



Getting Started Guide

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Overview

The “Getting Started Guide” is intended as a reference work for members of TurboRespond and users of the AutoResponder Titanium™ Service with very little or no knowledge of autoresponder services in general and our service in particular.

The guide will introduce the reader to the concepts we use, the control panel, the navigation, the menus, and all the individual sections and their usage and functions.

This “Getting Started Guide” will walk you through setting up your first campaign in a systematic manner.

Additional guides covering specific features, functions and tasks as well as corresponding video tutorials will be made available in the very near future.

Autoresponder and Newsletter services provide invaluable and powerful tools for your Internet marketing efforts. Using them correctly and effectively is critical to the success of your marketing campaigns. We trust that this guide will allow you to jump-start your efforts with immediate and profitable results and success.



You may wish to print this manual in order to have it handy as you are working in the control panel of your account and are setting up your first campaign(s).

Getting Around

Tabs and Menus

Our graphical user interface (GUI), also referred to as the “Control Panel” uses a tabbed navigation system. The tabs are arranged in a logical manner of importance and consist of colour coded Menu and Submenus. Most of the main menu will have submenus associated with them. For simplicity’s sake, we have condensed all functionality into a single main menu and a single level of submenus for each of these (see illustration below).



Menu Layout

Please note that throughout this Guide the screenshots of the control panel will feature different available “skins” which you may select to suit your own preferences.

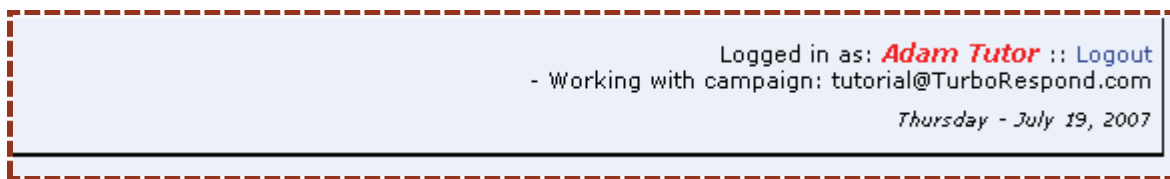
Working with Lists (Campaigns)

Traditionally autoresponders and newsletter subscriptions have always worked with “lists”, the “list” being your list of subscribers. Today however, the Internet has evolved beyond the traditional mailing lists and Internet marketers have become more and more sophisticate, compiling different lists for different purposes and marketing to these lists with highly targeted material.

It is for this reason that we prefer to use the word “Campaign” to indicate a marketing campaign, which in turn has a “list” of subscribers, or perhaps often more appropriately called a list of “prospects”.

AutoResponder Titanium™ uses the “Campaign” metaphor throughout. You will always be logged into a specific campaign when you perform any task in the control panel.

The control panel will always display which “campaign” you are working with in the top right section of the control panel (see illustration below). This is especially important if you have several campaigns set up.



Current Campaign

Changing/Switching Campaigns

This applies to professional accounts only, free or demo accounts are limited to a single campaign.

Providing you have set up more than one campaign, switching campaign is a simple as clicking on “Go” in the “Switch” column of the campaign management window (see illustration below).



Manage Campaigns



Switch Campaign

Your First Campaign

Your Campaign Settings

The very first thing you should do when you have set up your account is to configure the settings for your initial campaign, which the system has added for you as part of your account setup. This is your main campaign and by default takes your account username as the campaign “nick name”.

Open up the campaign settings screen by clicking on the “Edit” link in the campaign overview screen (see illustration below).



Edit Campaign

The screen you will get will allow you to edit all the campaigns settings. Since this is your first campaign and you have not configured it yet, some information will be missing and some settings are pre-configured to the system defaults (see illustration below).

| Edit Campaign | |
|--|---|
| Campaign ID | 12049 |
| Campaign username | tutorial |
| Campaign display name | <input type="text"/> |
| Campaign from/reply-to email address | <input type="text"/> |
| Campaign from/reply-to name | <input type="text"/> |
| Double opt-in? | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Subscription/Unsubscription Notifications? | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Bounce Handling | <input type="radio"/> Delete bounced emails <input checked="" type="radio"/> Deactivate emails |
| <input type="button" value="Submit"/> | |

Editing Campaigns

On this screen, you will give your Campaign a Display Name. This is the name your subscribers will see as the name of the campaign in addition to the nick name of the campaign where applicable.

You will also add a Campaign from/reply-to email address as well as a Campaign from/reply-to name. Together, these two items will also form the “From” address line in your mailings and your subscribers will see one or the other depending on their email client.



TIP Avoid using e-mail addresses you have with free email providers such as e.g. @yahoo.com, @gmail.com, or @msn.com. Spammers often use these email addresses as their reply-to addresses and **you do not want to be confused with spammers.**

The double opt-in setting is turned on by default. This means that when a subscriber signs up to your campaign or list, an email will be sent to his or her email address. Only when they confirm their subscription to your campaign or list by clicking a confirmation link contained in that email will your subscriber be “active” (until then they will be in your list as “pending” subscribers). The benefits of configuring your lists as “double opt-in” are numerous and are fully discussed elsewhere.

The subscription/unsubscription setting is set to no as it can result in your Inbox being flooded with notifications if you have a successful signup rate and busy list.

Turn it on if you really want to know when a new subscriber has signed up or unsubscribed from your campaign or list.

The setting for handling your bounced emails is set to deactivate only. This is because emails can bounce for a variety of reasons. Sometimes just because their Inbox is full. Leaving this set to deactivate allows you to inspect and possibly test the bounced addresses. If you later determine that they really should be deleted you may do so at that time.

We recommend that you leave these remaining items at their defaults.

A completely configured campaign will look something like this (see illustration below):

| Campaign | |
|--|---|
| Campaign ID | 12049 |
| Campaign username | tutorial |
| Campaign display name | TurboRespond Tutorials |
| Campaign from/reply-to email address | tutorials@turborespond.co |
| Campaign from/reply-to name | Adam Tutor |
| Double opt-in? | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Subscription/Unsubscription Notifications? | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Bounce Handling | <input type="radio"/> Delete bounced emails <input checked="" type="radio"/> Deactivate emails |
| <input type="button" value="Submit"/> | |

Fully Configured Campaign

Your First Autoresponder

Now that your first campaign is properly configured, you will want to set up your first autoresponder. This will be the email or message that goes out as soon a subscriber has successfully signed up to your campaign or list. Typically, this message is configured to be sent out instantly.

Setting up an autoresponder, newsletter or other broadcast message involves a degree of planning, followed by composing the message, testing it and ultimately setting it up to be sent out at a specific time or interval. It is beyond the scope of this

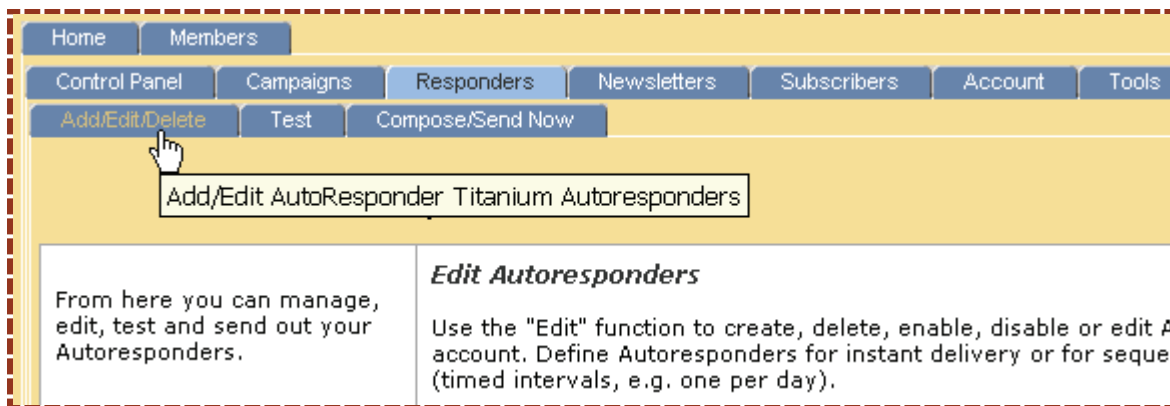
manual to instruct you in the planning and copywriting of such messages so we will dive right into the actual procedure of setting up.

The Autoresponder Menu

Begin by clicking the “Responders” main menu tab. This will open up the “Responders” submenu and a brief overview of available functions (see illustration below).



Control Panel – “Responders” Tab



Control Panel - “Responders” - Sub-menu

There are three available submenus.

Add/Edit/Delete allows you to quickly add a new autoresponder to your campaign and, as the menu implies, edit, or delete them as well.

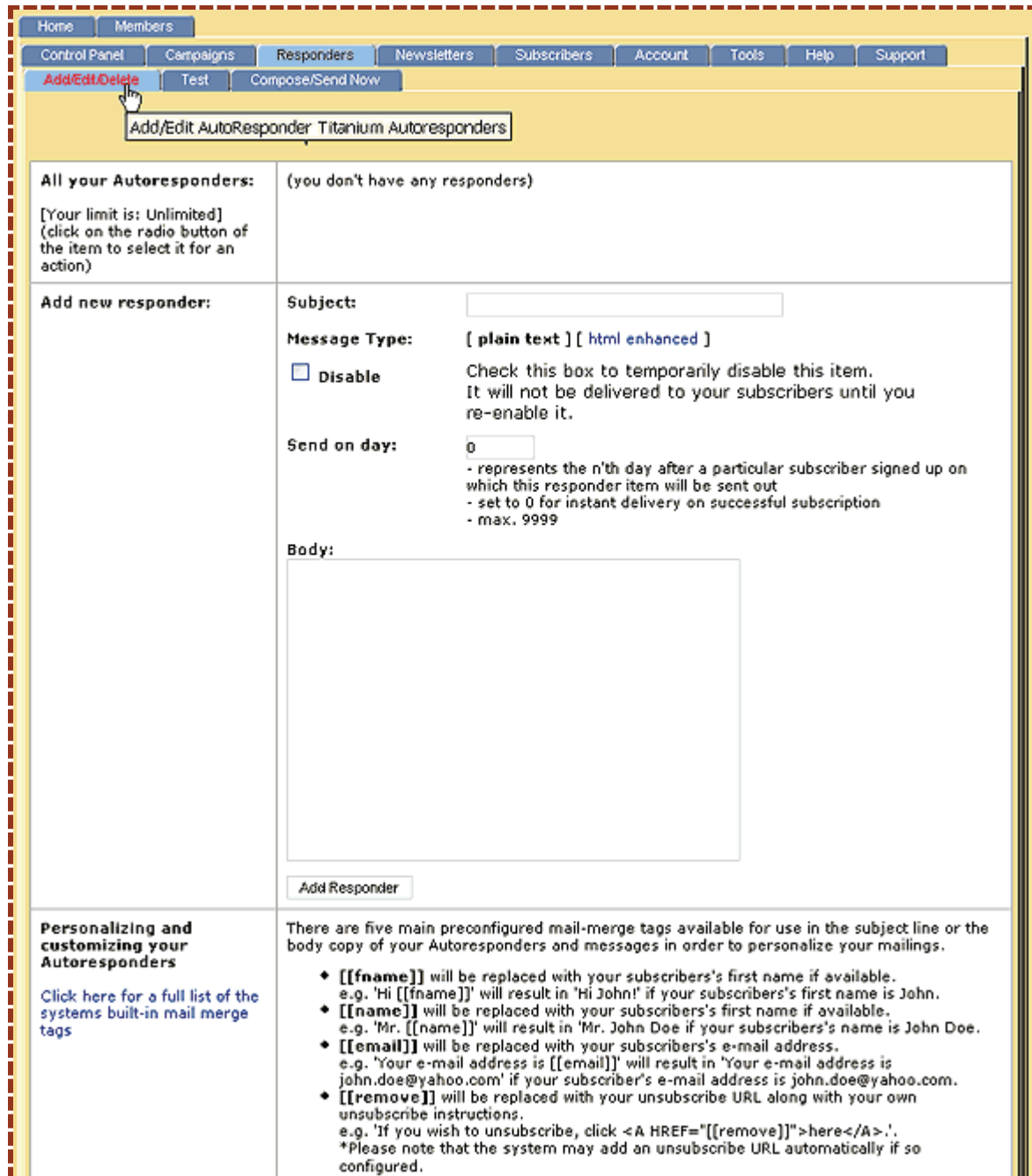
The **Test** menu allows you to do two kinds of testing. It allows you to run a **Spam Test** on your autoresponders and it provides the functionality to test send the responder to an email address of your choice.

The **Compose/Send Now** menu is used primarily to compose your autoresponders for future use and for broadcast mailings which you will send out immediately or at a specific date and time in the future and to specific groups of subscribers.

For the purposes of this “Getting Started” guide, we will concern ourselves with the “Add”, “Edit”, and “Test” functions.

Adding an autoresponder

Clicking the “Add/Edit/Delete” tab will bring up the following screen (see illustration below).



| | |
|---|--|
| <p>Home Members</p> <p>Control Panel Campaigns Responders Newsletters Subscribers Account Tools Help Support</p> <p>Add/Edit/Delete Test Compose/Send Now</p> <p>Add/Edit AutoResponder Titanium Autoresponders</p> | |
| <p>All your Autoresponders:</p> <p>(you don't have any responders)</p> <p>[Your limit is: Unlimited] (click on the radio button of the item to select it for an action)</p> | |
| <p>Add new responder:</p> | <p>Subject: <input type="text"/></p> <p>Message Type: [plain text] [html enhanced]</p> <p><input type="checkbox"/> Disable Check this box to temporarily disable this item. It will not be delivered to your subscribers until you re-enable it.</p> <p>Send on day: <input type="text" value="0"/> - represents the n'th day after a particular subscriber signed up on which this responder item will be sent out - set to 0 for instant delivery on successful subscription - max. 9999</p> <p>Body:</p> <div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div> <p><input type="button" value="Add Responder"/></p> |
| <p>Personalizing and customizing your Autoresponders</p> <p>Click here for a full list of the systems built-in mail merge tags</p> | <p>There are five main preconfigured mail-merge tags available for use in the subject line or the body copy of your Autoresponders and messages in order to personalize your mailings.</p> <ul style="list-style-type: none">♦ [[fname]] will be replaced with your subscribers's first name if available. e.g. 'Hi [[fname]]' will result in 'Hi John!' if your subscribers's first name is John.♦ [[name]] will be replaced with your subscribers's first name if available. e.g. 'Mr. [[name]]' will result in 'Mr. John Doe' if your subscribers's name is John Doe.♦ [[email]] will be replaced with your subscribers's e-mail address. e.g. 'Your e-mail address is [[email]]' will result in 'Your e-mail address is john.doe@yahoo.com' if your subscriber's e-mail address is john.doe@yahoo.com.♦ [[remove]] will be replaced with your unsubscribe URL along with your own unsubscribe instructions. e.g. 'If you wish to unsubscribe, click here'. *Please note that the system may add an unsubscribe URL automatically if so configured. |

Responders Add/Edit/Delete screen

As you can see on this screen, our account allows us an unlimited number of autoresponder (our “extreme” and “extreme plus” accounts”) but we do not yet have any responders configured.

Let us look at this screen quickly.

Where it says, “You don’t have any responders” is where your autoresponders would actually be listed if you had any.

The “Subject” is where you will type in the subject of your autoresponder, which in turn will also become the name or identifier of that particular responder.

The “Message Type” determines whether you want to send you autoresponder in “Plain Text” or in the HTML format. For the purpose of this “Getting Started” guide, we will stick to “plain text”.

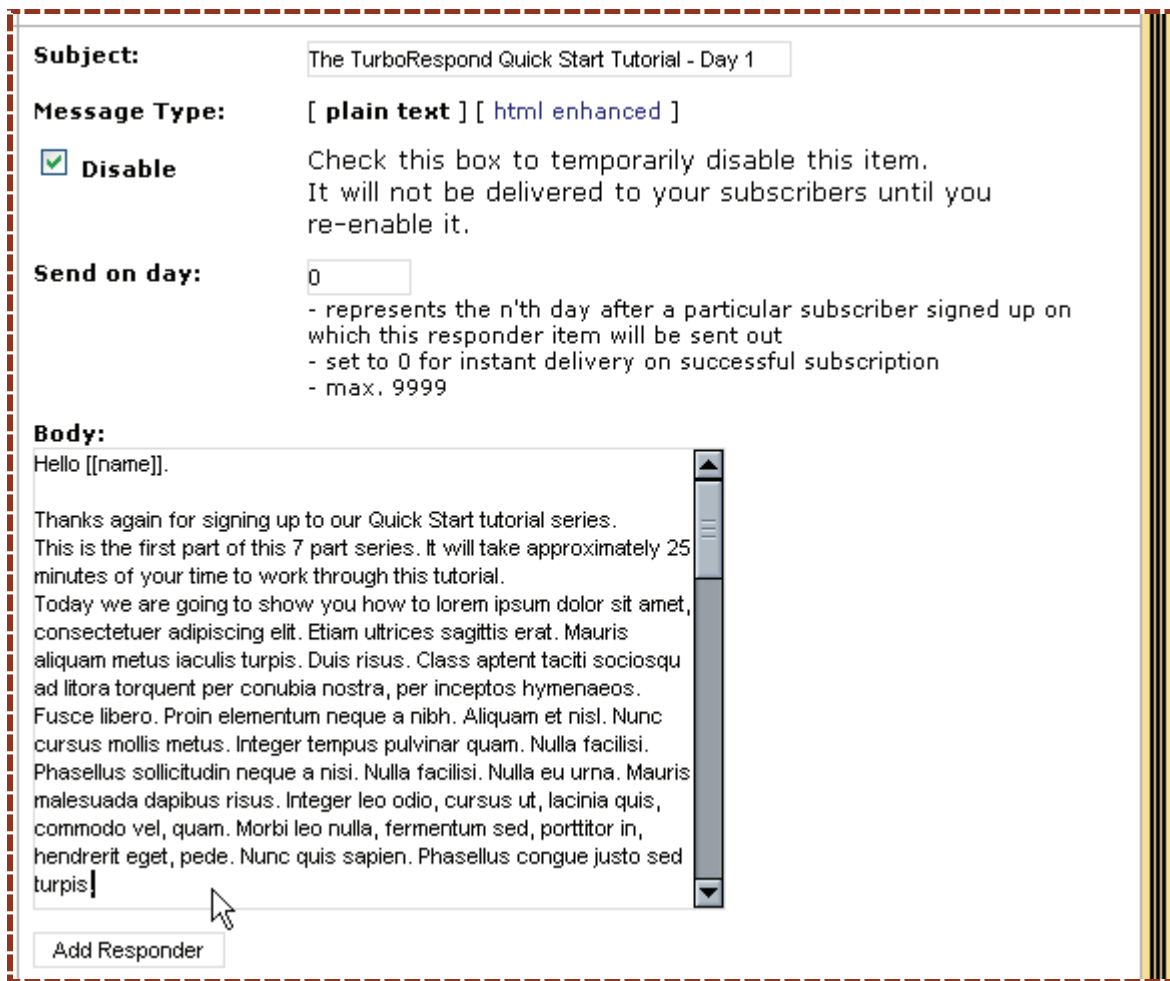
The “Disable” checkbox allows you to temporarily or permanently disable a responder without actually deleting it. This is also useful while you are still writing, editing, testing, or otherwise fine-tuning your autoresponder and want to make sure it is not sent out to anybody yet.

The “Send on day” box lets you specify on which day, after a person has subscribed to your campaign or list, this autoresponder will be sent to that subscriber. A “0” (zero) means instantly, a “1” means 1 day after they signed up, a “2” means on the second day after they signed up etc.

The “Body” section is where you enter the body copy of your autoresponder. This can be done in two ways. You type directly into this text entry area or you copy your text from an external editor (e.g. Word, Notepad, BBedit etc.).

Further down on this screen you will also see a brief description to the most commonly used “Mail Merge” tags as well as a link to a page listing the full set of such tags.

The following screen will show you what this screen might look like once you begin to fill in the copy for this responder (see illustration below).



The screenshot shows a configuration form for an autoresponder. The fields are as follows:

- Subject:** The TurboRespond Quick Start Tutorial - Day 1
- Message Type:** [plain text] [html enhanced]
- Disable** Check this box to temporarily disable this item. It will not be delivered to your subscribers until you re-enable it.
- Send on day:** 0
 - represents the n'th day after a particular subscriber signed up on which this responder item will be sent out
 - set to 0 for instant delivery on successful subscription
 - max. 9999
- Body:**

Hello [[name]].

Thanks again for signing up to our Quick Start tutorial series. This is the first part of this 7 part series. It will take approximately 25 minutes of your time to work through this tutorial.

Today we are going to show you how to lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ultrices sagittis erat. Mauris aliquam metus iaculis turpis. Duis risus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce libero. Proin elementum neque a nibh. Aliquam et nisl. Nunc cursus mollis metus. Integer tempus pulvinar quam. Nulla facilisi. Phasellus sollicitudin neque a nisi. Nulla facilisi. Nulla eu urna. Mauris malesuada dapibus risus. Integer leo odio, cursus ut, lacinia quis, commodo vel, quam. Morbi leo nulla, fermentum sed, porttitor in, hendrerit eget, pede. Nunc quis sapien. Phasellus congue justo sed turpis!
- Add Responder** (button)

Composing plain text autoresponder

You will see we now have a Subject “The TurboRespond Quick Start Tutorial - Day 1”, and we have disabled this autoresponder for now, as we do not want it to go out to anyone until we are completely satisfied with all aspects of it. The “Send day is set to “0” because we want this one to go out immediately when a new subscriber signs up once we set it “live” by un-checking the “Disable” check box.

In the actual copy* you will see that we open with “Hello [[name]]”. The use of the “tag” [[name]] will personalize this autoresponder with the subscribers name in every copy that goes out.

- most of it is just dummy copy and only for the purposes of illustration; do not try to translate it or to make any sense out of it 😊



Personalizing your autoresponders, newsletters and broadcast emails is easy. Simply use any of the available system or mail-merge tags and it will be personalized with the subscribers information or substituted with the specific system information. Click the link on that screen or visit http://www.turborespond.com/members/contextHelp.php?topic=mail_merge_tags for a full list of available tags.

In the next screenshot you will see an example of how we might finish this autoresponder by adding some information that will help us to spam-proof this item by providing the reader with confirmation that indeed they signed up for this campaign or list and by also providing them with a link to unsubscribe.

Body:

ante. Nunc in diam. Fusce varius.

We hope you enjoyed this first installment of the TurboRespond Quick Start Tutorial.

Regards,
Adam Tutor
Director of training - TurboRespond.com

Our records indicate the [[name]] at [[email]] signed up for this tutorial at [[subscriber_cf]] on [[subscriber_jd]] from IP [[subscriber_ip]].

To unsubscribe or manage your subscription, please visit:
[[manage]]

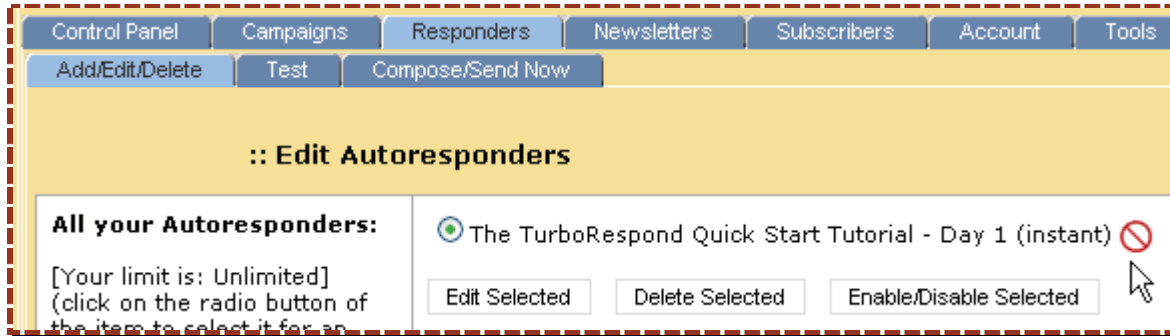
Add Responder

Composing plain text autoresponder – “Signature”


- [[name]] adds the subscribers name (again)
- [[email]] adds the subscribers email address
- [[subscriber_cf]] adds the subscribers sign-up page URL (_cf = came from)
- [[subscriber_jd]] adds the subscribers sign-up date (_jd = join date)
- [[subscriber_ip]] adds the subscribers IP (_ip = IP address)
- [[manage]] adds a subscriber specific URL to the subscription management application on our server.

We have now completed our first autoresponder so it is time to save it by clicking the “Add Responder” button.

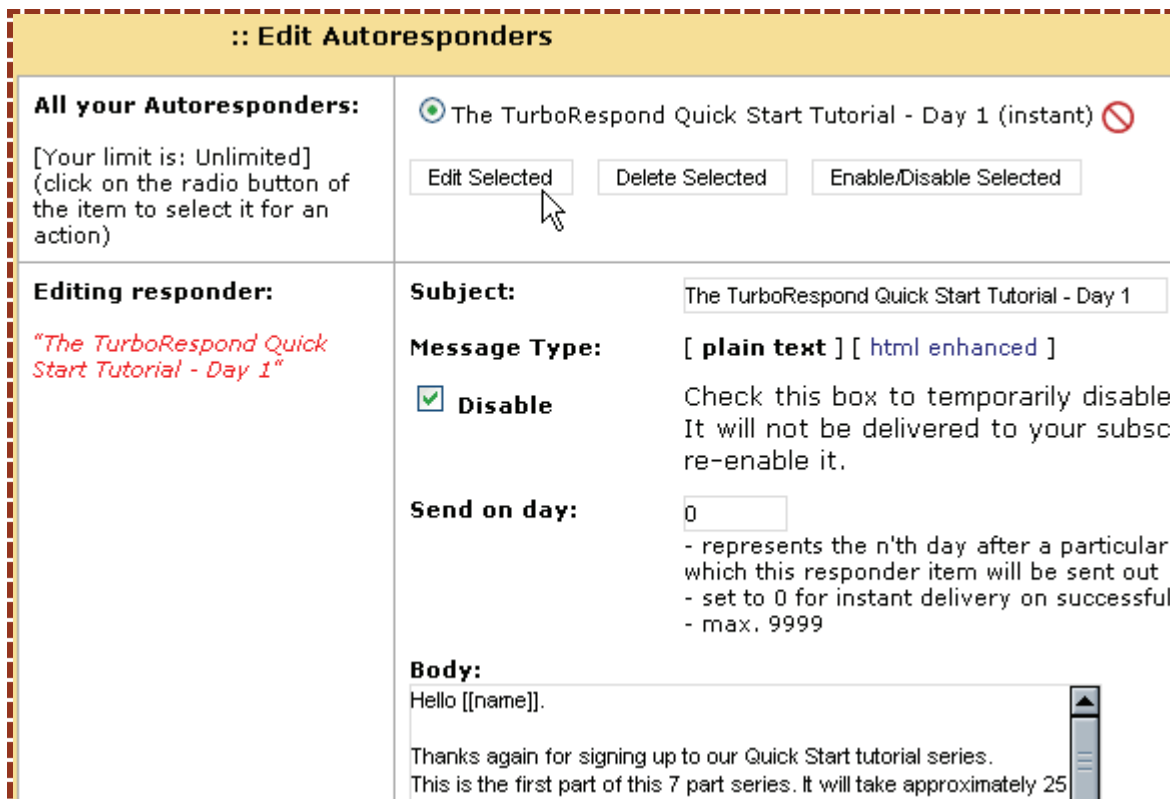
After you have done so, you will see it listed on this screen as an available and configured autoresponder (see illustration below).



Available autoresponders

As you can see, this autoresponder now shows a few properties along side its name. It tells you that it is configured to go out instantly and also that it is disabled (as indicated by this icon .

Should you now wish to modify or edit this autoresponder further, simply click the "Edit Selected" button and the autoresponder will be loaded back into the editor window (see illustration below).



Editing autoresponder

When done editing, click the "Update Responder" button and your autoresponder will be saved with all your changes, revisions or new settings.

Spam Testing Your Autoresponder

Now that your first autoresponder has been composed it is time to test it and see how it actually looks when it arrives in a subscribers Inbox.

To do so, click on the “Responders” => “Test” tab and you will get the following screen:

You can test the functionality and the formatting of your Autoresponders without having to wait for their respective scheduled or sequential delivery.

- ◆ Enter the e-mail address at which you want to receive the mailings in the field below
- ◆ Choose to send all responder messages or just the selected one
- ◆ Click the "Send" button
- ◆ Check your INBOX

The AutoResponder Titanium system will deliver the responder messages according to your selected sending option instantly and regardless of any scheduling assigned to the responder messages.

If all you want to do is to SPAM TEST your autoresponder, check the "Spam Test Only" box and select an autoresponder to test. The autoresponder will not be sent. The test will return a Spam Score (a low score is what you are looking for). The test will parse your copy for all standard and custom tags using some defaults since no real subscriber data is available. You may use the optional test data fields to simulate tag replacement for actual subscriber data.

Your e-mail:

Chose responders to send:

Spam Test Only

Optional Test Data

| Tag | Substitution |
|----------------|----------------------|
| [[salutation]] | <input type="text"/> |
| [[fname]] | <input type="text"/> |
| [[lname]] | <input type="text"/> |
| [[name]] | <input type="text"/> |
| [[company]] | <input type="text"/> |

Testing autoresponder screen

The first thing you should do is to get an idea of how an email server will see this if equipped with “SpamAssassin”, one of the Internet’s most popular mail server based spam killers. To do so, choose which of your autoresponders to test by selecting it from the dropdown menu presented, check the “Spam Test Only” button and click the “Send Test Mailing Now!” button. You do not need to enter an email address if you are just spam testing the autoresponder (see illustrations below).

Select autoresponder to test

Setting up autoresponder to test

Once you have submitted the autoresponder for spam testing, the results will be displayed at the bottom of the testing screen such as you see below.

The results are represented as a score from 1 to 7, where the higher the score, the more spammy your message appears to SpamAssassin. The goal therefore is to keep the score as low as possible and we recommend that you try to get your score to 3 or less. The sample below shows a score of 1.7, a good score and the item is therefore NOT considered spam (Spam = False).

Spam Test Result

Try to avoid words and phrases that are literally guaranteed to push up your SpamAssassin score such as “free”, “adult”, “cash bonus”, “accept credit cards”, “great offer”, to list just a few examples.

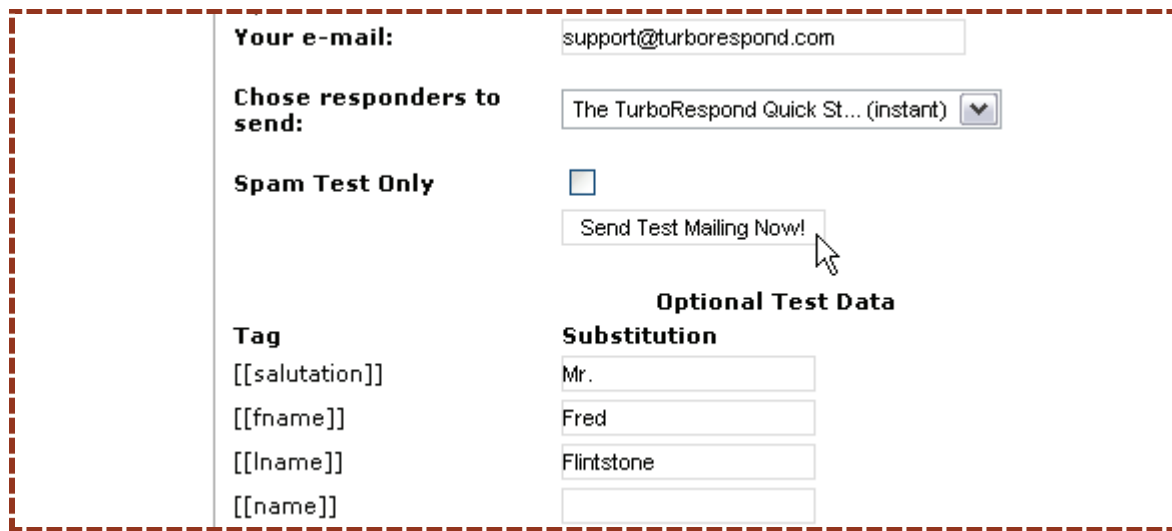


TIP

Test Mailing Your Autoresponder – Part 1

You are now satisfied that your autoresponder is worded correctly and has achieved an acceptable score from SpamAssassin. Now is the time to fire it off to one of the email addresses that you can monitor, usually your own primary email address.

Again, you begin by pick the autoresponder from the drop-down list but this time you provide an email address to send the autoresponder to. If you have used any mail-merge tags in your autoresponder, you can simulate the mail-merge behaviour by supplying values for each of the available tags in the form provided. A complete test mailing setup might look as follows (see illustrations below):



The screenshot shows a web form for configuring a test mailing. It is enclosed in a dashed red border. The form contains the following elements:

- Your e-mail:** A text input field containing "support@turborespond.com".
- Chose responders to send:** A dropdown menu showing "The TurboRespond Quick St... (instant)" with a downward arrow.
- Spam Test Only:** An unchecked checkbox.
- Send Test Mailing Now!:** A button with a mouse cursor hovering over it.
- Optional Test Data:** A section with two columns: "Tag" and "Substitution".
 - Tag: [[salutation]] | Substitution: Mr.
 - Tag: [[fname]] | Substitution: Fred
 - Tag: [[lname]] | Substitution: Flintstone
 - Tag: [[name]] | Substitution: (empty field)

Setting up autoresponder for test mailing

Once you have submitted the autoresponder with the appropriate parameters, the system will respond with a brief message at the bottom of the screen saying e.g. “Successfully sent autoresponders”.

If you have more than one autoresponder set up, you can also test all of them simultaneously by simply leaving the “Chose responders to send” drop down selector at the default “All Autoresponders”. This will send you all the configured autoresponders to the email address specified.



TIP

It is time to check your Inbox and look for the test mailing. If everything went well, it should have arrived almost instantly. If you do not see it in your Inbox, check your “Junk Email” folder. Your email client may be very aggressive and have your autoresponder flagged as “spam” or “junk”. If so, make sure you add the email address that you are using as you are “From” address for this campaign to your email client’s “safe” or “white” list. Assuming all is well and you have been able to send your autoresponder to yourself, the autoresponder looks as expected when it

arrived and you have given it your blessings, it is then time to test mail the responder to a “real list”.

But you don't have a list of real subscribers!

Read on....

Your First Subscribers

Now that your first campaign is properly configured and you have set up your first autoresponder, you will need to set up your own email address or addresses as subscribers to your campaign in order to perform some preliminary testing.

Adding your own email address

You should make it a habit of always adding one or more of your own email addresses to any of your campaigns or lists. This way you will always have a copy of any mailing and see it exactly the same way as any of your other subscribers would see it.

There are two ways of adding your own address or addresses. You can subscribe yourself using your own sign-up page or form or you can do so in the subscriber management area of the control panel. If you have been following this guide step by step you will know that you have not actually generated the sign-up form code and there is no sign-up page yet. We therefore add your email addresses using the second option. To do so Click on the “Subscribers” main menu tab followed by clicking on the “Actives & Add” tab (see illustrations below):

| | | | | | | |
|--|---|---------------|-------------|-------------|----------|-----------|
| Control Panel | Campaigns | Responders | Newsletters | Subscribers | Account | Tools |
| Actives & Add | List & Delete | Unsubscribed | Pending | Bounced | Tracking | Variables |
| View Active AutoResponder Titanium Subscribers & manually add new subscribers | | | | | | |
| Add a new subscriber: <i>Please ensure that you have their permission!</i> | Name: <input type="text"/> | | | | | |
| | E-mail: <input type="text"/> | | | | | |
| | <input type="button" value="Add Subscriber"/> | | | | | |
| | Number of active subscribers: 0 | | | | | |
| Active Subscribers List: | Showing page 1 of 0 [] | | | | | |
| | Name | E-mail | | | | |
| | | none | | | | |

Active subscribers screen

On this screen you will have a listing of all your currently active subscribers. To add yourself as a subscriber, simply type in your name and your email address in the two text entry boxes provided. Then click the “Add Subscriber” button. The email address you just added will now show up in the list of active subscribers along with the subscribers name and join date as shown below.

If you have more than one email address, preferably at different domains, add these as well.

| | |
|--|--|
| Add a new subscriber: <i>Please ensure that you have their permission!</i> | Name: <input type="text" value="Adam Tutor"/> |
| | E-mail: <input type="text" value="tutorials@turborespond.com"/> |
| <input type="button" value="Add Subscriber"/> | |

Adding subscribers manually

| :: Active Subscribers | | |
|--|--|---|
| Add a new subscriber: <i>Please ensure that you have their permission!</i> | Name: <input type="text"/> | <input type="button" value="Add Subscriber"/> |
| | E-mail: <input type="text"/> | |
| Number of active subscribers: 2 | | |
| Active Subscribers List: | Showing page 1 of 1 [1] | |
| | Name | E-mail |
| | Date | |
| Adam Tutor | tutorials@turborespond.com | 07/23/2007 |
| Bert Foobarton | bert@foobardomains.com | 07/23/2007 |
| Showing page 1 of 1 [1] | | |

Subscriber added manually



If there is one thing a free email address such as a yahoo or gmail address is good for, it is for testing autoresponders. They make good spam barometers as well.

TIP

Creating the signup form

In order to grow your list of subscribers, they have to have the ability to sign up for your valuable campaign offering or newsletter. TurboRespond makes this easy for you. We provide you with an automatic sign-up form generator that generates all the HTML code you need in order to put a sign-up form on any of your sales or other web pages.

The signup form generator is accessible from two different menus; the “Subscribers” menu and the “Tools” menu. Regardless of which way you access the form generator, if you have set up more than one campaign you must ensure that you are logged into the correct campaign first. Once working with the correct campaign, click on the “Subscribers” => “Forms” tab.

| | | | | | | | |
|---------------|--------------|-------------|-------------|----------|-----------|-------|------|
| Campaigns | Responders | Newsletters | Subscribers | Account | Tools | Help | Supp |
| List & Delete | Unsubscribed | Pending | Bounced | Tracking | Variables | Forms | |

Accessing the Form Code Generator

The Form Code Generator provides you with the ability to generate different versions of sign-up forms. The most basic one is an “Email Only” form. The most popular version is the “Name and Email” form. This form is generated for you by default and is the one we will use in this “Getting Started Guide”. The code you see in the text area box of the screen contains all the HTML code you need to add the sign-up form to your webpage. Click on the “Select All Code” button to highlight all that code and simply copy it to your clipboard (usually CTRL-C on your keyboard). No switch to your HTML editor and paste this code into the source code of your webpage at the place where you wish the form to appear. Add your own wording to entice your visitors to sign up using this form.

Control Panel Campaigns Responders Newsletters Subscribers Account Tools Help Support

Actives & Add List & Delete Unsubscribed Pending Bounced Tracking Variables Forms

:: Form Code Generator

Copy the following HTML subscription form code and insert it into your web page. Simply click on any of the radio buttons to generate a different kind of form. The extended form allows you to choose which additional field you wish to include in the form and which of these are required.

```
<form action="http://turborespond.com/subscribe.php" method="post" name="form_subscribe" id="form_subscribe">
<input type="hidden" name="user_id" value="12049">
<input type="hidden" name="redirect" value="">
<input type="hidden" name="vt" value="2">
<table width="350" border="0" align="center" cellspacing="0" bordercolor="#000000">
<tr>
<td colspan="2">
</tr>
<tr>
<td>Your Name:</td>
<td><input type="text" name="name" onfocus="if(this.value=='Name')this.value=''" value="Name"></td>
</tr>
</table>
```

| | |
|-------------------------------------|----------------------------------|
| Email Only Form | <input type="radio"/> |
| Simple Form - Name and Email | <input checked="" type="radio"/> |
| Extended Form - Choose your options | <input type="radio"/> |
| Generate iframe code | <input type="radio"/> |

Add redirect URL to your form (optional)
e.g. your custom thank-you or landing page
Format must be fully qualified!
e.g. http://www.mydomain.com/thankyou.html

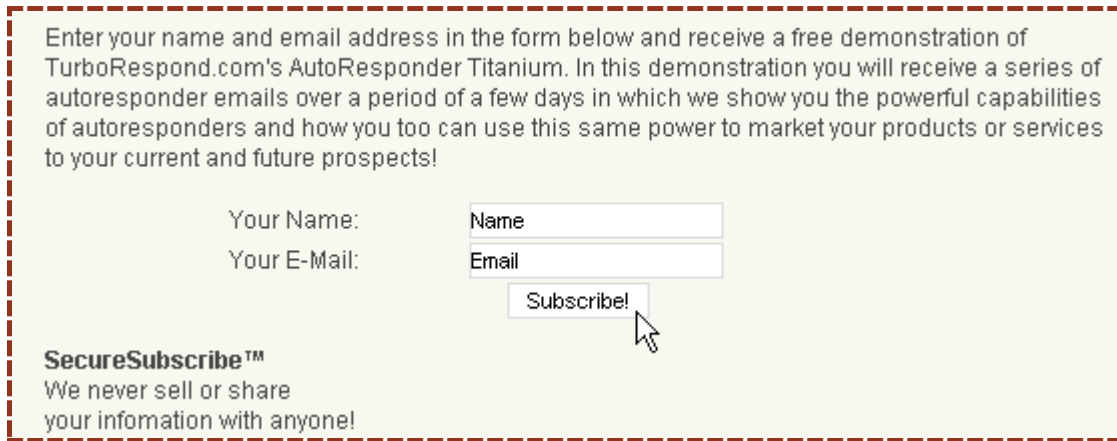
[Click here for help on iframes](#)

Form Code Generator Screen



We will talk about the one option that may be important to you, the “Redirect URL”. By default, the system will show the visitor a generic page that will display a message according to your campaign double opt-in settings. If you would rather have the visitor re-directed to one of your own pages, possibly a custom “thank you” page or a “squeeze” page, enter the

fully qualified URL for that page in the “Redirect URL” box and click the “Add URL” button. The form code will be re-generated and will now include your re-direct URL. Your finished signup form will look something like the one found on our own home page and the one shown below, depending on your page design and choice of wording.



Enter your name and email address in the form below and receive a free demonstration of TurboRespond.com's AutoResponder Titanium. In this demonstration you will receive a series of autoresponder emails over a period of a few days in which we show you the powerful capabilities of autoresponders and how you too can use this same power to market your products or services to your current and future prospects!

Your Name:

Your E-Mail:

SecureSubscribe™
We never sell or share
your information with anyone!

Signup Form Example

Testing your Signup Form

Once your signup form has been added to your webpage, it is advisable to test it.

Subscribe to your own campaign using one of your email addresses and see what kind of responses you are getting.

E.g. if you try to add one of your own email addresses that you already added manually in one of the previous steps, the system won't let you and will tell you that you are already subscribed to that campaign. Of course, you can delete yourself from the list via the control panel in order to test your form.

- test with missing information
- test with faulty email addresses
- test forms with and without a redirect
- test with double opt-in on and off

You want to know for yourself exactly what a visitor sees under different circumstances.

Keep watching you Inbox as well for messages the system will send you under different scenarios such as e.g. the subscription confirmation link when double opt-in is turned on.

Your First Autoresponder – Continued

Test Mailing Your Autoresponder – Part 2

So far we have mailed out tests of our first autoresponder to ourselves. Now we are going to test our first autoresponder by emailing it to our “list” even though our “list” at this stage consists entirely of our own email addresses. Most of the procedures you are about to learn apply equally to subsequent autoresponders as well as newsletters.



Once you have gone through a thorough cycle of testing with your first autoresponder and fully understand all the functionalities and differences in testing and mailing, there is no need to repeat the entire process for every new autoresponder, newsletter, or broadcast mailing you set up.

It is usually sufficient to mail it to yourself in order to verify all copy, mail-merge functions, links etc.

To test our first autoresponder with our “list” we will use the “broadcast” functionalities available in the “Responders” => “Compose/Send Now” section of the control panel. Below is the screen you will see.

| | | | |
|-----------------|--|-------------|--|
| Home | | Members | |
| Control Panel | | Campaigns | |
| Responders | | Newsletters | |
| Subscribers | | Account | |
| Tools | | Help | |
| Support | | | |
| Add/Edit/Delete | | Test | |
| Compose | | Send Now | |

:: Compose/Send AutoResponder

| | |
|---|---|
| All your responders: [Your limit is: Unlimited] | -- select responder to load -- <input type="button" value="Load Selected AutoResponder"/> |
| | New autoresponder mailing: Use this feature to send a new or existing plain text or HTML e-mail autoresponder to your mailing list. |
| Subject: <input type="text"/> | Autoresponder Type: [plain text] [html enhanced] |
| Body: <input type="text"/> | |
| Delivery Date: | <input checked="" type="radio"/> Deliver ASAP <input type="radio"/> Scheduled delivery: Date: 24 July 2007 Time: 12 00 |
| Broadcast Type: | <input checked="" type="radio"/> Mail to active subscribers only <input type="radio"/> Mail to inactive subscribers only <input type="radio"/> Mail to pending subscribers only <input type="radio"/> Mail to entire mailing list <input type="radio"/> Mail test to myself <input type="radio"/> Mail to nobody |
| Archive/Save Options: | <input type="radio"/> As new <input type="radio"/> Update <input checked="" type="radio"/> None |
| <input type="button" value="Process Mailing"/> | <i>This may take a few moments if your list is large. Only click ONCE!</i> |
| Mailing History: | none |
| Scheduled Mailings: | none |

Autoresponder “Compose/Send Now” Screen

Select the autoresponder to send out by choosing it from the list of available autoresponders (“select responder to load”) and click the “Load Selected AutoResponder” button. Once loaded, your screen will look similar to the one below.

| :: Compose/Send AutoResponder | |
|--|---|
| Autoresponders: [Limit is: Unlimited] | The TurboRespond Quick St... (instant) <input type="button" value="Load Selected AutoResponder"/> |
| Autoresponder msg: This feature to send a existing plain text or HTML autoresponder to mailing list. | <p>Subject: <input type="text" value="The TurboRespond Quick Start Tutorial - Day 1"/></p> <p>Autoresponder Type: [plain text] [html enhanced]</p> <p>Body: Hello [[name]].</p> <p>Thanks again for signing up to our FREE Quick Start tutorial series. This is the first part of this 7 part series. It will take approximately 25 minutes of your time to work through this tutorial.</p> <p>Today we are going to show you how to lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ultrices sagittis erat. Mauris aliquam metus iaculis turpis. Duis risus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce libero. Proin elementum neque a nibh. Aliquam et nisi. Nunc cursus mollis metus. Integer tempus pulvinar quam. Nulla facilisi. Phasellus sollicitudin neque a nisi. Nulla facilisi. Nulla eu urna. Mauris malesuada dapibus risus. Integer leo odio, cursus ut, lacinia quis, commodo vel, quam. Morbi leo nulla, fermentum sed, porttitor in, hendrerit eget, pede. Nunc quis sapien. Phasellus congue justo sed turpis.</p> <p>Delivery Date:</p> <p><input checked="" type="radio"/> Deliver ASAP <input type="radio"/> Scheduled delivery:</p> <p>Date: <input type="text" value="24"/> <input type="text" value="July"/> <input type="text" value="2007"/> Time: <input type="text" value="12"/> <input type="text" value="00"/></p> <p>Broadcast Type:</p> <p><input checked="" type="radio"/> Mail to active subscribers only <input type="radio"/> Mail to inactive subscribers only <input type="radio"/> Mail to pending subscribers only <input type="radio"/> Mail to entire mailing list <input type="radio"/> Mail test to myself <input type="radio"/> Mail to nobody</p> <p>Archive/Save Options:</p> <p><input type="radio"/> As new <input type="radio"/> Update <input checked="" type="radio"/> None</p> <p><input type="button" value="Process Mailing!"/> <i>This may take a few moments if your list is large. Only click ONCE!</i></p> |
| Msg History: | none |
| Scheduled Mailings: | none |

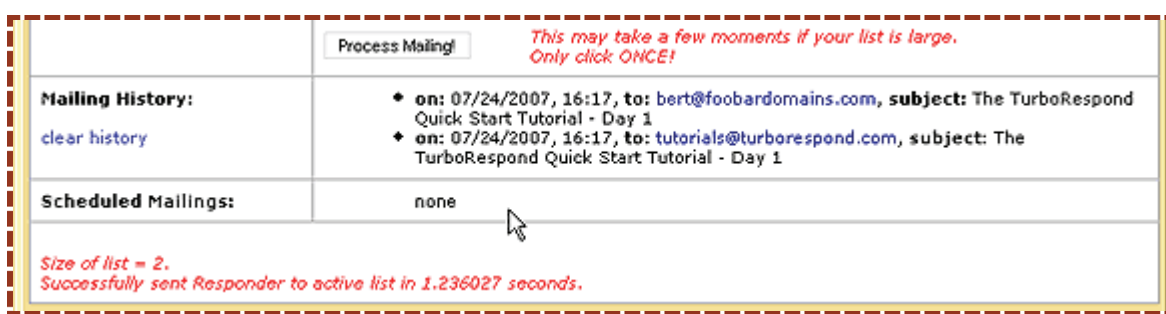
Autoresponder loaded for broadcast

Check to make sure you are indeed dealing with the autoresponder you want to test. The default settings for sending the autoresponder are exactly as you see them here and are the settings we want for testing at this stage:

- we are going to send this out ASAP
- we are going to mail this to active subscribers
- we do not need to save or update the autoresponder

All that remains to be done is to click the “Process Mailing” button and your autoresponder will arrive in your Inbox almost instantaneously.

Once you have sent out an autoresponder in this manner, this screen will also give you some feedback over your mailing as seen in the screenshot below.



Autoresponder sent stats

Check your Inbox and verify that everything is as you expected it.

If you need to make additional revisions to your autoresponder at this time, you may do so in this section of the control panel because, as you can see, this screen also allows you to edit, revise, or update any of your autoresponders and it also allows you to send the autoresponder just to yourself.

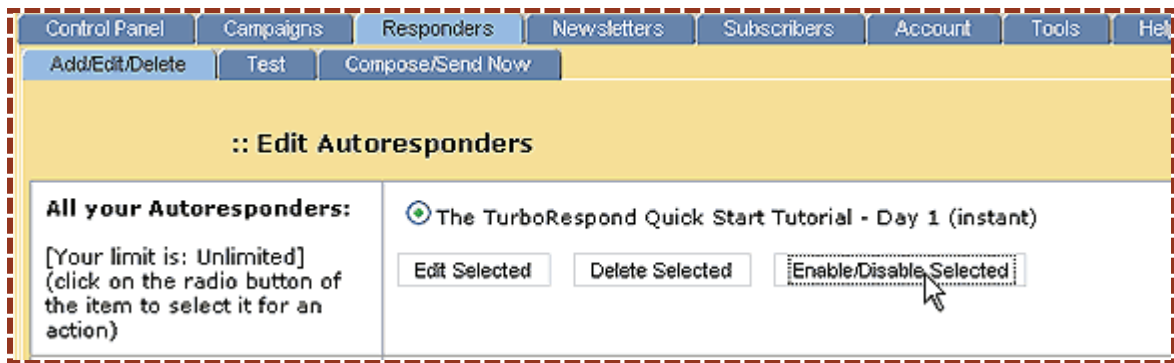


Your Mailing History can grow quickly. Clear it out when it is no longer useful.


Once you have a substantial list to broadcast to, e.g. any list over 100 subscribers, the broadcast function will queue your broadcast for delivery in the background rather than send it out while you are logged into the application. This approach is far more efficient and your entire mailing will be out the door within a very short time after you submit it for processing. You can always check the status of long list mailings by checking your “Sent” stats accessible from the “Campaigns” screen.

Setting Your Autoresponder Live!

You have now reached the stage where you can set your first autoresponder “live” by activating it for the autoresponder system. You can do so now by going back to the “Responders” => “Add/Edit/Delete” screen. Click on the radio button for the autoresponder you wish to activate, and then click on the “Enable/Disable Selected” toggle to switch the status of that autoresponder (see illustrations below).



Autoresponder activated

As you can see on this screen, after we have clicked on the “Enable/Disable Selected” toggle, the  icon has disappeared indicating that this autoresponder is now fully functional and will be sent out to every new subscriber on the prescribed day.

Final Words

This concludes this “Getting Started” tutorial and we wish you good luck with all your campaigns.

Please keep checking for additional tutorial, both in PDF format as well as in video formats as they become available.

We advise that you periodically check and revisit these tutorials as we continually improve and evolve our systems and these improvements will be integrated into our tutorials.

Adam Tutor

TurboRespond Communication Company