

Where To Find A No-Fee Autoresponder?

The use of autoresponders in an online business greatly automates the delivery of information. No online marketer should be without one. An autoresponder is one of the most profitable tools to invest in to build a mailing list, organize subscribers and unsubscribers automatically, deliver timely follow up messages on a regular basis - in short - to effectively automate an online business.

The failure some online marketers often make is getting overwhelmed with responses of customers and not being able to organize their mailing list effectively - or not at all. That way they lose valuable subscribers over the years that could have been future customers.

The task of keeping track of customers is indeed a difficult one. There may be customers interested in a weight loss product an online marketer sells, others inquire about an energy drink, and others purchase that drink. How can any one marketer keep track of all these different customer responses?

He can't

- except he uses a software program that keeps track.

Keep Track With An Autoresponder

The autoresponder sorts all kinds of customer categories like buyers, inquirers, certain product information requests, and detailed product usage information. If the prospect has not yet bought the product, he won't need information on how to use the product. He rather needs compelling information on the benefits of the product. Once he bought the product, he needs to seamlessly be moved to the customer product usage category and dropped from the prospect mailing list.

Sort And Automate

An autoresponder should do this automatically. The website visitors are sorted in prospects and customers. Prospects are sorted according to their product interest. Selling 1 or 10 different products does not matter. The inquirer gets exactly what he needs - automatically. Customers are also sorted according to their purchase, and educated on the use and benefits of the product they bought. Then led to the next step in the sales process - an up-sell - recommending a supplementing product or service - and all this is done automatically.

Automation of customer service related tasks saves a lot of time and resources. Every marketer needs to automate this process. The question is: Should the online marketer ...

Own An Autoresponder Or Pay For The Service?

If doing the math, it is clear: Owning an autoresponder software is far more economical than paying monthly service fees. Even for the smallest online marketer it would pay for itself in a very short time to own an autoresponder instead of paying a monthly fee.

Most marketers use online autoresponder services only because they do not know where to get an inexpensive but top quality autoresponder program. Or they may worry about the technical expertise required to install the software, when in reality it is a very simple and easy, step-by-step, one-time setup process anyone can do. Others may think the cost of a top quality autoresponder must be out of their league, when in fact a cost effective autoresponder is not only available inexpensively, but may also be more feature-rich than the highest recommended paid autoresponder services on the market today.

The prerequisite for a successful online business is:

Mailing to a responsive mailing list that can grow from thousands to millions - and never have to worry about paying for it again;

Having ones own reliable mail list server installed on the own domain - for total control over the size and frequency of mailings, using unlimited categories;

Owning top-rated mail list management software (i.e., autoresponder and broadcast software) with all the bells and whistles one has come accustomed to with the big autoresponder services charging monthly fees.

And the comfort of knowing that ones mailing list is safe from other marketers preying eyes. The mailing list is the lifeblood of every successful business and must be safeguarded.

After realizing the savings by owning an autoresponder software compared to paying monthly fees; the ease of operating the autoresponder in-house; and the freedom and control to grow ones business into a database of millions - no online marketer will ever want to pay another fee for mailing list and autoresponder management again!

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About the Author

Maria Schasteen is editor of worlddirect.net, recommending MyProfitSponder.com, a top-rated, low-cost mailing list and autoresponder management software.