



## Internet Marketing on Auto Pilot

Automating your business frees you up for more revenue-generating activities. Automating your internet marketing by using autoresponder software will save you time, and allow you to communicate efficiently with your clients and prospects.

From a marketing perspective, it is important that your prospects and clients hear from you on a regular basis.

Autoresponders allow you to create a prewritten message in response to anyone who emails a specific address, such as [info@xyz.com](mailto:info@xyz.com). Most web hosting companies provide an autoresponder with their basic hosting package. They are adequate for out-of-office messages and to send simple files in response to a basic request. If you are only giving a free report away to anyone who emails [report@xyz.com](mailto:report@xyz.com), for example, the hosting package autoresponder will probably meet your needs.

But if you want a wider scope, a company that specializes in autoresponders is a better choice. Their more robust auto responders provide much more flexibility. Some of the things you can do with autoresponders:

- Send your newsletter out regularly
- Send a welcome email when someone subscribes to your newsletter
- Set up different distribution lists for different groups; for example, if you have two different markets, you can set up a list for each one
- Create a training program to be delivered via a sequence of emails over a period of time.

Different tasks can be set up using a single autoresponder on a single account, depending on the capabilities of the software.

Autoresponders are not difficult to set up. The most popular autoresponders provide tutorials that walk you through the set-up process. They also have customer support systems if you run into problems.

Some free autoresponders allow you to upgrade to a fee-based version, with more capabilities, without losing anything you have created. At minimum, most fee-based services offer a free 30-day trial.

If your internet marketing strategy includes selling a downloadable product, such as an eBook, you will want a robust autoresponder that can handle critical tasks such as acknowledging the order, providing a thank you page, and following up in a few days to make sure the customer is satisfied.

You will want to make sure that your autoresponder message not only looks good, but also reads well. It needs to be written for people who scan, as well as those who read every word. Autoresponders can be a significant part of your internet marketing plan with a minimal amount of time investment.

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