

# Getting Familiar with Autoresponders

## 1. What is an autoresponder and why use them?

- A. An autoresponder is simply a series of pre-written emails sent to your customers on a regular basis. You write an email and set it up for delivery to your customers who signed up to get information from you.

Example would be if you have a “welcoming” email and it simply welcomes and thanks the customer for signing up. You would use this welcome email over and over each time someone signed up to receive your emails. The logic is if you have 1,000 people on your email list then you don’t have time to send a welcome email each time so you write one that is generic and use it over and over. The time you save allows you to keep adding new emails to your list.

The reason for using the autoresponder is to:

- a. entertain your customer with fun, useful information;
- b. constantly remind them you are here and thinking of them;
- c. maximize your time by not doing repetitive tasks,
- d. get them back to your Hall.

## 2. Are “bingo” customers really interested in getting emails on bingo?

- A. Maybe not, but that’s not the point. They want to get info. from you and they appreciate being thought of. With an autoresponder you can personalize the message so it’s addressed only to them and it appears as a personal note, not a broad blast. The content of your email is not to be bingo but to be something they might like to get and learn from. Your email’s intent is to entertain so the customer is looking forward to hearing from you again.

## 3. How does an email that may not be linked to my bingo hall help me?

- A. In the email you always add somewhere in it a “link” back to your website or Facebook page. You control the content so you can always make sure each email has:
- a. your logo at top,
  - b. a link to a url on your website;
  - c. possibly upcoming events or a link to what is upcoming that you posted on your website.

## 4. Is this “autoresponder” expensive?

- A. No relatively speaking. Aweber.com offers unlimited autoresponders, up to 10,000 sign ups, unlimited emails per year for about \$219.00. There are add on costs if you want higher analytics data etc. but for the price of a 1 year subscription it is much cheaper than other competitors such as Constant Contact.

## 5. Do you have an example of an autoresponder email that is not connected to Bingo to give an idea of what to do besides bingo?

- A. Funny you should ask and actually I do. Below is one that is used for a medical company, a herbal plant sale, but could be used in almost any autoresponder where you want retention of customer and fun for them. Customers actually look forward to them and often invite their friends to sign up.

Below subject line ( remember that is important as that attracts the customer to open it!!) , could be something like :

**Subject: Never At “Bingo Hall A” will you be given the “cold shoulder”!!**



One of the legendary origins of this expression is from medieval England when the Knights were sent by the King to collect the annual rent for the use of the King's land.

Most of the King's Knights were good honorable men and when they came into the town to collect they were welcomed and made to feel comfortable and given nice accommodations. They were good and were treated as such.

Now the bad Knights were known as the ones that not only collected what was rightly due the King but also extracted additional money, goods, or spices for themselves. They were not respected and once they entered the town they were given the basement to sleep in which was usually smelly, damp and uncomfortable. The peasants did not want these 'unwelcomes' staying around.

When it came time to feed the bad knights they were not given the best food but the worst part of the animal carcass was used which was usually the "cold shoulder". This was a sure sign of being unwelcome in the community.

Now you know the story of how we use the term, "cold shoulder".

We will always welcome you to Bingo Hall A and treat you like ROYALTY!!!

Till Next Time and Hope you Don't Give me the "you know what" (:)

Bingo Bob

P.S. Remember Tuesday night is [“Singles Night Bingo”\(link\)](#) so drop in and meet a special friend while having fun at the same time.

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