

Email Marketing – Autoresponders

In every industry there are some standard processes which could be communicated effectively with a sequence of scheduled automated emails.

Our processes

Think about an action that you or your customers currently undertake that lead to a standard process.

Examples:

A client makes an online purchase, you respond to confirm the order has been received, then email again when it has been despatched, then email again with some after care instructions, then email back again after a set period of time to ask if they need a repeat order.

A client registers to attend your event, you confirm their registration, following which you email a map and parking information, you send out a pre-event reminder, then a post event evaluation with reminders of key actions and then send details of the new courses available.

A client books an appointment, which you confirm, then send a pre-appointment reminder and six months later send an email to inform them it is time to book their next appointment.

Write down a step by step example where an action prompts your business to regularly send a series of communications to your clients:

Action	
Step 1	
Step 2	
Step 3	
Step 4	

On a separate piece of paper write a standard, but human, email that could be used for each of these steps.

Consider the natural time frame required between each email being sent. In some cases it may be a day or two, in other cases it may be many months.

An email marketing system with an autoresponder feature could store your emails, with the timings of when each in the series should be sent. As you add in a client's name and email address, the process of sending the emails becomes automated. You remain in contact with the client, whilst you continue with all of the other work on your desk.

