

# Introducing the Power of Auto-responders - Jeremy McGilvrey

Auto Responders:- Do I Need One?



**Texas, San Antonio, Aug 19, 2021 ([IssueWire.com](http://www.IssueWire.com))** - Do you ever reach the point when you become exhausted with replying to the endless amounts of emails you receive day-on-day? Then you are ready to learn about how autoresponders can save you hours of valuable time.

The problem with email is that those sending them expect replies instantly, whereas you'll probably feel that this is very tiring when you have 101 other things to do with your day. So what do you do? Work continual twenty-four-hour shifts to answer any incoming emails, or hire staff to do this for you? A better solution is to use an inexpensive program called an autoresponder.

Autoresponders can be used in a number of ways to help you online, and one of these ways is to automatically respond to incoming emails as soon as they are received.

As you will probably already realize, [emails are a primary method](#) of communication throughout the internet, which makes them essential to your business. One very important feature of emails is the ability for visitors to provide feedback on your website, products, and service free of charge. However, if you spend hours upon hours replying to these emails, how are you expected to run your business?

The answer really is very simple, but it is amazing how many websites will not be aware of the use of autoresponders.

Besides automatically answering emails, autoresponders have many other good reasons to use them. For example, they can provide a perfect opportunity to send out information about your website services

or products, any special offers that you would like to offer, and any articles or advice that you can offer to your prospects. They are a very good way to build stable relationships with your customers.

Autoresponders can be in a variety of formats, from software that runs with your email program or scripts that run on your web host's server, to autoresponder service providers. There are several companies that offer autoresponders free of charge, but you will want to read what features they offer before deciding on any one provider. Alternatively, there are others that charge a small fee so take a look around before deciding.

A great feature of autoresponders is their ability to send out an unlimited number of follow-up messages at set intervals. This provides an opportunity to send out an e-course for example. What better way to keep your visitors happy than to provide them with an informative e-course, that educates the readers on a subject, captures the visitor's email address for further contact, and provides information on your service and products at the same time!

These e-courses can be as long or as short as you choose, but make sure the reader can keep track of the course. For example, when they sign up, let them know what they are signing up for. An example title "A Free 10-day E-course On Wedding Planning" will of course inform the visitor of the duration of the course, and what it is about. Your first email should always be a welcome message to your site visitor along with an explanation of what to expect from the e-course. Make this message enticing, whilst getting the point across that you are offering free, high-quality information that will benefit the reader.

As per [Jeremy McGilvrey](#) "Email is an excellent marketing tool, but autoresponders have taken the power of emails to a new level, allowing you to make contact with thousands of potential customers, several times, automatically"

I have given a quick intro to autoresponders here, but there is a lot more to find out.



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