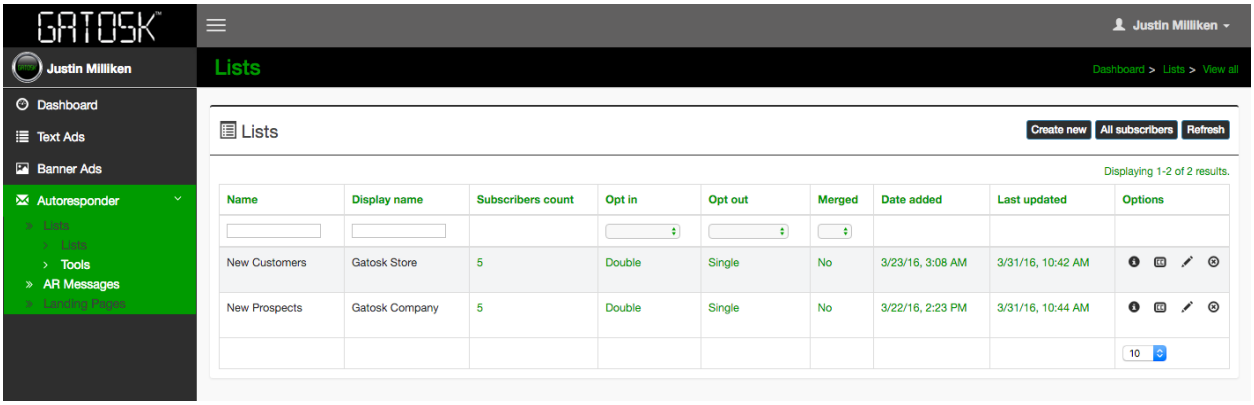

Figure 10. Autoresponder > Lists. A List must be created for the autoresponder system to

For any new list you are creating, you must create the list name before being able to add or upload any contacts (lists) you may have to import. At this stage, you are only concerned about creating the list name and the list criteria, not adding or importing names.
The create window requires you to input pertinent data such as General Data, Defaults, Notification settings and Company information needed for any campaign (aka AR messages Figure 11).

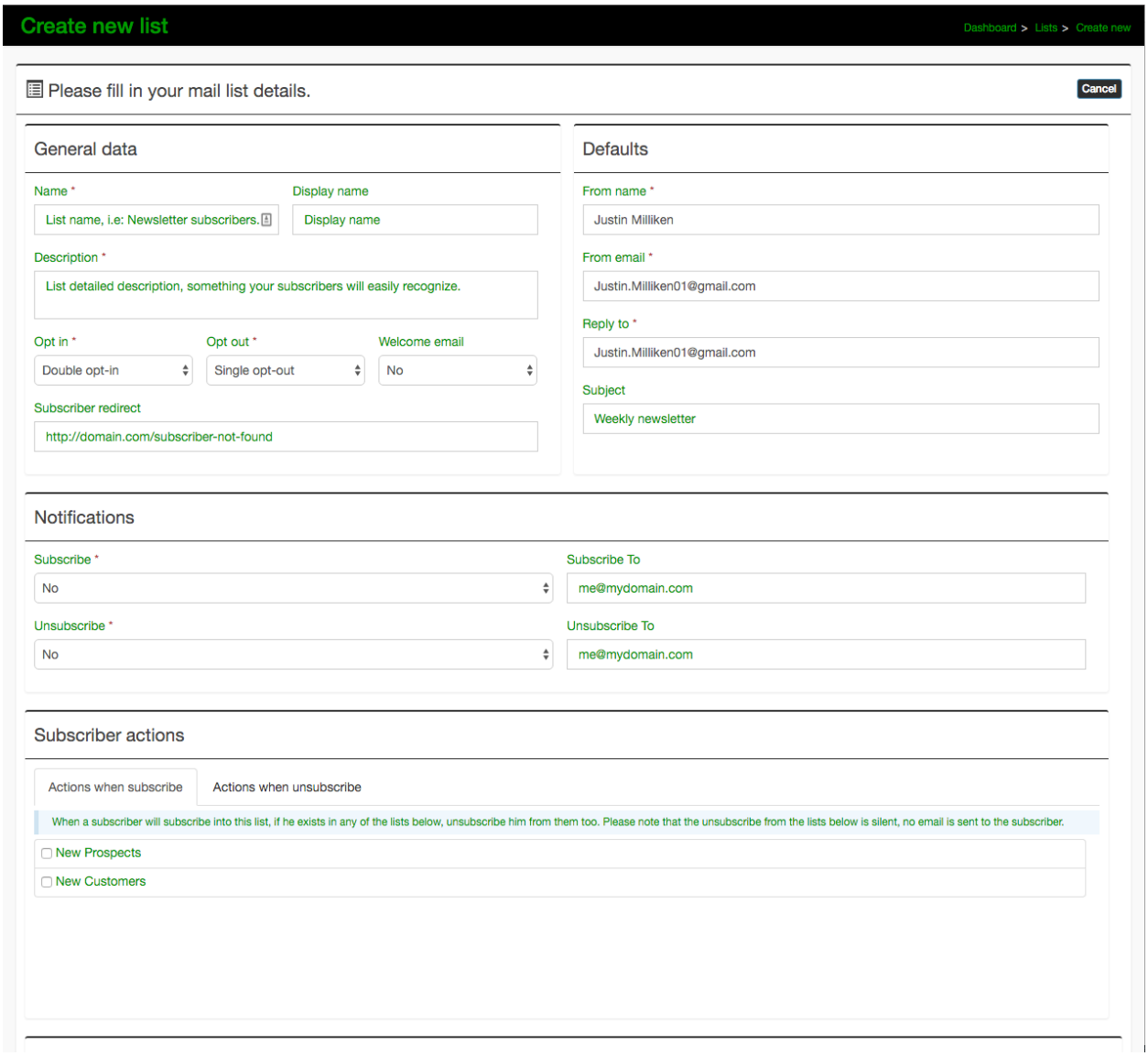

Figure 11. Create a new list. Getting your List set up is required for the entire autoresponder to work.

General Data is where you label your list with a name and decide how the name is displayed publicly if you want it different.

The Description is where you summarize details of your list that your subscribers will recognize and know what the promotion is about.

Defaults would be the contact that you already set in your Account Settings. If you wish to change these for a certain list, you would do so here.

Opt In or Opt Out type—either single or double. A double opt-in is when a subscriber signs up on your website (first opt-in) and then receives an email to confirm the registration. A single opt-in or opt-out is when someone clicks to register (or unregister) and is immediately opted in or out without receiving an email that must be confirmed.

Notifications—whether you wish to receive email notifications of each opt-in or opt-out. Keep in mind that you can login to your Dashboard to see the opt-ins and opt-outs.

Company Details—Defaults would be those in your Account Settings. As in the Contact information in the General Data above, the Company Details default to your Company Account Settings. If you wish to change these for a certain list, you would do so here (Figure 4).

Once you have created your list, it will appear in the list window, with the name of the list and display name if you gave it one, and the 4 icon links appears to the right of the list in the Options column (Figure 10). These four icons are Overview, Copy, Update and Delete (Figure 12). Copy and Delete are self-explanatory for the list. The Update icon is to edit any criteria you originally inputted.

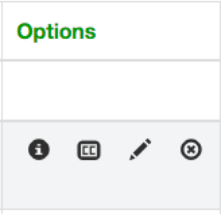

Figure 12. The four icons in the options column on the right.

The Overview icon, the first one, is of interest here as it is has powerful features. With time, you will find the Overview useful. It is noteworthy here to clarify even though it is implied, the 'Overview boxes' and 'Information headers' that appear from the Overview icon are for that list only! Each list will have its own Overview, Copy, Update and Delete icons.

Once you click on the Overview icon, the List Overview will appear. You will, with time, see that this area has extremely powerful features for your marketing development.

Subscriber box—you can manage your existing subscribers (create/update/remove) and also you can adjust your list depending on your subscribers (Figure 13). For example, you can add new custom fields or remove existing.

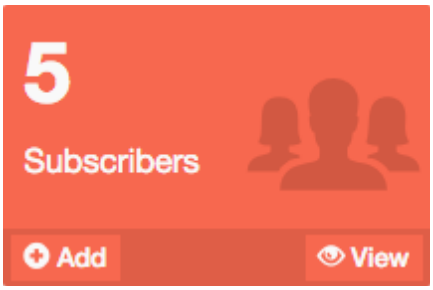

Figure 13. The Subscribers Box.

Bulk Action from Source—the second black button on the upper right (Figure 14). Bulk Action from Source is yet other powerful feature. It allows you to match subscribers added here against the ones existing in the list and make a bulk action against them! It will allow you to make one of the following actions: Subscribe, Unsubscribe or Delete. Please note, this is

not the list import capability. For list import, go to your list overview, followed by Tools box followed by the Import box (Figure 15).

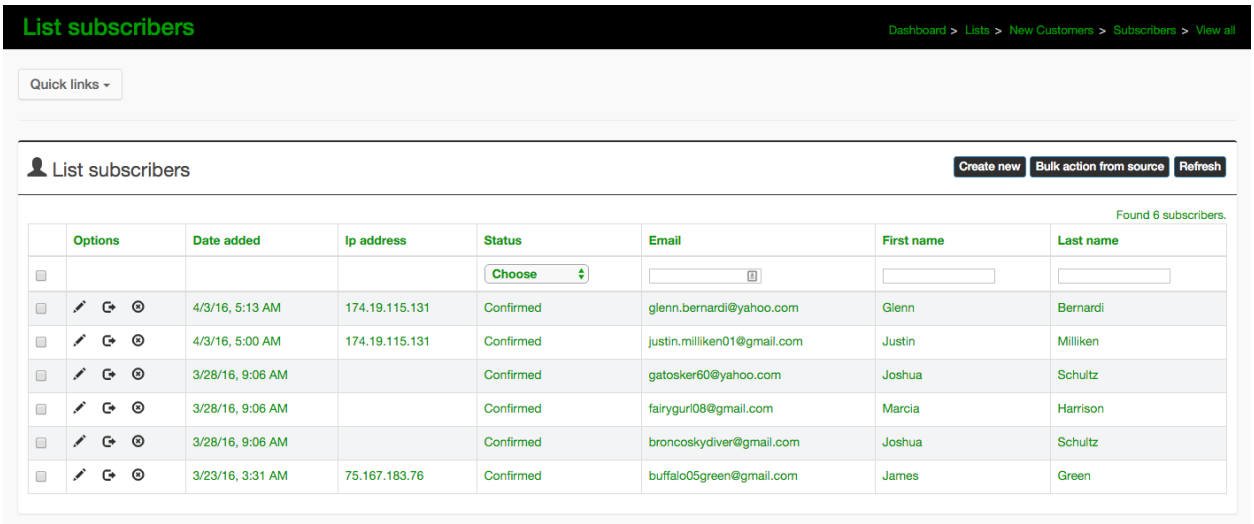

Figure 14. The Subscribers area (List subscribers). This area is where you manage your existing subscribers. The Bulk Action from Source button for making edits to more than one lead at once is at the upper right corner.

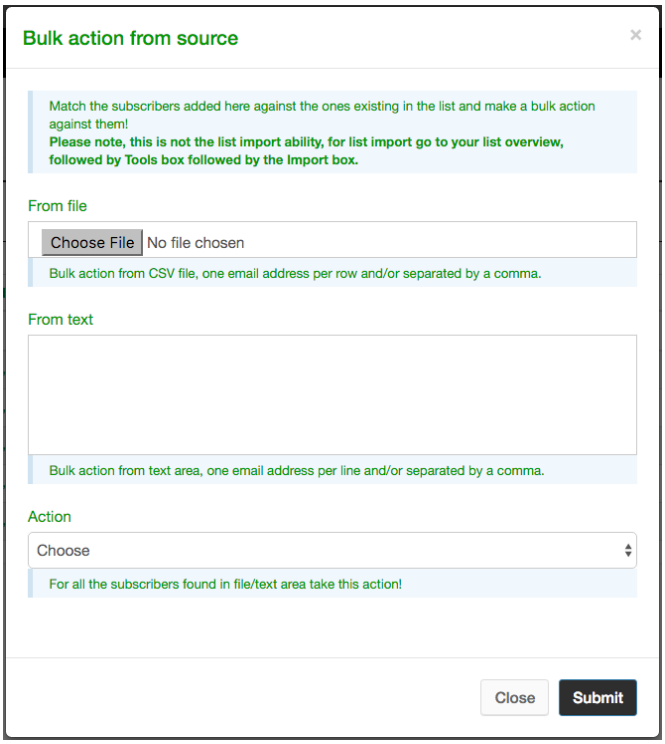

Figure 15. Bulk Action from Source.

Segmentation box—you can segment your list with various criteria based on your custom list fields and on a high number of operators. Segmentation will help you target a specific type of users when sending campaigns.

SUBSCRIPTION FORM

For leads to be captured during when viewers view your landing page, a web subscription form must be installed.

The Custom Fields, Pages and Forms boxes (Figure 16) are for your landing page and visitor subscriber areas. You have the ability to create, customize and add these forms to your website for your site visitors to subscribe or unsubscribe. You will not need much web building knowledge to apply these areas.

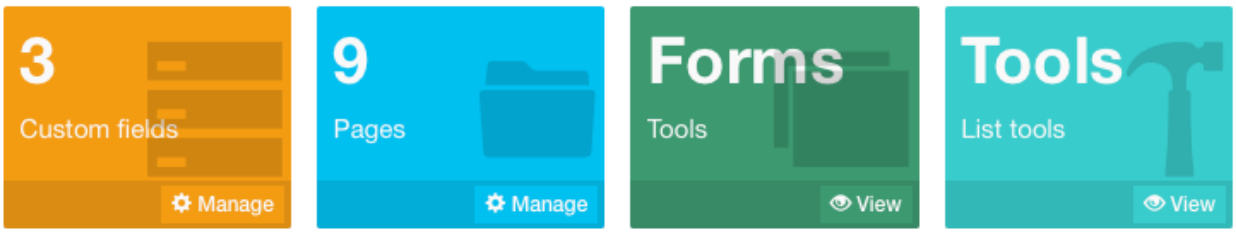

Figure 16. Custom Fields, Pages, Forms, and Tools boxes in the Lists > Overview icon.

See Figure 17 illustrating the Custom Fields page. You can create and customize the register/subscribe fields for your website pages where visitors can fill out and they will be added to your list. You can make multiple lists for not only contact type, e.g.. graphic designers, Web shoppers, marketers, etc., but for different products or services. For example, if you have clients interested in custom apparel and graphic designing, you can have them subscribe or unsubscribe to one, the other, or both!

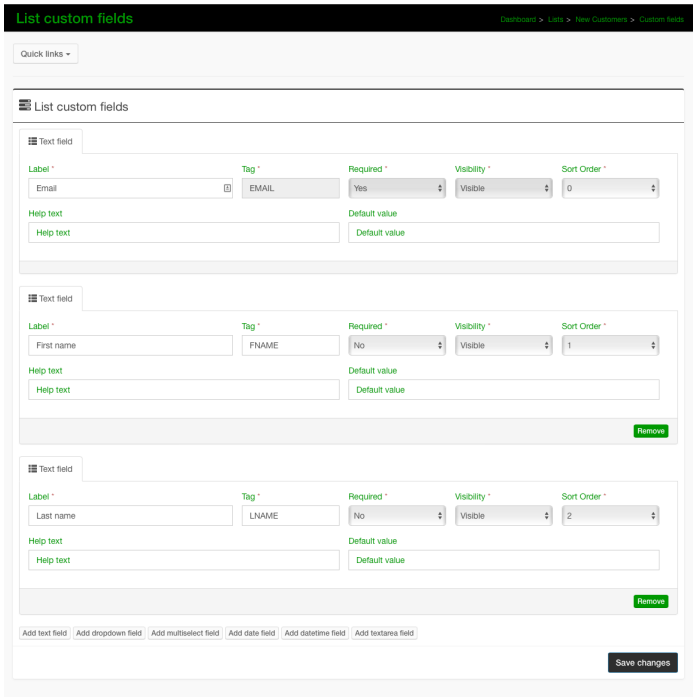

Figure 17. Custom Fields page. It is where you get the Subscription Form set up. This is required for your landing page and your autoresponder system to work.

Within the Lists Overview icon, there is the Pages box (i.e. blue box). This Pages area has pre-built web forms and pre-built autoresponder message templates. Click this Pages box will lead you to the 9 pre-built pages that you can use for your landing page (Figure 18).

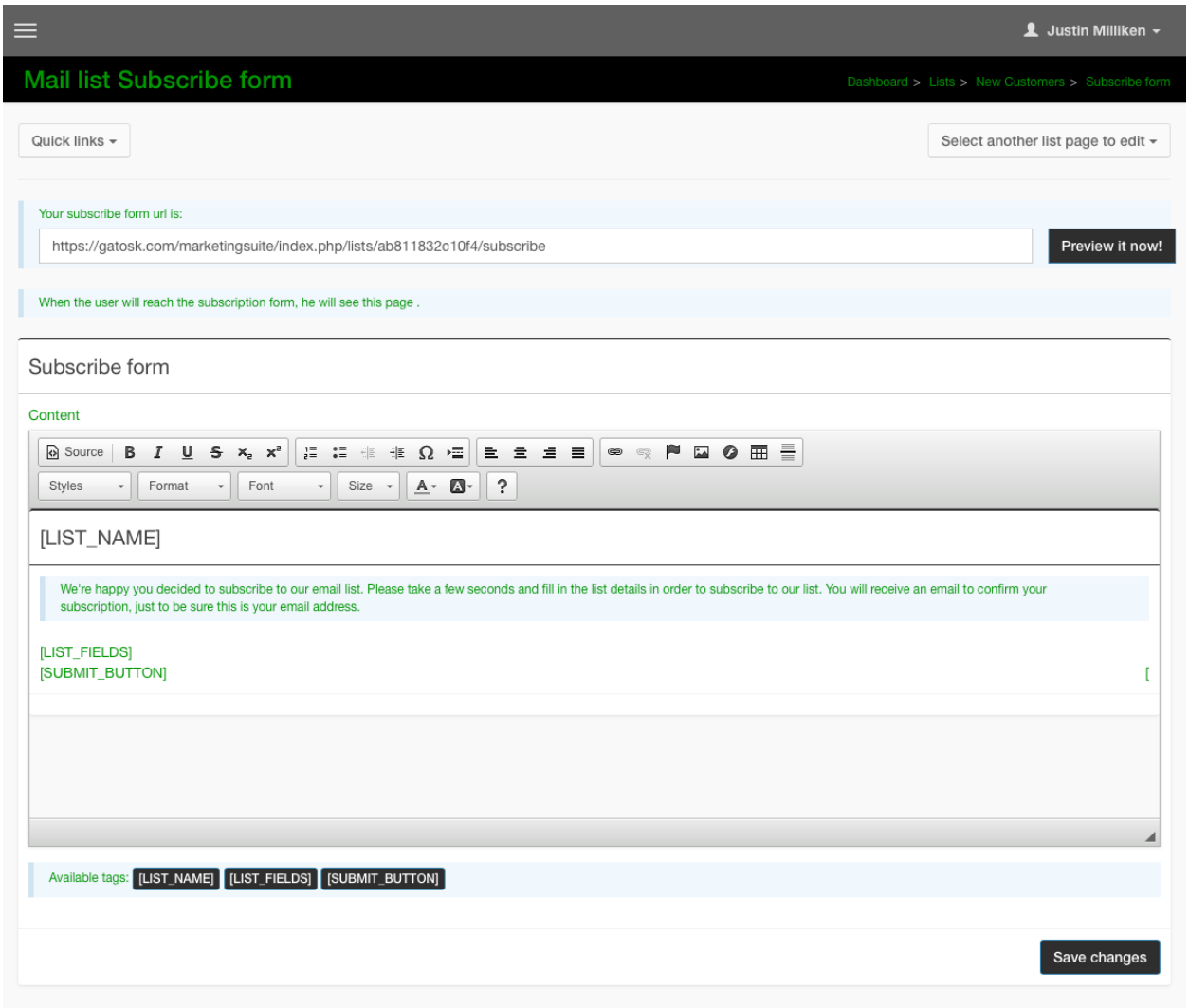

Figure 18. Pages area is where you further edit your Subscription Form, preview your subscription form, and edit other double opt-in autoresponder messages for prospects who want to subscribe or unsubscribe. Managing this Pages area is important for your landing page and your autoresponder system.

The pre-built subscription forms and autoresponder email message templates in the Pages area include: (1) subscribe form; (2) sending subscribe; (3) subscription confirmed; (4) update profile; (5) unsubscribe form; (6) unsubscribe confirmation; (7) subscribe confirm email; (8) unsubscribe confirm email.

The Tools box (i.e. aqua box) within the Lists Overview icon is used to import, export and copy your list/subscribers. CSV and Text files will be most applicable to you, while the database box is for more advanced users that do have their own MySQL databases. Clicking on the Tools box brings you to the options to Import, Export or Copy a list.

Clicking on the Import box brings up a window to choose a list you have in CSV file format. Excel documents may be saved in CSV format. The window includes a link for a CSV file example.

Clicking on the Export box brings up a window to choose the Subscriber list you wish to export. Simply choose a list, click on export and save it to a location on your computer.

FORMS

The Forms box is where you will link your Landing Page (see page x for instructions on choosing or creating your own Landing Page for details). Click this Forms box and scroll down to find the iFrame code in there. Copy that iFrame code and then go to the Landing Page area. Click edit your Landing Page, then scroll down to the “Red comments” and click on it. A pop out message shows up, select html code. Paste the iFrame code (or html code) in there. Save. Voila! The subscription form shows up in your landing page (aka lead capture page).

TOOLS

The Tools menu item at the Left Menu under the Lists leads to a web page with red and blue boxes, the Sync (Subscribers) and Split (Lists) boxes (Figure 19).

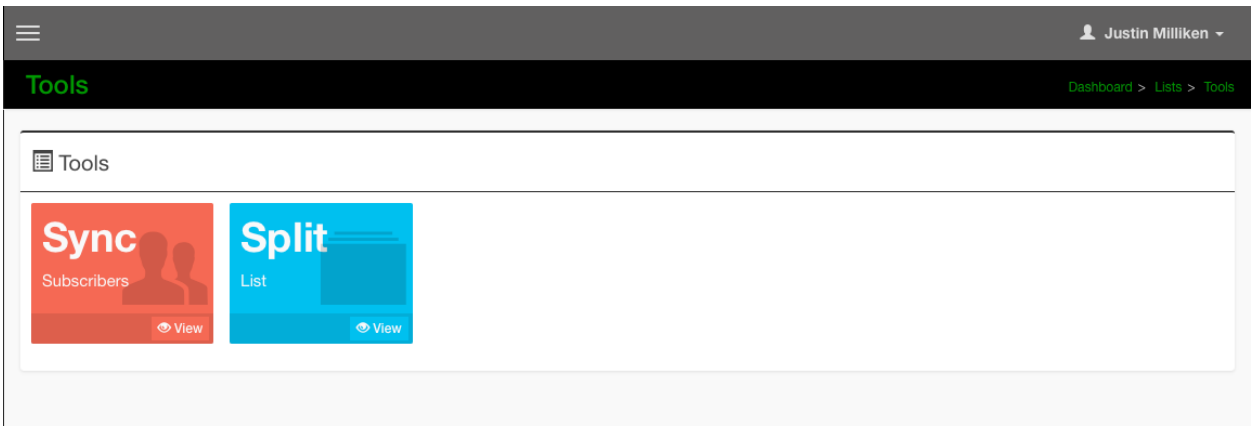

Figure 19. Tools menu item at the Left Menu under the Lists.

The Sync Subscriber box is used to merge lists (Figure 20). The Split box is used to split lists (Figure 21).

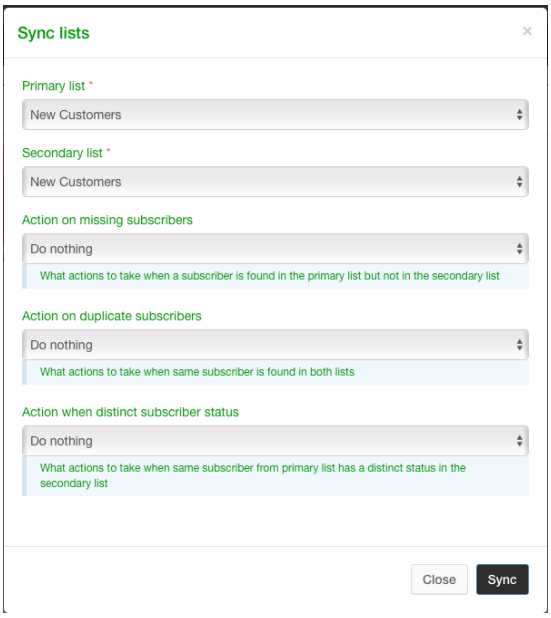

Figure 20. Sync Subscriber area within the Tools menu.

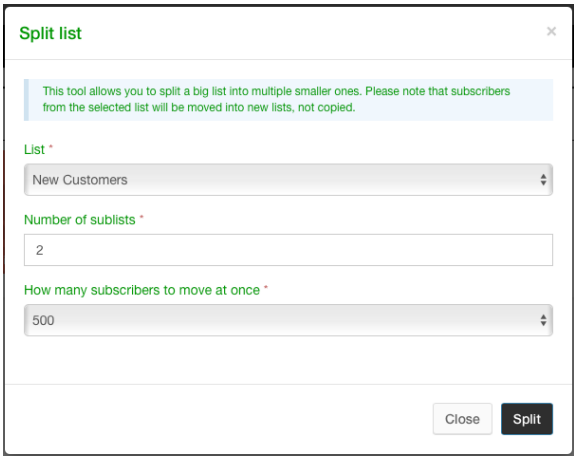

Figure 21. Split list area within the Tools menu.

AR MESSAGES

The AR Messages term is short for autoresponder message. Note that the terms, AR message and campaign, are often used interchangeably in this manual. There is little difference in the meanings of these terms.

AR Messages are created after email templates are developed. If you have not established your email templates, then you would need to do that before you bring your AR messages to fruition.

AR Messages are grouped by the Groups feature. Be sure to come up with a category for specific marketing effort you want to pursue. For example, you want to market custom apparel to web shoppers, you can set up a Group (category) called custom apparel. Then assign this Custom Apparel group to your AR messages that focus on custom apparel.

AR Messages are used to follow up your prospects by sending auto messages at specific time intervals you set. Most marketing experts will tell you that humans need to be exposed to a brand at least seven times before they are inclined to think this brand is worth checking out. So it is good idea to set a series of 7 AR messages for each marketing campaign you want to develop.

At the Left Menu, click on the Autoresponder and then click on AR Messages twice. In there you may modify or create autoresponder messages (Figure 22).

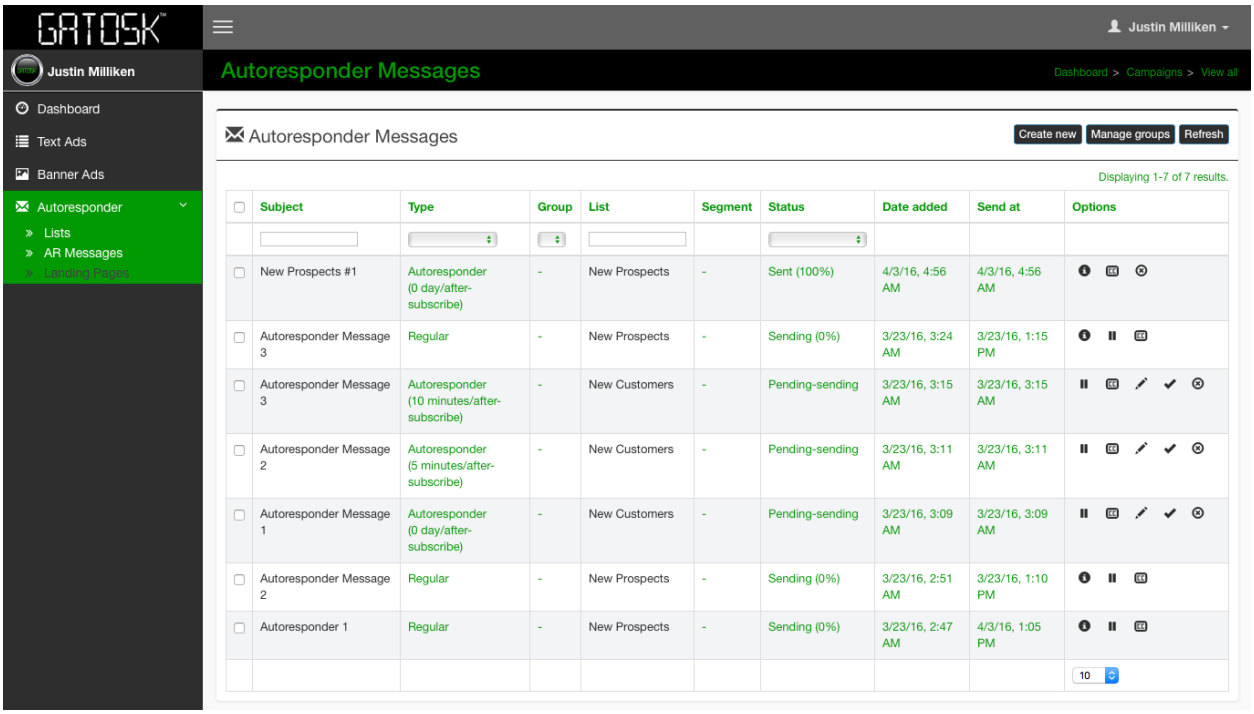

Figure 22. Autoresponder > AR Messages > AR Messages. This area is where you create/edit your autoresponder messages for sending to prospects automatically at specific time intervals after your prospects subscribe to your landing page.

Basically there are four stages to create an AR message (campaign): (1) Details;(2) Setup; (3) Template and (4) Confirmation. Click on the 'Create new' button to begin creating a new AR message. There are two required fields - you must type in a campaign name and then in the drop down list, and choose which List you want to send the campaign (AR message) to (Figure 23).

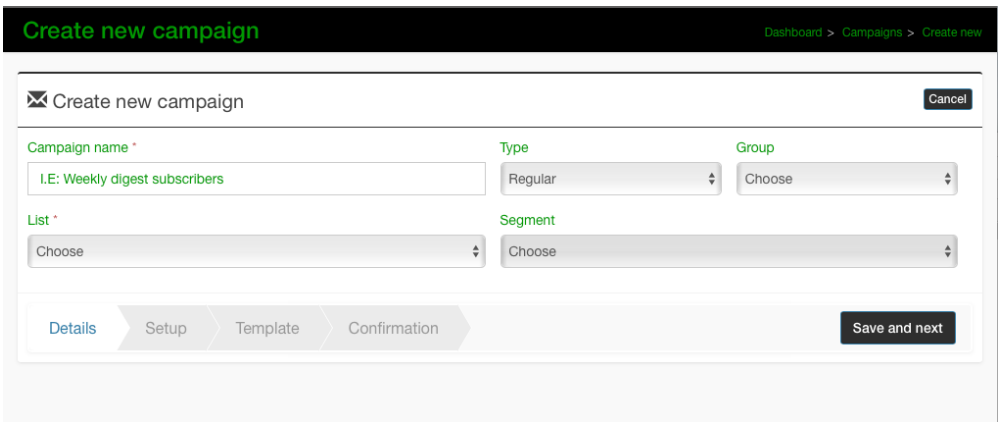

Figure 23. Create New Campaign (i.e. new AR message).

Your new AR Message (campaign) can be seen in the Autoresponder Messages area. Click on the 'Pencil icon' to the right of a AR Message to edit/modify the Message (Figure 22).

Click on the 'Pencil icon' to go to the 'Update Campaign' page of that AR Message (Figure 24).

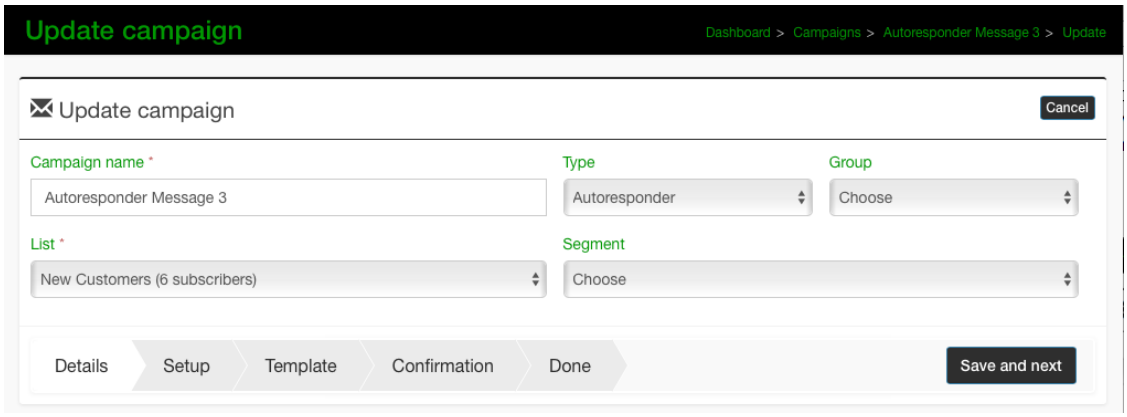

Figure 24. Update Campaign area when clicking on the Pencil icon in the AR Messages area.

Note the Campaign 'Steps menu' and the 'Save and next' buttons as you continue.

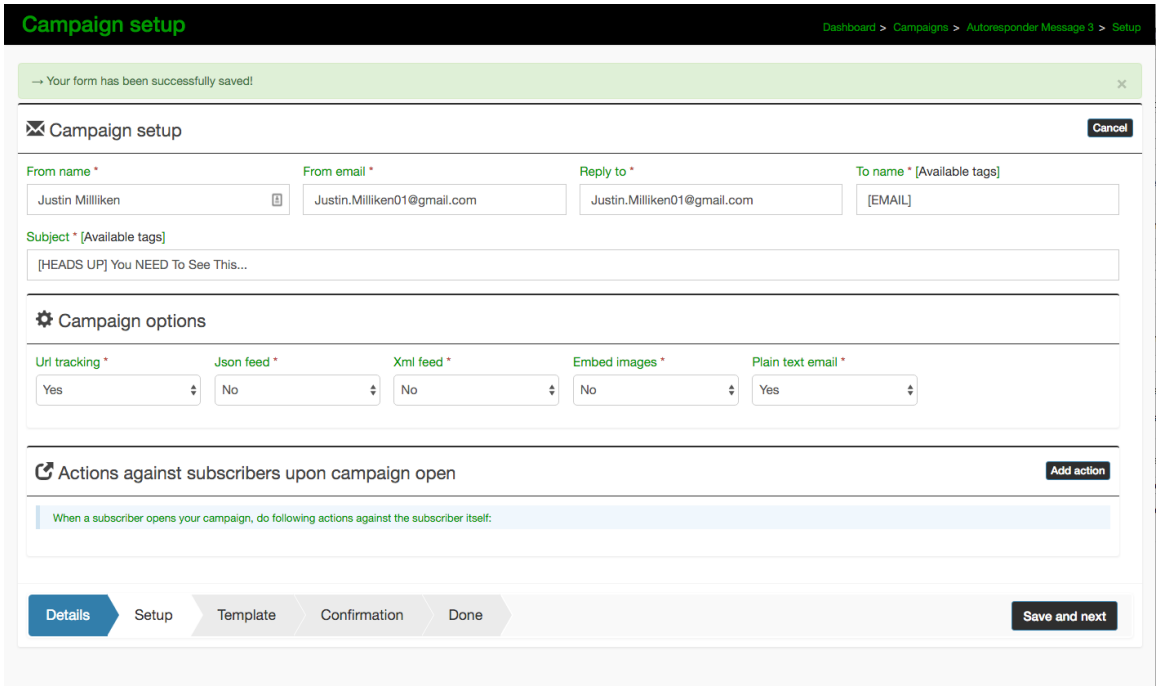

Figure 25. Campaign Set Up. This is the second step of the Update campaign area.

The Campaign set up options are for tracking and receiving stats. Click on each header title for information on each setting. Clicking next will take you to the Email Template area. Here you can create or choose an Email Template (Figure 26).

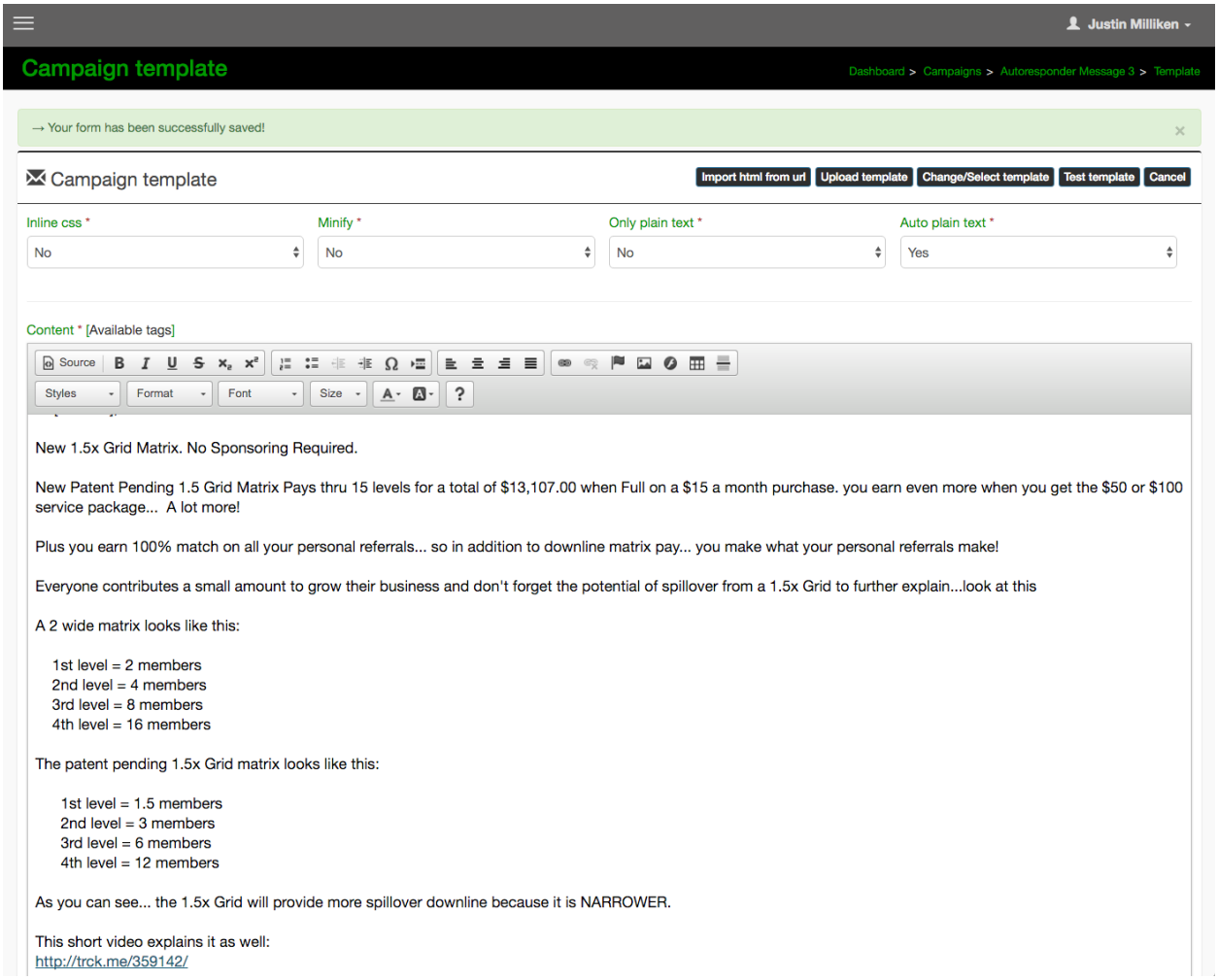

Figure 26. Campaign Email Template. This is the third step of the Update campaign area.

The Mailer Application uses the CKeditor which is a WYSIWYG, a visual Email Template builder. You are encouraged to educate yourself on this editor in the Template area and on their website.

Without going into detail, moving your cursor over each button will give you an information box of what it does. Also, if you are familiar with html coding, you may click on the 'Source' button to view/modify/paste code.

In this case, we will choose the 'Change/Select Template' button above the editor. Your 'My email templates' will appear that you have in your templates page. If more than one, you will choose the template you want for this campaign.

The template you chose will appear in the CKeditor window. It is here you would modify the template.

There are a number of html tutorials available online and one very popular recommended one is at http://www.w3schools.com/html/. NOTE – The editor used within the application is called CKeditor, and documentation and tutorials can be read at http://docs.cksource.com/.

After an Email Template is saved, you will enter the Campaign Confirmation area. This area is critical for your series of 5 to 7 AR messages to send serially at a specified interval times over a course of time period. The series of follow up AR messages is the powerful tool on autopilot (Figure 27).

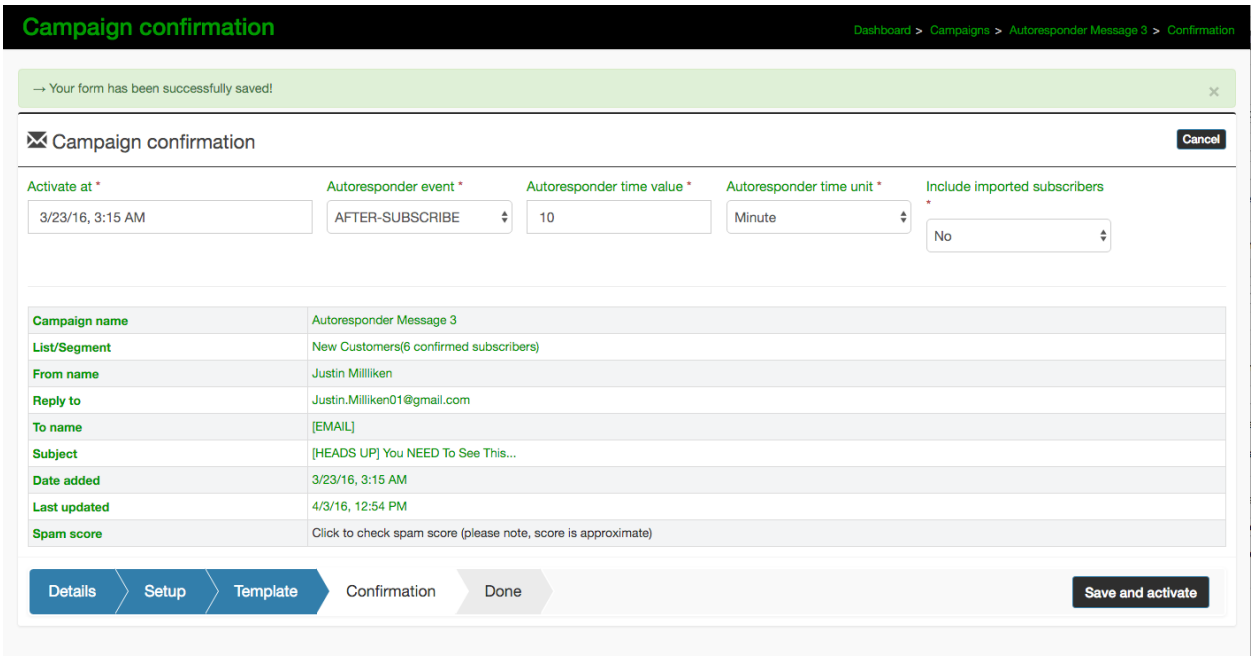

Figure 27. Campaign Confirmation. This is the four step of the Update campaign area. Be sure to set the timing and the Autoresponder event, the Time Value, and the Time Unit correctly for a series of 5 to 7 AR messages to work properly.

Since you should create 5 to 7 AR messages that work together serially, we recommend setting each AR message by day or week intervals. For example, the first AR message to be sent out instantly when a subscriber filled out the Subscription Form. The second AR message to be sent out 2 days later, the 3rd AR message to be sent out a week later, the 4th AR message to be sent out 8 days later, and so on. The Campaign confirmation is the area where you get the timing of each AR message set at the right time.

GROUPS

Campaign Groups are a way to categorize your Campaigns. As an example, if you eventually have 40-50 or more campaigns of both Custom Apparel and Graphic Designers, you could create Custom Apparel and Graphic Designer groups and simply categorize each of your campaigns within these groups for an easier search feature instead of having to search through all campaigns.

To get more in-depth, if you begin building, for example, a 15-series autoresponder (see the Glossary section), you can create an AR15 group. You can create innumerable types of Groups to filter and create views of your campaigns.

For now, we will, for simplicity's sake, create two groups. Click on 'Groups' to access the Group View page (Figure 28).

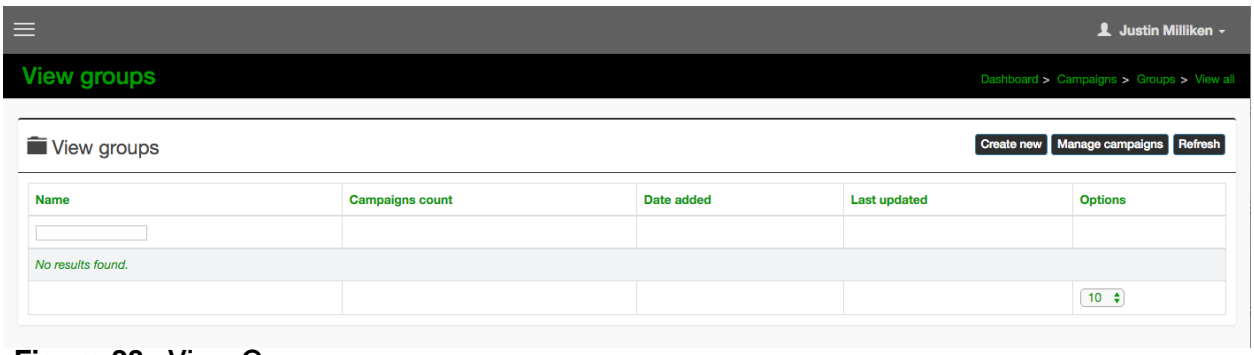

Figure 28. View Groups.

Click on the 'Create new' button, type in "Custom Apparel" and click 'Save changes'. Repeat the process creating a "Graphic Designers" group.

Once complete, click on the 'Groups' link again to take you to the 'Groups view' page. You should see the two groups you created.

At this point, whether you create a new campaign or edit / update an existing one, you can assign the campaign to one of the groups created. Simply choose from the Group dropdown box the group you would like to categorize that campaign with. In this example, 'Custom Apparel' group.

If you click on 'Campaigns' to see 'Your Campaigns' list, you will now be able to 'filter' the view of your campaigns. Below, by choosing 'Graphic Designers' in the dropdown box, (0 campaigns) is listed, thus no campaigns appear. By choosing 'Custom Apparel' in the dropdown box, the 'Custom Apparel' campaign appears in the 'Your campaigns' list. Again, the purpose of the 'Groups' link is to categorize and view your lists so that as your campaigns grow, you will have a smaller list of campaigns to view.

HOW TO CREATE AN EFFECTIVE AUTORESPONDER SEQUENCE

This section explains further on what and how autoresponders work. The important thing to understand is that Autoresponders are in most cases used for two reasons: new customers generated from a subscribed campaign or established customers who have signed up to a new offer on a product or service. Either way, autoresponders are for the most part used in lists that have 'opted-in.' NOTE – It is important to know that using autoresponders should not be used on lists of customers who have not 'opted-in' or you open yourself up to blacklisting.

Create an Autoresponder Publishing Schedule

Developing a publishing schedule is the final building block of a solid autoresponder sequence. This tool is the ultimate way to manage the effectiveness of your email campaigns.

A publishing schedule doesn't have to be complex. Simply open up a spreadsheet and include a column for each of the following:

- The title of the autoresponder
- The interval number (days since the last message)
- What product is promoted
- The type of email
- The affiliate tracking ID
- Any notes you have about this email

Don't worry if you're confused by some of this information. All will be revealed by the end of this post!

To illustrate what a publishing schedule looks like, here's a mock-up using the fitness example from before:

This is a very low-tech approach to an autoresponder sequence. But it's still extremely effective. It allows you to manage email without having to open multiple files and/or websites.

Autoresponder vs. Broadcast Messages

With email marketing you're given two basic choices:

5. Set up an autoresponder sequence
6. Send broadcast messages

Let's go over each:

What is an Autoresponder?

An autoresponder is simply email that's sent to a subscriber in a timed sequence.

Think of those automatic messages you get when a person is "out of the office" or on vacation. The moment you send an email to this person you get back a pre-written response.

The moment a person subscribes he/she receives a series of pre-written messages based on a sequence that you've already set up.

As an example, this is what happens when someone subscribes:

- On day 1 email #1 is sent
- On day 4 email #2 is sent
- On day 7 email #3 is sent

The beauty of an autoresponder sequence is you only have to set it up ONE time. Then these emails work on autopilot as you get to enjoy the rest of your life.

The moment a prospect joins your email list, he or she will automatically receive this sequence – WITHOUT you doing a thing.

What is a Broadcast Message?

A broadcast message is an email that's sent to prospects, regardless of when they joined. In theory, a person who just subscribed receives the same message as someone who's been on your list for years.

Sending a broadcast message is useful for those times when you deliver date specific information, like a link to new blog post or a promotion for a new product that's just hit the market.

Another great thing about a broadcast message is you can target a certain group of people on your list. Instead of sending an email to everyone, you can target people based on a set criteria:
Date joined
Traffic source
Location
Activity

Ultimately broadcast messages are the best way to stay current with your list and make sure you're sending up to date information to each subscriber.

Should I Use Autoresponders OR Broadcast Messages?

Now that you understand the difference between the two, let's answer a simple question:

"What should I use with my email list?"
BOTH.

Put subscribers through an autoresponder sequence. And then add them to the list of people you contact via broadcast messages.

How to Set Up an Autoresponder Sequence

Now let's talk about how to set up an autoresponder sequence.

My advice is to pick 5 (or more) subjects. Each will tightly focus on a different topic in your niche. As an example, in real estate, different informative topics such as current real estate trends, contract offers, your company news, steps to buying or selling a property, etc.

Finally there should be 2 to 4 days between each message. Test this on your own and see what works best with your market. Some will respond to a high volume of email, while others won't like getting a lot of email.

5 Types of Autoresponder Messages

My autoresponder sequence has five types of email. These will follow a set pattern that builds on the content of the previous messages:

1. Personality Email: With this email you relate a topic to an event/experience in your life. It doesn't require a lot of content. The important thing is you tell a story about an experience, issue or something else and casually point out how the reader might benefit.

At the end (or the P.S.) briefly mention a service and/or product that's related to your message. Don't be pushy. Just introduce it and provide a simple link. That's it.

2. Value Email: This is the workhorse of your autoresponder sequence. With this message you give away a great piece of content that partially informs subscribers about your topic. With the value email you want to talk about the same topic you mentioned in the last message.

Again…don't be pushy. But make sure that the reader is primarily getting GREAT content.

3. Product Email: With this email you'll change tempo. You've already introduced your service or product.

4. Sales Email: Here's where you seal the deal. The last three messages introduced your service or product. With this email you'll make a more definitive case to use your services and/or buy a specific product.

5. Follow-Up Email: This message is completely optional.

To be honest, some folks need an extra step to take action. Sending a follow-up email is a great way to get people to buy a product before they miss out.

Keep in mind this is just an example. A general rule of thumb: the larger the price of the service/product, the longer a drip campaign should be. As an example, in the auto industry, it is normally 90 days, while for real estate, it should be 6 months or more.
An example of the Autoresponder Sequence
A customer opts-in to view the MLS search on your real estate website.

Day 1: Auto-welcome email.
Day 1: Welcome introduction.
Day 2: Questionnaire on what they are looking for.
Day 4: Summary of the current market.
Day 7: Search tips for the MLS.
Day 10:
Day 15:
Day 20:
Day 30 and approximately every 14 days thereafter.

How to Create Content for an Autoresponder Sequence

You might be wondering how to come up with so much content for your autoresponder sequence.

Fortunately it's not that hard! Probably you already have a bunch of content that can be reused as an autoresponder.

In addition you can get content (and ideas) from the following:

- Blog posts and articles you've previously created
- Audio/Video versions of your written content
- Questions readers have asked
- Questions you wish readers would ask

- PDF collections of articles around one theme
- How a recent trend/event relates to your niche
- An interview with an expert
- A personal story and how it relates to a topic
- An elaboration of something you mentioned in your lead magnet.
- How a popular idea/concept is completely wrong
- A technique that's personally helped your success

This list could go on and on. The important thing is to blend content with great marketing. Basically you're giving away top-level content and branding yourself while earning your customers' trust and loyalty.

Tracking and Tweaking Your Autoresponder Sequence

This is the final but most important step in this process.

Remember how every email has its own tracking code? Well, periodically track the results and measure the performance of each email.
Once every month (or two), record the following:

The open rates
The click through rates
How much each email earned

You can put this information on a new spreadsheet or simply add a few columns to your autoresponder publishing schedule.

The POINT of this task is to measure the performance of a certain message. Obviously a sales email will do better than a personality email. But you want to monitor the overall success of a particular autoresponse sequence.

Ultimately your goal is to tweak each autoresponder, find out which emails are not as popular and work to improve on those.

TEMPLATE GALLERY

The first time you enter Marketing Suite, you will not have any templates in the 'My Templates' area. You can do one of three things – create your own template, upload your own template either created by another application or downloaded or import it from the provided 'Template Gallery.'

The Template Gallery link takes you to ready-made templates for you to import and use. These templates, once imported, can be modified for your custom use (Figure 29).

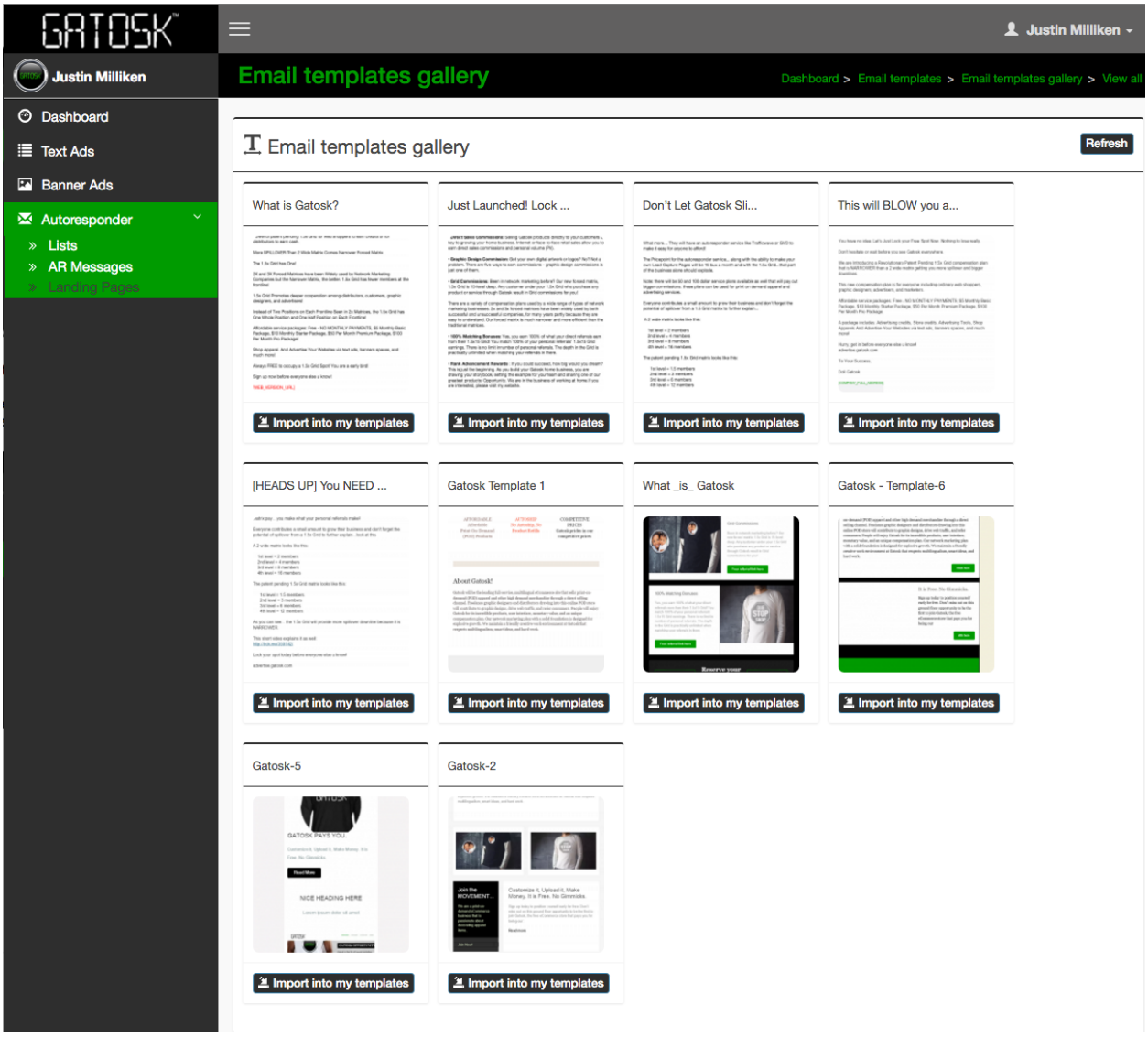

Figure 29. Template Gallery. Here, you choose ready-made email templates and put that into your Email Templates area.

To import a template into 'Email Templates', click on the menu Template Gallery and choose one to import by clicking on the button titled 'Import into my templates' below the template you

choose. The chosen template will then show in 'My Templates.' You may choose some of the templates or all of them.

EMAIL TEMPLATES

On first use, this area is blank. It will require creating or uploading a template (Figure 30). But if you already chose a Email Template from the Template Gallery, then much less of a set up is required.

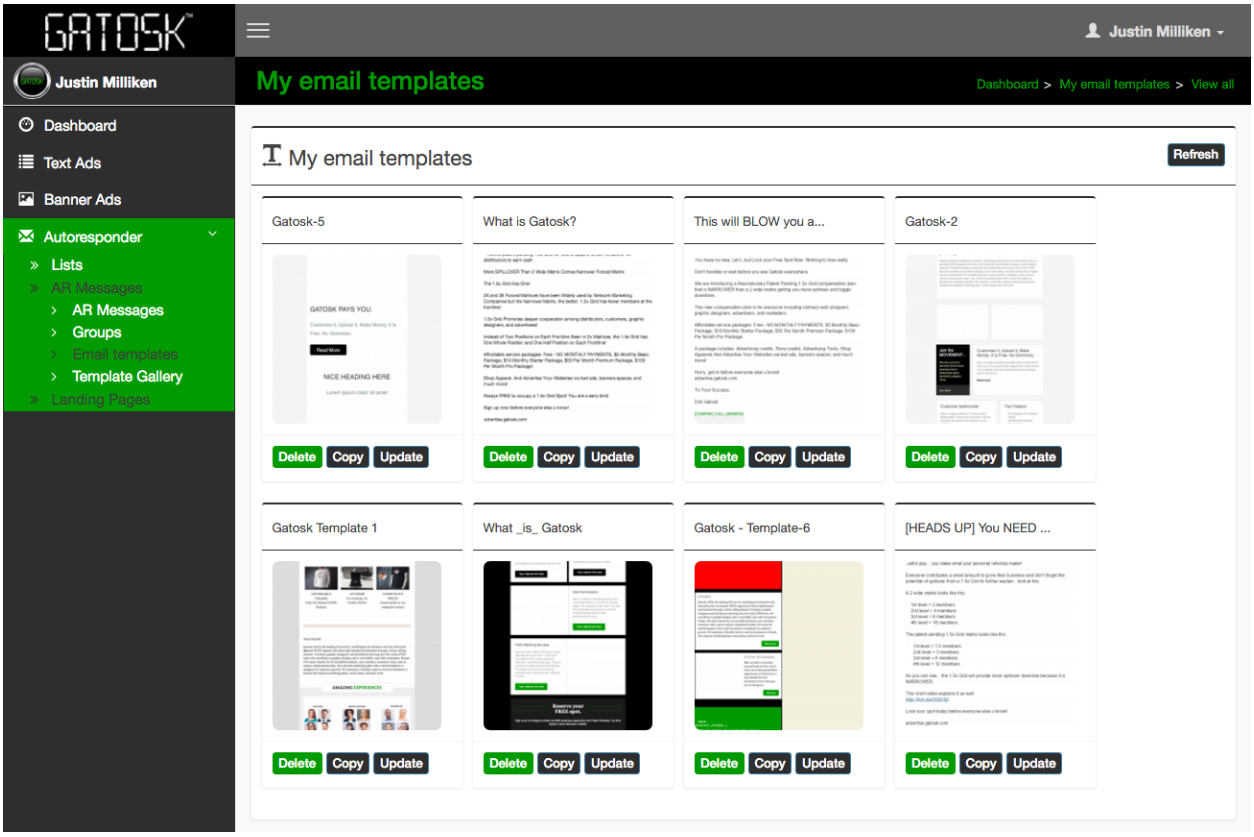

Figure 30. Email Templates area. In here, you have your collection of email templates. Once you have your email templates well established, you may create AR messages with those at ease.

Customizing your own Email Template from scratch requires a bit of html knowledge, There are a number of html tutorials available online and a very popular and recommended one is at http://www.w3schools.com/html/. As noted above, the editor used within the Marketing Suite is called CKeditor, and documentation and tutorials can be read at http://docs.cksource.com/.

CKEDITOR

CKeditor is the template-html editor used within the Marketing Suite. The documentation and tutorials of the editor can be read at http://docs.cksource.com/

The CKeditor is a What You See Is What You Get (WYSIWYG) editor as defined in the Glossary section.

“This is used to describe a web editor interface that lets you design newsletter templates using buttons similar to those found in a word processor such as Microsoft Word. Examples of buttons include bold, italic, using headings, a button to insert images, and more.”

In the following template modification tutorial, the CKeditor will be used in the image examples displayed. Most of the examples will show the ‘WYSIWYG’ display setting, not the ‘Source’ (HTML) setting. As stated in the manual, there are a number of html tutorials available online and a very popular and recommended one is at http://www.w3schools.com/html/ if you have a desire to learn some html coding.

As a precursor, here we show you the difference between the WYSIWYG display and the Source display. The WYSIWYG display visually shows the template as one receiving it by email or viewing it in a web browser:

The Source display (by clicking on the ‘Source’ button in the upper left icon area) visually shows the template in the html coding behind the page. This coding normally includes tables, cells, image/website links, CSS styling and content text:

For the most part, this tutorial will discuss template modifications in the WYSISWYG display setting.

NOTE – the following modifications of a template can be done in either the Templates or Campaigns area. This section is two-fold: to show you how to modify templates and to show you why you would use one area or the other to make those modifications.

There are two reasons for modifying an email template -

First, when you import a template into ‘My Gallery’, you will want to make changes that you know will be used throughout all of your campaigns for that template. For example, a company logo that you will want displayed on every campaign. If you don’t make the change here, then every time you go to create a new campaign with the template, you will have to add the logo.

Second, when you create a new campaign, there will always be something you want to possibly add/delete or modify. For example, if you are a real Custom Apparel agent and have a new listing, you will want to add new text content about that newly listed property and pictures.

Below explains how to modify templates in both the Email Templates and AR Messages areas. It will be in the AR Message section where modifying images will be shown.

MODIFYING EMAIL TEMPLATES

Click on Email Templates this takes you to the 'My email templates' page and the template you imported from the Gallery.

Click the 'Update' button to open up the template in the CKeditor.

Here, we're going to make a simple text edit. Use your cursor and highlight 'NAME' and then just type in the name you want. Once you click save, this saves the template so that your name will now appear every time you choose this template for a campaign.

The next feature to introduce is the use of 'dynamic tags'. Dynamic tags serves two roles:

Email content personalization
By inserting information you already have about your contacts in your lists into your email send. For example, if you have a column header of your subscribers' first names titled FNAME, you can start a campaign with a personal "Dear [FNAME],".

If the first row of your list has the first name "Lisa", she would open her email from you and it would begin with "Dear Lisa,".

NOTE: You must make sure that your List column names match the tag names or the receipt of your email will read "Dear ,". Thus every one of your List contacts would receive an email with their first name included.

To extend the use of dynamic tags, if your List has a column with a reason for their contacting you, (ex. Looking to buy or sell their property titled CONTACT_REASON) and another column with a type of property titled PROPERTY_TYPE), you can send an autoresponse email, with an email personalized even further, as in the following example:

Dear [FNAME], thank you for your inquiry concerning [CONTACT_REASON] your]

[PROPERTY_TYPE]. The output they would see upon receipt:

Dear Lisa, thank you for your inquiry concerning selling your condo.

Replace Key Information
Tags also offer an easier way to make changes to all of your templates simply by replacing key information with a tag. For example, if your name is 'Elizabeth Jones' in your Account Profile, instead of typing in "Elizabeth Jones" in all of your templates, you can add the tag, [LIST_FROM_NAME]. The tag will pull in your first and last name.

The great thing about this is if you had 30, 50, 100 or more templates and they all needed your name changed, all that would be needed is to change your profile name, as an example, 'Elizabeth' changed to 'Liz' would change all templates! How convenient is that!
For example, the following shows the standard text in the template being used in this manual, which is fine if you had a handful of customized templates in your Templates area. However, what if you eventually have 30, 40 or over 50 different templates and you changed your phone number or your company moved to another location? You would have to change the information in every template in your Email Templates area.

The alternative is to use Tags. Consider the following, if Joe Custom Apparel wanted to change his name in the template to Joseph Custom Apparel, all he would do is change his name from Joe to Joseph in his Account area had he used the Tag – [LIST_FROM_NAME] in all his templates in the Email Templates area.
In this manner, a one-setting name modification changed all the templates! See the above image compared to the image below as an example use of the tags. NOTE – Make sure you use the applicable commas, periods and hyphens.

A full list of tags are listed on the next page (Table 2).

Tags are an extremely powerful tool to make use of, saving time and creating a more personal message. Below are the tags associated with the Mailer Application.
CAUTION - Keep in mind, the exact title must exist in your List's column headings for those tags related to your contacts. For instance, your contact List headings must be EMAIL, FNAME and LNAME to be able to call their email addresses, first names and last names.
If you are using a tag for your List that does not exist or spelled wrong, it will not output information. For example, if you use the [LNAME] tag and the column header for all last names in your list is titled LAST_NAME, not LNAME, the last name will not be displayed.
Also, if you have a blank cell for a last name for one of your contacts, a last name of course will not appear. (Example – Dear Mr. ,) So you need to be careful! All tags calling your information is simply calling your Account information so there are no column headings to be concerned about.

Tag	Output
[UNSUBSCRIBE_URL]	Link to Unsubscribe
[COMPANY_FULL_ADDRESS]	User's Company name/
address [UPDATE_PROFILE_URL]	Update profile URL
[WEB_VERSION_URL]	Web URL
[CAMPAIGN_URL]	Campaign URL
[LIST_NAME]	Name of the List used
[LIST_SUBJECT]	List subject name
[LIST_DESCRIPTION]	List description
[LIST_FROM_NAME]	Sent from (Your Name)
[CURRENT_YEAR]	Current Year
[CURRENT_MONTH]	Current Month
[CURRENT_DAY]	Current Day
[CURRENT_DATE]	Current Date
[COMPANY_NAME]	User's Company Name
[COMPANY_ADDRESS_1]	User's Company Address #1
[COMPANY_ADDRESS_2]	User's Company Address #2
[COMPANY_CITY]	User's Company Zone (State or province)
[COMPANY_ZONE]	User's Company Zipcode
[COMPANY_ZIP]	User's Company Country
[COMPANY_COUNTRY]	User's Company Phone
[COMPANY_PHONE]	Campaign Subject
[CAMPAIGN_SUBJECT]	Email address sent to
[CAMPAIGN_TO_NAME]	User's Email Address
[CAMPAIGN_REPLY_TO]	Reply to
[CAMPAIGN_UID]	Campaign ID
[SUBSCRIBER_UID]	Subscriber ID
[EMAIL]	Email address sent to
[FNAME]	List's first name
[LNAME]	List's last name

Table 2. A list of tags.

MODIFYING EMAIL TEMPLATES IN THE AR MESSAGES AREA

Click on AR Messages and create a new AR message. At the Email Template stage, choose the template you imported into 'My Gallery'. We will begin by editing some of the text as completed in the Templates area.

Here is an example only: In the text of the following – 'Title', 'Asset-title', 'Content1', 'Asset_item1', 'Asset_item2', 'Asset_item3' and 'Asset_item4' each of those can be highlighted and typed with new words.

Replacing text in the WYSIWYG editor is almost as simple as using Word, Notepad or any other text editor with some of the same features of the icons to use. In the modification below, the text has been replaced except for the image titles. NOTE: It is highly recommended during your editing, that you save your template periodically by clicking on the 'Save template changes' button below the editor window. You will remain on the page after saving. This will prevent any browser freeze up from losing your work.

The red highlighted are some of the most common icons you will use.

The top arrow circled in red is the Undo button. Anytime you don't like something you just did, no matter what change – text, image, link or other - you can easily click on the arrow and you will step back the last change. You may also step back multiple times.

The format lines circled in red justifies text from the left border to the right border. The font Size button is highlighted. This may be used often when you paste in text. Sometimes you will find text size formatting is applied from the clipboard so you will have to highlight the text and change the size.

NOTE: It is recommended if you have different size text in a line or more that has been pasted, highlight the entire paragraph, click the 'Format' button, remove formatting and then apply the Font, Size and Style you want. This will preserve better coding in the source code.

Before showing how to add/modify images, the 'trick' is to appropriately present your images in the correct width-height that is visually presentable. There are a number of ways to modify the size of your images in a template.

- Crop the image to the size you wish prior to uploading.
- After uploading, and before inserting, change the image size in the Image Properties box
- After inserting, highlight the image and grab a corner or side anchor and drag to change size.
- After inserting, highlight the image, right click on the image and click on Image Properties.
- If you know html code, change the size in the Source html code.

If you do not have a fully featured image program such as Photoshop, there are downloadable programs just for image resizing – https://imageresizer.codeplex.com/ and http://www.obviousidea.com/windows-software/light- image-resizer/.

A popular online image resizer is http://www.webresizer.com/resizer/.

If you want a well-designed program at no cost, the Gimp Image Manipulation Program should do everything you need for applying your images to templates.

NOTE – A word about image preparation, specifically shooting images and cropping. If you are going on location and shooting products such as real estate properties, boats, cars or other, the temptation is to zoom in and 'crop' your image in the lens. I strongly recommend taking a number of pictures with a large amount of space around the product. You'll find it is much easier to resize/re-crop images at various sizes by having that extra space.

The following image modifications will be completed on the Main Image and Image 1, Image 2 and Image 3. The Main Image in the template has a size of 500 x 235 pixels and Image 1, 2 and 3 are 200 x 133 pixels.

To change existing template images, click on the image with your mouse to highlight it. Delete the image.

With the cursor still in the image position you deleted, click on the image icon.

The image properties box will be displayed. You must choose your image. Whether your image is on the server already or you need to upload it, you must click on the 'Browse Server' button.

The File manager box will appear with a number of available icon tools. In this example, the image does not exist yet on the server. NOTE: You will be able to create folders for organization under 'Home' and any existing files will appear in the main body area. By clicking on the 'Upload' icon (at top in red) this will pop up a 'File Upload' box.

Choose the folder location of the image to upload and double-click on image to choose it or highlight it and click open.

The image will upload and appear in the main file area. Once in the file area, click on the image.

It now appears in the Image Properties box originally opened. The image will appear in the preview window. Sometimes you may want to modify/add/delete some of the settings here. You can always come back to this properties box.

The image now appears, replacing the original template image.

In this example, if you wanted the image width to match the white Title background, highlight the image by clicking on it, and grab either the side or corner anchors and readjust the size.

If you resize by the left or right anchor, it will just resize the width.

If you resize by the top or bottom anchor, it will just resize the height.

If you resize by a corner anchor, it will resize both the width and height. In this example the corner was used.

After adjusting visually with the anchors, if you like the image size and would want to use it for future use in modifying your images prior to upload, just right click on the image, choose Image Properties and the Image Properties box will pop up showing the image width and height it was modified to.

Click anywhere outside of the image area, the anchors disappear and your image will be displayed correctly.

Now, do the same as completed above with each of the Image 1, 2 and 3 images. Highlight, delete, choose the image icon, Browse server, click on the upload image, and choose the image to insert. Each of the images in this example are 200 x 133 pixels.

The finished campaign below. Once you have modified several you'll find it to be very easy. You'll also find that the text and image preparation will take most of your time once you have the templates modified the way you like.

LANDING PAGES

The Landing Pages area is where you view, modify, and/or create landing pages.
Don't confuse this area with the Pages button over at the List Overview (Page 16, Figure 17) .

For a landing page to work effectively, you would need to link a Subscription form to the landing page (see SUBSCRIPTION FORMS section on page 15).

GLOSSARY

Below is a glossary of basic terminologies of email marketing that are helpful to understand some of the words used in this manual:

Attachments – most EMSP's do not allow attachments for a simple reason – they increase the probability of a given message being viewed as spam (as a result, the EMSP (and your) delivery rates may be affected). Attachments can also be flagged as computer virus files. You're better off using inline links in your email, which you can then link to a hosted file. When the user clicks the link, they are given the option to download the file. Not as streamlined as an email attachment, but much more likely to allow the email to reach its full audience.
Spam Score/Checking – finding out whether your subscribers actually got your email is important. If they didn't, why not? Some EMSP's offer spam score utilities that help you determine the likelihood of your newsletter ending up in a spam box before you hit send.

Autoresponder message – (Autoresponder message and campaign terms are often used interchangeably) An autoresponder message sends off an email to a subscriber automatically. A single autoresponder is most common – this typically just replies to a subscriber when they sign up. A sequential autoresponder is a little more advanced and allows you to schedule a series of predefined emails to be sent out on a specified schedule to each subscriber.

Blacklist - A list of known or suspected spammers. There are a number of ways one can be blacklisted – DNS (Web site, email address) and IP address (number assigned to your devices) are the more evident ones. What is important to understand here is that while your individual computer cannot be tracked, the IP Address (see below) your internet service provider assigns you can be blacklisted. For example, if you send high-bounce bulk email out from your home, your provided IP Address (from AT&T, Verizon or other) could become blacklisted. Not only will your email to your particular list not get through, but ANY email you send out from your home could be prevented from getting out, and for anyone residing there.
Spam Triggers - There are a number of other 'factors' such as subject line words, use of emphasis (exclamation!), body context words (trigger words such as free, for sale, discounts that are considered off limits or dangerous.) For more information on trigger words, see the following website that has some, not all spam trigger words - http://webmarketingtoday.com/articles/spamfilter_phrases/. You do not have to memorize this list - it is a list to give you an idea of what can trigger a message as spam. Using one or two of these phrases hardly places your message as spam. But when used in greater number with other factors it will. Spam triggers are also determined by not only 'content' words, but what is in headers, URL's and the body. Again, you may want to take a quick glance at the following website - for examples of what a major anti-spam program is looking for - http://spamassassin.apache.org/tests_3_0_x.html. Other factors include high send rates, messages marked as spam by receivers, high number of images, etc. There are many factors.
Internet Protocol Address (IP Address) - This number is an exclusive number all information technology devices (printers, routers, modems, et al) use which identifies and allows them the

ability to communicate with each other on a computer network. It is a number ****.****.**** (IP) that could be blacklisted if you have high bounce rates or other factors.
Domain Name System (DNS) - This allows the IP address to be translated to words. It is much easier for us to remember a word than a series of numbers. The same is true for email addresses. It is the website name www.****.com or email name server @****.com (DNS Name) that could be blacklisted if you have high bounce rates or other factors.

Campaigns – (Campaign and autoresponder message terms are often used interchangeably) You can create unlimited campaigns to your lists, sending manually or you can set up auto-responses to your subscribers.

Double Opt-In or Confirmed Opt-In: When an e-mail service provider requires a "double opt-in" process, that means that e-mail recipients have signed up to receive e-mail advertising, marketing or communications specifically from the company or individual sending e-mails. In addition, these individuals have confirmed (usually by clicking a link) that they did indeed sign up to receive such e-mail communication.
No Opt-In Requirements: Very few e-mail service providers these days allow for e-mail addresses to be imported without any opt-in requirements. Opt-in requirements have been established to reduce SPAM mail and e-mail abuse.

Opt-In or Unconfirmed Opt-In: When an e-mail service provider requires an "opt-in" process, this means that e-mail recipients have agreed to receive e-mail advertising, e-mail marketing or e-mail communication specifically from the company or individual sending e-mails.

Email Lists – A list of contact email addresses, usually created by personal contact, subscribed, registered or customers that have purchased products or services.

Lists – You can create/import any type of list – personal contacts, outside sales associates, clients and any other type you have or need.

List Segmentation – Send messages to subsets of your subscriber base to help establish a stronger connection via more relevant newsletters. You can target subsets of your subscriber base and mail out promotions and offers based on demographics, purchasing history, geographic location and more.

List Verification – A process that verifies that email addresses exist. If a server does not respond or returns an email address that does not exist, it is called a bounce. The higher a bounce rate, the higher probability of your email address being blacklisted.

Purchased Lists – Lists that have been bought from a company that include contact information such as email addresses. These are considered a form of an Unsubscribed List.

Sending to a Purchased List also has a higher degree of blacklisting with Email Marketing Service Providers (EMSP) as the contacts may not only contact the sending person/company, but file a complaint with the EMSP. If there are a number of complaints, the EMSP will terminate the account.

Subscriber Lists – Lists that have been created by either in a physical store or website whereby email addresses were acquired by opt-in processes. Ex. Customer enters store and provides an email address or a visitor on a website receives a newsletter, an offer of a discount, a free gift, information or other by providing an email address.

Templates – You can create, design, modify, store and re-use any template you want. Further, you may find a template you like on the web, save it to your system and upload to your 'My Templates' area.

Tools – Multiple forms are available for you to simply copy and paste into your webpages if you have a website. The more forms you use, the better tracking methods you can create.

Tracking/Follow-up – One of the most important aspects of any online system is a tracking method to engage in client follow-up. The Mail Application gives you detailed tracking logs so you may engage those clients who have shown interest merely by their click activity.

Unsubscribed Lists – Lists of contacts that did not 'opt-in', sign up, register or subscribe in giving out their contact information, including email address. These lists are normally acquired from government or public lists that have email addresses exposed or from websites that have been 'scraped'. It is critical that lists like these are verified and further, have a clear 'Unsubscribe' link with the email campaign.

WYSIWYG - What You See Is What You Get. This is used to describe a web editor interface that lets you design newsletter templates using buttons similar to those found in a word processor such as Microsoft Word. Examples of buttons include bold, italic, using headings, a button to insert images, and more.

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