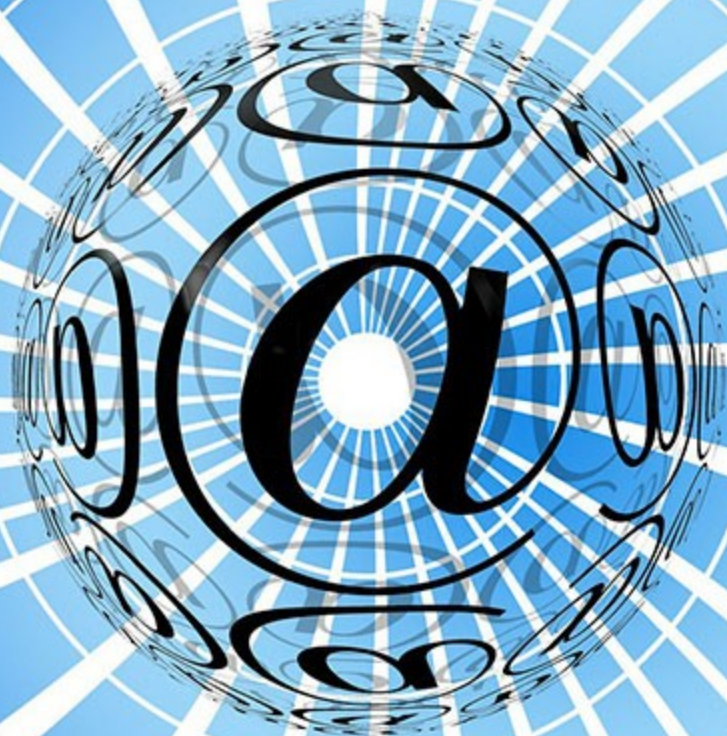


Step-by-Step Guide to
Email Marketing with

 **AWeber**



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Use at your own risk.

Step-by-Step Guide to Email Marketing with Aweber

Aweber is a popular email marketing software program that many Internet marketers use to build an email list. An email list is an important way for any business owner to market to prospects and keep information flowing to customers. You can set up multiple lists for many reasons using one Aweber account for very little money.

Email marketing continues, in spite of social media's popularity, to be one of the most effective marketing channels ever in existence. This is especially true when someone signs up to be part of your email list of their own free will. This is called permission based marketing, and is second to none when it comes to results and return on investment.

How to Use Email Marketing as an Effective Marketing Channel

While email marketing is an effective form of marketing, you need to understand how to use it appropriately to ensure that it works. First, you need to know who exactly your audience is, what you're trying to accomplish with any particular list, and how to do the technical tasks or who to outsource to in order to get your email marketing set up and working.

8 Important Factors in a Successful Email Marketing Campaign

Successfully using email as a valid marketing channel requires some knowledge, planning and action. Some of the activity happens outside of the Aweber software. If you have these things considered before you get started, you'll have more success.

1. **Branding** – Always include your logo, and your unique email signature to help brand your emails in the mind of your subscribers. You want them to know immediately who the email is from and why you're emailing them.
2. **Subject Lines** – Not much is more important than a subject line for an email message. A subject line will mean the difference between your audience opening your email or ignoring your email. Always think of the audience first as you create the headline.
3. **Personalization** – Even when people know that automation makes the email look personal they still prefer it. Add in a Dear {NAME} and other personalization to each email that you send.
4. **Copy** – Give some thought to each email in terms of copy. You need to know why you're sending the email. Without a purpose, your email is really just a waste. Know the purpose as you write it.
5. **Smart Use of Images** – Be careful about what and how many images you use in email. Many people still do not have broadband Internet and can't view pictures as easily as others. Ensure that an image furthers the meaning of the message.
6. **CTA** – Every email should have a CTA whether it's to learn more, read more, buy, or subscribe to a new list. Asking or telling your audience what to do next is imperative.
7. **Social Sharing** – Today social proof is an important aspect of doing business online. The more people, who like you, share your information, and engage with you is better. Set up every email when appropriate to be easily shared.
8. **Responsive** – Today, all online collateral must be responsive. This means that it works and is usable on any mobile device. You don't want people to go to your website, or try to read your email when it looks messed up, too small, or doesn't work.

Setting up these factors before you start your email campaigns will help everything go more smoothly during the set up process. Being prepared in advance with the information you need, and with an understanding of who you're trying to attract, what you want to do for them, and how you'll do it is imperative.

What You Need to Get a New Email Subscriber

As you work to set up your email lists, you need to know what needs to be created to make it all work.

- **Invitation** – Your email list subscribers need to be asked to sign up for your email list in some way. You might put an invite on a social media page, your

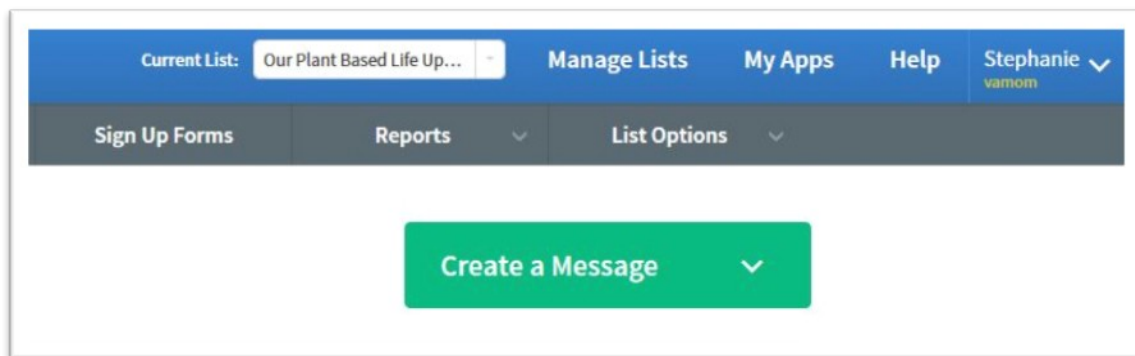
webpage or a sales letter. Wherever you have the invitation, you'll need to add the code for the sign up form.

- **Thank You** – Always thank your subscribers for signing up by reminding them what they signed up for, and what they'll get. Giving a little bonus that they didn't expect always goes over well, too.
- **Confirmation** – A confirmation page is important because SPAM laws require a double opt-in for most list members. The confirmation page can include instructions on how to confirm, and what they need to do next.
- **Welcome Page** – You can send your confirmed subscribers to a welcome page. The page can give a little bonus, upsell other products or services, and reassure the subscriber that you will keep their information private.
- **Welcome Message** – You can send a welcome message via email too, just to let them know they did everything properly, and will now start receiving the email that you've set up in a series.

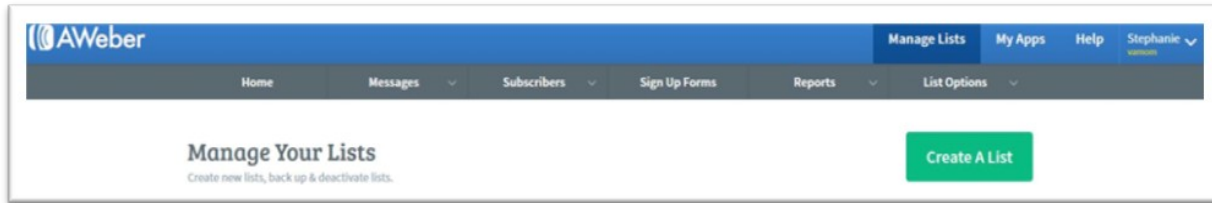
You can use Aweber's setup or your own, but you need to create all of this information and be aware that you need this information before getting started.

Setting Up an Email List

One of the first things you'll need to do when you start using Aweber for email marketing is set up an email list. When you first create your Aweber account one of the first things you need to do is create a list. To do so, click: **Manage Lists**.



After you click **manage lists** you'll be able to set up a list or manage the lists that you already have.



Click, **Create A List**.

Now that you've clicked **create a list**, you can make a list. There are many reasons you might want to make a list. You may build a mailing list for people who are interested in a future launch of a product, or perhaps you're collecting information from people who have downloaded your whitepaper who are interested in your subject matter to which you may want to market later. Maybe the list is for current customers who purchased a particular product or service from you.

No matter the reason, how you create the list is the same. But, it's a good idea for you to know why you are creating a list. The reason you want to know why, and what you'll do with the list is that you can practice creating a good naming convention for your email lists that make them easy for you and your contractors such as virtual assistants to locate and find.

Keep the name short, but ensure that it is meaningful. For example, if you are creating a list for a particular product called Widget A, you may want to add that to the name, and call it something like: **Widget A Buyers**. If you're creating a list for people you want to encourage in buying Widget A, who downloads a whitepaper you might want to call it Widget A Marketing.

This way just by looking at the name of the list you know what type of email should be in there. And, at a glance you know what the people who've signed up for that particular list are looking for. But first, when you click create a list on AWeber, you'll now be taken to a form that asks for some information. Fill out all the information completely. Don't be confused. Use your real company name, and the email address you want to use for your company when it comes to this particular list.


You don't have to change the company name each time you create a new list unless you want to. Even if your list is for another project, if you are running it all under one company, put your real company name. But, if the website for this list is different than your main business website, that's okay to put it down so that the link will appear on the emails you send out.

So, for example, say your Company Name is Barry Publishing, but the product is on a different website, you can put Barry Publishing as the company, but then change the website to match the product. Another option is to give the company a new name relating to the product. For example say that you're promoting a product called Widget A, and your website is widgeta.com, then you can put the name of the company as Widget A, with the new URL for widgeta.com.

Tell Us About Yourself


Your Company Name

Your Company Website

Which address would you like to include at the bottom of your emails? [Explain This.](#)

Use an existing address



Use a different address

Aweber makes it very simple to fill out the information. Just go through what they ask and fill out every space. It's also imperative that you fill out the address portion. You can pick a different address for different email lists. But, it's important to have the address due to spam laws. That address will be at the bottom of every email you send out. It should be a real way for people to contact you for legal purposes.

Do not choose a fake address because if you do, and someone sends you a legal notice, not getting the notice is not reason to get out of legal problems. It may even cause more problems. You can get a post office box from many mail centers and post offices for a nominal monthly fee if you don't want your home address on the emails.

When you choose the sender name you want to think carefully about this. You don't have to choose your own name. You can pick a name or words that draw attention to your email. For example if you're a coach you might want to say "Your Business Coach" as the sender name instead of your name. Or you might put "Coach David" or another group of words that draw attention to your email so that your audience opens it.

What sender name and email address should appear with your emails?

Sender Name

Sender Email

Next Step

The email address needs to be an email address that you do check. Many people will reply directly to an email they receive. A “no reply” email can actually make you look less trustworthy than if people can easily contact you by hitting reply and the email goes to a real person. You can hire people to take care of your email and customer service issues. Plus there is even technology that enables auto-responders to send a message to people who reply or notify you so that you don’t forget to check that email.

Once you fill it all out click **Next Step**.

Now you’re going to be prompted to name your list and write a brief description about the list. Keep in mind that this is information that your list will see. Therefore, the list name and description should be directed toward your audience. You want it to be appealing to your audience.

Let's Create Your List

What would you like to name your list?

List Name

Briefly describe the emails your subscribers are going to receive.

List Description 131/400

Your subscribers will see this description. Where?

Go Back **Next Step**

This will help them know when they get the email exactly what it's about, plus, remind them of what they've signed up for, and help encourage new people to sign up. Once you're done with that, click **Next Step** again.

Once you do you'll be asked to approve your confirmation. A confirmation is sent to a new subscriber to ensure that you have truly been given permission to email the recipient. This is called a double-opt in. The recipient opts in when they first sign up for the email list, and then again when they get the confirmation.

Here you can choose a pre-approved subject, or you can request approval for a custom subject line. The best thing to do is to use one of the recommended choices.

Approve Your Confirmation Message

A confirmation message can be sent to a new subscriber when they join your list. It asks for their permission to receive email from you.

By customizing the message your subscribers are more likely to confirm if you use this option. [More Info.](#)

Choose a Pre-Approved Subject (Recommended)

{!firstname_fix} Confirm your subscription

or, Request Approval for a Custom Subject Line

Confirmation Message Body

Please click the link below to confirm that you'd like to receive email from Content Helpers Daily. [edit](#)

You'll need to confirm or edit the message body as well.

Confirmation Message Body

Please click the link below to confirm that you'd like to receive email from Content Helpers Daily. [edit](#)

CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?xxxxxxx>

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

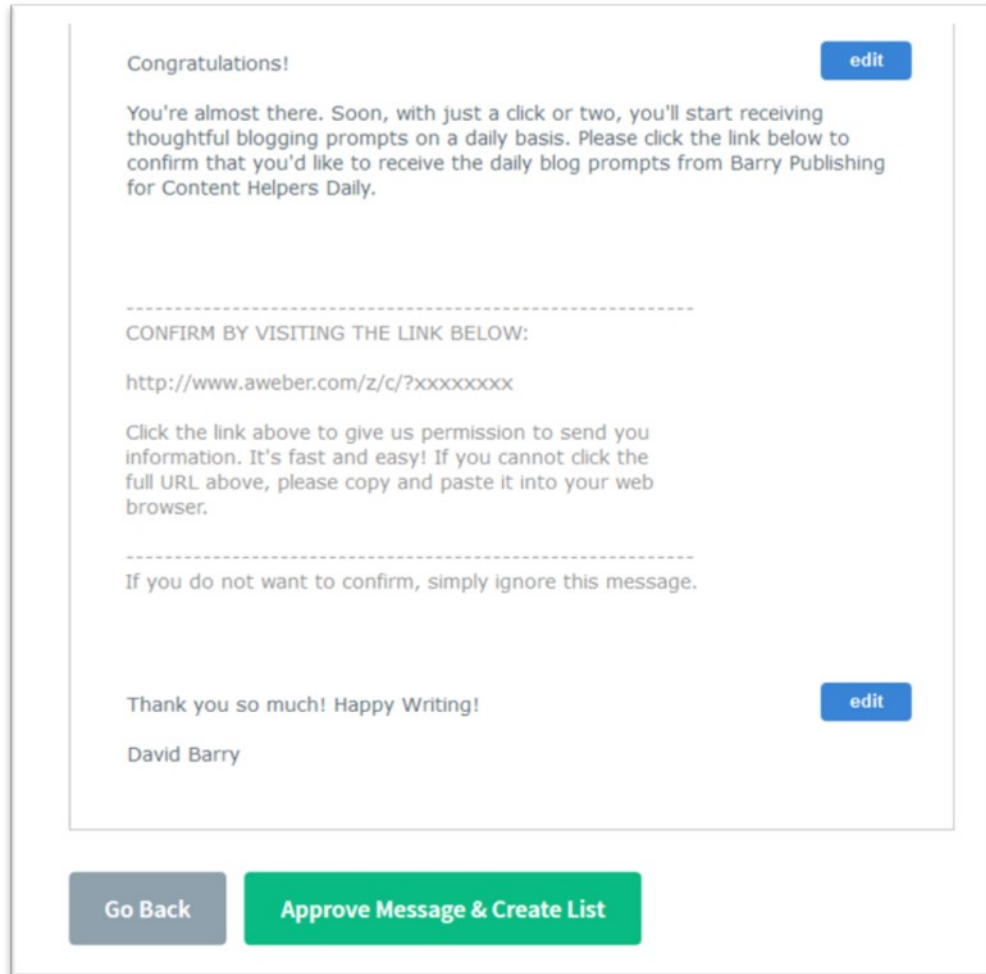
If you do not want to confirm, simply ignore this message.

Thank you!

David Barry [edit](#)

[Go Back](#) [Approve Message & Create List](#)

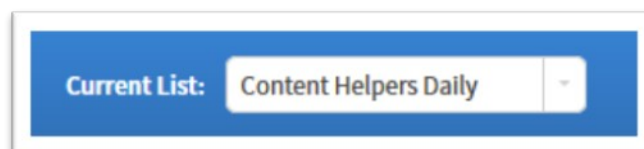
You can choose to edit the message in the introduction and the closing areas. You should edit and personalize this message for best results. Try to think of what your audience is expecting to see from you.



Include information that reminds them of what they signed up to receive, and maybe even congratulates them for being so smart to sign up. Fix the closing so it's more personal, and then click **Approve Message & Create List**.

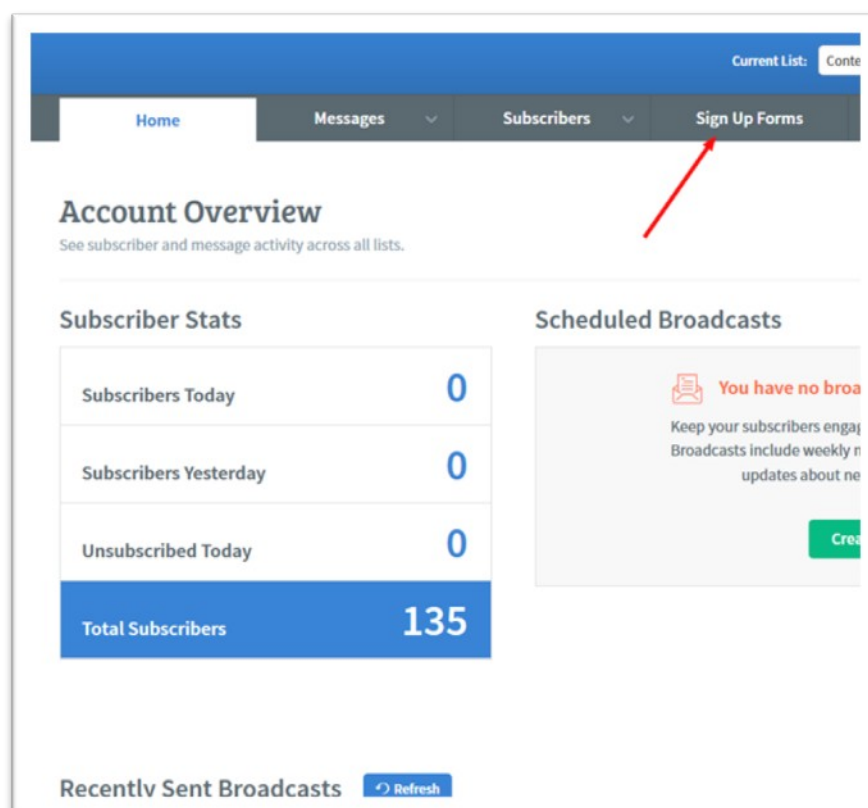
Once you do that you'll be taken back to the home screen of Aweber. To create messages, manage subscribers, create sign up forms, reports and other list options simply choose the list you want to manage from the drop down at the top of the page. It should automatically be on the list you just created.

This is a view of the top bar of your Aweber home page. Notice that it's showing the new list we just created in the dropdown.



If you were to click the arrow to the right you'd see any other lists you've created. Right now we'll focus on the list just created to continue. Once you've created the list, the work has just begun. You need to create a sign up form so that people can get on your list.

To do that, just click on **Sign Up Forms**.



Once you do, you'll be taken to a new screen so that you can **Create Your First Sign Up Form**. Notice also that there is a video that you can watch to help you. Aweber is very adept at helping you with each step along the way. Don't be afraid to take a detour into their videos and learning information if you're confused about what you're doing.

The screenshot shows a web dashboard with a blue header. On the right side of the header, it says "Current List: Content Helpers Daily". Below the header is a navigation bar with five items: "Home", "Messages" (with a dropdown arrow), "Subscribers" (with a dropdown arrow), "Sign Up Forms" (highlighted in white), and "Reports" (with a dropdown arrow). The main content area is titled "Sign Up Forms". Below the title, there is a paragraph: "Creating a sign up form is a big first step to collecting subscribers. Once created, forms can easily be added to pages on your website, your business Facebook page and distributed through other social media platforms." Below this paragraph is a blue link: "Learn more about building and using sign up forms here." To the right of the link is a red arrow pointing to a green button that says "Create Your First Sign Up Form". To the right of the text is a video player with a red border. The video player shows a play button, a progress bar at 01:49, and a video thumbnail with the text "Adding Sign Up". At the bottom of the dashboard, there are two promotional banners. The left one has a yellow percentage icon and says "Exclusive Offers from our Partners". The right one has a graduation cap icon and says "Quick Help" with a link "How Do I Add a Form To My Website?".

In this case we're going to click **Create Your First Sign Up Form**. When you do you'll be taken to the Design area so that you can create a new sign up form. Once you create the form you'll collect the code to place onto your website, or for use in a sales page.

Current List: Content Helpers Daily Manage

Home Messages Subscribers Sign Up Forms Reports

Design

Customize the look and style of your form.

Design Settings

Fields

- US Address
- Name

Create a New Field

Templates

Popular

New

My Templates

Corporate

Show More

Form Type Type: In-Line Width: 418 px

Name:

Email:

Sign Up

We respect your [email privacy](#).

Powered by [AWeber Email Marketing](#)

Save Your Form Go To Step 2

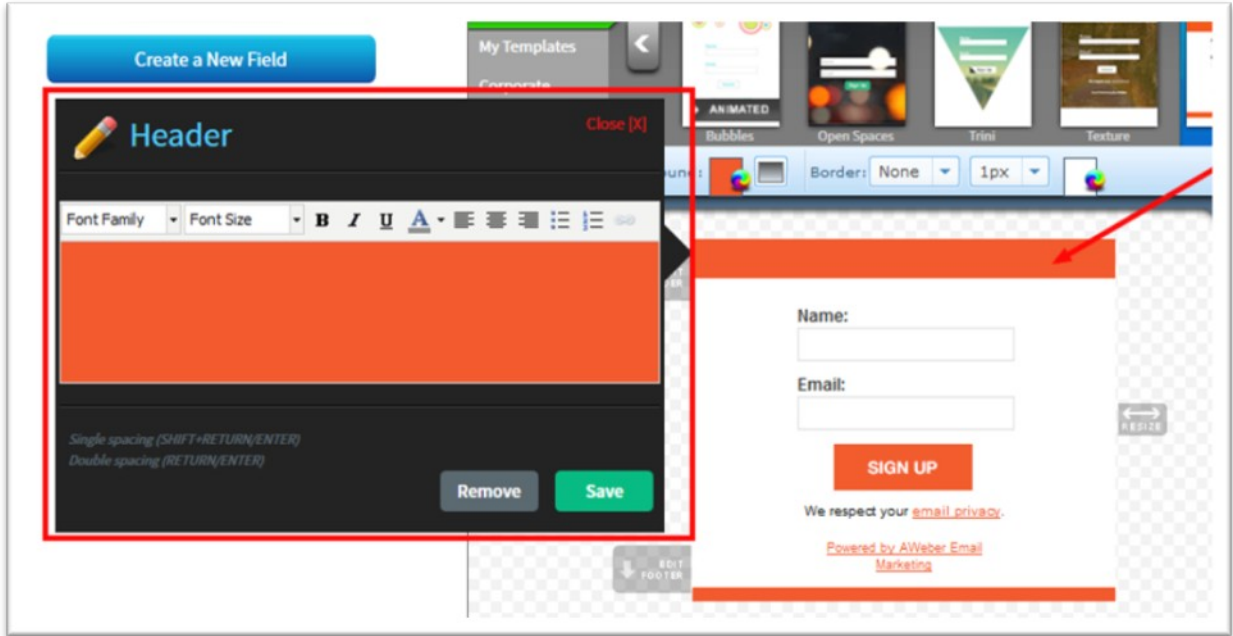
Please note that you can use the design area to customize all aspects of your form including adding more information fields, changing colors, fonts and text within the form and more. For this example we're going to make a simple sign up form that only collects an email address and first name.

First, **choose a template** to work with. If you can, pick one that already matches the colors and feel of your website or sales page. This will allow for you to create the form faster, plus it will make the form blend into your website better, yet still stand out without looking out of place.



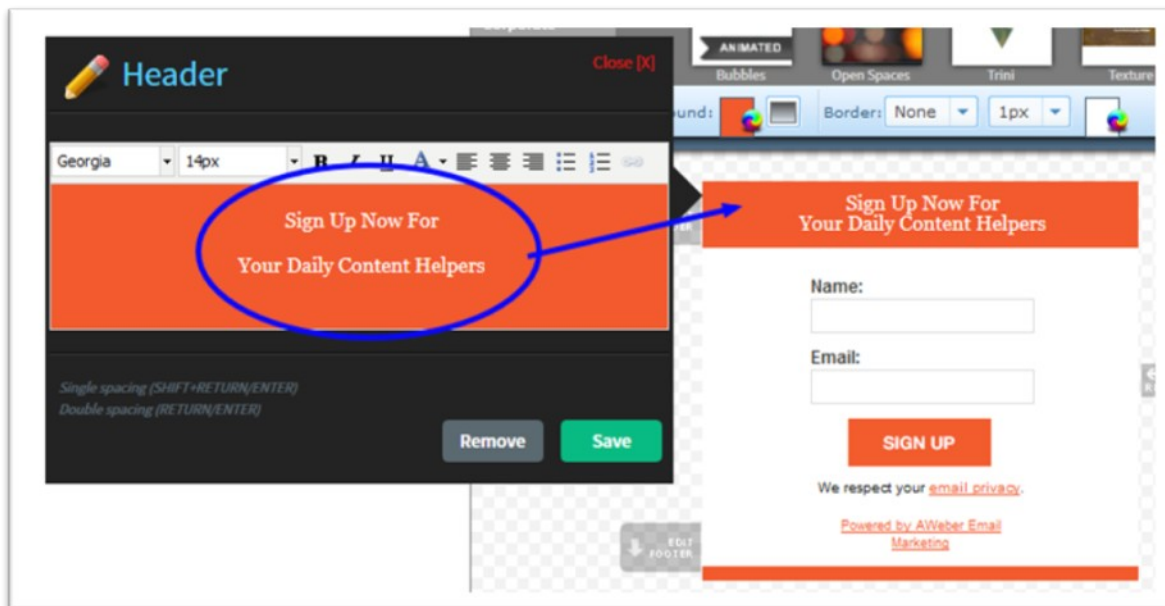
Don't worry about the words on the form right now. The form is editable and you can take the words out you don't like, and add words in you like. We're going to pick this basic orange template because it matches our website. Once you have picked a template you like click **Load Template**.

Any area you click on that allows you to edit it will pop up. In this image below we clicked the header area of the template so that we can put some words in the orange header area.



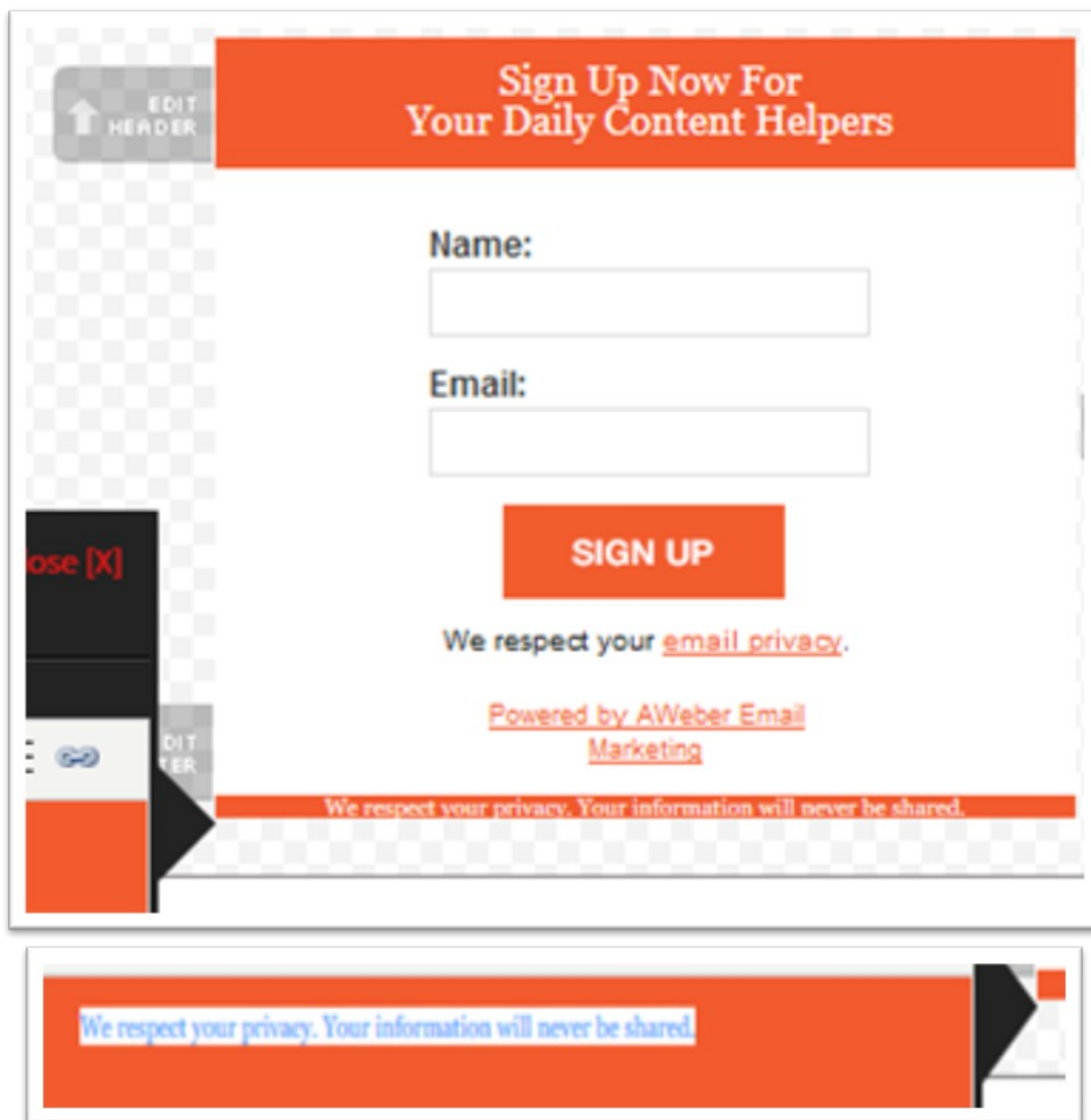
Clicking the orange area where the red arrow is made the image on the left, with the red box around it, pop up. Now you can click inside the popup and change the header.

You have control of the font color and size and even the background color can be changed within the box. Add words that describe the email list clearly to your audience and that draw attention to the sign up box.



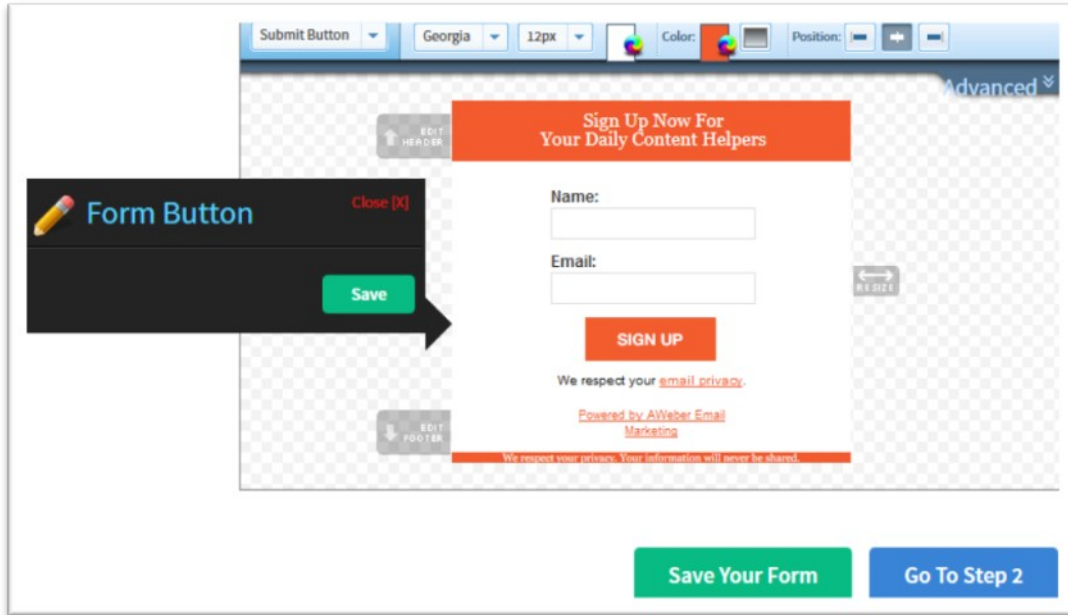
Notice the words in the blue circle are also the words in the orange header with the blue arrow pointing at it. What you change on the pop up on the left appears on the image to your right that will ultimately be your form. The WYSIWYG editor is very simple to use

and understand. Just click around and try things out. You won't break it. When you're done click **SAVE** inside the popup. Then move to the next area you want to edit. For example to change the footer, just click inside of it, and then you'll get another pop up.



We've decided to mention our privacy policy in the footer. You could instead put something else, it's up to you what to put, if anything, in the footer.

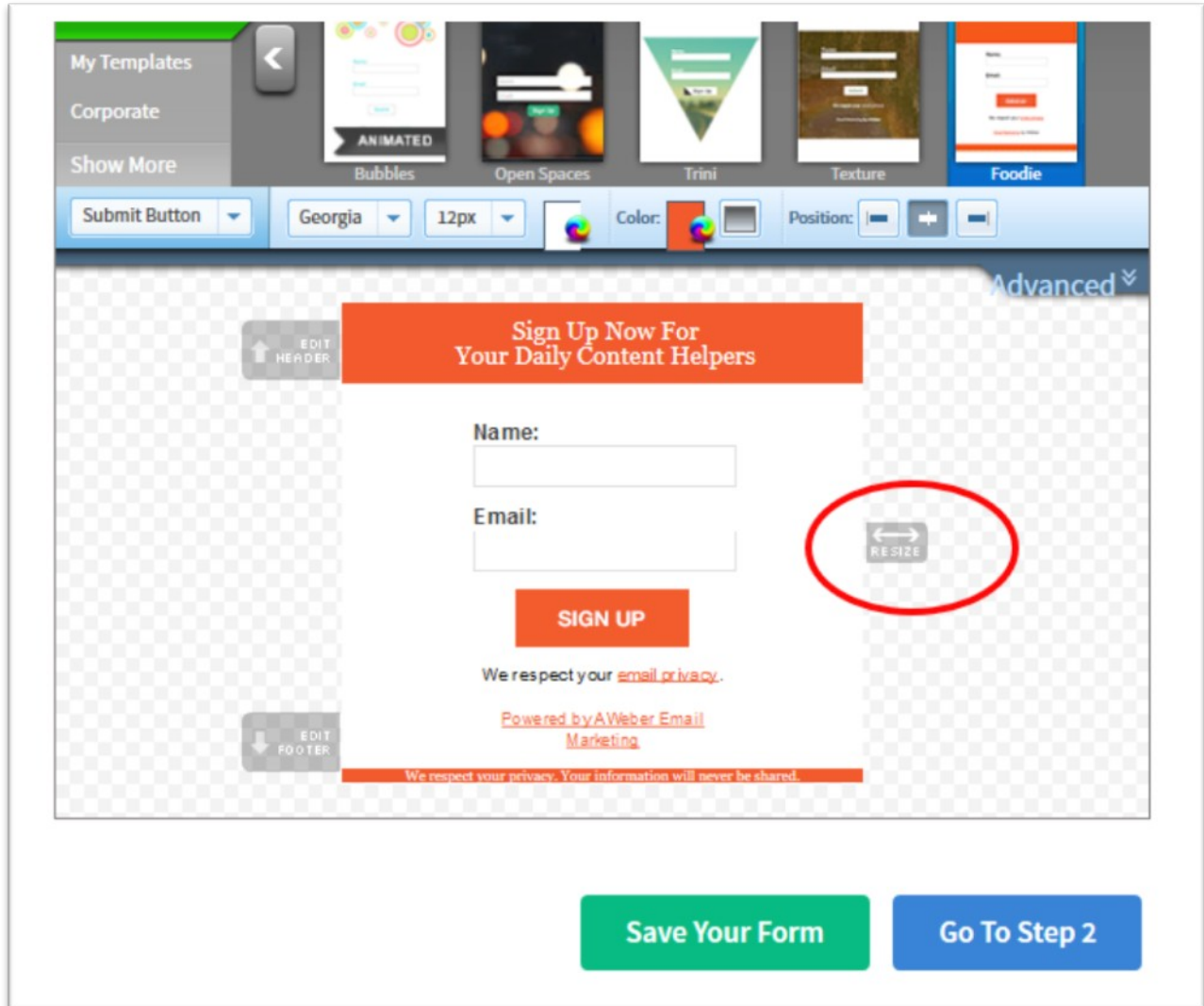
Next, let's make a slight change to the "sign up" button.



With this particular sign up button we only have control over the font, color and size directly. However, you can use the advanced function to have a special button made for the submit area. Just have the button created by a graphic designer, or create it yourself using software like Gimp or Photoshop.

Then, upload the button to the media library for your website. Using the advanced tab, change the current URL to the new submit button URL. In this case we just made the font match the other fonts and saved it.

Now we'll resize the sign up form to match where it's going to appear. To resize we just drag the "resize" icon in the directions it suggests that it will go.



At this point we are happy with our form. You can choose to add new fields to the form, such as address information if you feel necessary or even take away one of the fields like the name field leaving only the email address field. It's up to you.

When you're done editing, **save your form and go to step 2**. Here you'll be taken to the "settings" page for the sign up form. You can choose basic settings or customize your settings. In this example we'll use the basic settings. But, if you choose to customize, for example, you can make your own video explanation, webpage, or other area that your audience will go to when they click submit.

For example, perhaps you want them to go to a download page. You can put the video explaining the double opt in procedure at the top and then direct them to scroll down to download their freebie offer, or to take advantage of other offers you have in an upsell. How you do this part is completely up to you. There are so many options to make your audience happy.

Basic Settings Customize your forms properties.

Form Name*:

Daily Content Helpers' Sign Up Form

Thank You Page:

Audio Version

Preview

Open this in a new window

Already Subscribed Page:

Basic Version

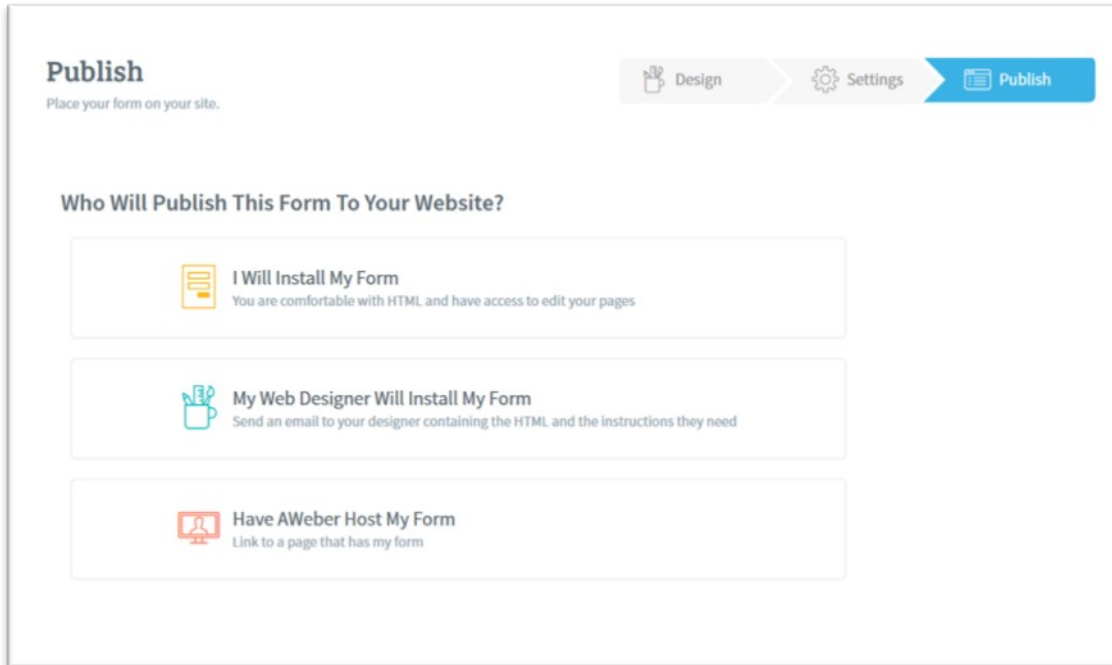


Show Advanced Settings

Save Your Form

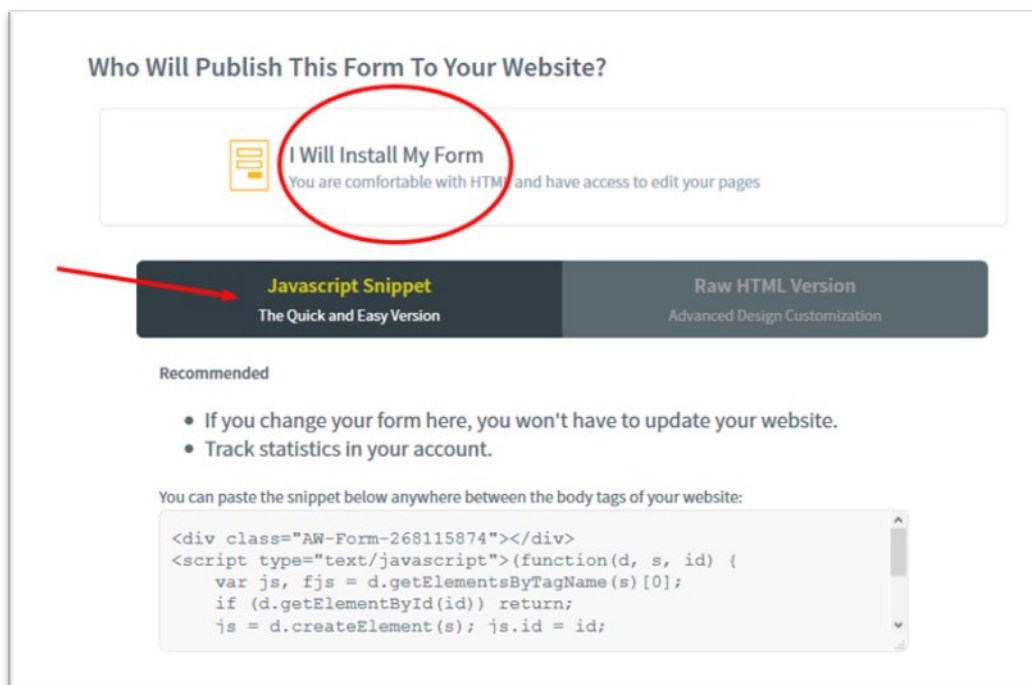
Go To Step 3

When you're done, click **save your form and go to step 3**. That will take you to the Publishing area of your dashboard.



Here you'll choose how you'll host your form and who will install it. In this case we're going to do it ourselves which is very simple to do. You can use any type of website that allows you to add in HTML or other code. This demonstration will be using self-hosted WordPress.

Click: **I Will Install My Form.**



You can choose JavaScript or HTML. For this example we're going to choose JavaScript because when you do, if you choose to make changes on the form you only have to make the changes on AWeber, instead of on AWeber and your website.

Javascript Snippet
The Quick and Easy Version


Raw HTML Version
Advanced Design Customization


Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<div class="AW-Form-268115874"></div>  
<script type="text/javascript">(function(d, s, id) {  
  var js, fjs = d.getElementsByTagName(s)[0];  
  if (d.getElementById(id)) return;  
  js = d.createElement(s); js.id = id;
```

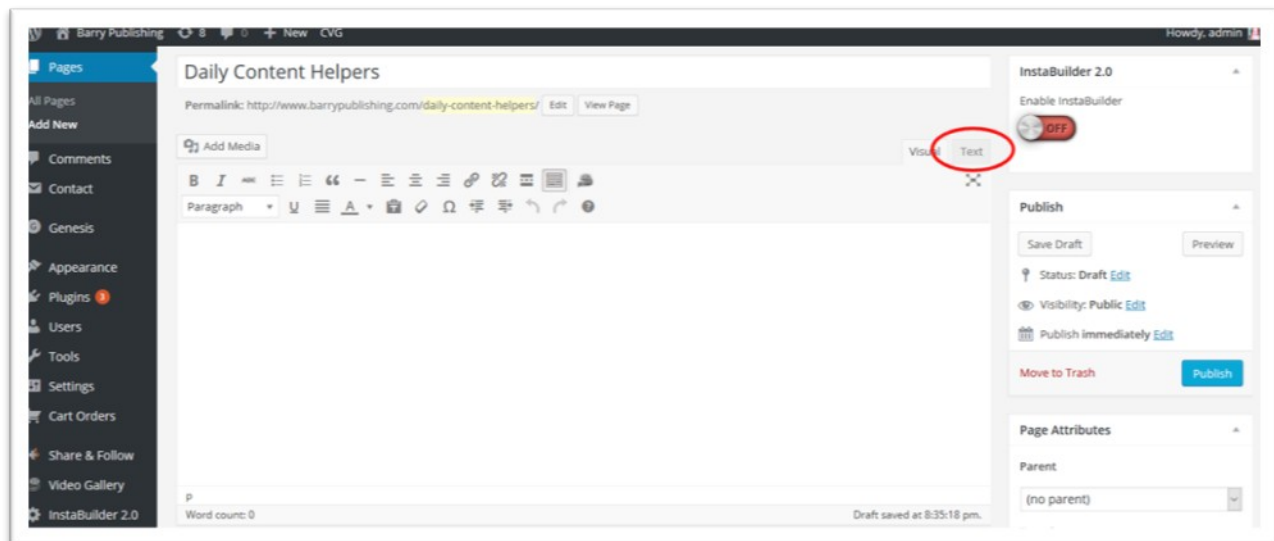
**My Web Designer Will Install My Form**
Send an email to your designer containing the HTML and the instructions they need

**Have AWeber Host My Form**
Link to a page that has my form

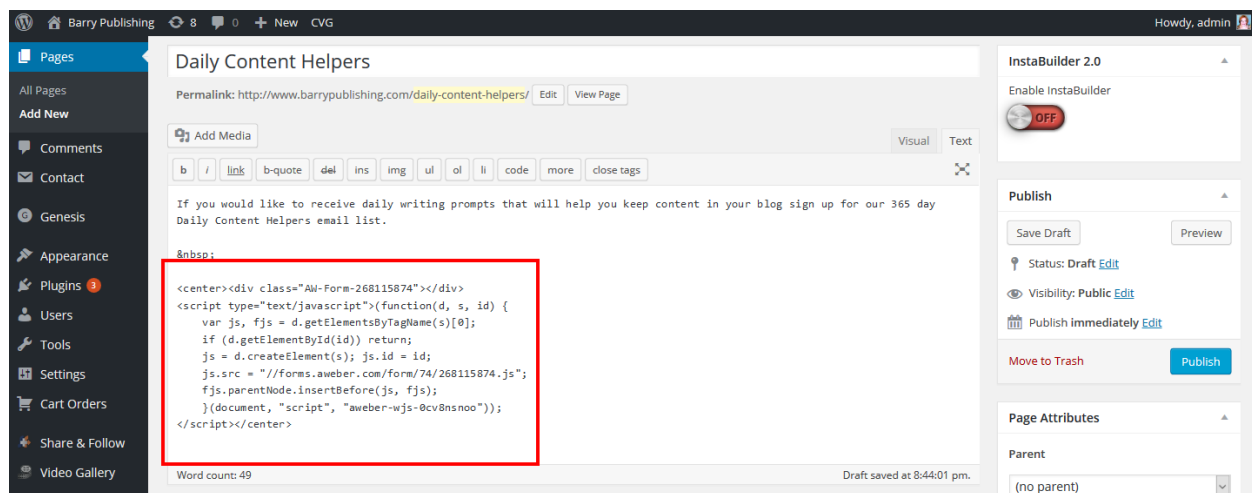
Highlight and copy the code above in the red box, then paste it on your website where you want it to appear. You can put it anyplace you want.

Adding to a New Page Using Word

Create a **new page** on WordPress. Then click the **TEXT** area on the editor.

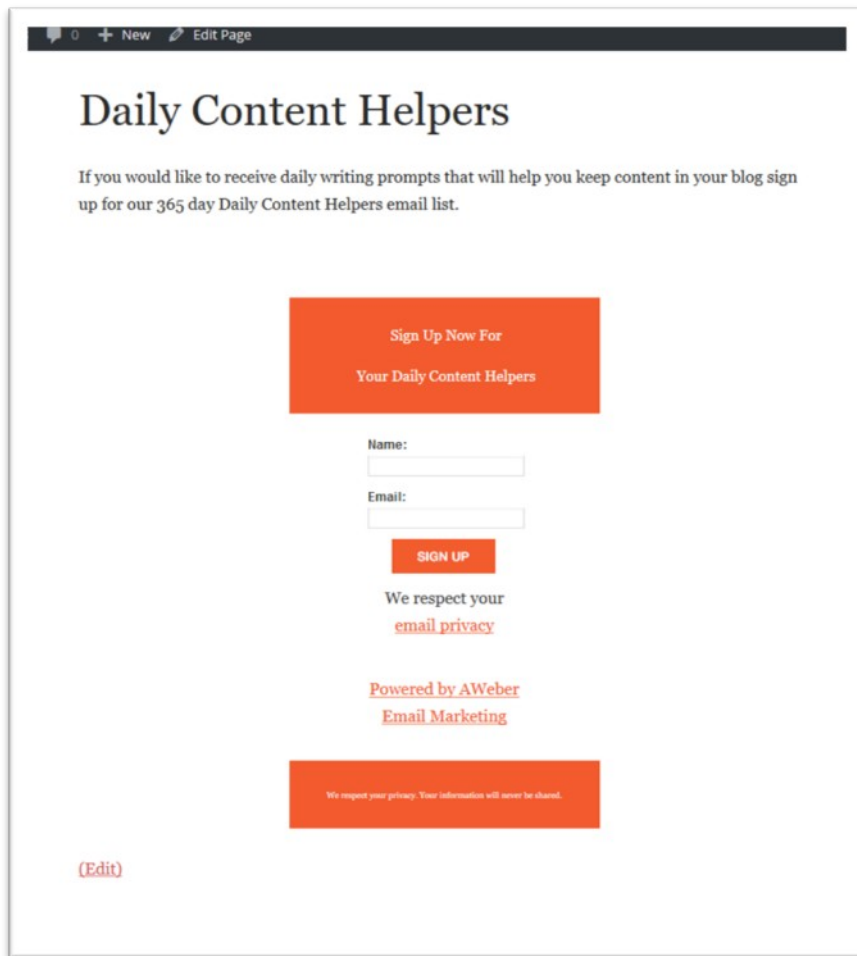


Once you've selected the code, and clicked the text area, you can paste the code into your new page on WordPress.

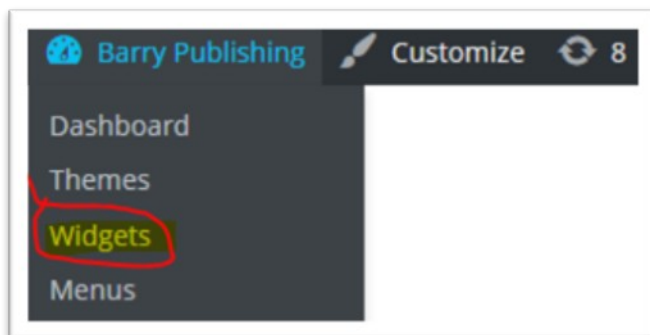


Once that is done, since you used the JavaScript you won't have to ever change it on this page. Instead, you can update the form on Aweber, and it will be updated automatically on your website.

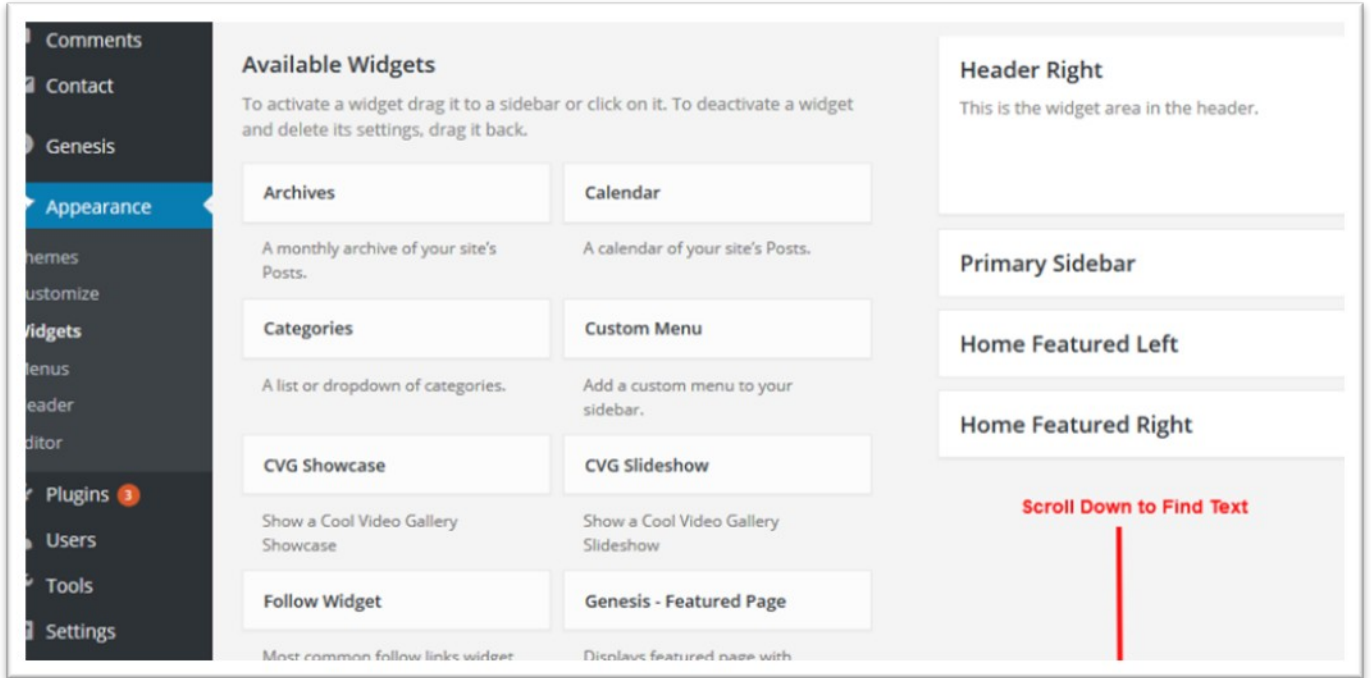
The reasons you might use a page to host a form is because if you talk about a product or service in a blog post you'll want to add the sign up at the bottom. You can also create a separate sales page with the sign up form. It might look like this sample below.



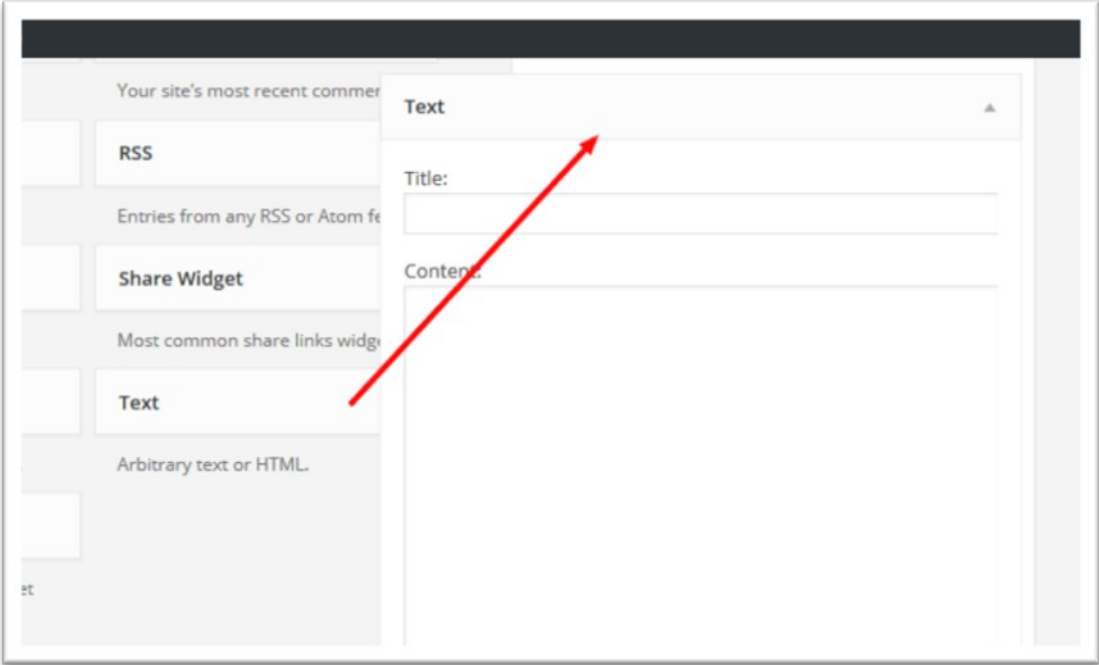
You can also place the code into a **widget** on WordPress. Go to the menu bar at the top or to the Dashboard and find **widgets**. Click **widgets**.



Keep in mind that each WP theme is a little different and you might have to find the **Widgets** a different way. But generally widgets are on the top menu or in the Dashboard under **Appearance**. Once you click **widgets** you'll be taken to a page that looks something like this.



Scroll down to find the Text button, and then open up the area you want the sign up form to appear, such as primary sidebar, or another area and drag the text widget to the area you want the form.



Once you drag it to the spot, it will open up as the image above suggests so that you can paste the code.

Howdy, ad

Text

Title:

Content:

```
<div class="AW-Form-268115874"></div>
<script type="text/javascript">(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//forms.aweber.com/form/74/268115874.js";
  fjs.parentNode.insertBefore(js, fjs);
})(document, "script", "aweber-wjs-0cv8nsnoo");
</script>
```

Automatically add paragraphs

[Delete](#) | [Close](#) [Save](#)

You can enter a title here, if desired

Paste the code here

Click SAVE to finish

Grab the code from the Aweber form, paste it, then click save. You can give the area a title if you want to, but it's not necessary since you already have the information in the form.

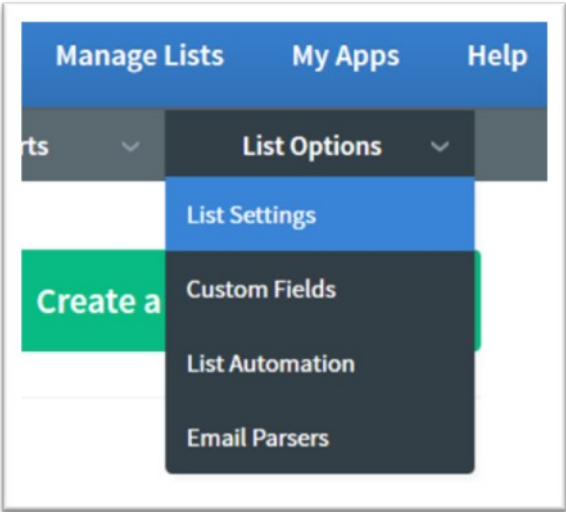


As you can see the code is very versatile. Even if you do not have WordPress you can use the code in HTML websites or other types of builders. Just look for a place to paste HTML and you'll have it done in no time.

Now that you know the basics of setting up an Email List using Aweber, let's take a look at some more advanced features within Aweber.

List Options

When you sign into Aweber, you can choose the list you want to change from the drop down, and then click **List Settings**.



With list settings you can change your basic settings that you've already set up, personalize your list, and the opt-in messages plus set up an email address to be notified anytime someone signs up for this list.

- **Basic Settings:** Change or set up your list name, "from" name and address, business address, and set up the notifications email. You can also find the list unique ID that you may need when using some types of software to help manage your lists.
- **Personalize Your List:** This area allows you to add more information about your business plus an Email Signature. You can also upload your logo, connect with Twitter and Facebook. You can also choose whether or not to alter your unsubscribe page or include a Global Text Snippet. A GTP is text that you can choose to add to your emails that change or rotate throughout the emails. For example, if you wanted to include a link to a particular website, but not every week, you can use GTPs to set that up.
- **Confirmed Opt-In:** This area allows you to change the subject line and the confirmation message of your lists. In addition, you can turn off and on the required confirmation. For example, if you are importing a list due to changing autoresponders then you can safely turn off the confirmed opt-in feature. You can also add a success page URL if you'd like a customized page for your audience to go to once they've confirmed their double opt-in.

Custom Fields

Another important feature you'll find under List Options is **custom fields**. When you click on custom fields, you will get a page that features a way for you to add custom fields that allow you to collect more information from your audience. You can then use web forms to ask subscribers to give you more information about themselves.

List Automation

List automation, found under **List Options**, is a very important feature that you cannot miss out on using. At first it might seem confusing, but essentially you use the automation features to create rules. Kind of like you can create rules in your email application to move certain emails to a folder, or mark them as important, or automatically delete or block them. With automation rules you can move people to new lists if for example, they buy from you, thus removing them from the prospects' list and adding them to the buyers' list.

Automation Rules

Automatically subscribe or unsubscribe someone to this list.

Use automation rules to subscribe or unsubscribe someone to this list when he or she subscribes or unsubscribes to another list.

For example, automation rules can help you [unsubscribe customers from your prospect list](#) when they purchase.

To make sure you don't create contradictory automation rules, only create one rule per list.

Action	List
Subscribe to list [Content Helpers Daily] when subscribing to	Learning to Write for a Living

[Save Automation Rule](#)

Email Parsers

Aweber allows for third party integration of many software programs such as 1shoppingcart.com orders, ClickBank orders and so forth. They allow you to account for transactions made due to a particular sales page or product using one of these 3rd party apps so that the customer will be put on the right list.

Reports

On the menu bar click reports and you can check the stats for any email list that you've sent emails out to. You can view opens over time, revenue over time and more. It all depends on how you've set up the list and whether or not you've included parsers, websites to click and other functionality.

In order to use the reports feature, you'll need to click settings under reports, copy and paste the code inside to your web page. If you have a WordPress website you can use a plugin to help you with the code. A good one to try is [Insert Headers and Footers](#). This will allow you to insert the code from Aweber and other third party software so that you can take advantage of using the reports and other features.

You can get started immediately creating an email marketing list that gets results. Even if you aren't sure what messages you'll send yet, it's important to start building a list to help you increase sales. Email marketing is one of the most effective forms of marketing that exists, so you definitely want to be part of that.