



# How to Use RainMail to Engage Your Prospects and Customers

Presented by Brian Clark, Chris Garrett, and Jerod Morris



# Agenda

1. RainMail Basics
2. FAQs
3. Use Cases and Examples
4. LFAQs



# RainMail Basics



# What is RainMail?





# What is RainMail?

**Rainmaker's built-in, fully integrated email marketing service. (Your first 999 subscribers are included with your Rainmaker account.)**

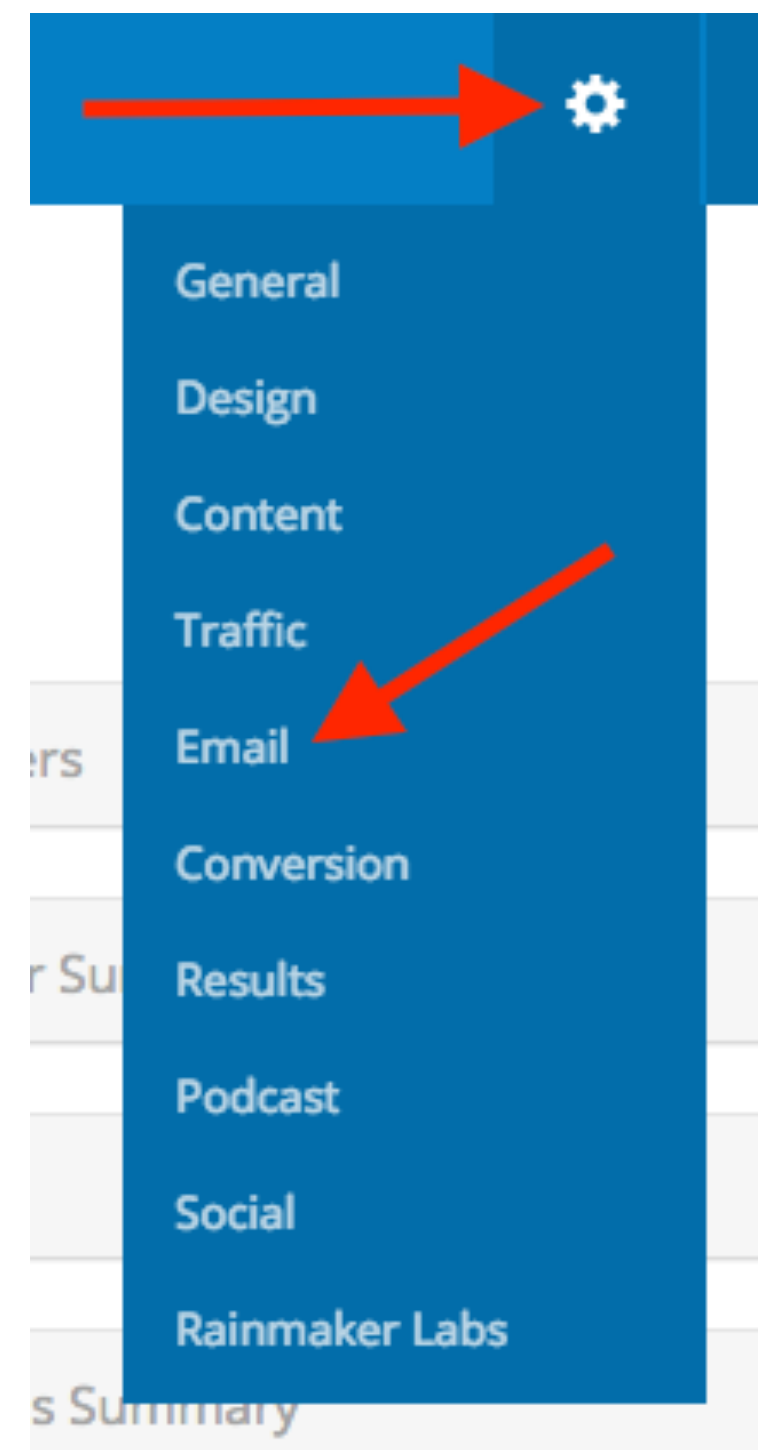


# How do I set up RainMail?



# How do I set up RainMail?

To get started, go to **Settings > Email** to set up your RainMail account.





# How do I set up RainMail?

## Settings ?

- General
- Design
- Content
- Traffic
- Email** ☰
- Conversion
- Results
- Podcast
- Social
- Rainmaker Labs

### RainMail ?

RainMail is Configured

- [Manage RainMail Billing](#)
- [Remove RainMail Authentication](#)

### Email Lists

AC Die Hards (31 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>
Assembly Call Free Member Email List (1070 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>
IU Gear Deal of the Week (502 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>
IU Hoops Newsletter (2364 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>
Test List (1 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>
Test List #2 (1 Subscribers)	<a href="#">↻</a> <a href="#">✎</a> <a href="#">🗑</a>

- [Add New Email List](#)
- [Refresh Lists](#)





# How do I set up RainMail?

## RainMail Settings

### Default template



Basic



Sidebar



Custom

### Header Logo

*200 x 50 is the recommended image size.*

### Header Image Alt Text

*This is used as the alternate text for the logo image. If no logo image is provided, or if someone has automatic loading of email images turned off in their email client, this text will show instead of the logo. The default text is the site title.*

### Header Right Text



*This text will display on the right side of the header, beside your header image, as a short tagline. This text will be shown first in the email preview for most email clients.*



# How do I set up RainMail?

**RainMail Settings** ?

Default template

 Basic  Sidebar

Header Logo

Up

*200 x 50 is the recommended image size.*

Header Image Alt Text

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Header Right Text

*This text will display on the right side of the header, beside your hea*

[IU Deal of the Week] 20% Off 'The Kick Was Good' IU Football T-Shirts Inbox x

The Assembly Call via mail.feedblitz.com 6:42 AM (4 hours ago) ☆

to jerod ▾



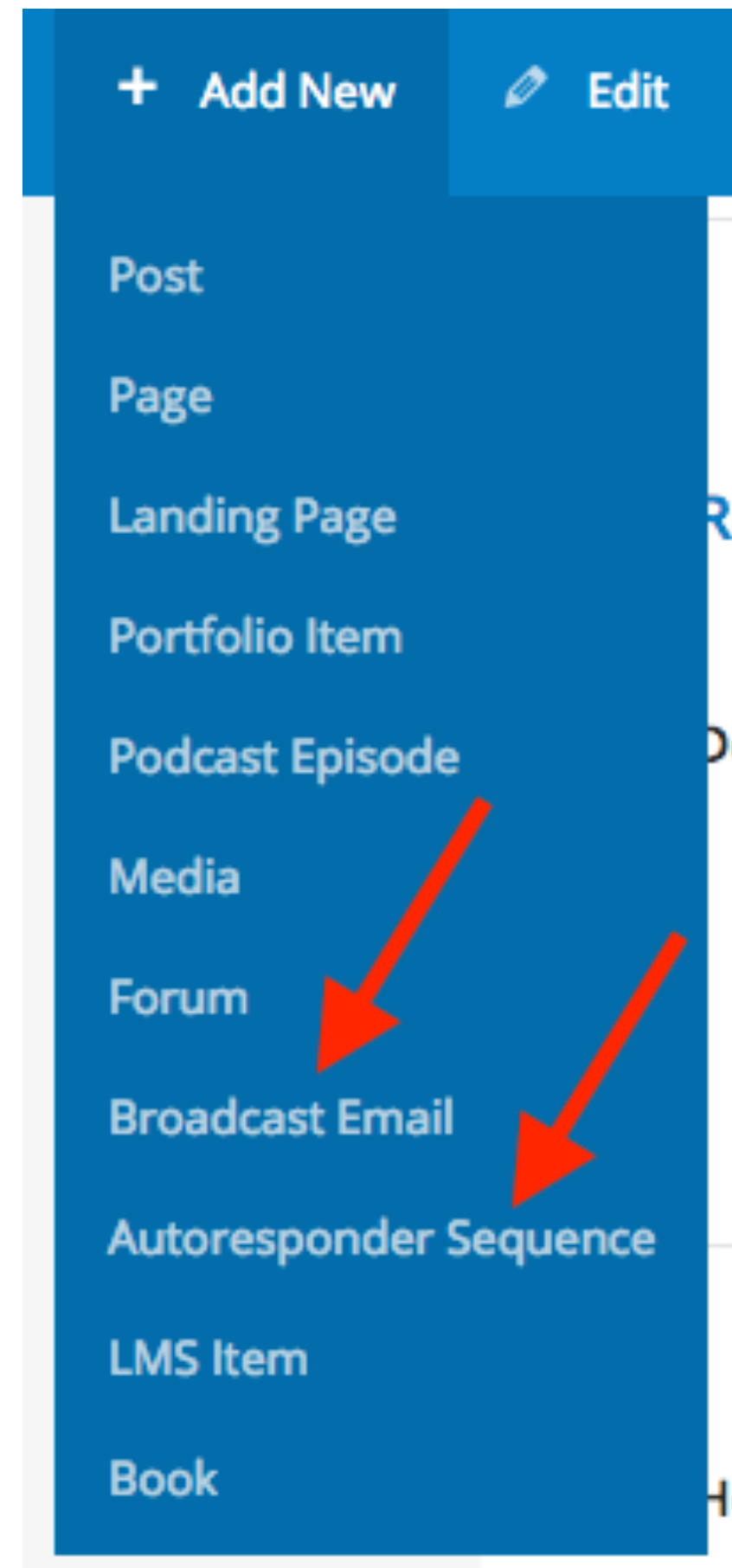
This is Indiana.



# How do I send RainMail?



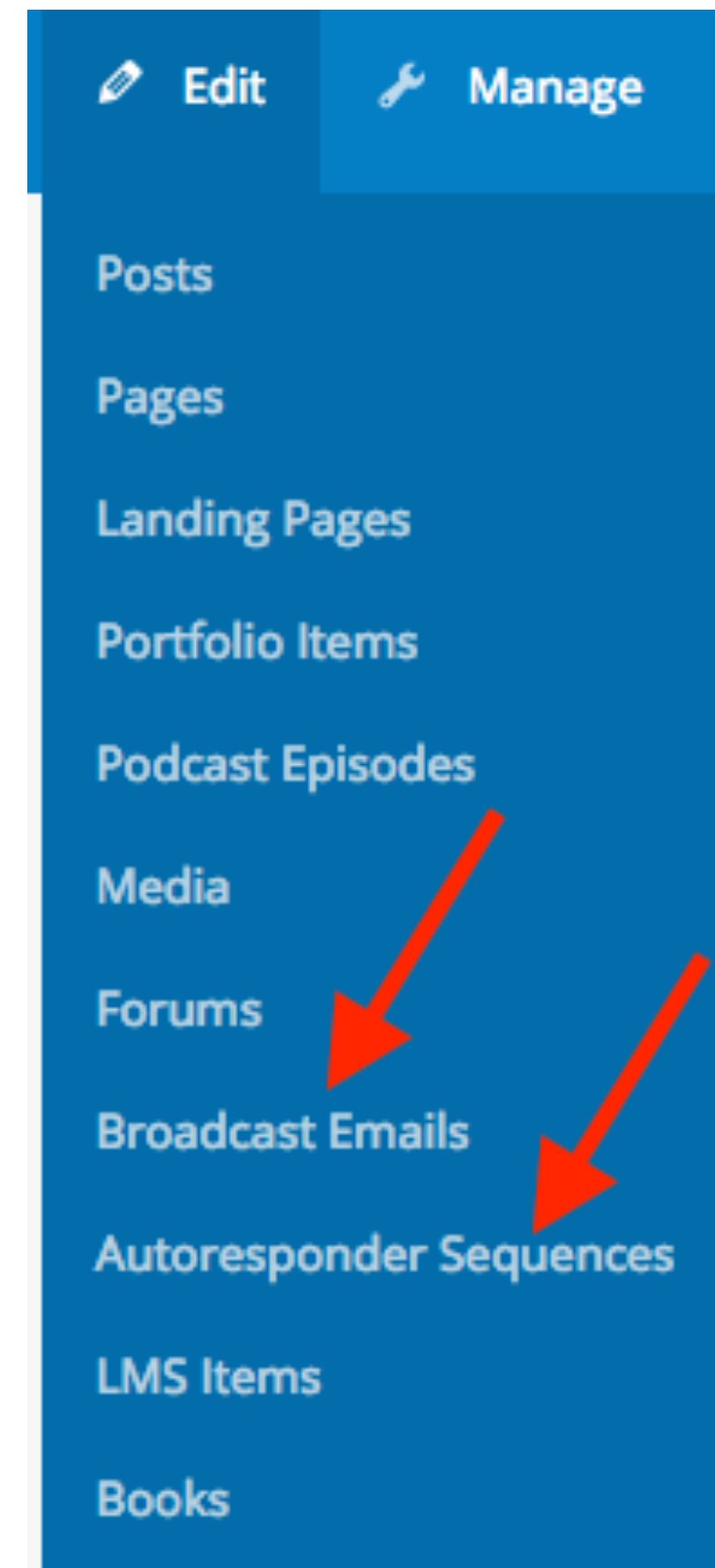
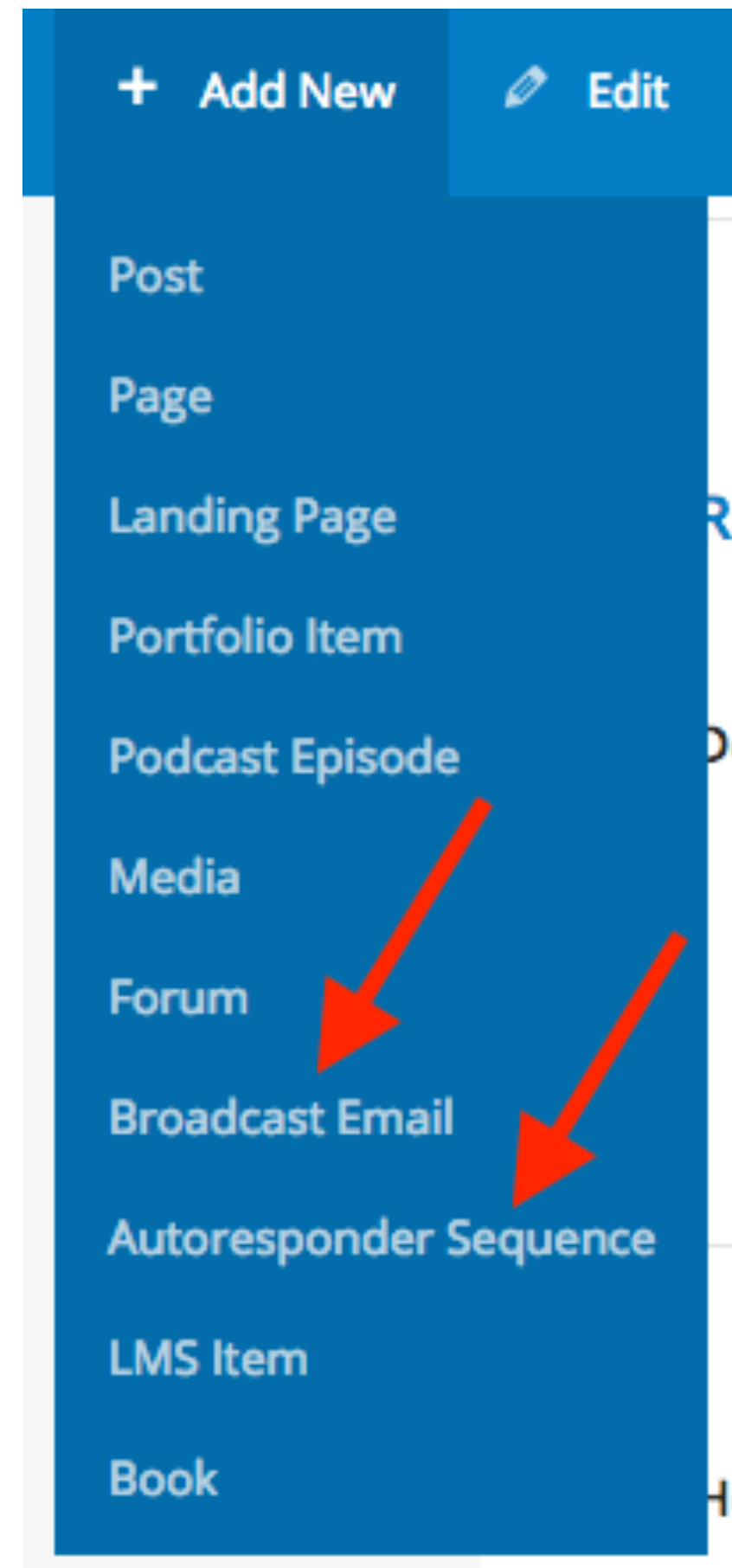
# How do I send RainMail?







# How do I send RainMail?





# How do I get help with RainMail?



# How do I get help with RainMail?

**Call Chris Garrett's direct line:**

**1-555-OBIWAN7**



# How do I get help with RainMail?

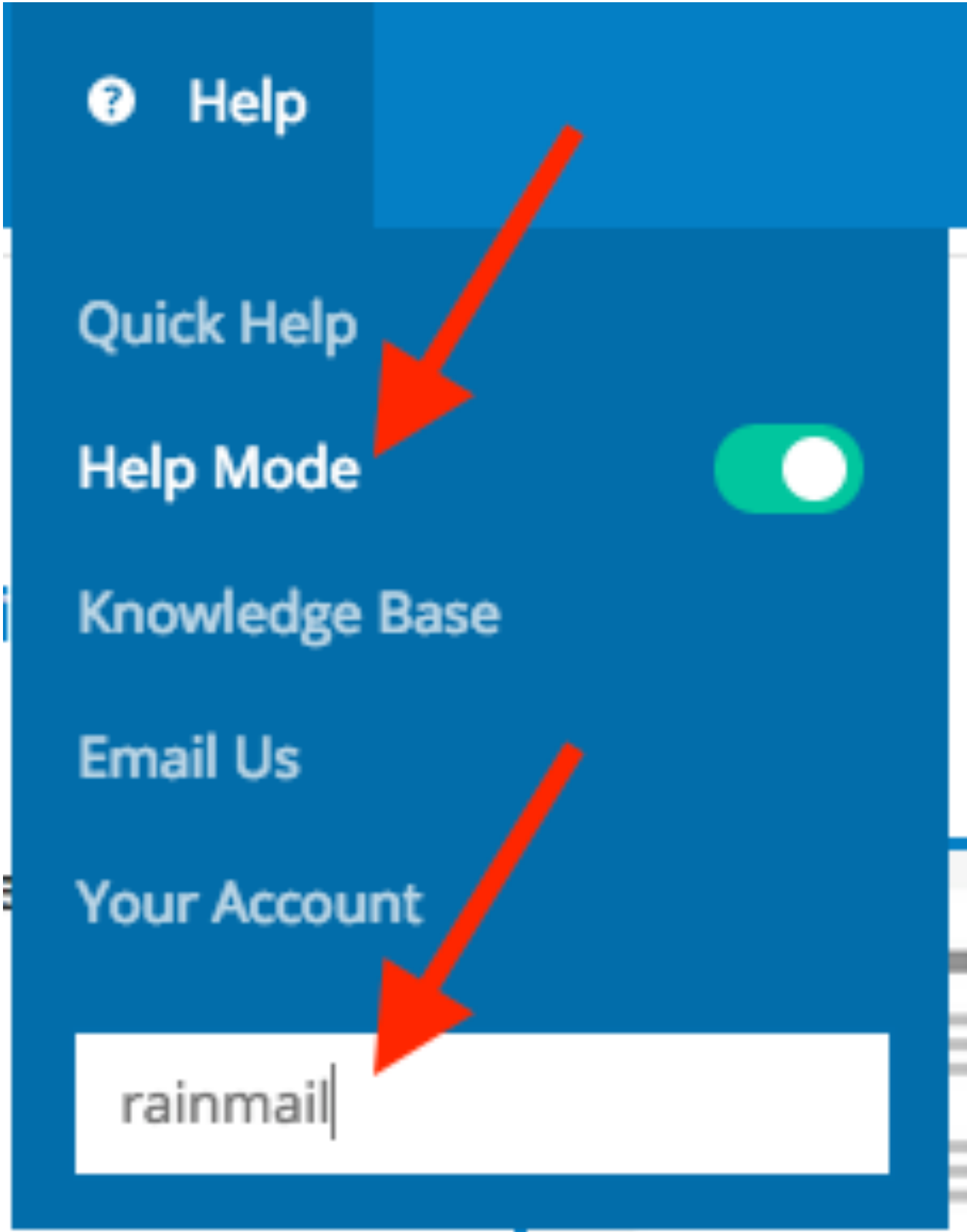
~~Call Chris Garrett's direct line:~~

~~1-555-OBIWAN7~~





# How do I get help with RainMail?





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**For every feature we discuss, and every use case we show, there are detailed instructions in the Knowledge Base for how to do it.**



# How do I get help with RainMail?

For every feature we discuss, and every use case we show, there are detailed instructions in the Knowledge Base for how to do it.

**To get help, you can always email [support@rainmakerplatform.com](mailto:support@rainmakerplatform.com) as well. (Certain requests will be referred to our Services team.)**



# FAQs





**With the addition of RainMail and LMS, can you give us a sense of the strategic direction in which you're taking the Rainmaker Platform?**

For example, who is your target audience for Rainmaker and what needs do you see them having? Is it bloggers, internet marketers, infopreneurs, small business owners, etc...?



## Strategic Direction

Rainmaker is an all-in-one, integrated digital marketing and sales solution that empowers you to do what you *need* to do to build an audience, convert customers, and earn higher profits (with fewer headaches).



# Target Audience

Anyone who wants to use content marketing to sell services, digital products, and subscriptions.



**Is there any easy way to switch from my current email provider and maintain all my segmentation, tags, forms, etc., without having to do it all manually?**

Will subscribers need to reconfirm?





**Is there any easy way to switch from my current email provider and maintain all my segmentation, tags, forms, etc., without having to do it all manually?**

**Contact [services@rainmakerplatform.com](mailto:services@rainmakerplatform.com)**

**Will subscribers need to reconfirm?**

**NO**



# **How does RainMail compare to other email marketing providers?**





# The RainMail Difference

- RainMail gives you *everything* in one dashboard.



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- **RainMail allows you to have subscribers and members — and give them adaptable, personalized experiences.**





# The RainMail Difference

- RainMail gives you everything in one dashboard.
- RainMail is an integrated solution — email with content, landing pages, membership, marketing automation, and more ... all in one.
- RainMail allows you to have subscribers and members — and give them adaptable, personalized experiences.
- **RainMail allows you to adapt content in emails based on tags.**



# The RainMail Difference

- RainMail gives you everything in one dashboard.
- RainMail is an integrated solution — email with content, landing pages, membership, marketing automation, and more ... all in one.
- RainMail allows you to have subscribers and members — and give them adaptable, personalized experiences.
- RainMail allows you to adapt content in emails based on membership levels and tags.
- **RainMail is a cost-effective solution that delivers the essential email marketing features you need.**



It seems like ConvertKit is a more powerful service and already integrates with Rainmaker. **So, what's the advantage of using RainMail over something like ConvertKit?**

**Why the choice of FeedBlitz as the backend for RainMail vs. ConvertKit?** Seems like ConvertKit is way more in alignment with Rainmaker both on functionality and philosophy.





**Can actions and segmenting be triggered by clicked links within an email and when an email is or is not opened?**

**Can marketing automation formulas be used for people who are not registered on the site?**





**Can actions and segmenting be triggered by clicked links within an email and when an email is or is not opened?**

**Can marketing automation formulas be used for people who are not registered on the site?**

**Not yet ... but soon**



**You can see all of your RainMail lists across your different Rainmaker sites that have RainMail activated. Are they billed separately though?**



**You can see all of your RainMail lists across your different Rainmaker sites that have RainMail activated. Are they billed separately though?**

**No ... You can access your RainMail account across different sites, but you are billed once.**



**If the same subscriber is subscribed to multiple lists (within the same site), are they counted as multiple subscribers or one subscriber with regards to billing?**



**If the same subscriber is subscribed to multiple lists (within the same site), are they counted as multiple subscribers or one subscriber with regards to billing?**

**The same email address on multiple lists is counted as one total subscriber for billing purposes.**



**Can the opt-in confirmation email  
be customized?**



## **Can the opt-in confirmation email be customized?**

This is in the works and coming in a future Rainmaker Platform update.





## Can you go over some design stuff?

Right now I have two different needs for my messages.

For one list, I'd like to have regular ole' plain-looking emails. For the other list, I'd like to do some fancy-pants stuff like Brian does with further.net. **Any way to accomplish this? Having two different designs?**



## Can you go over some design stuff?

Right now I have two different needs for my messages. For one list, I'd like to have regular ole' plain-looking emails. For the other list, I'd like to do some fancy-pants stuff like Brian does with Further. **Any way to accomplish this? Having two different designs?**

**Yes! How about three ... ? ;-)**



## RainMail Settings

### Default template



Basic



Sidebar



Custom



RainMail Settings  

Default template

Three template preview cards are shown: 'Basic' (text layout), 'Sidebar' (text with sidebar), and 'Custom' (code symbols). The 'Custom' card is highlighted with a blue border.

Navigation tabs: 'Sender & Recipients', 'Template' (active), 'Content', and 'Test & Schedule'.

Select template

Four template selection cards: 'Default (Custom - [change](#))' (gear icon, highlighted), 'Basic', 'Sidebar', and 'Custom'.



**Quick live design demo ...**



# How can I add padding around my RainMail images?

Add this to your `<img>` tag using the HTML editor:

`style="padding: XXpx;"`



# Add New Email

[View All](#)

Sender & Recipients    Template    **Content**    Test & Schedule

Test email



[Add Media](#)

Visual    Text

**B**    *I*    ABC    [List icons]    [Quote icon]    [Link icon]    [Image icon]    [Table icon]    [Media icon]    [Tag icon]    [Download icon]

Heading 3    U    [List icons]    A    [Image icon]    [Link icon]    [Omega icon]    [List icons]    [List icons]    [Undo icon]    [Redo icon]    [Help icon]



## We all know that Griffin Oakes' kick was good.

Kevin Wilson's Hoosiers should be embarking on the 2015-16 season looking for back-to-back bowl *wins*, not just appearances. And you can remind everyone of this fact with one of the more creative IU t-shirts to come out in a while, from our friends at Hoosier Proud.

### Here's the deal and how you get it:

[hide\_from accesslevel="free"]






# Add New Email

# Add New Email


[View All](#)


Sender & Recipients    Template



Sender & Recipients    Template    **Content**     Test & Schedule

Test email

Test email

 Add Media

 Add Media

**B** *I* ABC        
Heading 3     

**b** *i* [link](#) b-quote ~~del~~ ins img ul ol li code more close tags



```

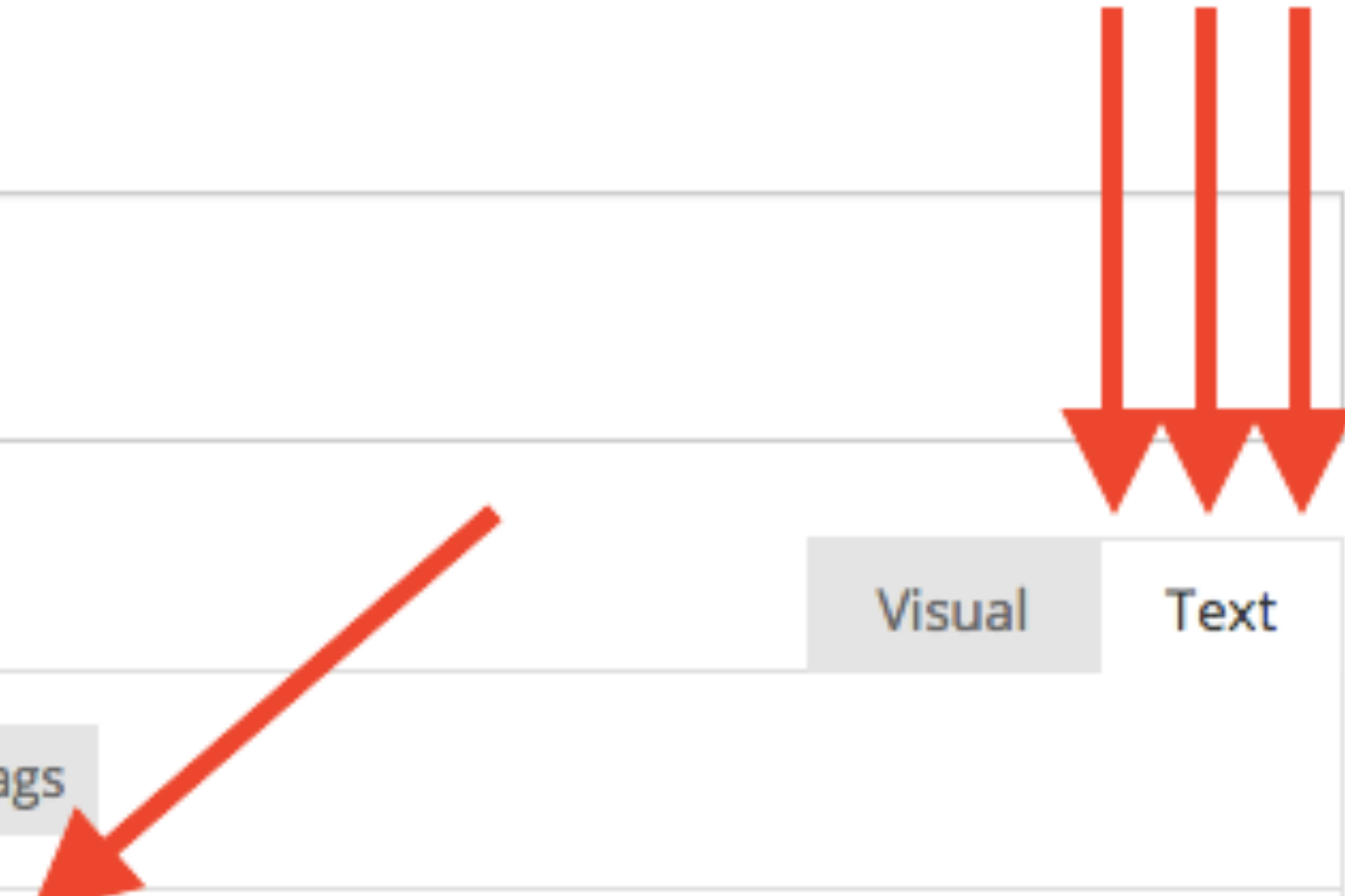
```

```
<h3>We all know that Griffin Oakes' kick was good.</h3>
```

```
Kevin Wilson's Hoosiers should be embarking on the 2015-16 season looking for back-to-back bowl wins, not just appearances. And you can remind everyone of this fact with one of the more creative IU t-shirts to come out in a while, from our friends at Hoosier Proud.
```

```
<strong>Here's the deal and how you get it:</strong>
```

Visual    Text





[test] Test email

Inbox x



The Assembly Call jerod@assemblycall.com via mail.1  
to me

10:52 AM (0 minutes ago)



*The Assembly Call*  
est. 2011

This is Indiana.



We all know that Griffin Oakes' kick was good.

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looking for back-to-back bowl *wins*, not just appearances. And you can remind everyone of this fact with one of the more creative IU t-shirts to come out in a while, from our friends at Hoosier Proud.



**Any chance we'll be able to assign a RainMail list to the Opt-in Form Widget in the near future?**



**Any chance we'll be able to assign a RainMail list to the Opt-in Form Widget in the near future?**

**You can already assign a RainMail list to a Content Area (widget) using Forms.**



# Join our free IU Hoops Newsletter

Form Settings

**Field Settings**

Email Marketing

Notifications

Form Preview

Favorite Fields

Template Fields

Textbox	Checkbox
List	Hidden Field
Submit	Anti-Spam
Honey Pot	Timed Submit
Textarea	Password
Star Rating	Calculation
Number	File Upload

Save Field Settings

Text	Text
Email	Email
JOIN NOW!	Submit





# Join our free IU Hoops Newsletter

- Form Settings
- Field Settings**
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Favorite Fields

Template Fields

Textbox	Checkbox
List	Hidden Field
Submit	Anti-Spam
Honey Pot	Timed Submit
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Star Rating	Calculation
Number	File Upload

Save Field Settings

- Text
- Email
- JOIN NOW!

# Join our free IU Hoops Newsletter

- Form Settings
- Field Settings
- Email Marketing**

### Email Marketing Service

Select Email Marketing Provider: RainMail

Select your email marketing provider to add your form

Select RainMail List: IU Hoops Newsletter

Select the email list users should be subscribed to.





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Form Settings

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Favorite Fields

Template Fields

Textbox	Checkbox
List	Hidden Field
Submit	Anti-Spam
Honey Pot	Timed Submit
Textarea	Password
Star Rating	Calculation
Number	File Upload

Save Field Settings

Text	Text
Email	Email
JOIN NOW!	Submit

## Join our free IU Hoops Newsletter

Form Settings

Field Settings

Email Marketing

### Email Marketing Service

Select Email Marketing Provider

RainMail

Select your email marketing provider to add your form

Select RainMail List

IU Hoops Newsletter

Select the email list users should be subscribed to.

### Primary Sidebar

This is the primary sidebar if you are using a two or three column site layout option.

Text

Text

Recent Posts

Text

Forms Widget

Display Title

Join our free IU Hoops Newsletter

Delete | Close

Save



Seems like people signing up for a free membership on my site will still have to double-opt-in (i.e. very easy for people to set up an account w/o getting onto the mailing list) with RainMail and sounds likely that won't change. **Any chance this will be resolved in the future?**



Seems like people signing up for a free membership on my site will still have to double-opt-in (i.e. very easy for people to set up an account w/o getting onto the mailing list) with RainMail and sounds likely that won't change. **Any chance this will be resolved in the future?**

Unlikely — and remember: only *brand new* email addresses must double opt-in. So a subscriber who becomes a member (or a prospect who becomes a customer) won't have to.



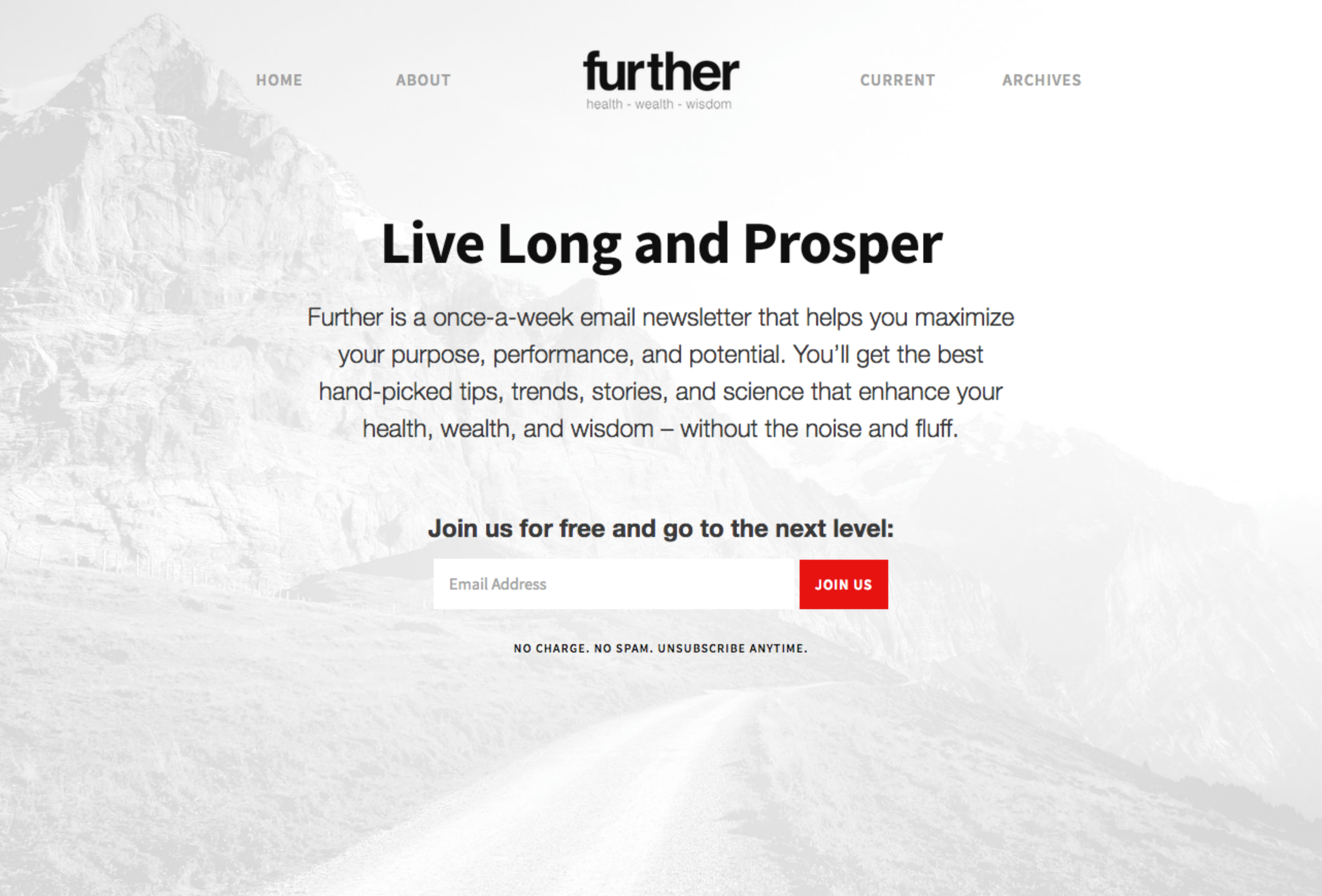
Seems like people signing up for a free membership on my site will still have to double-opt-in (i.e. very easy for people to set up an account w/o getting onto the mailing list) with RainMail and sounds likely that won't change. **Any chance this will be resolved in the future?**

Unlikely — and remember: only *brand new* email addresses must double opt-in. So a subscriber who becomes a member (or a prospect who becomes a customer) won't have to. **This double opt-in requirement is part of the reason why RainMail deliverability is so high.**



**I'd really like a step-by-step outline of how Brian uses RainMail to broadcast his weekly newsletters (e.g., further.net) to his list.**





HOME

ABOUT

**further**  
health - wealth - wisdom

CURRENT

ARCHIVES

# Live Long and Prosper

Further is a once-a-week email newsletter that helps you maximize your purpose, performance, and potential. You'll get the best hand-picked tips, trends, stories, and science that enhance your health, wealth, and wisdom – without the noise and fluff.

**Join us for free and go to the next level:**

NO CHARGE. NO SPAM. UNSUBSCRIBE ANYTIME.



Also, imagine the scenario where Brian published additional posts on further.net during the week -- but only wanted his list to get the regular, once-a-week post (i.e. not all the posts in his RSS feed). **Is this possible?**





Also, imagine the scenario where Brian published additional posts on further.net during the week -- but only wanted his list to get the regular, once-a-week post (i.e. not all the posts in his RSS feed). **Is this possible?**

**Yes!**



## RainMail ?

RainMail is Configured

 [Manage RainMail Billing](#)

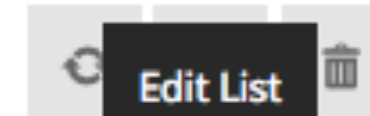
[Remove RainMail Authentication](#)

### Email Lists

AC Die Hards (31 Subscribers)



Assembly Call Free Member Email List (1068 Subscribers)



Edit List

IU Gear Deal of the Week (502 Subscribers)



IU Hoops Newsletter (2365 Subscribers)



Test List (1 Subscribers)



Test List #2 (1 Subscribers)



[Add New Email List](#)

[Refresh Lists](#)



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[Add New Email List](#)

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General Design

## RainMail ?

RainMail is Configured

### Email Lists

### Edit List

---

List Name

---

Description

---

Blog Broadcast  Turn on RSS feed for this list

*Leave empty to use your default RSS feed.*

---

**After subscribe:**

---



# Use Cases and Examples



**Can you cover some basic  
use cases?**





## Chris's Use Case

1. Set up a newsletter tag so only items marked “newsletter” are sent to subscribers automatically.



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1. Set up a newsletter tag so only items marked “newsletter” are sent to subscribers automatically.
2. **Set up a free membership product (Robot Course) as his sign-up incentive. They get tagged as “members” and use the same list.**





## Chris's Use Case

1. Set up a newsletter tag so only items marked “newsletter” are sent to subscribers automatically.
2. Set up a free membership product (Robot Course) as his sign-up incentive. They get tagged as “members” and use the same list.
3. **He can then use Autoresponder (AR) criteria to send the Robot stuff in the AR to either get them to sign up or to get them to engage with it.**





## Chris's Use Case

1. Set up a newsletter tag so only items marked “newsletter” are sent to subscribers automatically
2. Set up a free membership product (Robot Course) as his sign-up incentive. They get tagged as “members” and use the same list.
3. He can then use Autoresponder (AR) criteria to send the Robot stuff in the AR to either get them to sign up or to get them to engage with it.
4. **Using Marketing Automation he will make the lesson drip emails start when they actually engage with it.**



## Chris's Use Case

1. Set up a newsletter tag so only items marked “newsletter” are sent to subscribers automatically
2. Set up a free membership product (Robot Course) as his sign-up incentive. They get tagged as “members” and use the same list.
3. He can then use Autoresponder (AR) criteria to send the Robot stuff in the AR to either get them to sign up or to get them to engage with it
4. Using Marketing Automation he will make the lesson drip emails start when they actually engage with it
5. **Finally, have a tag on the blog post that contains the 3D printing quiz and put that in the AR, so when they check it out he can see how effective the quiz was at getting interest.**



# Creating a Selective Blog Broadcast Email Feed

Prepare drive      Install from fresh

g+ 0   f 0   Tweet   p 0   rss 0

« [How to Make a DIY “Internet of Things” Thermometer with ESP8266/Arduino](#)  
BY [CHRIS GARRETT](#)  
FILED UNDER: [MAKES](#)  
TAGGED WITH: [NEWSLETTER](#)

*Separate tags with commas*

✕ newsletter





# Edit List

List Name

Description

Blog Broadcast  Turn on RSS feed for this list  
  
*Leave empty to use your default RSS feed.*

## After subscribe:

Redirect to

Autoresponder



## [2010 MacBook Pro SSD and Battery Upgrade](#)

One of the things Makers are known for is not just building *new* stuff, but for getting a lot of use out of *old* stuff. Repairing, reuse, repurpose is as much part of maker culture as the...

[Read the whole entry](#) »

- [Email to a friend](#) •

[Safely unsubscribe from Maker Hacks » newsletter](#)

Email subscription powered by the Rainmaker Platform | 1942 Broadway, Suite 407 | Boulder, CO 86709



# Generic Autoresponder

Subject: Welcome! ✕

📎 Add Media 🛒 Add Product Visual Text

**B** *I* ABC

Paragraph

Welcome to the Maker Hacks blog!

If you signed up to get the Robot Building course then [click here to get started](#).

Of course as well as that guide, you will be getting more makes, hacks, ideas and other wonderful maker stuff right to your inbox :)

Cheers

Chris

p

Save Content ?





# Tag as Member on Registration

Edit Page

+ Add New

View All

Registration Successful!

Permalink: <http://makerhacks.com/registration-successful/>

Edit

View Page

Get Shortlink

Add Media

Add Product

**B**

*I*

ABC

☰

☰

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—

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🔗

Paragraph ▾

U

☰

A ▾

📄

🏷️

Ω

☰

☰

↶

↷

?

```
[tag_member tag="member" value="yes"]
```

Success! You are now registered :)

Go ahead to the member area to [get your goodies](#) ...



## Free Membership

### Product Details

Purchase link: [http://makerhacks.com/checkout/?product\\_id=56](http://makerhacks.com/checkout/?product_id=56)

NOTICE: Editing product details will take effect once you save them and are not retroactive.

Product Description:

able for registered members.

Thank You Page:

- Select Thank You Page
- About Maker Hacks
- Archives
- Checkout
- Contact Maker Hacks
- Join Our Free Content Library Membership Library
- Login
- Maker Hacks Blog
- ✓ Maker Hacks Member Area
- Please confirm
- Profile
- Registration Successful!
- Tagging
- Thank you
- Tools, Resources and Recommendations
- YouTube

Product Type:

This is a free product

Allow Members to purchase this product multiple times

Product Price \$



# Same List as Blog

Email Receipt Message Text

Cheers,  
Chris

*This message will also be displayed when checkout is complete*

Available Shortcodes

Preview Email

Update

AWeber

AWeber List

None

RainMail

RainMail List

Maker Hacks Blog



# Use AR Criteria!

Account Created

All (61)

Email (Required)

All c

First Name

Titl

11a

Last Name

allj

Email Lists

Select email list

Email List

[Maker Hacks Blog](#)

[Makerhacks Auto responder](#)

and

art

Tags

Tag

ber

bo

bpl

bru

chr

chr

## Edit Sequence

[+ Add New Sequence](#)

### Blog Autoresponder

**SEND IMMEDIATELY**

Status:  Active

Subject: **Welcome!**

Content: Welcome to the Maker Hacks blog! If you signed up to ...

**SENT 1 DAY AFTER SUBSCRIPTION**

Status:  Active

Subject: **Ready to build a robot?**

Content: As you might have already checked out, inside the membe ...

[+ Add New](#)

Sequence recipients match **all** of the following:

When **Tag**  **is tagged**

Enter comparison value

AND

[+ New Condition](#)

[Done](#)



# Tagging People Interested in 3D Printing Via Quiz

Edit Post [+ Add New](#) [View All](#)

3D Printing Quiz

Permalink: <http://makerhacks.com/3d-printing-quiz/> [Edit](#) [View Post](#) [Get Shortlink](#)

[Add Media](#) [Add Product](#)

**b i link b-quote del ins img ul ol li code more close tags Copy HTML**

Are you a 3D printing smartypants? How much do you really know? Take this quick and fun 3D printing quiz to compare your knowl

[quiz id="36531"]

[tag\_member tag="quiz" value="yes"]

### Edit Subscriber

---

**Account Created** 2016-08-18 13:33:49

---

**Email (Required)**

---

**First Name**

---





## Jerod's Use Case

1. **Maintain a newsletter-only option, but start encouraging my audience to register for membership (which includes newsletter).**





## Jerod's Use Case

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2. **Have two separate Autoresponder series, but never allow one email address to receive both simultaneously.**



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3. **Include Deal of the Week posts as part of membership, but keep it separate so members can unsubscribe but still get other member emails.**





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2. Have two separate Autoresponder series, but never allow one email address to receive both simultaneously.
3. Include Deal of the Week posts as part of membership, but keep it separate so members can unsubscribe but still get other member emails.
4. **Use [show\_to] and [hide\_from] shortcodes on premium blog content to increase perceived value and drive registrations.**



## Jerod's Use Case

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2. Have two separate Autoresponder series, but never allow one email address to receive both simultaneously.
3. Include Deal of the Week posts as part of membership, but keep it separate so members can unsubscribe but still get other member emails.
4. Use [show\_to] and [hide\_from] shortcodes on premium blog content to increase perceived value and drive registrations.
5. **Use Marketing Automation to delight members based on their actions.**



# Subscriber List / Member List

RainMail [?](#)

RainMail is Configured

[Manage RainMail Billing](#)

[Remove RainMail Authentication](#)

Email Lists

AC Die Hards (31 Subscribers)



**New w/ Rainmaker**

Assembly Call Free Member Email List (1070 Subscribers)



IU Gear Deal of the Week (505 Subscribers)



**Original legacy list**

IU Hoops Newsletter (2365 Subscribers)



Test List (1 Subscribers)



Test List #2 (1 Subscribers)



[Add New Email List](#)

[Refresh Lists](#)





# Pushing Membership

HOMEPAGE FOR  
REGULAR VISITOR,  
NOT LOGGED-IN

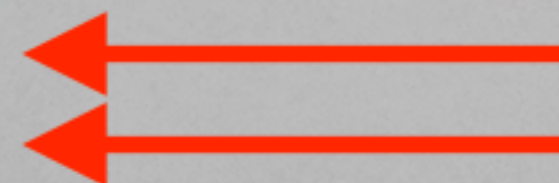


## This is Indiana.

We go live as soon as every Indiana basketball game ends.

WATCH LIVE

JOIN NOW







# Pushing Membership

HOMEPAGE FOR  
REGULAR VISITOR,  
NOT LOGGED-IN

## This is Indiana.

We go live as soon as every Indiana basketball game ends.

WATCH LIVE

JOIN NOW



HOMEPAGE FOR  
LOGGED-IN MEMBER

## This is Indiana.

We go live as soon as every Indiana basketball game ends.

WATCH LIVE

YOUR MEMBER AREA







Two Big Announcements ..... x +

assemblycall.com/two-big-announcements-new-episode-forums/

ABOUT CONTENT SHOWS LIVE FORUMS MEMBERS SUPPORT SUBSCRIBE

# including a new LIVE Episode Tomorrow Night!

It's time for another show

## Enjoy a better IU fan experience

Join our global, growing community of IU fans here at The Assembly Call and get **all** of our members-only content *absolutely free*.

“ Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

[YES, TELL ME MORE ABOUT MY FREE MEMBERSHIP](#)

[I'll just subscribe to the email newsletter instead](#)

“ I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

@IUArtifacts



# Two Autoresponders

## Autoresponder Sequences

All (2) | Published (2) | Trash (1)

Bulk Actions  All dates

<input type="checkbox"/>	Title
<input type="checkbox"/>	Assembly Call Free Membership Welcome Sequence
<input type="checkbox"/>	IU Hoops Newsletter Welcome Sequence



# Two Autoresponders

## Edit List

List Name

Description

Blog Broadcast  Turn on RSS feed for this list

### After subscribe:

Redirect to

Autoresponder





# Two Autoresponders

## Edit List

List Name: Assembly Call Free Member Email List

Description: Members of AssemblyCall.com

Blog Broadcast:  Turn on RSS feed for this list

### After subscribe:

Redirect to: Member Content

Autoresponder: Assembly Call Free Membersh



### Unsub From IU Hoops Newsletter AR on Member Thank You Page

Triggers: When a user visits page ID 5539 1 times

Actions: then unsubscribe user from email marketing list: [[IU Hoops Newsletter Welcome Sequence] Autoresponder]

Can't be on both autoresponders at the same time!





## Assembly Call Free Membership Welcome Sequence

SEND IMMEDIATELY

Status:



Active

Subject:

**Welcome! A few important notes about your new Assembly Call membership**

Content:

Get the most out of your Assembly Call membership. ...

SENT 1 DAY AFTER SUBSCRIPTION

Status:



Active

Subject:

**Ready to join the discussion?**

Content:

Hey [member\_first\_name], I hope you are enjoying all ...

SENT 3 DAYS AFTER SUBSCRIPTION

Status:



Active

Subject:

**Who is the greatest Hoosier of all-time?**

Content:

See how we ranked 'em, then submit your vote!There have ...

Conditions:

Send this email when:

*recipient's "saw\_greatest\_hoosiers\_email" (tag) does not equal "yes"*

## IU Hoops Newsletter Welcome Sequence

SEND IMMEDIATELY

Status:



Active

Subject:

**Welcome to the IU Hoops Newsletter!**

Content:

Hey, it's Jerod from The Assembly Call. On behalf of ...

Conditions:

Send this email when:

*recipient is not subscribed to "Assembly Call Free Member Email List" (list)*

SENT 1 DAY AFTER SUBSCRIPTION

Status:



Active

Subject:

**Who is the greatest Hoosier of all time?**

Content:

See how we ranked 'em, then submit your vote! Ther ...

Conditions:

Send this email when:

*recipient is not subscribed to "Assembly Call Free Member Email List" (list)*

SENT 3 DAYS AFTER SUBSCRIPTION

Status:



Active

Subject:

**BTW, here are the 2 best ways to subscribe to our show**

Content:

Hey, real quick -- Just wanted to alert you to the t ...

069&action=edit#yes



# Alternative: One AR for members and non-members

The screenshot displays the 'Edit Sequence' interface with two active email sequences. A modal window is open, allowing the user to define conditions for sequence recipients. The modal title is 'Sequence recipients match all of the following:'. It contains a table with the following structure:

When	Tag	
	member	▼
	is tagged	▼
	Enter comparison value	

Below the table, the word 'AND' is centered, followed by a dashed box containing a '+ New Condition' button. A 'Done' button is located at the bottom left of the modal. The background interface shows two email sequences:

- Blog Autoresponder**
  - SEND IMMEDIATELY
  - Status: Active
  - Subject: **Welcome!**
  - Content: Welcome to the Maker Hacks blog! If you signed up to ...
- SENT 1 DAY AFTER SUBSCRIPTION**
  - Status: Active
  - Subject: **Ready to build a robot?**
  - Content: As you might have already checked out, inside the membe ...

At the bottom left of the interface, there is a '+ Add New' button.



# Deal of the Week

RainMail [?](#)

RainMail is Configured

Manage RainMail Billing

[Remove RainMail Authentication](#)

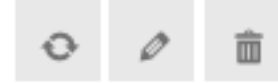
Email Lists

AC Die Hards (31 Subscribers)



New w/ Rainmaker

Assembly Call Free Member Email List (1070 Subscribers)



Legacy List

IU Gear Deal of the Week (505 Subscribers)



Original legacy list

IU Hoops Newsletter (2365 Subscribers)



Test List (1 Subscribers)



Test List #2 (1 Subscribers)



[Add New Email List](#)

[Refresh Lists](#)



# Deal of the Week

RainMail [?](#)

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Test List (1 Subscribers)



Test List #2 (1 Subscribers)



[Add New Email List](#)

[Refresh Lists](#)

## Free Member Automatically Joins Deal of the Week

Triggers

When a user visits page ID 5539 1 times

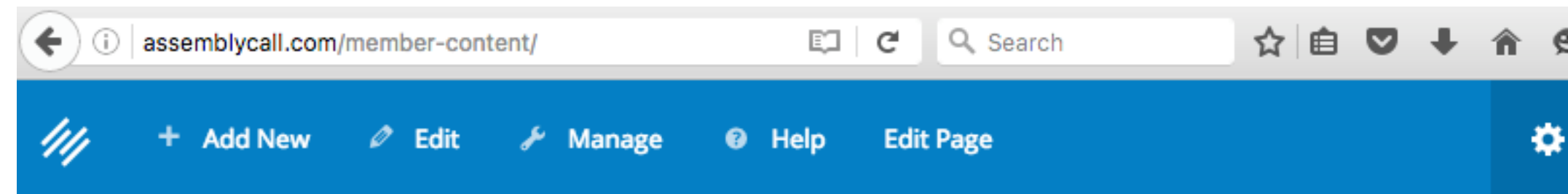
Actions

then ( subscribe user to email marketing list: IU Gear Deal of the Week )





# Deal of the Week



ABOUT CONTENT SHOWS LIVE FORUMS MEMBERS SUPPORT

## IU Gear Deal of the Week Alerts

Every week we work with our partners and scour our favorite websites for great deals on stylish IU clothing and fun, useful gear. [We post these deals on our blog here](#), and we also send out alerts Assembly Call members via email.

If you do not want to receive our Deal of the Week alerts, you can easily opt out using the buttons below.

**Note: Opting out of Deal of the Week alerts will not affect the other emails you get from us – so you'll still get our 6-Banner Saturday roundups and postgame analysis write-ups.**

TO UNSUBSCRIBE  
CLICK HERE

TO RESUBSCRIBE  
CLICK HERE

Careful – you'll be unsubscribed immediately upon clicking.

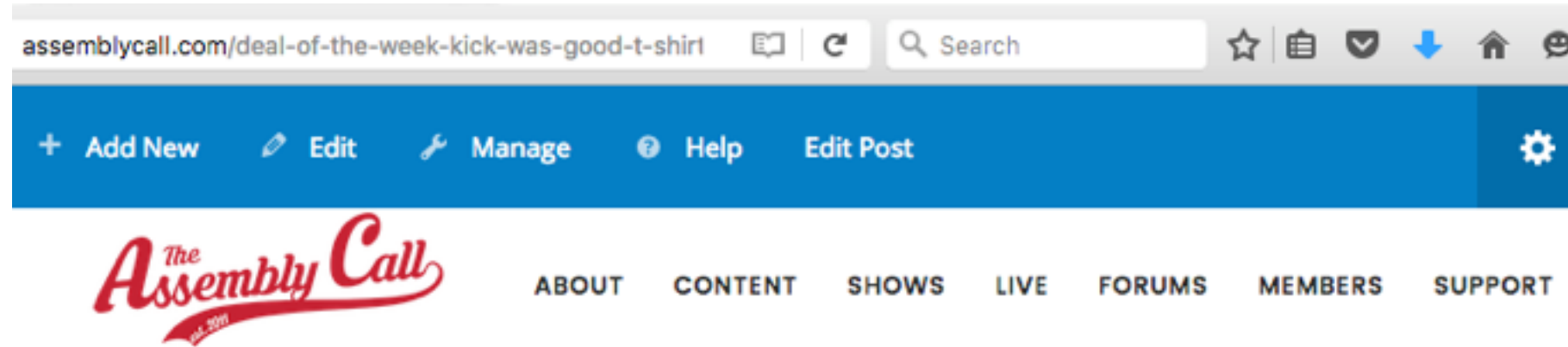


[Safely unsubscribe from IU Gear Deal of the Week](#)

Email subscription powered by the Rainmaker Platform | 1942 Broadway, Suite 407 | Boulder, CO 86709



# Exclusive Content



We decided to publish this week's Deal of the Week a day early, because the football Hoosiers kick off their season tonight at 7:30 p.m Eastern Time on ESPNU.

Kevin Wilson's Hoosiers should be embarking on the 2015-16 season looking for back-to-back bowl wins, not just appearances. And you can remind everyone of this fact with one of the more creative IU t-shirts to come out in a while, from our friends at Hoosier Proud.

**Here's the deal and how you get it:**

- [Click here to check out the shirt and choose your size](#) at the Hoosier Proud website
- Once you get to the checkout page, **use the discount code ASSEMBLYDOW to get 20% off**
- Think about any friends you might want to pick one up for as a gift – the 20% applies to your entire order.

If you haven't seen it yet, here is the shirt, which went viral on Twitter last week when it was released.

## The Kick Was Good Tee

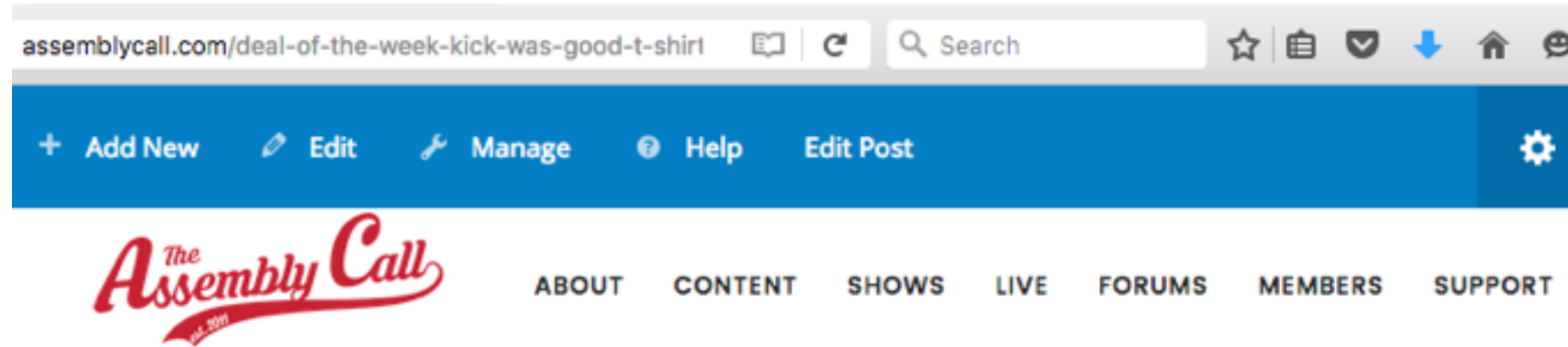
100% ring-spun cotton, shoulder-to-shoulder taping  
Cover stitched and hemmed sleeves, plus Side-seamed

[Buy now \(get 20% off\)](#)





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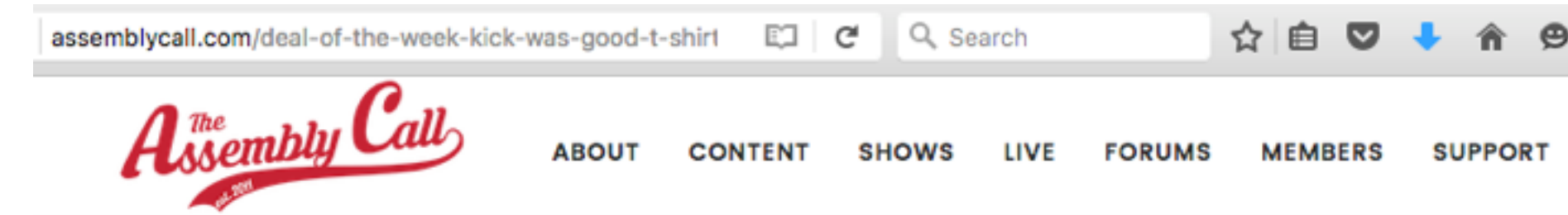
- [Click here to check out the shirt and choose your size](#) at the Hoosier Proud website
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Here's the deal and how you get it:

## Members-Only Content

Hey! This deal is exclusive to Assembly Call members. But don't worry – membership is completely free, and it takes 15 seconds to get started.

Already a member? Log in here:

Username

Password

Remember Me

LOG IN

PLATFORM



# Use MA to Delight Members

Forum Thank You: 20 visits

Triggers

When a user visits page ID 14173 20 times

Actions

then

send user an email:

Subject: Hey, got a sec?

Content: Hey [member\_first\_name], Jerod here, from The Assembly Call. I noticed that you've now visited our Indiana Hoosiers Basketball forum at le





# Use MA to Delight Members

Forum Thank You: 20 visits

Triggers

When a user visits page ID 14173 20 times

Actions

then send user an email:

Subject: Hey, got a sec?

Content: Hey [member\_first\_name], Jerod here, fr

Add Media

Visual Text

**b i link b-quote del ins img ul ol li code more close tags**

Hey [member\_first\_name],

Jerod here, from The Assembly Call.

I noticed that you've now visited our Indiana Hoosiers Basketball forum at least 20 times since you became a member, and I just wanted to offer a quick thank you.

I speak on behalf of our entire team when I say that we really appreciate your activity. Whether you're a frequent poster, or just a lurker/reader, you're a valued part of our growing, global community of IU basketball fans.

**Quick question for you:** What do you think of the forums, and the site in general? Is there anything we could do to improve the experience for you? If you have a moment, send me a quick reply and let me know. We're always looking to improve.

In the meantime, enjoy this 2-and-half-minute video compilation of OG's freshman year highlights.

<https://www.youtube.com/watch?v=2hdJwfwIyNA>

Save Content



What will *your* use case be?



# LFAQs





**So does RainMail mean I can now use the platform for my own domain's business email now?** I run it from my current email server through SpamArrest to Outlook to stop spam and would love to have everything in one place (still would use SpamArrest...).





**So does RainMail mean I can now use the platform for my own domain's business email now?** I run it from my current email server through SpamArrest to Outlook to stop spam and would love to have everything in one place (still would use SpamArrest...).

**RainMail is for email marketing, and you can send emails from your business email address (e.g. [yourname@yourdomain.com](#)). But RainMail does not replace your inbox, and you still need to choose an email provider when you set up your domain. Many people use GoogleApps, for example.**



In a few limited tests, it seems that the default setting of my RainMail broadcast emails go directly to Spam, or "Promotions" in the Gmail tab.  
**Is there something I can do on my end to improve deliverability?**  
(Other than create awesome content that people want and will sign up for, that's a given!)



In a few limited tests, it seems that the default setting of my RainMail broadcast emails go directly to Spam, or "Promotions" in the Gmail tab.  
**Is there something I can do on my end to improve deliverability?**  
(Other than create awesome content that people want and will sign up for, that's a given!)

**Action must be taken at the subscriber level, but you can provide clear instructions that show your subscribers what to do.**

Example: <http://assemblycall.com/go/rainmail-webinar/>



# Thank you for joining the Assembly Call! (RainMail Webinar Example)



Success! You have activated your free membership to the Assembly Call.

## ***Now Do This — To Make Sure You Get Our Emails!***

**Step 1. Check your inbox for a subscription confirmation email.**

It will look like this:

The Assembly Call

Confirm Your Registration to Assembly Call Free Membership





# Thank you for joining the Assembly Call! (RainMail Webinar Example)

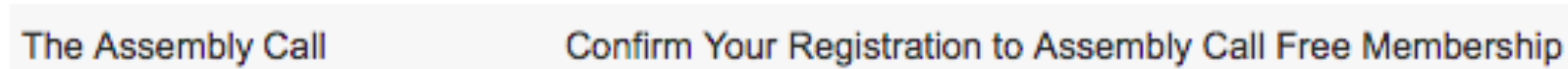


Success! You have activated your free membership to the Assembly Call.

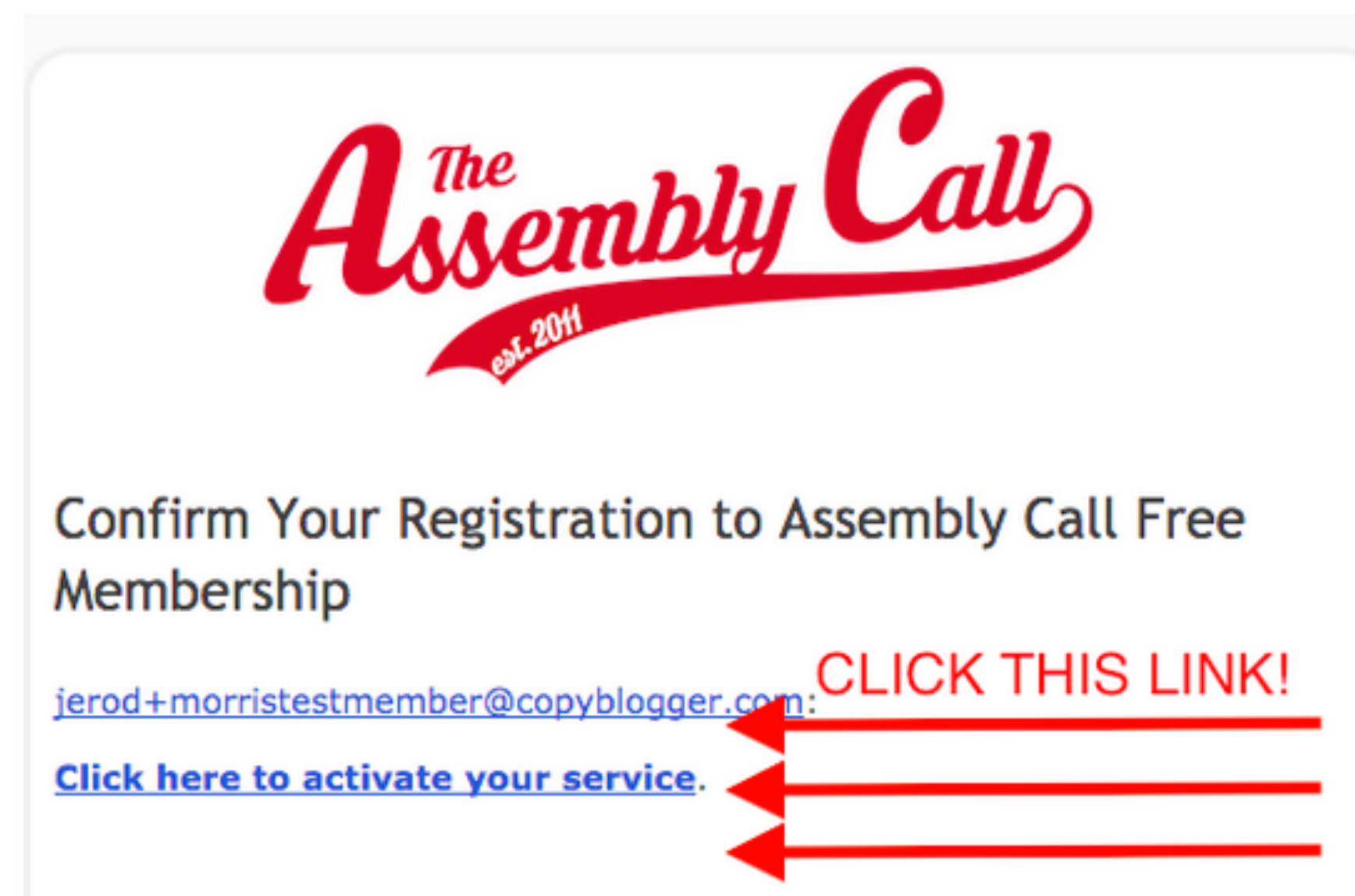
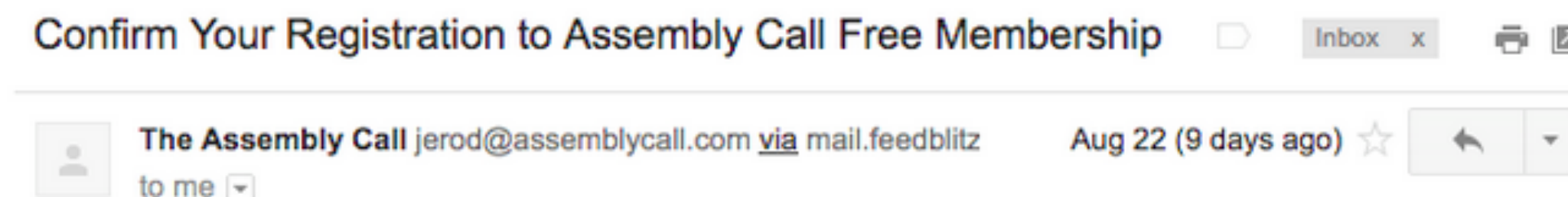
## Now Do This — To Make Sure You Get Our Emails!

Step 1. Check your inbox for a subscription confirmation email.

It will look like this:



Then click the link inside the email:



(If you were already subscribed to the IU Hoops Newsletter, then you won't need to do this.)

Step 2. Add [jerod@assemblycall.com](mailto:jerod@assemblycall.com) to your contacts list.

For example, if you are using Gmail, just click the down arrow to the right of the reply button and then choose the 6th option from the top.





# Thank you for joining the Assembly Call! (RainMail Webinar Example)

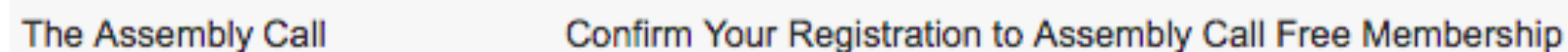


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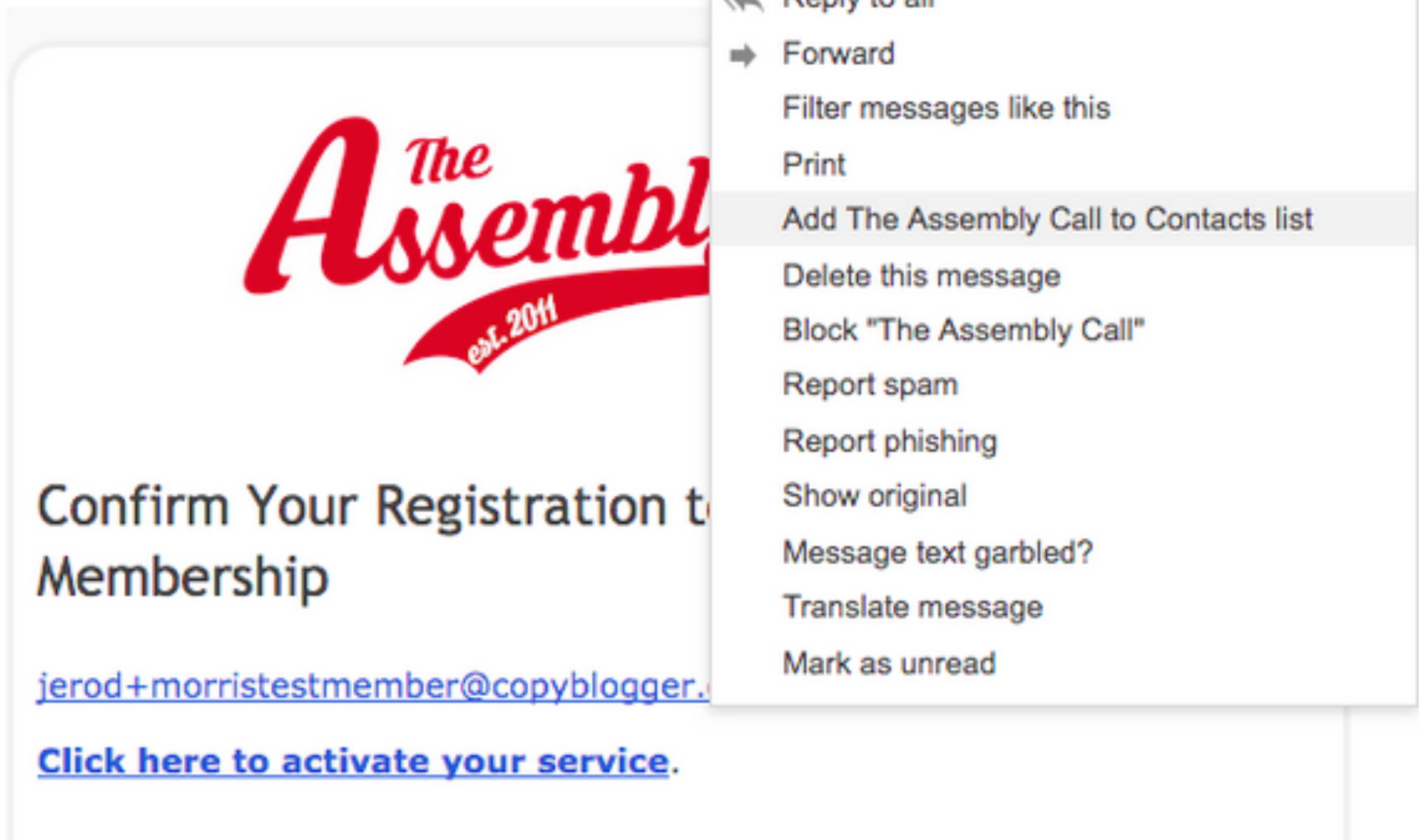
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It will look like this:



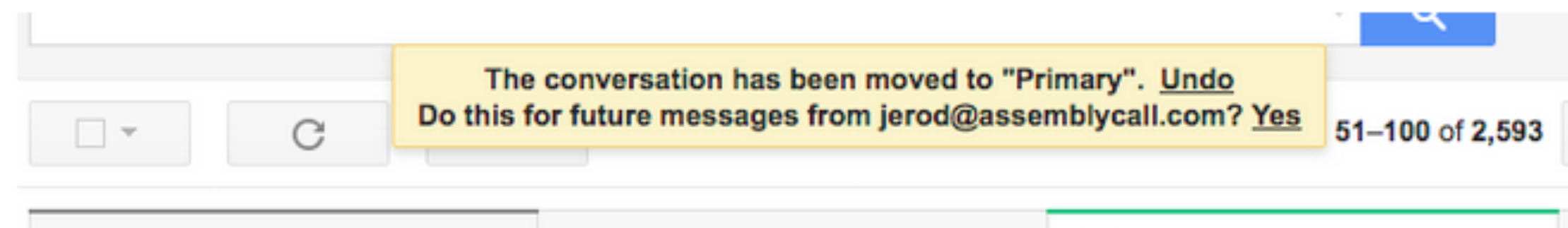
The Assembly Call jerod@assemblycall.com via mail.feedblitz Aug 22 (9 days ago) ☆ to me



Step 3. Teach your email provider what to do with our emails.

If our emails are being routed to SPAM or the Promotions folder (in Gmail), then make sure you designate our messages as NOT SPAM, so your email provider learns.

In Gmail, you can actually drag our message from the Promotions tab to the Primary tab. Then click "Yes" when the option comes up to do this every time.





I enjoy using OptinMonster for visitor-led actions to opt in. **Is there any roadmap for this or a workaround so I can start using Rainmail over MailChimp for the site?**



I enjoy using OptinMonster for visitor-led actions to opt in. **Is there any roadmap for this or a workaround so I can start using Rainmail over Mailchimp for the site?**

**Full SumoMe integration is coming in the future, plus Rainmaker has a built-in popup feature.**





Two Big Announcements ..... x +

assemblycall.com/two-big-announcements-new-episode-forums/

ABOUT CONTENT SHOWS LIVE FORUMS MEMBERS SUPPORT SUBSCRIBE

# including a new LIVE Episode Tomorrow Night!

It's time for another show

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@IUArtifacts



Navigation bar: + Add New Edit Manage Help

Content

Traffic

Conversion

Results

- Comments
- Forum Topics
- Forum Replies
- Forms
- Subscribers
- Site Notices
- Members
- Affiliate Payments
- A/B Testing
- Quizzes



Navigation menu with options: Add New, Edit, Manage, Help. A sidebar menu is open showing: Content, Traffic, Conversion, Results, Comments, Forum Topics, Forum Replies, Forms, Subscribers, Site Notices, Members, Affiliate Payments, A/B Testing, Quizzes.

Content settings tabs: Content, **Popup Settings**, Design Settings, Display Settings.

Which types of content should this notice show on?

- Entire Site
- Front Page
- Archives
- Posts
- Pages
- Portfolio Items
- Library
- Forums
- LMS Items
- Podcast Episodes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Aug 21, 2016 @ 23:46** [Edit](#)

[Move to Trash](#)

**Update**

**Membership Group**

Select Page Protection:

- No Membership Required
- Has Member Group access to
- Does not have Member Group access to

Choose the member group(s):

- 50 Greatest Hoosiers
- Assembly Call Free Membership



**Is there a quick and easy way to schedule the web post of your newsletter to the site and then import into your newsletter autoresponder? (Same formatting, etc.)**





**Is there a quick and easy way to schedule the web post of your newsletter to the site and then import into your newsletter autoresponder? (Same formatting, etc.)**

**Yes. (Just be careful with email formatting.)**



# Edit Post

+ Add New

View All

## 6-Banner Saturday: What to Make of IU's Historically Odd Conference Schedule

Permalink: <http://assemblycall.com/6-banner-satur...august-27-2016/> Edit View Post Get Shortlink

Add Media

Visual

Text

**b i link b-quote del ins img ul ol li code more close tags Copy HTML**

`<h3>Welcome to another edition of 6-Banner Saturday, where we highlight the six most essential IU basketball stories of the past week.</h3>`

`<strong>In this week's edition:</strong>`

`<ol>`

`<li>The Big Ten assigns historically odd conference slate to Hoosiers</li>`

`<li>IU dips us inside the magic waters of the renovated Assembly Hall</li>`

`<li>Tom Crean delivers important lesson about culture and personal accountability to Baltimore Ravens</li>`

`<li>Indiana doesn't receive bad news on the recruiting trial -- an important thing this time of year</li>`

`<li>OG Anunoby wastes few words ... and lays waste to fools who challenge his flights toward the hoop</li>`

`<li>Indiana's newest Hoosiers take the first steps of their epic college experience in Bloomington</li>`


`</ol>`

Word count: 2757


Last edited by Jerod Morris on August 26, 2016 at 1:27 PM



# Add New Email View All

Sender & Recipients    Template    **Content**     Test & Schedule

6-Banner Saturday: What to Make of IU's Historically Odd Conference Schedule

 Add Media

Visual    **Text**

**b   i   link   b-quote   del   ins   img   ul   ol   li   code   more   close tags**



`<h3>Welcome to another edition of 6-Banner Saturday, where we highlight the six most essential IU basketball stories of the past week.</h3>`

`<strong>In this week's edition:</strong>`

**PASTE HERE!!!**

`<ol>`

`<li>The Big Ten assigns historically odd conference slate to Hoosiers</li>`

`<li>IU dips us inside the magic waters of the renovated Assembly Hall</li>`

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`<li>Indiana's newest Hoosiers take the first steps of their epic college experience in Bloomington</li>`

`</ol>`





Sender & Recipients

Template

Content

Test & Schedule



Test Recipient

jerod@copyblogger.com



Send Test

**DON'T SKIP THIS STEP!!!**

Separate multiple email addresses with commas [?](#)

Subject

6-Banner Saturday: What to Make of IU's Historically Odd Conference Schedule

Use this preview as a guide, but don't rely on it



*The Assembly Call*  
est. 2011

This is Indiana.





**If someone unsubscribes does it unsubscribe them from every group/tag they are a part of (under the account) or just that particular newsletter/group?**



**If someone unsubscribes does it unsubscribe them from every group/tag they are a part of (under the account) or just that particular newsletter/group?**

**Just that particular subscription.**



/// + Add New Edit Manage Help

- Dashboard
- Design
- Content
- Traffic

- Comments
- Forum Topics
- Forum Replies
- Forms
- Subscribers**
- Site Notices
- Members
- Affiliate Payments
- A/B Testing
- Quizzes



Navigation menu with options: Add New, Edit, Manage, Help. Main menu items: Dashboard, Design, Content, Traffic, Comments, Forum Topics, Forum Replies, Forms, Subscribers, Site Notices, Members, Affiliate Payments, A/B Testing, Quizzes.

Account Created: 2016-08-11 05:16:15

Email (Required):

First Name:

Last Name:

Email Lists:

Email List	Subscribed	Status
<b>“Prospect” List</b> <a href="#">IU Hoops Newsletter</a>	August 11, 2016	Inactive
<a href="#">IU Hoops Newsletter Welcome Sequence</a>	August 11, 2016	Finished
<b>“Customer” List</b> <a href="#">Assembly Call Free Member Email List</a>	August 16, 2016	Active
<b>Autosub at “purchase”</b> <a href="#">IU Gear Deal of the Week</a>	August 16, 2016	Inactive





**How does someone "manage their subscriptions"?**



**How does someone "manage their subscriptions"?**

**There is not a built-in way yet, but you can create subscription management for members using Marketing Automation (and this will soon work for non-member subscribers too).**



## IU Gear Deal of the Week Alerts

Every week we work with our partners and scour our favorite websites for great deals on stylish IU clothing and fun, useful gear. [We post these deals on our blog here](#), and we also send out alerts Assembly Call members via email.

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Careful – you’ll be unsubscribed immediately upon clicking.



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TO UNSUBSCRIBE  
CLICK HERE

TO RESUBSCRIBE  
CLICK HERE

Careful – you’ll be unsubscribed immediately upon clicking.

### Deal of the Week Unsubscribe: Link Trigger

Triggers	When a user clicks a link with ID deal-of-the-week-unsubscribe
Actions	then unsubscribe user from email marketing list: IU Gear Deal of the Week





**Is there an easy way to have someone select more than one "group" to subscribe to? Or do you have to onboard them and then use the Marketing Integration (Formulas) and/or other opt-in forms if you want to give them choices (daily email verses weekly overview review, etc)?**



**Is there an easy way to have someone select more than one "group" to subscribe to? Or do you have to onboard them and then use the Marketing Integration (Formulas) and/or other opt-in forms if you want to give them choices (daily email verses weekly overview review, etc)?**

**If they are a member, use link IDs and Marketing Automation, as in previous example.**



**Can a RainMail mailing list be exported as a CSV file or to Excel?**



**Can a RainMail mailing list be exported as a CSV file or to Excel?**

**Yes. Right now, this is done by contacting support ([support@rainmakerplatform.com](mailto:support@rainmakerplatform.com)). It will be built into the dashboard in a future Platform release.**





**Can RainMail be used to create and track "transactional" emails, in addition to bulk emails and autoresponders?** For example, what about one-on-one email conversations with a particular customer regarding such things as questions or comments or complaints about content, courses, or other individual, ad hoc, unplannable matters?

On the other hand, if I have to use my own personal email system (e.g., Gmail) for that, do you have any suggestions for best practices for coordinating between these other email conversations and RainMail, tracking opens and clicks the way RainMail does, seeing sequences of events in the relationship, etc?

The bottom line is that I want to have a complete picture of my relationship with all of my subscribers, prospects, customers, and collaborators, all in one place. **How can RainMail help me to achieve that, and how does it fit into a bigger picture of contact management?**



# Next actions



# Next actions

1. **Set up your RainMail account — first 999 subscribers free.**





# Next actions

1. Set up your RainMail account — first 999 subscribers free.
2. **Migrate your lists** — contact [services@rainmakerplatform.com](mailto:services@rainmakerplatform.com).





# Next actions

1. Set up your RainMail account — first 999 subscribers free.
2. Migrate your lists — contact [services@rainmakerplatform.com](mailto:services@rainmakerplatform.com).
3. **Work on your design — send yourself test emails to preview it live in an email client.**



# Next actions

1. Set up your RainMail account — first 999 subscribers free.
2. Migrate your lists — contact [services@rainmakerplatform.com](mailto:services@rainmakerplatform.com).
3. Work on your design — send yourself test emails to preview it live in an email client.
4. **Create your first tags — for “prospects” and “customers.”**





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6. **Add a form or membership checkout page to your site and start building your RainMail list(s)!**





 RAINMAKER PLATFORM