



SUPER AFFILIATE SYSTEM

**AutoResponders & email lists
What are they and what are
they for**

With Ilya Gurman



What is an Autoresponder?

An autoresponder is an application that allows you to automatically send emails to your subscribers, based on certain conditions

Examples:

- Send a welcome email when one subscribes.
- Send an email when one makes a purchase.
- Send an email if someone didn't open your last email.

What is an email list?

An email list is a list of emails that you are collecting, this is valuable because you have a direct (and **free**) communication channel to these people, that are proven to be interested and engaged with your niche/product.



Scope of email lists and autoresponders in the SAS

The Super Affiliate System course doesn't cover email marketing since it's a **HUGE** topic which can be addressed with a new course, it's usage **isn't mandatory**, and it counts as an 'advanced' tool in the marketing world.

That is why we **conduct special training webinars and series** focusing on this topic among others, to supplement the course and provide additional info and tools to our customers, at no additional costs.

Should I use an email list?

- **Collecting emails** is so cheap and an opt-in form can be easily added to ANY presell page, therefore **not using it** is only OK in the first 2-3 months of your affiliate marketing & Online Business journey.
- Once the course basics and processes are clear to you and you are out there marketing, you should **start** engaging your visitors and build your lists.

What can you do with an email list?

- ★ Welcome your subscribers and establish a relationship.
- ★ Send a freebie / gift to your subscribers.
- ★ Follow up with new subscribers with some free advice / more free stuff, so they feel comfortable with being on your list.
- ★ SELL to your subscribers, any offer that is relevant to the niche they've opted in to.
- ★ Segregate your subscribers to send relevant content (send only to those who open your emails, send only to those who engage etc).
- ★ Many more advanced things that you can do as you learn.

– Recommended Autoresponders?

- **FREE:** [MailChimp](#) (No MMO Bizopp), [SendinBlue](#)
- **Value & Functionality:** [Aweber](#)
- **Advanced Features:** [Getresponse](#)

Past Special Training Session

Email marketing special 4 webinar series from last year:

<https://www.gotostage.com/channel/3c0a9ea7b48c4402a7cac7f73a62cda2>

Demo of adding an opt-in form

- (Screen-share demonstration of usage)

Demo of sending a campaign / broadcast

- (Screen-share demonstration of usage)