

Best practices for creating and sending an Autoresponder Series

Article: 000002699 Product: All

Autoresponder tips

Here are some best practices and tips to keep in mind when creating and scheduling Autoresponder emails:

- **Keep the content timeless** - The date when each reader opens an automated Autoresponder email will be unique to them. Keep references to specific dates, holidays, seasons, or events vague in text or photos.
- **Provide answers to newcomers' frequently asked questions** - Since new contacts are often the ones who will receive Autoresponder emails, keep their interests and questions in mind when planning and creating them. Explain what resources are available on your website and introduce key people in your organization. Tell them about who you are and what they can expect from you.
- **Re-use well regarded articles and information** - Use Autoresponder emails as an opportunity to share proven information. Giving tips and how-to's over time is an excellent way to demonstrate your expertise, build new contacts' trust, and keep their interest.
- **Create a reason for contacts to engage** - Include [links to your website](#), [videos](#), or provide a special coupon or promotional code. Just make sure not to include an expiration date since you don't know when your contact will sign-up to receive it.
Tip: You can always [insert a greeting tag](#) into your coupon block to personalize it!
- **Collect feedback from newcomers** - To gather feedback from contacts, include a [link to a survey](#) and include a [Collect Personal Information question](#). You may want to ask new contacts where they first heard about your organization, why they are interested in you, and whether they have participated in, or used, similar organizations and services before.
- **Collect information about new contacts** - Collecting personal information about your contacts allows you to [segment your lists](#) and send them more [targeted information](#). If you ask contacts to provide personal information on your Sign-Up Form, they may be hesitant to give it to you because you haven't earned their trust yet. It's a good idea to schedule this kind of email for several months after sign-up, after they've received several of your standard emails and a few Autoresponder emails, when your contacts are more likely to share information.