



A quick guide to...

Getting Started with GetResponse

In this guide...

Learn how to build your list, create engaging email messages, and convert contacts into customers with industry-leading GetResponse features.

This guide will build your skills and your confidence with easy-to-follow instructions, screenshots, and user examples.

Good luck!

[Getresponse.com](https://www.getresponse.com)



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Welcome to GetResponse

Welcome to GetResponse, and congratulations on making the decision to grow your business with email marketing.

At [GetResponse](#), we've spent the last 12 years developing the top-notch features, deliverability, and support small businesses like yours need to compete. Now, let's get started creating media-rich, engaging email campaigns and building your opt-in mailing list to create campaigns that will return the amazing results you deserve!



Did you know?

This low-cost, easy-to-use channel is expected to deliver an ROI of \$42 for every dollar spent in 2010?

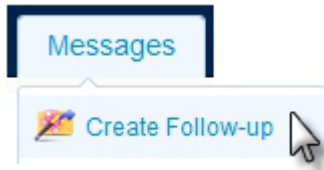
Create Engaging Messages

Inboxes today are overflowing with offers! But did you know it takes about 5 contacts to close a sale? So your email messages need to engage recipients – from the preheader through the content, links and call to action. You not only need to follow up after each sign up or contact, but you need to keep them engaged with well-designed plain or HTML messages that meet their expectations and their preferences.

GetResponse lets you create two types of messages - **follow up emails** and **newsletters**. It's not a question of which one to choose - you should be using both. Follow up emails are sent in a scheduled sequence after someone subscribes to your campaigns. Newsletters are one time emails which you can send to the list of recipients according to your choice. You can also schedule them to be sent on a particular date. This is for letting your customers know about your new offers, updates and promotions.



To create a new **Follow-up** message go to **Messages** in the menu-bar and click **Create Follow-up**.

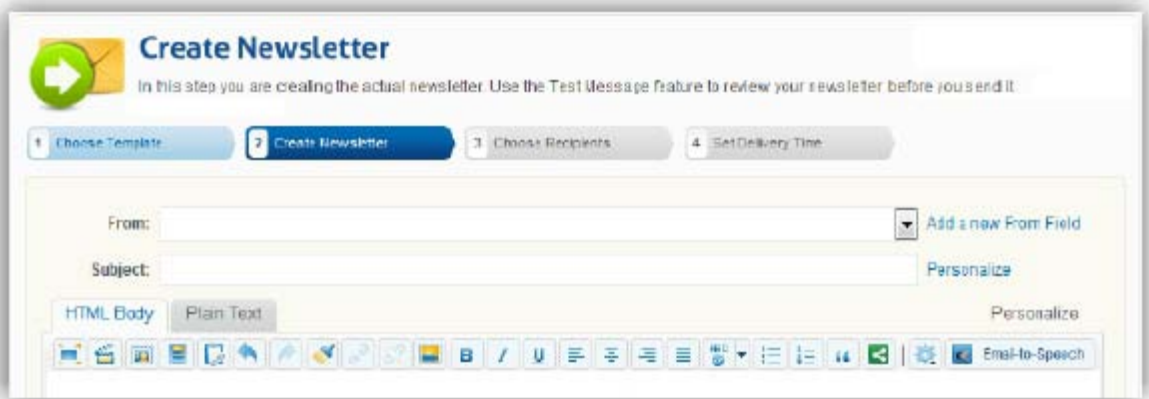


[Watch Follow-up Video Tutorial](#)

To create a new **Newsletter** message go to **Messages** in the menu-bar and click **Create Newsletter**.



[Watch Newsletter Video Tutorial](#)




You will be creating the messages in the same editor - let me show you a few tips on how to create an engaging message.

Decide on a Format

You can choose from **PLAIN TEXT** and **HTML**. While plain text will increase the deliverability of your message, HTML is more likely to increase your CTR.



GetResponse analyzed over 1.1 billion emails sent from customer accounts between July and December 2009. The results clearly showed that HTML emails averaged 59% higher CTR than plain text messages!

 [Read more on our blog:](#)
[Plain Jane Text Emails Can Rock](#)
[Want to Impress? Choose HTML Email Format](#)

Choose a From Field

Use the **name** and **email** address that your customers are likely to recognize. Whenever possible use a branded email with your own domain name. Make sure that the reply to address is the one you use, as the recipients of your email are likely to respond to it.



[Watch the Add From Field Video Tutorial](#)



[Read more on our blog:](#)

[The From Field — Company Name or...?](#)

Choose Email Frequency

Whether using follow ups or Newsletters, it is important to use the right email frequency. If you're emailing too often, your customers are more likely to remove themselves from further mailings and report your message as spam. The same can happen if you email too rarely.

You'll need to figure out the best solution for your particular situation; however there are a few general rules that apply to almost every one:

- Send at least 2 emails per month to each contact
- Never send more than once every 72 hours
- Distribute newsletters at least once every quarter



[Read more on our blog:](#)

[Guidelines and Exceptions to Email Frequency Best Practices](#)

Personalize

Basic personalization is a must. The most common option is to greet the recipient of the message by name. If you have more information about your subscribers than just their name and email address, you can use more advanced personalization.

1 Click the **personalize** link above the message editor.



2 Click the **contact data field** you wish to display in the message.



[Watch the Personalization tutorial](#)



[Read more on our blog:](#)

[Getting Too Personal or Not Personal Enough](#)

Social Media Integration

Are your prospects getting their product "buzz" from social networks? If so, you need to be there! GetResponse puts you in the middle of the conversation with powerful social media features that make it easy to share your newsletters!

1 Click the **social media integration** icon in the message editor toolbar.



2 Choose the **set of icons** you wish to insert into the message.



[Watch the Social Media video tutorial](#)



[Read more on our blog:](#)

[Email Marketing and Social Media — What's goin' on?](#)

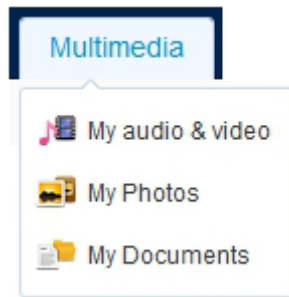
Add Multimedia

If you follow our advice, your email messages will not only read well and look good – they will also engage your customers. And that means better results for you. GetResponse Multimedia Studio lets you record, upload and store up to 1GB of audio and video files, photos and documents right from your account.

Did you know?
Communicating face-to-face with video emails can deliver up to 96% higher click-through rates.

Add Media to Your Account

1 Go to **multimedia** in the menu-bar and choose **audio & video**, **photos** or **documents**.



2 Click to **add new recording**, or **upload existing video**, **audio**, **images** and **documents**.



Add Media to Your Messages

1 Click the **multimedia** button in the message editor toolbar.



2 Click the **recordings**, **photos** or **documents** tab.



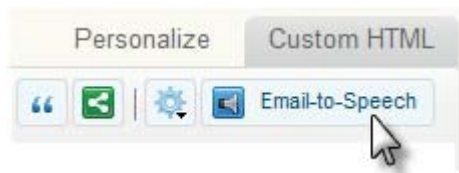
3 Hover your mouse over the media file and click the **add** button to have it appear in the message.



Add Email-to-Speech

Make it easy for recipients to listen to your messages while they're on the go.

1 Click the **email-to-speech** button in the message editor toolbar.



[Watch the Email-to-Speech tutorial](#)

2 Choose a style of listen button and click **add**.



How to Build Your Contact List

On your journey to email marketing success, your mail list is your goldmine. First, you need to create a list-building —engine lthat adds subscribers around the clock. Just as important, you need to be able to import contacts easily and quickly. Finally, you need to ensure the quality and accuracy of the contacts on your list to protect your reputation – and deliver your ROI.



Read more on our blog:

[Email List Building Ideas](#)

[Lets Talk Segmentation](#)

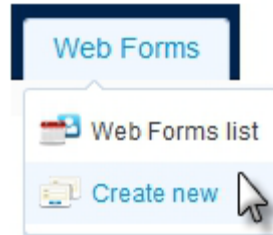
[Double Opt-in Improves Campaign Results — Check These Stats](#)

[Some Refreshing Tips on Growing Your Email Marketing List](#)

Create Beautiful Web Forms

Design attention-grabbing sign up forms to build your list automatically 24/7. The new GetResponse Form Builder gives you a powerful, easy to use tool for attracting new subscribers, faster than ever before! Now you can control the question format and design to create eye-popping sign up forms for every site and audience!

1 Go to webforms in the menu-bar and click create new.



[Watch the Form Builder tutorial](#)

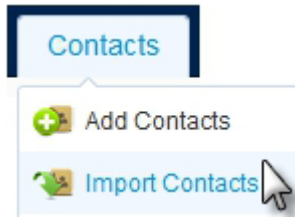
Design, Settings, Publish! *Three easy steps.* That's all it takes to attract subscribers and promote your brand with GetResponse Form Builder.



Import Your Contacts

Add opt-in addresses from any approved source to quickly increase the size and quality of your email list.

1 Go to **contacts** in the menu-bar and click **import contacts**.



2 Click to either **import CSV file** or **enter contacts in box**.

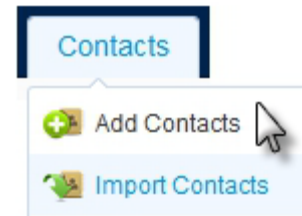


You can use either the standard CSV format or simply enter in the box:

John Smith, john@email.com

All fields should be separated by commas (","), semicolons (";") or the keystroke character("|"). Please remember to enter only one contact per line.

3 Alternatively, if you plan to add just a few contacts, go to **contacts** in the menu-bar and click **add contacts**



GetSubscribers

You need qualified contacts for your campaigns, not junk addresses from purchased lists. **GetSubscribers** will send a steady stream of leads who are interested in what you have to offer – daily.

1 To the right of the **dashboard** look for the **get more subscribers** box and click **get started**.

2 Choose the amount of leads you would like and click **order**.

3 Then you simply **design your ad**. It will consist of the **title** (up to 50 characters) and the **body** (up to 150 characters).



[Watch the GetSubscribers video tutorial](#)

Stats - Get to Know How Well You Are Doing

Email marketing is dynamic because subscriber behaviour is always changing. Nowadays, you need to track and measure how you're doing before, during and after your campaigns. Are your sign up forms working? How many clicked through your last newsletter? When you understand your customers, you can deliver more relevant content and make every campaign better than the last. Here's how.

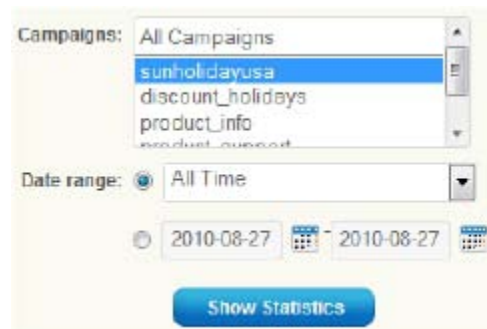
Subscription Stats

Get to know your customers with easy-to-use and manage subscriber statistics.

- 1 Go to **statistics** in the menu-bar and click **subscription statistics**.



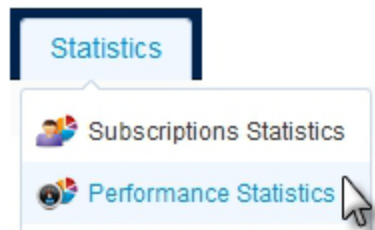
- 2 Select the **campaign** and **date range** then click **show statistics**.



Performance Stats

Track your response rates and compare results so every campaign hits its target.

- 1 Go to **statistics** in the menu-bar and click **performance statistics**.



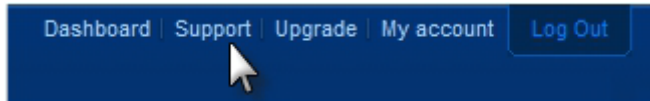
- 2 Select the **campaign**, **category** and **message** then click **show statistics**.



[Watch the Analyze Effects tutorial](#)

Help and information

Start by clicking the **Support** link at the top of the page.



Free Phone, Email and Live Chat support

We're on hand 6 days a week to help you maximize GetResponse – so you can maximize your profits. Get in touch via phone, email, or live chat. It's always friendly and always free!

Call us now at: 1-877-EMAIL-GR (362-4547)



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Our online Learning Center and huge Knowledge base is available 24/7 to give you all the information you need to turn your ideas into profitable campaigns! Find articles, white papers, case studies, definitions, tips and techniques! Visit often to stay on the cutting edge of email marketing!



Online Forum

Join the GetResponse online community and learn while you meet interesting people! Have a question about planning your campaign? List segmentation? Autoresponder drip campaigns? Share your experiences and best practices and grow your business "with a little help from your GetResponse friends".



GetResponse Blog – Email Marketing Tips

GetResponse blog focuses on the email marketing and autoresponder industry. It provides advice, marketing tips, email marketing research, and random on-topic rants.