GetResponse / Email Marketing

ALWAYS PURCHASE YOUR GETREPONSE ACCOUNT VIA JVZOO & ALWAYS CREATE YOUR LISTS IN JVZOO

https://www.jvzoo.com/get_response/getresponse_create_list

1. **Schedule**
   1. Email your list every single day
   2. Email blasts can be done here:
      https://app.getresponse.com/choose_html_or_plain.html?msg_type=broadcast
   3. You may use the old HTML Source Editor
   4. If there is a promo follow this email schedule:
      1. Content email using leadlinks dropping them off on video leadpage and potentially giving bonus once they optin to increase excitement (2 days before)
      2. Content email from different angle handling main objection using leadlinks dropping them off on video leadpage and potentially giving bonus once they optin to increase excitement (1 day before)
      3. Launch email (go live time)
         1. Email unopens at the end of the day especially if there is 1st day scarcity
         2. http://blog.getresponse.com/the-easiest-way-to-double-your-income-with-getresponse.html
      4. Email from different angle (1 day after launch)
      5. Email from different angle (2 days after launch)
      6. First closing email between 10 AM and 1 PM EST (closing day)
      7. Second closing email 3-6 hours before close pushing scarcity with CLOSING in headline (closing day)
   5. If there is a webinar once the product is live use leadlinks and put the bonus page as the drop off page
   6. Once live almost always email first to the bonus page and then let them click through to the actual salespage unless the salespage directly is converting better and then just outline the bonuses in the email and potentially put a link in the middle of the email to the bonus page
   7. Try to not email one day in between promos
2. **Promotional Email Content**
   1. Give good content in your emails; think of ways to add sincere value to your audience
   2. Include in your emails the 3 or 4 steps to doing "XXX" and connect it to the product being launched; show them the manual way to do it but be very specific

giving quality content
3. Give away a bonus script or case study in emails
4. Focus on benefits and not features
5. Structure
    1. Headline (try to quantify and make it relevant to what your audience likes; scarcity helps)
    2. Grab their attention with the first sentence
    3. Link to offer right after
    4. Start killing the objections
    5. Provide content
    6. Explain offer and focus on benefits and not features
    7. Explain bonuses and focus on benefits and not features
    8. Any scarcity or guarantee
    9. Close with link

3. **JV Emails**
    1. With the before launch emails think about how to give JVs content such as a $50k case product case study or a webinar case study
    2. Assume the JVs will not click through so give all the information in the email
    3. Teach JVs how to promote for maximum conversions and to help them make the most money as most JVs have no idea how to run a tight promotion
        1. Teach them how to use webinars
        2. Teach them how to use the scarcity
        3. Teach them how to stack bonuses
    4. Structure (more flexible than promo emails)
        1. Hook JVs
        2. JV page link
        3. Give numbers and stats such as EPCs found here: https://www.jvzoo.com/sellers/funnels
        4. Give the leaderboard found here: https://www.jvzoo.com/sellers/paidtoaffiliates
        5. Focus on webinars you do for JVs and teaching them how to do a promo
        6. Give a new swipe
        7. JV page link

4. **Products**
    1. Each product list should have a follow up email thanking them for their purchase and pushing them to the next offer in the funnel
        1. Edit those here: https://app.getresponse.com/manage_autoresponders.html
    2. The first email should have something "personal" for you to build your connection with your list

5. **Lists**
    1. Create lists in JVZoo
        1. https://www.jvzoo.com/get_response/getresponse_create_list

1. **Testing**
   1. When composing an email to your list you should email yourself preferably to a fake email such as getairmail.com and test out the links in your email to make sure they work

===

1. **Back Up Your List**

1. Make sure you back your list up, go to contacts to start the process

1. Click view all contacts
2. Then choose all

1. Go to actions as shown in **step 1** below and click export
2. Give your file a name and then click export (this will be a csv file) as shown in **step 2**

1. **List Cleansing**

We primarily clean our lists to help with deliverability – the more bounces, complaints & inactive emails will have a massive bearing on whether our emails hit the inbox or the spam folder & can also delay the speed at which an email is received

1. Clean your list every 60 – 90 days
2. As above start this by going to **Search Contacts** then go to **Advanced Search**
3. Keep the 3 drop down menus with the same settings as shown (Step1)
4. As shown in step 2 change this setting to **Message not opened – all – Never**
5. Click refresh then show contacts (Step 3)

1. Now we are going to select all these users and move them to new campaign that we have already created – name this inactive

1. Email this list separately to see if they truly are inactive – tell them you are building a unique community and only want like-minded individuals within this community – position what you are trying to build as exclusive
2. If these emails do not work remove them from GR by search contacts, choose the campaign **inactive** & remove from account

1. **DAP Integration with Get Response**

You can integrate DAP directly with Get Response this works well if you are creating and using a PayPal payment button

So when someone buys or signs up for that Product, then DAP will automatically notify your GetResponse list, and add the buyer or subscriber (if it's a free sign-up) to your GetResponse list. So basically, user gets added to DAP first, and then DAP adds them to GetResponse.

1. Retrieve the getresponse **API Key** from this URL: **http://www.getresponse.com/my_api_key.html**

1. Then go to **DAP > Products > Manage**, select the product, go to "**Notifications**"**tab**, then in the **Plugin Notification upon User "Add"** field, add the following: **getresponse:<API Key>:<campaign name>**

For example: **getresponse:89kjhjgjfh1734dap:fbsecrets**

1. Now go to DAP admin -> add users page and add a brand new user / email and see what happens.

The added user should first receive the confirmation email from GetResponse, and upon confirmation, the user should get added to GetResponse.

1. Trouble Shooting
2. Set the dap log level to 5,

ii. Go to DAP > System > Logs.

iii. Empty logs, and rerun the test.

iv. Then send us the log text from DAP > Sytem > Logs.

1. When you test like always use a incognito window and ensure that they not only receive the email when you do a test purchase but they also end up on your GR list

1. **Removing Duplicate Emails**

1. Export your list of contacts from campaign you want to use as source campaign (i.e. the one you want to keep the contacts in)

1. Then, go to Contacts >> List Hygiene list >> Add emails where you paste the email column of your previously exported list

1. Once you do so, select Unsubscribe from and tick the campaign(s) you want to remove the duplicates from.

1. Then, press OK

1. **Formatting Emails For Get Response**

a) http://formatit.com/