GetResponse

A quick guide to…

Autoresponders 2.0

In this guide...

You'll learn how to use our collection of autoresponder tools to automate your email marketing campaigns.

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Create autoresponder

With GetResponse Autoresponders 2.0, you can set up broader email marketing automation with just a few clicks.

There are two main types of autoresponders:

- ⊘ **Time-based autoresponders**
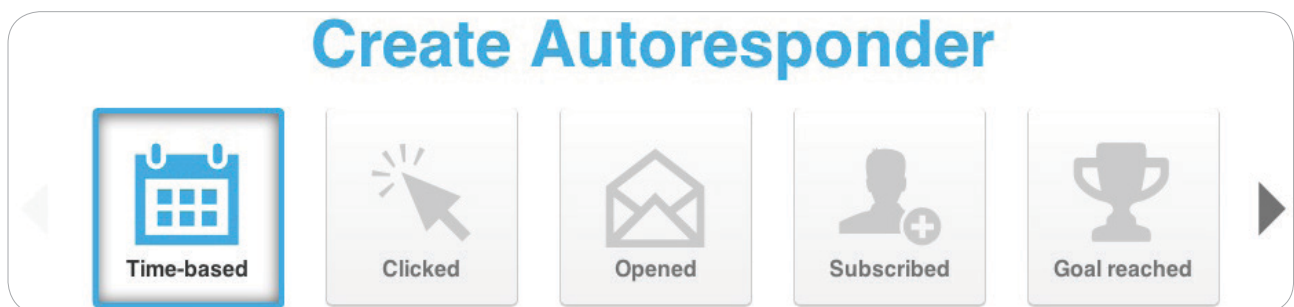- ⊘ **Action-based autoresponders**

Each has a different subset of options. Let's start with time-based autoresponders.
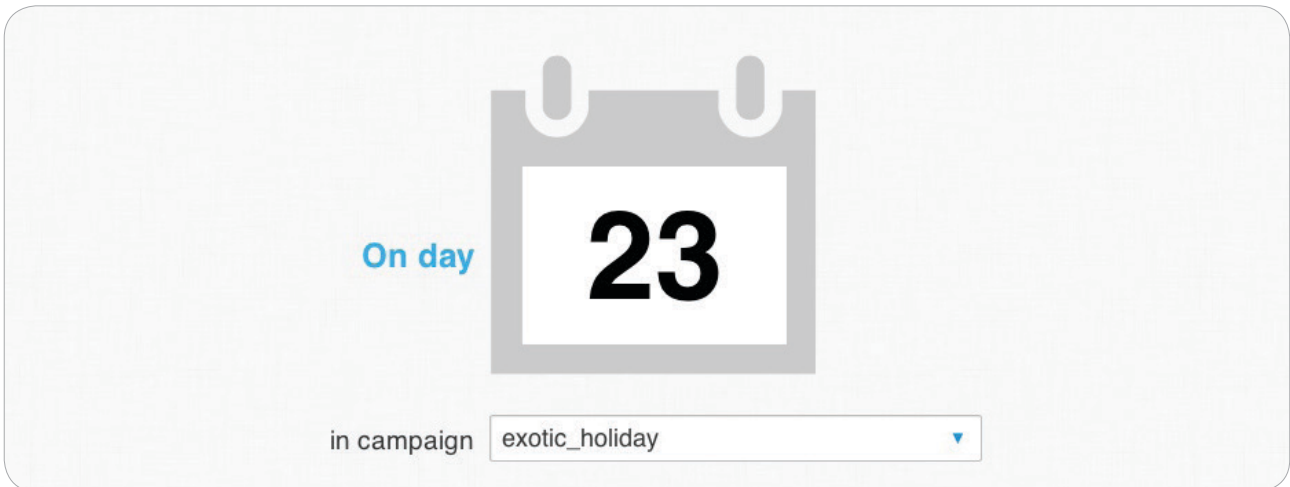
Time-based

This time-based autoresponder lets you set up an automated message to be delivered to each subscriber on a specific day after they subscribe.

To create an autoresponder, go to **Messages** in the top menu bar and select **Create Autoresponder**. By default you are taken to the **Time-based** autoresponder — the first one on the list.

In the calendar icon field, fill in a value in **On day** that corresponds to the number of days after subscription the message is to be sent.
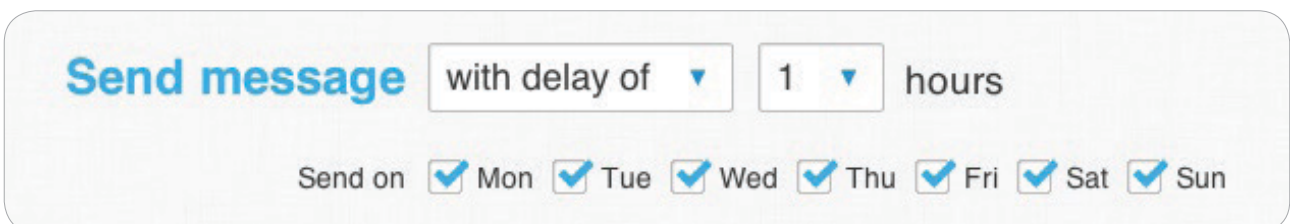
Next, specify which campaign the autoresponder should "watch" in order to produce the desired action. Additional scheduling options:

On day 0 you can choose to send the message:

Immediately, which means your message will be sent immediately after the subscriber joins or is assigned to the campaign.

With delay of, with a maximum 23-hour delay after subscription.

No earlier than, which means your subscriber won't get the email earlier than the time you specified regardless of their sign-up time

For any other day you can choose from the following options:

Same time signed up, which sends the email at the same time of day as the subscriber signed up, on the day you specified.

With delay of, with a maximum 23-hour delay after time of subscription.

Exactly at, that will allow you to schedule the message to be sent at the exact time of day.

Switch the **Time travel** feature to **ON**, to make sure all your subscribers receive your message exactly when you want, no matter where they are.

To exclude any day of the week from the schedule of a particular message, simply un-check the fields next to the day names; or leave them checked if you want your message to be sent on any day of the week.

After completing the preferences, specify a message to be sent when this event is triggered. Click **Choose message** to access and select any draft message, sent message, or existing autoresponder message. To create a new message, simply click **Create new email**.

Give your autoresponder a name and click **Save** or **Save & Publish** to automatically include this message in your active sequence.

Clicked

This action-based autoresponder sends a follow-up message when the subscriber clicks a link in another message. Here's how to set it up.

Go to **Messages** in the top menu bar, click **Create Autoresponder** and go to **Clicked** from the available autoresponder types.

Specify contacts this autoresponder applies to. From the dropdown, choose one or more campaigns or segments. Specify the message and exact link to be tracked.

Additional scheduling options:

Immediately: Your message is sent immediately.

With delay of: Specify the number of days and hours to add a delay to the time of subscription.

Exactly at: Specify the exact time of day when your message is to be sent. Switch the **Time travel** feature **ON**, to make sure all your subscribers receive your message exactly when you want, no matter where they are.

Recurrent: Enable this option to track this action in an infinite loop.

To exclude any day of the week from the schedule of a particular message, simply un-check the fields next to the day names; or leave them checked if you want your message to be sent on any day of the week.
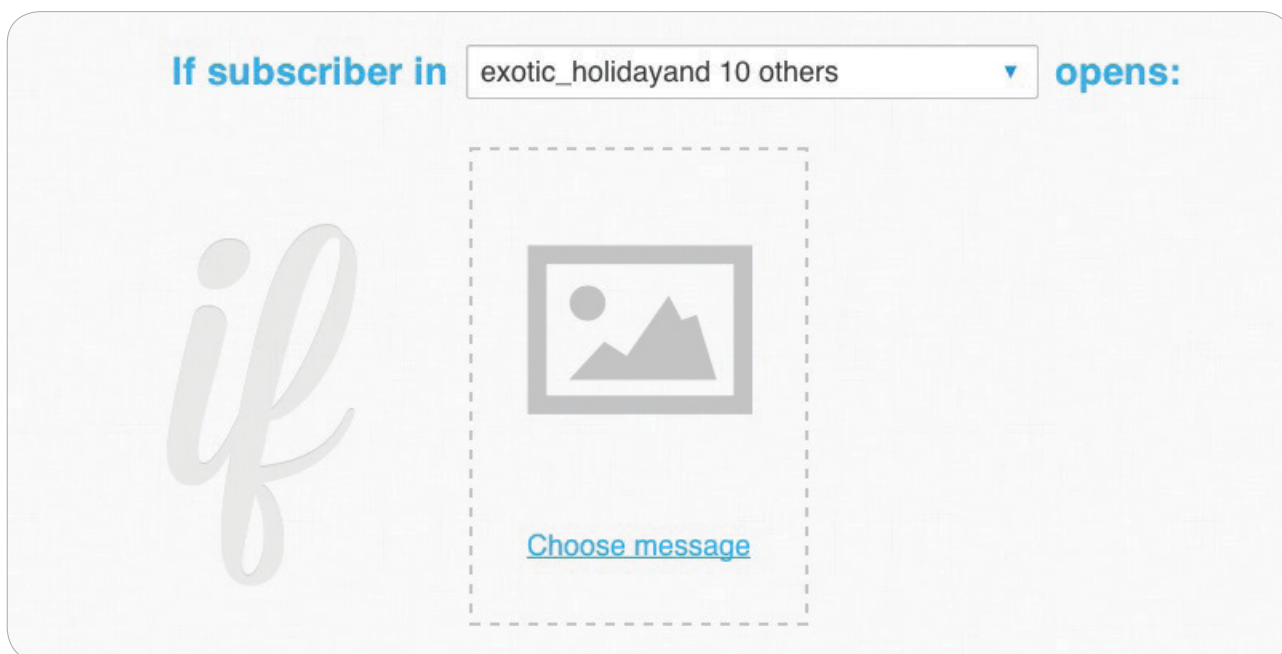
After completing your preferences, specify which message should be sent when this particular event is triggered. Click **Choose message** to access and select any sent message, message created as another autoresponder, or message saved as a draft. To create a new message, simply click **Create new email**.

Give your autoresponder a name and click **Save** or **Save & Publish** to automatically include this message in your active sequence.

Opened

This action-based autoresponder sends a follow-up message when the subscriber opens a particular message you sent earlier. Here's how to set it up.

Go to **Messages** in the top menu bar, click **Create Autoresponder** and go to **Opened** from the top selection of available autoresponder types.

First, specify contacts this autoresponder applies to. Then from the dropdown, choose one or more campaigns or segments. Specify the message and exact link to be tracked.

Additional scheduling options:

> **Immediately**: Your message is sent as soon as the subscriber opens the email

> **With delay of**: For same-day delivery, you can add a maximum 23-hour delay.

Exactly at: Specify the exact time of day when your message is to be sent. Switch the **Time travel** feature to **ON**, to make sure all your subscribers receive your message exactly when you want, no matter where they are.

Recurrent: Enable this option to track this action in an infinite loop.

To exclude any day of the week from the schedule of a particular message, simply un-check the fields next to the day names; or leave them checked if you want your message to be sent on any day of the week.

After completing the preferences, specify which message to send when this particular event is triggered. Click **Choose message** to select any sent message, message created as another autoresponder, or message saved as a draft. To create a new message, simply click **Create new email**.

Give your autoresponder a name and click **Save** or **Save & Publish** to automatically include this message in the active sequence.

Subscribed

This action-based autoresponder sends a message when the contact subscribes to a particular campaign. Here's how to set it up.
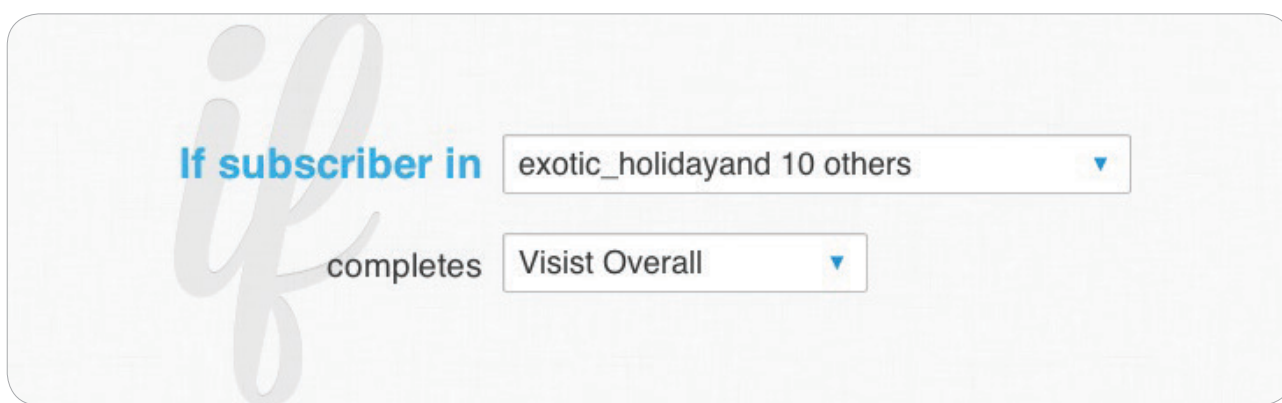
Go to **Messages** in the top menu bar, click **Create Autoresponder** and choose the **Subscribed** tile from the top selection of available autoresponder types.

If subscriber signs up to   exotic_holiday   ▼
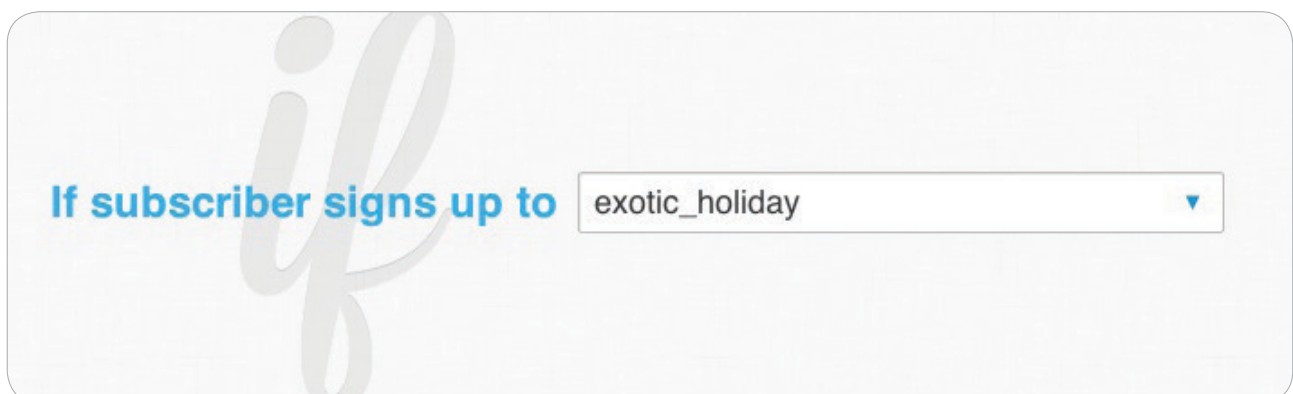
First, specify contacts this autoresponder apply to. Then from the dropdown, choose one or more campaigns or segments. Next, specify the send schedule and choose a message to send when this autoresponder is triggered.

Goal Reached

This action-based autoresponder sends a follow-up message when a subscriber completes a goal you've created in your account. Here's how to set it up.
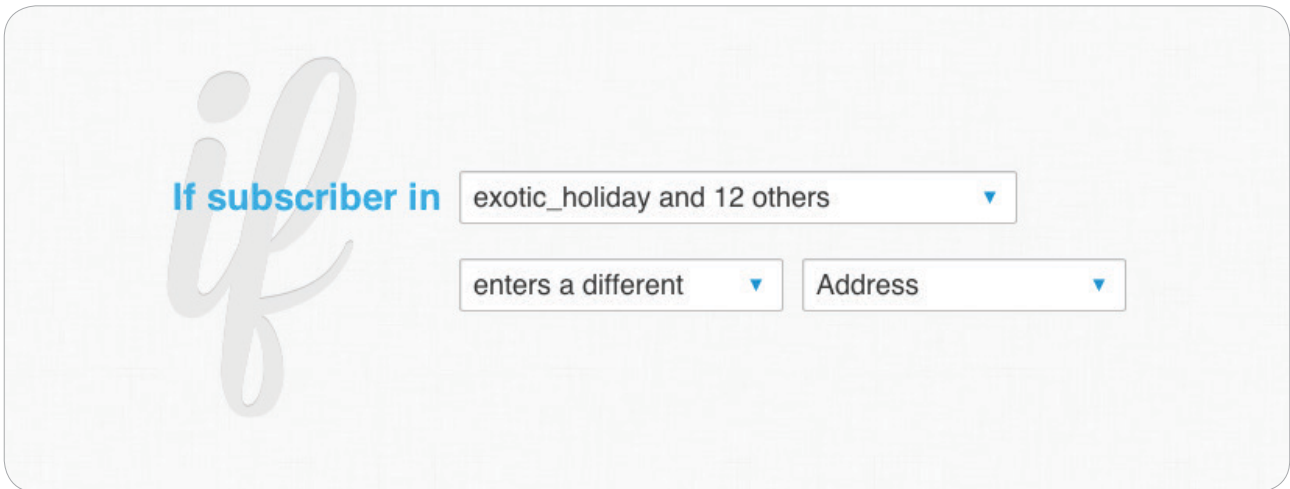

Go to **Messages** in the top menu bar, click **Create Autoresponder** and go to **Goal Reached** from the available autoresponder types.

First, specify contacts this autoresponder applies to. From the dropdown list, choose one or more campaigns or segments. Next choose which goal in your account will be tracked for this action to trigger. Last, specify the send schedule and choose a message to be delivered when this autoresponder is triggered.

Data Changed

This action-based autoresponder sends a message when there is a change to subscriber details stored in custom fields. Here's how to set it up.

Go to **Messages** in the top menu bar, click **Create Autoresponder** and choose **Data Changed** from the available autoresponder types.
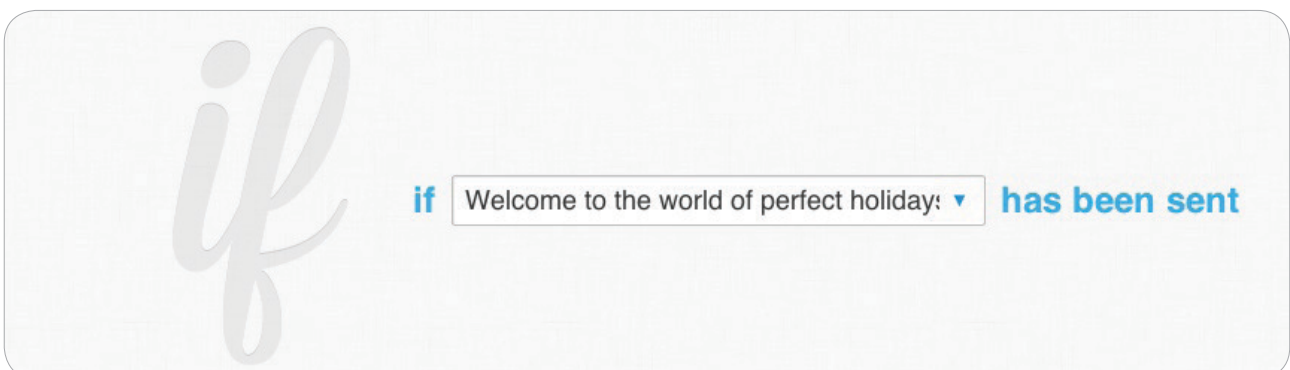
First, specify contacts this autoresponder applies to. From the dropdown menu, choose one or more campaigns or segments. Next choose whether to watch for any changes in a specified custom field or for a change to a specific value. Then point the custom field to the autoresponder.

If you chose to monitor the custom field for change to a specific value, type that value in the last input field in this section. Last, specify the sending schedule and which message is to be delivered when this autoresponder is triggered.

Autoresponder Sent

This action-based autoresponder sends a message to a subscriber when he or she triggers an autoresponder created previously. Here's how to set it up.
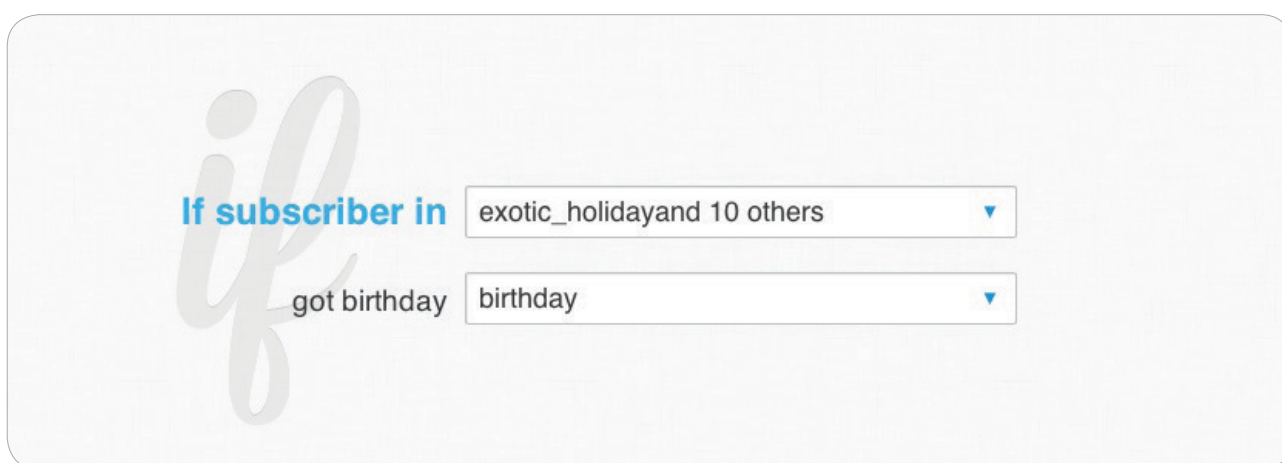
Go to **Messages** in the top menu bar, click **Create Autoresponder** and choose **Autoresponder Sent** from the available autoresponder types.

First, specify which existing autoresponder to track. From the dropdown list, choose the name you assigned when you created the autoresponder. Last, specify the send schedule and choose a message to be delivered when this autoresponder is triggered.

Birthday

This action-based autoresponder sends a message to a subscriber when today's date matches the date of their birth date or any other special date you specify. Here's how to set it up.
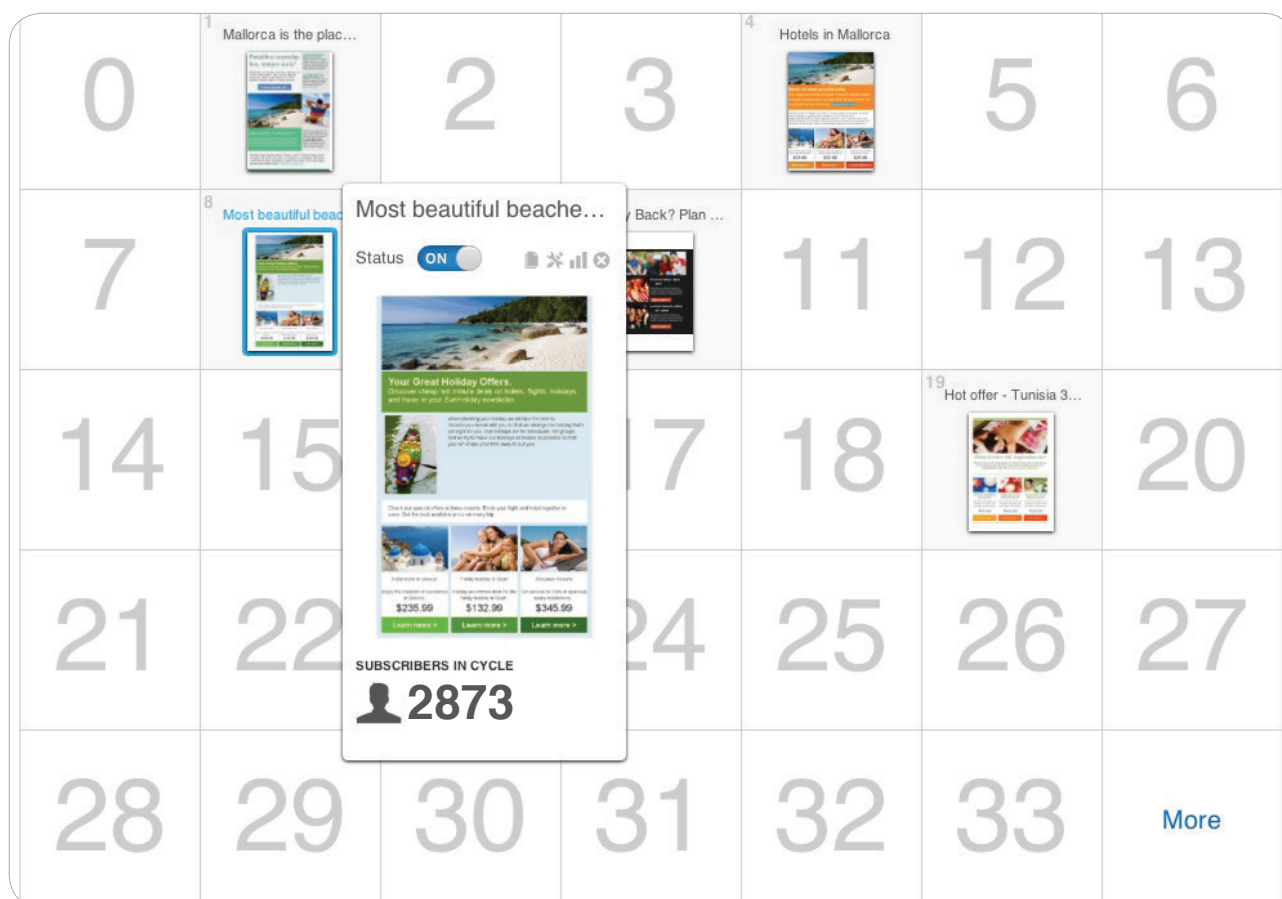

Go to **Messages** in the top menu bar, click **Create Autoresponder** and choose **Birthday** from the available autoresponder types.

First, specify which custom field includes subscriber date of birth (with "date" type assigned). From the dropdown list, choose a custom field you want to assign to this action. Last, specify the send schedule and choose a message to be delivered when this autoresponder is triggered.

Manage autoresponders

To view your autoresponders, check performance or change settings, go to **Messages** in the top menu bar and click **Manage Autoresponders**.

Time-based autoresponders

By default you'll see a separate view for **Time-based** autoresponders and **Action-based** autoresponders. The first one is a timetable of autoresponders created with **Time-based** autoresponder type.

The timetable view shows the first 30 days of your sequence. Expand the view by clicking the **More** tile in the bottom right corner.

Hover on a message name or preview to see available options, including number of subscribers currently receiving the email. You can switch the message status **ON** or **OFF**. And you can **duplicate**, **delete** and **edit** the message by clicking the icons next to the status switch. Click the **Email Analytics** icon to display data about message performance.

The timetable gives you a preview of your message, so you can see which message is set for each day. To change the day for any autoresponder, simply **drag 'n' drop** it to another day in the timetable, or edit the day value when viewing the autoresponder list.

Action-based autoresponders

Action-based autoresponders are presented as a list of messages and contain the same options as the timetable view. The access link is beside the email thumbnail image.
To view all autoresponders of all types as a list, click the icon in the top right corner of the title row of timetable view.

Ready to give it a go?

First, sign up for a GetResponse **30-Day Free Trial.** Then use our web form tool to place an attractive email sign-up form on your website. From there, go to Email Creator, grab an email template, and customize your message. Complete your campaign with a matching template in Landing Page Creator. You'll be amazed at how quick and easy it is to set up a compplete Autoresponder campaign — starting from scratch.
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