



Automating Your Affiliate Marketing Efforts with Autoresponders

Autoresponders are email management systems that allow you to preschedule emails that go out to your subscribers on a regular basis. This means that all your subscribers will eventually receive all the same promos and information, so you don't need to worry that someone will be missing out on anything.

As an affiliate, you want to make sure that you do the following with your auto responders:

1. Load your autoresponder with the [solo email promos](#) provided. Make sure to include the first email and the follow-up a few days later. Go through the messages to inject your own personality and point of view, so it matches your audience.
2. Add a number of [articles](#) and spread them out over time in your auto responder.
3. Offer your readers a special offer on certain products. You can contact us for a coupon code. Email us at affiliates@yourvirtualassistance.com and we can set you up.
4. Post the [blog posts](#) to your blog and then write up quick autoresponder messages linking to the posts.
5. Don't go totally automated. For short-term or seasonal promos, send out broadcasts, so your readers don't miss out.

Other tips:

Spread your emails out over periods near the beginning of your series (maybe every three days) and then you can slow the schedule down until about once per week. This means a larger number of your subscribers will see your offers as the number that will unsubscribe over time. There's nothing you can do about this...it's just the way it works. Most people will not stay on your list forever, so make the most of things while they are on your list.

Regularly review your autoresponders to ensure everything is up-to-date and insert more evergreen promos.