

EMAIL MARKETING WITH RAINMAKER

MAKING INTEGRATIONS, RAINMAIL, AND AUTORESPONDERS WORK FOR YOU

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



A few quick notes before we begin ...



A few quick notes before we begin ...

- **Can you hear us okay? (What is your goal for today's session?)**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- **To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- **Have issues?**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - **Check your settings**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - Check your settings
 - **Let us know in Questions box**



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- Have issues?
 - Check your settings
 - Let us know in Questions box
 - **Try reloading the webinar**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - Check your settings
 - Let us know in Questions box
 - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**



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Content Marketing Strategy

Attraction

Drive offline contacts to incentive content/downloads

OFFLINE
Referrals, Workshops, Events, Meetings

ONLINE
Forums, Social, Blogs, Webinars, Interviews, Articles

Create content to attract most wanted prospects

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

Comprehensive Solution

Product Sequence

Services

Customer List

Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.



Agenda

- A quick refresher on email settings
- How to integrate your email program with Rainmaker
- Setting up and using RainMail
- Creating autoresponders that do work for you



A Quick Refresher on Email Settings



Email Settings



Email Settings

Navigation bar: + Add New, Edit, Manage, Help, Clear Cache

Header: Greetings, Jerod Mo

Dashboard

- RainMail Subscribers
- Podcast Downloads Summary
- A/B Tests
- Right Now in Forums
- Google Analytics
- Membership Ord
- Stripe Balance
- Membership Ord
- Membership Order Statistics
- Membership Subscriptions Summary

Settings menu (open):

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

URL: <https://assemblycall.com/admin/admin.php?page=universal-settings&tab=email>



Email Settings

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

RainMail

RainMail is Configured Manage RainMail Billing [Remove RainMail Authentication](#)

Email Lists

Remote Subscribers

Changes in subscriber data may have taken place outside of your website (for example: people clicking the unsubscribe link). Clicking this button will sync with remote servers to ensure all your RainMail subscriber lists are up to date. The sync may take a few minutes, so do not close this tab once the sync process has started.

If RainMail is not configured, you can set it up here.



Email Settings

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

RainMail

RainMail is Configured

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

Email Lists

- Manage Email Lists

Remote Subscribers

- Sync Subscribers

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These options (and the next set below) are RainMail-specific. More on them in a bit.



Email Settings

Email Envelope Settings ?



Use the settings below to control the From Name and From Address of emails sent from your Rainmaker site.

From Address ?

Default is support@{yourdomain.com}

You can create a custom subject line and email intro for each product by editing it.

From Name

The From Address and From Name you enter here will be the default envelope settings for RainMail, and will be used for system emails from your Rainmaker site regardless of whether you are using RainMail or not.



How to Integrate Your Email Program with Rainmaker



Using Third-Party Email Services

Using Third-Party Email Services

MailChimp 

Connect with MailChimp

[Set Up MailChimp Account](#)

Enable Single Opt-In

This option will disable the opt-in email sent from MailChimp to confirm opt-in.

AWeber 

Authorize AWeber

[Set Up AWeber Account](#)

Infusionsoft 

API Key

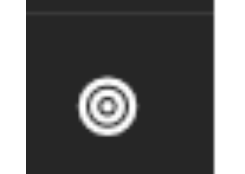
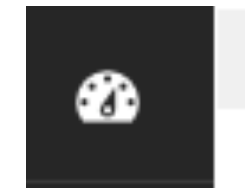
Application Name

Application Name assigned to your account, for example if your account URI is `http://xyz.infusionsoft.com`, enter `xyz`.

From the Email Settings page you can connect to MailChimp, AWeber, and Infusionsoft ...



Using Third-Party Email Services



MailChimp

Connect with MailChimp

[Set Up MailChimp Account](#)

Enable Single Opt-In

This option will disable the opt-in email sent from MailChimp to confirm opt-in.

AWeber

Authorize AWeber

[Set Up AWeber Account](#)

Infusionsoft

API Key

Application Name

Application Name assigned to your account, for example if your account URI is `http://xyz.infusionsoft.com`, enter `xyz`.

ConvertKit

API Key

This is the API key available from your ConvertKit dashboard

Constant Contact

Connect with Constant Contact

[Set Up Constant Contact Account](#)

[Save](#)

**... as well as
ConvertKit and
ConstantContact.**

Using Third-Party Email Services

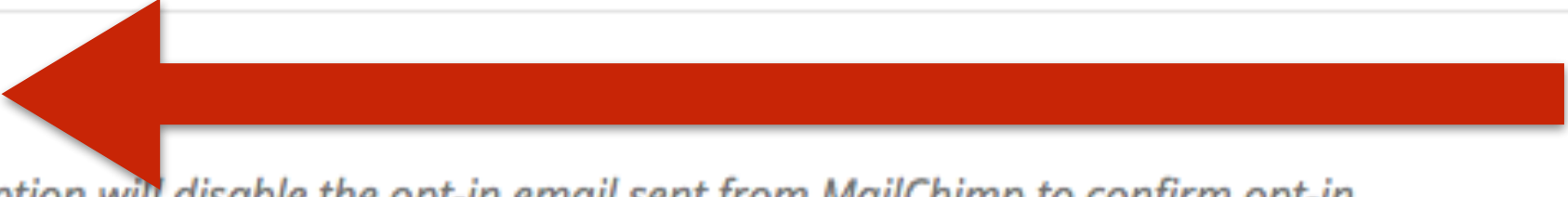
MailChimp 

Connect with MailChimp

[Set Up MailChimp Account](#)

Enable Single Opt-In

This option will disable the opt-in email sent from MailChimp to confirm opt-in.



The MailChimp integration, for example, has an option to enable single opt-in because MailChimp offers this option.

AWeber 

Authorize AWeber

[Set Up AWeber Account](#)

Infusionsoft 

API Key

Application Name

Application Name assigned to your account, for example if your account URI is `http://xyz.infusionsoft.com`, enter `xyz`.



Using Third-Party Email Services

**What if I want to use other
third-party email services?**



Using Third-Party Email Services

There are two additional services available in Rainmaker Labs (GetResponse and MadMimi), with more likely to come in the future.

Using Third-Party Email Services

The screenshot shows the Rainmaker Platform dashboard. At the top, there is a navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right of the navigation bar, there is a user profile for 'Greetings, Jerod M...' and a gear icon for settings. The settings menu is open, listing various categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. A red arrow points to the 'Rainmaker Labs' option. The dashboard itself features a 'Dashboard' title and several data cards, including 'RainMail Subscribers', 'Podcast Downloads Summary', 'A/B Tests', 'Right Now in Forums', 'Google Analytics', 'Membership O...', 'Stripe Balance', 'Membership O...', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A vertical sidebar on the left contains various icons for navigation.

**Open
Rainmaker
Labs ...**



Using Third-Party Email Services

GetResponse (Beta)

Enable GetResponse Module



Enabling this feature will allow you to integrate GetResponse with native Rainmaker features. Examples include: Landing Pages, Product Editor, Conversion Assistant, Forms, and Marketing Automation. To use, you must connect your Rainmaker website with your GetResponse account in "Email Settings."

... then add a checkmark beside the Labs service you want to enable. You will then be able to configure the settings in Settings > Email.

Mad Mimi (Beta)

Enable Mad Mimi Module



Enabling this feature will allow you to integrate Mad Mimi with native Rainmaker features. Examples include Landing Pages, Product Editor, Conversion Assistant, Forms, and Marketing Automation. To use, you must connect your Rainmaker website with your Mad Mimi account in "Email Settings."



Using Third-Party Email Services

**How can you incorporate
third-party email services
into your opt-in forms?**



Using Third-Party Email Services

Of course, you can embed any HTML forms copied from the third-party email provider into Rainmaker Content Areas and posts/pages.



Using Third-Party Email Services

+ Add New Edit Manage Help Clear Cache

>	A list or dropdown of categories.	Add a custo
Featured Book	Displays a single book with several customizable display options.	Featured Pa
Featured Posts	Displays featured posts with thumbnails	Featured Ta
Forms Widget	Forms Widget	Forum Logi
Forum Search Form	The Rainmaker forum search form.	Forums List
Forum Statistics	Some statistics from your forum.	Forum Topi
LMS Navigation	Display a list of LMS modules, courses, and lessons.	Member Pr
Opt in Form	Displays subscribe form	Pages

```
Content:
</li><em><strong>-</strong> And much more</em></li>
</ul>

<center> <!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/s...-10_7.css"
rel="stylesheet" type="text/css">
<style type="text/css">
  #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-
serif; }
  /* Add your own MailChimp form style overrides in your site stylesheet or in
this style block.
  We recommend moving this block and the preceding CSS link to the HEAD of
your HTML file. */
</style>
<div id="mc_embed_signup">
<form action="//dabearsbros.us10.list-manage.com/subscribe/post?
u=5ee4f6973ce4475a382dcff73&amp;id=1c04de2d8d" method="post" id="mc-
embedded-subscribe-form" name="mc-embedded-subscribe-form"
class="validate" target="_blank" novalidate>
  <div id="mc_embed_signup_scroll">

    <input type="email" value="" name="EMAIL" class="email" id="mce-EMAIL"
placeholder="email address" required>
    <!-- real people should not fill this in and expect good things - do not remove this
or risk form bot signups-->
    <div style="position: absolute; left: -5000px;" aria-hidden="true"><input
type="text" name="b_5ee4f6973ce4475a382dcff73_1c04de2d8d" tabindex="-1"
value=""></div>
    <div class="clear"><input type="submit" value="Join Now!" name="subscribe"
id="mc-embedded-subscribe" class="button"></div>
  </div>
</form>
</div>
```



Here, you see a MailChimp opt-in form pasted into a text widget in Design > Content Areas.

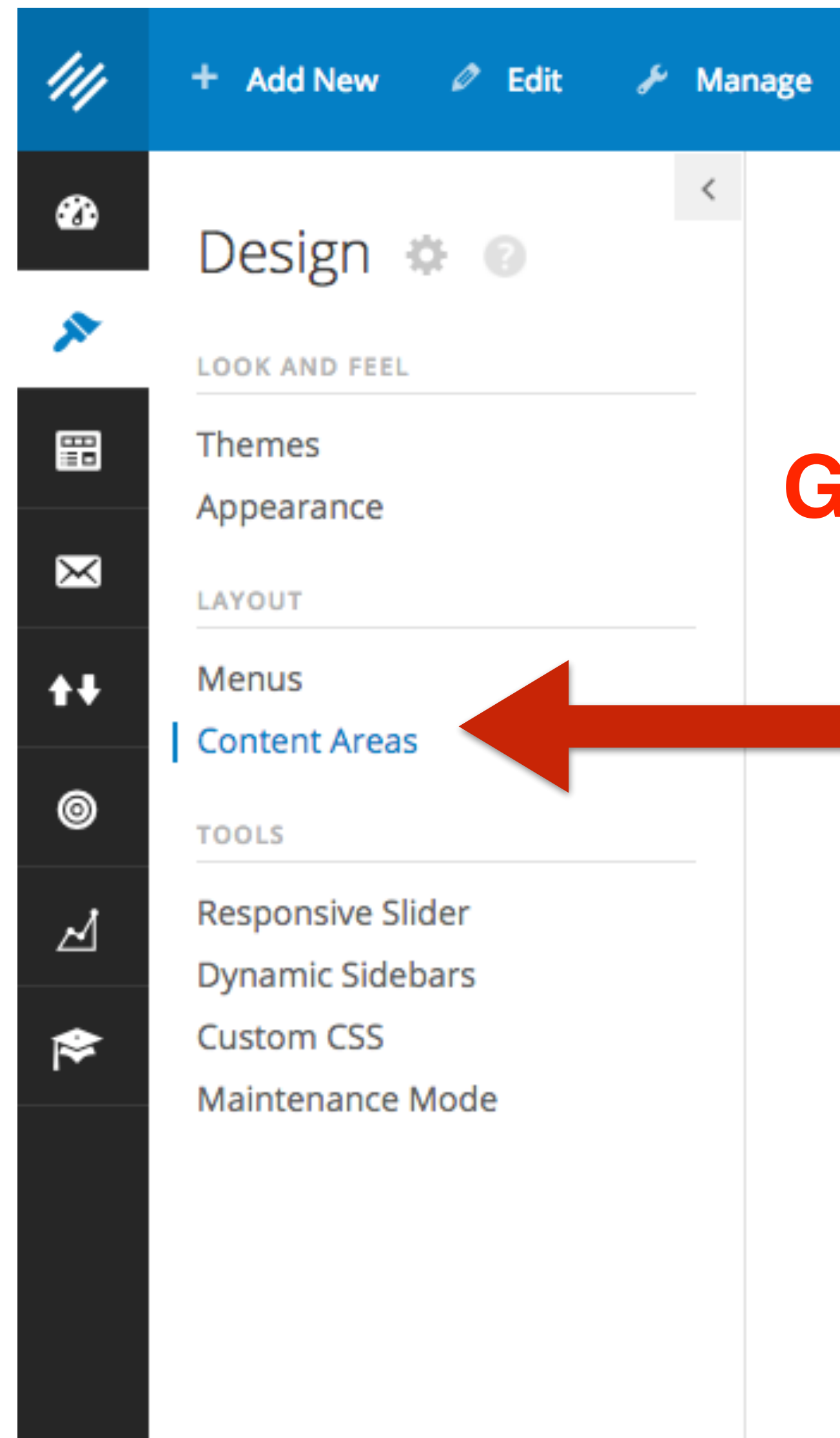


Using Third-Party Email Services

You can also use Rainmaker's built-in opt-in widgets and Forms with 3rd-party email providers.



Using Third-Party Email Services



Go to Design > Content Areas.



Using Third-Party Email Services

Archives A monthly archive of your site's Posts.	Calendar A calendar of your site's Posts.
Categories A list or dropdown of categories.	Custom Menu Add a custom menu to your sidebar.
Featured Book Displays a single book with several customizable display options.	Featured Page Displays featured page with thumbnails
Featured Posts Displays featured posts with thumbnails	Featured Tabs Displays featured posts in Tabs
Forms Widget Forms Widget	Forum Login Widget A simple login form with optional links to sign-up and lost password pages.
Forum Search Form The Rainmaker forum search form.	Forums List A list of forums with an option to set the parent.
Forum Statistics Some statistics from your forum.	Forum Topic Views List A list of registered optional topic views.
LMS Navigation Display a list of LMS modules, courses, and lessons.	Member Profile Displays member profile block with Gravatar
Opt In Form Displays subscribe form	Pages A list of your site's Pages.

Recent Posts: Recent Posts

Text

Text

Front Page 1

Front Page 2

Front Page 3

Click on the “Opt-in Form” widget and then drag it into a Content Area.





Using Third-Party Email Services

Recent Posts: Recent Posts

Text

Text

Opt in Form

Title:

Text To Show Before Form:

Text To Show After Form:

Opt-in Service

- Custom
- Feedburner
- MailChimp
- RainMail

E-Mail Field:

First Name Field:



Choose your email provider.



Using Third-Party Email Services

Recent Posts: Recent Posts

Text

Text

Opt In Form

Title:

Text To Show Before Form:

Text To Show After Form:

Opt-in Service: MailChimp

Select MailChimp List: Bears Brothers

Thank You Page: Select page

Open confirmation page in same window?

First Name Input Text:

Last Name Input Text:

E-Mail Input Text:

Button Text:

Delete | Close

Save

Then select the list that this form should subscribe people to and adjust the rest of your settings.



Using Third-Party Email Services

Recent Posts: Recent Posts

Text

Text

Opt In Form

Title:

Text To Show Before Form:

Text To Show After Form:

Opt-in Service: MailChimp

Select MailChimp List: Bears Brothers

Thank You Page: Select page

Open confirmation page in same window?

First Name Input Text:
First Name

Last Name Input Text:
Last Name

E-Mail Input Text:
E-Mail Address

Button Text:
Go

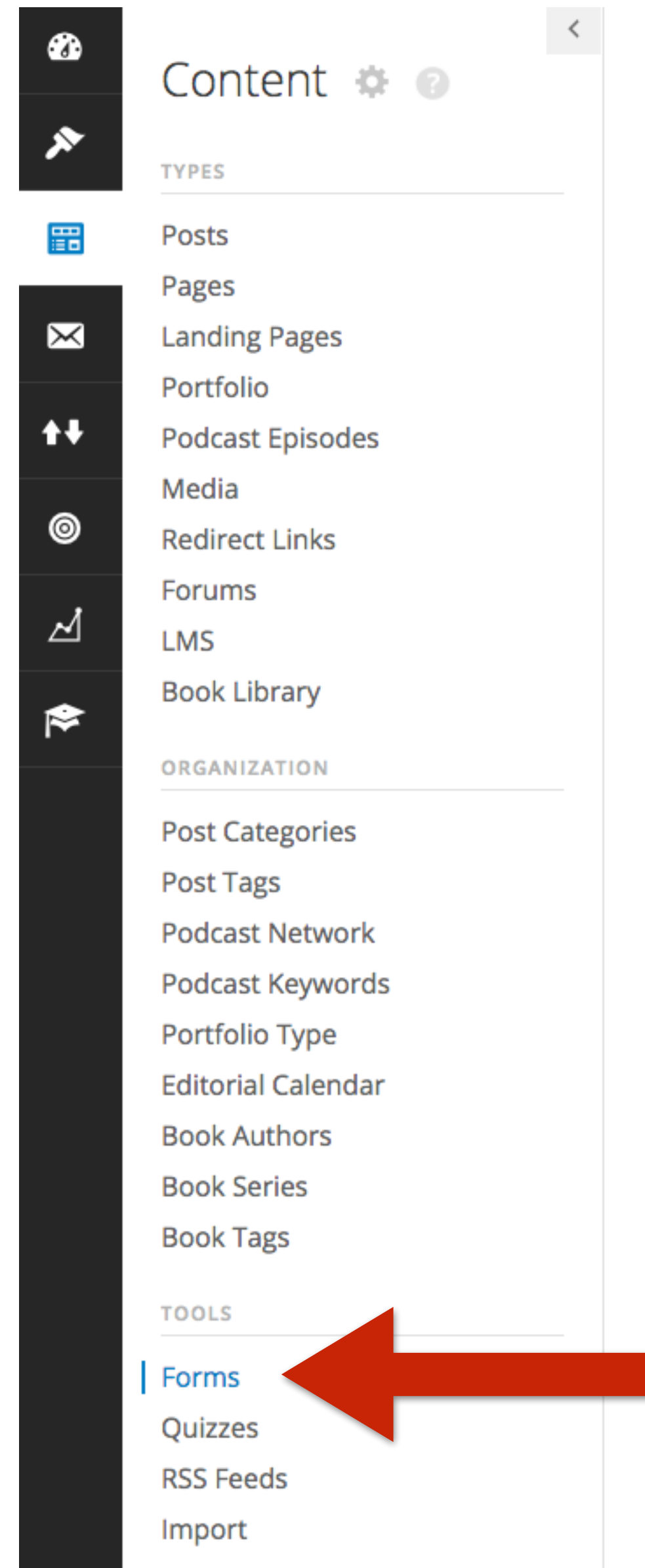
Delete | Close Save

When people enter their email address using this form, they will be subscribed to your MailChimp list.





Using Third-Party Email Services



Go to Content > Forms.



Using Third-Party Email Services

Forms

Choose the form fields you'd like to use from the Template Fields, Layout Elements, and User Information options below. Just click the form field you want about the field you chose there.

When you're done adding fields and editing them, click Save Field Settings and move to the next tab.

If you find yourself using certain form fields frequently, you can click the star symbol when you're editing the field to add it to the Favorite Fields section.

Subscribe to Our Newsletter (Demo)

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

Email Email

Submit Submit

Create as simple or as complex an opt-in form as you want (hint: the simpler the better for an email opt-in).



Using Third-Party Email Services

Forms

Use this tab to add form-submitted email addresses to a list at your email marketing provider.

When this step is complete, click Save Form Settings, and click the Form Preview tab to review your form on your website.

Subscribe to Our Newsletter (Demo)

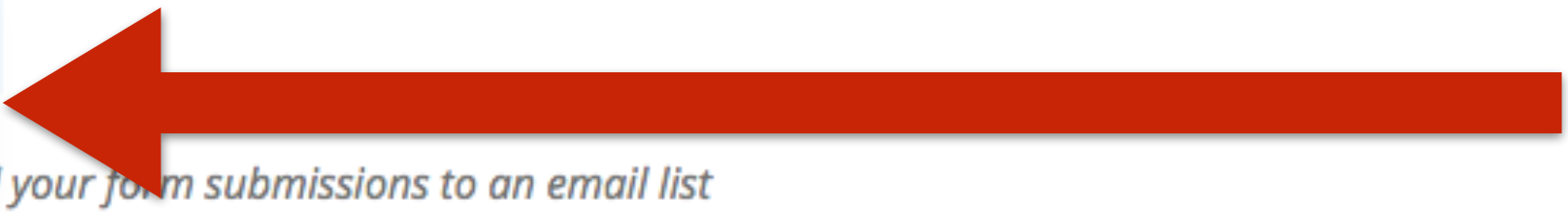
- Form Settings
- Field Settings
- Email Marketing**
- Notifications
- Form Preview

In the Email Marketing tab, choose your email provider.

Email Marketing Service

Select Email Marketing Provider

- ✓ No Service Selected
- MailChimp**
- RainMail



Please click "Save" and then match the merge fields below to complete email marketing setup.

Save



Using Third-Party Email Services

Forms

Use this tab to add form-submitted email addresses to a list at your email marketing provider.
When this step is complete, click Save Form Settings, and click the Form Preview tab to review your form on your website.

Subscribe to Our Newsletter (Demo)

Form Settings | Field Settings | **Email Marketing** | Notifications | Form Preview

Email Marketing Service

Select Email Marketing Provider:

Select your email marketing provider to add your form submissions to an email list

Select MailChimp List:

Select the email list users should be subscribed to.

Then select the list that people who submit this form should be subscribed to.



Please click "Save" and then match the merge fields below to complete email marketing setup.

Save



Using Third-Party Email Services

Forms

Subscribe to Our Newsletter (Demo)

Form Settings | Field Settings | Email Marketing | **Notifications** | Form Preview

New Notification [Back To List](#)

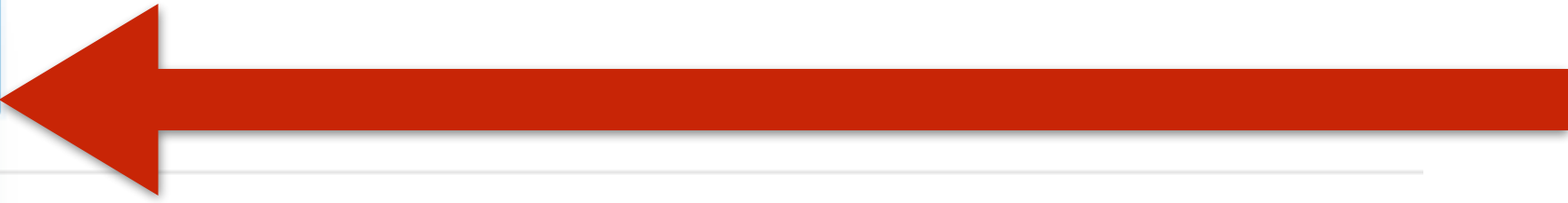
Notification Name

Type

- ✓ Email
- Redirect**
- Success Message

Format

Finally, use the Notifications tab to set up any of three types of notifications: email, redirect, or success message.





Using Third-Party Email Services

Forms

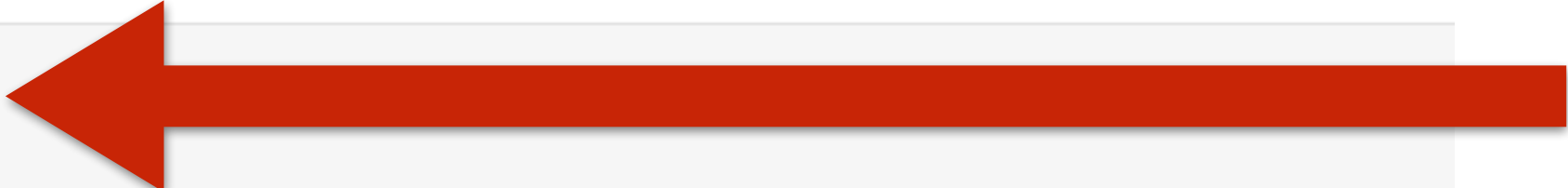
+ Add New Form

All (6)

Bulk Actions ▾ Apply 20 ▾ Forms Per Page Go

<input type="checkbox"/>	Form Title	Shortcode	Date Updated
<input type="checkbox"/>	2017 Offseason (Ep. 1)	[display_form id=2]	January 18, 2017
<input type="checkbox"/>	2017 Offseason (Ep. 2)	[display_form id=3]	January 23, 2017
<input type="checkbox"/>	2017 Offseason (Ep. 3)	[display_form id=5]	February 07, 2017
<input type="checkbox"/>	Contact	[display_form id=1]	May 15, 2014
<input type="checkbox"/>	Gear Ideas	[display_form id=4]	January 28, 2017
<input type="checkbox"/>	Subscribe to Our Newsletter (Demo) Edit Delete Duplicate Preview Form View Submissions	[display_form id=6]	
<input type="checkbox"/>	Form Title	Shortcode	Date Updated

Navigate to the main Forms page and copy the short code to use this Form in any Content Area or post/page.





Setting Up and Using RainMail



Setting Up and Using RainMail



Setting Up and Using RainMail

Add New Edit Manage Help Clear Cache Greetings, Jerod Mo

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

RainMail

RainMail is Configured Manage RainMail Billing [Remove RainMail Authentication](#)

Email Lists Manage Email Lists

Remote Subscribers Sync Subscribers

Changes in subscriber data may have taken place outside of your website (for example: people clicking the unsubscribe link). Clicking this button will sync with remote servers to ensure all your RainMail subscriber lists are up to date. The sync may take a few minutes, so do not close this tab once the sync process has started.

**Set up RainMail
in Settings >
Email**






Setting Up and Using RainMail

Settings  

- General
- Design
- Content
- Traffic
- Email** 
- Conversion
- Results
- Podcast
- Social
- RainMail

RainMail 

RainMail is Configured

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

Email Lists


- Manage Email Lists




Remote Subscribers

- Sync Subscribers

Changes in subscriber data may have taken place outside of your website (for example: people clicking the unsubscribe link). Please ensure all your RainMail subscriber lists are up to date. The sync may take a few minutes, so do not close this tab once the sync process has started.

How can we help you?



-  **RainMail**
Learn how to set up and use RainMail.
-  **Set Up RainMail**
Learn how to set up RainMail on your site.
-  **Set the Default RainMail Settings**
Learn how to set up the default settings for your RainMail Broadcast Emails, Autoresponders, as well as system emails.

[Email Us](#)



This is a good opportunity use Rainmaker's internal Quick Help feature. Just type "RainMail" to find the Set Up RainMail walk through.



Setting Up and Using RainMail

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

RainMail

RainMail is Configured

Manage RainMail Billing

[Remove RainMail Authentication](#)



Email Lists

Manage Email Lists

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**Manage billing here
(first 999 subscribers
are *free*).**



Setting Up and Using RainMail

Add New Edit Manage Help Clear Cache Greetings, Jerod Mo

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

RainMail

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Email Lists

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Click here to view your RainMail lists.



Setting Up and Using RainMail



Email Lists



Add New List

[Start Here](#)

8
Subscribers [\(manage\)](#)

2016-17 Assembly Call Meetup

[Edit List](#)

58
Subscribers [\(manage\)](#)

3-Point Shot Email List

Get our 3-Point Shot blog posts delivered directly to your inbox.

[Edit List](#)

2
Subscribers [\(manage\)](#)

6-Banner Saturday

Get our 6-Banner Saturday blog posts directly in your inbox.

[Edit List](#)

31
Subscribers [\(manage\)](#)

AC Die Hards

The most ardent supporters of The Assembly Call.

[Edit List](#)

14
Subscribers [\(manage\)](#)

Assembly Call Donors (Recurring)

People who have generously given to The Assembly Call by setting up an active recurring donation.

[Edit List](#)

1749
Subscribers [\(manage\)](#)

Assembly Call Free Member Email List

Members of AssemblyCall.com

[Edit List](#)

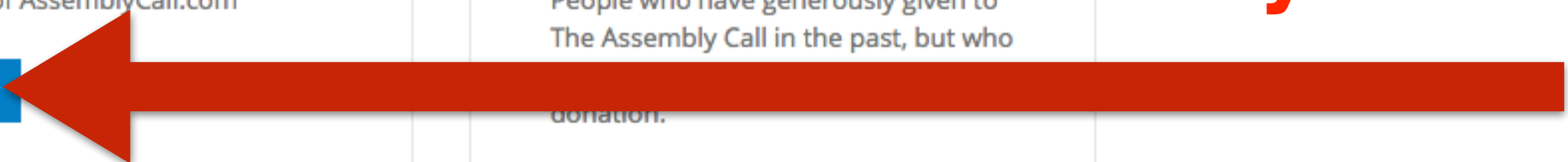
63
Subscribers [\(manage\)](#)

Assembly Call Past Donors (Non-Recurring)

People who have generously given to The Assembly Call in the past, but who

[Edit List](#)

Click “Edit List” to view the details of any RainMail list.





Setting Up and Using RainMail

Edit List [View All](#)

Assembly Call Free Member Email List

Overview Subscribers Mailings **Settings**

Recent Subscribers [\(see all subscribers\)](#)

Email Address	Name	Subscription Date	Status
kauferj@lanesville.k12.in.us	Jack Kaufer	May 8, 2017	ok
lokshinlearning@gmail.com	samkelo magoqo	May 7, 2017	ok
gkerbis@gmail.com	Geoff Kerbis	May 5, 2017	ok

Recent Mailings [\(see all mailings\)](#)

Subject	Recipients	Open Rate	Click Rate	Status
[6-Banner Saturday] The Story of Harry Good	1,747	86%	14%	Broadcast on: May 6, 2017 @ 06:20
[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	1,737	93%	16%	Broadcast on: Apr 29, 2017 @ 06:20
[Alert] Special Start Time for Tonight's Show	1,736	72%	2%	Broadcast on: Apr 27, 2017 @ 10:20

You can see your subscribers, mailings, and edit the individual Settings for that list.



Setting Up and Using RainMail

Edit List

[View All](#)

Assembly Call Free Member Email List

Overview Subscribers Mailings **Settings**

List Name

Give your list a unique, specific name.

Description

Blog Broadcast Turn on RSS feed for this list

Personalization & Email Branding Opt-in confirmation email

[Edit Email](#)

Use this option to send emails based on an RSS feed (could be your main site RSS feed, a podcast feed, or a category feed).





Setting Up and Using RainMail

Edit List
Respectful Parents Email

Overview

List Name

Description

Blog Broadcast

Personalization & Email Branding

After subscribe:

Redirect to

Use the default opt-in confirmation email?

Email subject (required):
[Action Required] Confirm Subscription to RespectfulParents.com

Content:

Required Shortcode: **[confirm_link text="Click here to confirm your subscription."]**
confirmation email. It will populate the link users click to activate their subscription. You can replace "Click here to confirm your subscription." with your desired link text.

Optional Shortcode: [recipient_email] - this shortcode will display the user's email address.

Add Media

Visual Text

B I ABC [List icons]

Thank you for subscribing to RespectfulParents.com!

There is just one more step we have to ask you to take. It helps us ensure that your email address is real and that you are indeed interested in becoming a better parent, partner, and person.

>>> **[confirm_link text="Click here to confirm your subscription."]** <<<

Once you click that link, your email address will be confirmed and you'll start getting our regular emails.

Then you can join us, and the rest of the Respectful Parents community, in figuring this all out together ...



Add your own text to the opt-in confirmation. Just remember to use the Required Shortcode (highlighted left).



Setting Up and Using RainMail

After subscribe:

Redirect to

You're Subscribed to the IU Hoop ▾

Autoresponder

- No Autoresponder
- ✓ IU Hoops Newsletter Welcome Sequence
- Assembly Call Free Membership Welcome Sequence

After unsubscribe:

Redirect to

You're Unsubscribed from the IU ▾

Subscribe To ▾

Select List ▾

Save List

You also have these settings for each individual list, which allow you to determine what happens when someone subscribes and unsubscribes.



Setting Up and Using RainMail

Add New Edit Manage Help Clear Cache Greetings, Jerod Mo

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

RainMail

RainMail is Configured

Manage RainMail Billing [Remove RainMail Authentication](#)

Email Lists

Manage Email Lists

Remote Subscribers

Sync Subscribers

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If you are using an external service to generate email subscribers then you'll want to hit Sync Subscribers before sending an email blast to ensure your lists are up-to-the-minute.

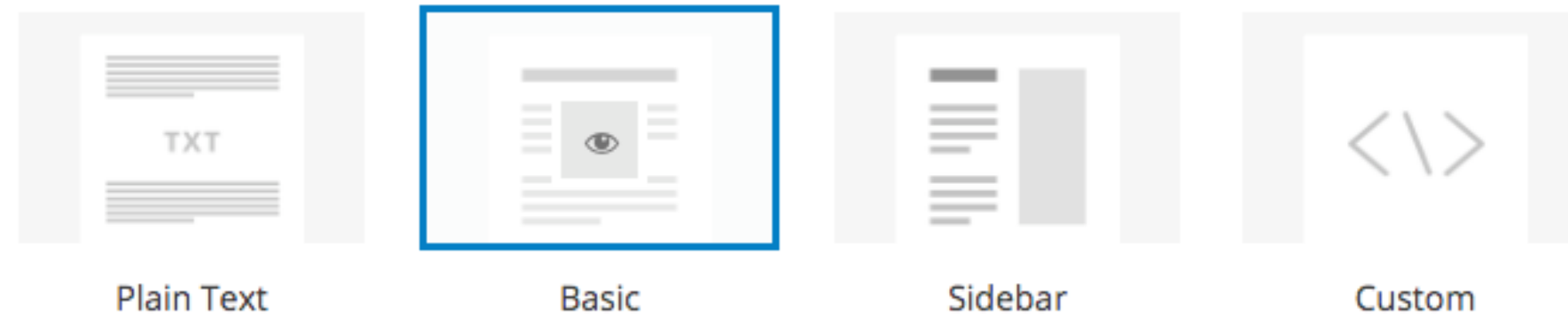




Setting Up and Using RainMail

RainMail Settings ?

Default template



Personalization and Email Branding

Header Image



Upload New Image

Remove Header Image

or enter your image URL:

200 x 50 is the recommended image size.

Header Image Alt Text

This is used as the alternate text for the header image. If no header 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 header. 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.

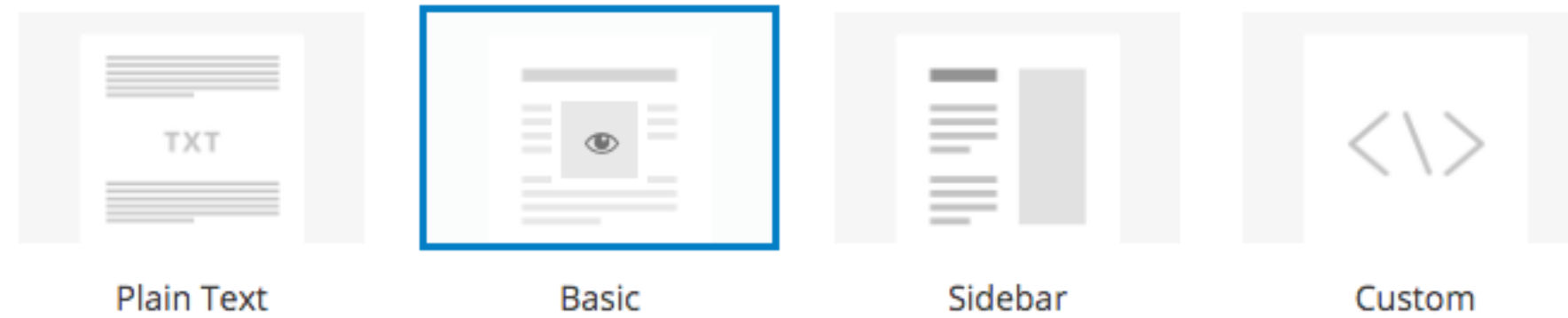
Back in Settings > Email, you also have these design settings for your RainMail messages.



Setting Up and Using RainMail

RainMail Settings ?

Default template



You can choose a Plain Text, Basic, Sidebar, or Custom template as your default. (This can be overridden when sending individual emails.)

Personalization and Email Branding

Header Image



Upload New Image

Remove Header Image

or enter your image URL:

200 x 50 is the recommended image size.

Header Image Alt Text

This is used as the alternate text for the header image. If no header 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 header. 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.



Setting Up and Using RainMail

RainMail Settings ?

Default template



Personalization and Email Branding

Header Image



Upload New Image

Remove Header Image

or enter your image URL:

<http://assemblycall.com/wp-content/uploads/2016/08/ac-script-400.png>

200 x 50 is the recommended image size.

Header Image Alt Text

The Assembly Call Logo

This is used as the alternate text for the header image. If no header 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 header. The default text is the site title.

Header Right Text

This is Indiana.

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.





These settings allow you to brand your RainMail broadcasts with an image, Alt Text (important since some email clients don't automatically show images), and Header Text.






Setting Up and Using RainMail


Here is an example email without images displayed. Notice how the Alt Text says “The Assembly Call Logo” in place of the image.

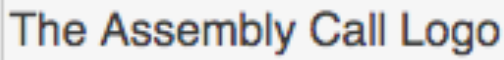

[6-Banner Saturday] The Story of Harry Good  


@SaneNews x Updates x

 **The Assembly Call** via mail.feedblitz.com May 6 (5 days ago) ☆  

to jerod ▾

 Images are not displayed. [Display images below](#)



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

For this week's 6-Banner Saturday, we take a look at the coach that had to try and fill the void that was created when Branch McCracken served in WWII.

Plus, we look at the recent headlines surrounding IU basketball. Plenty of recruiting and NBA Draft updates, and links to the best podcasts from the previous week.

In this week's edition:

1. The story of Harry Good
2. Recruiting board
3. Bryant hires agent, earns NBA combine invite
4. Zeller to graduate
5. Get to know Ed Schilling
6. Weekly podcast digest

Let's hang some banners ...

Todoist



Setting Up and Using RainMail

[6-Banner Saturday] The Story of Harry Good

@SaneNews x Updates x

The Assembly Call via mail.feedblitz.com
to jerod

May 6 (5 days ago)



This is Indiana.

And here is an example email with images displayed. Notice how the logo appears and the email is clearly branded.



Welcome to another edition of 6-Banner Saturday, where we highlight the six most essential



Setting Up and Using RainMail

Default Sidebar Content

[Edit Sidebar Content](#)



This will display to the right of your email's body text and below the header. This is an excellent place to provide basic navigation links to your site, as well as any bulletins or advertisements that will be universal on all of your broadcast emails.

Footer Details

The Assembly Call
The Assembly Call
14902 Preston Rd
#404 - 213
Dallas, tx 75254
United States

jerod@assemblycall.com
(888) 704-2244

Email subscription powered by the Rainmaker Platform

[Edit Footer Details](#)

[Refresh Footer Details](#)

To finish the RainMail settings, you can edit your Default Sidebar Content (if you choose to have a sidebar in your emails), and you can customize your footer.

Email Envelope Settings ?

Use the settings below to control the From Name and From Address of emails sent from your Rainmaker site.

From Address ?

jerod@assemblycall.com

Default is support@{yourdomain.com}

You can create a custom subject line and email intro for each product by editing it.

From Name

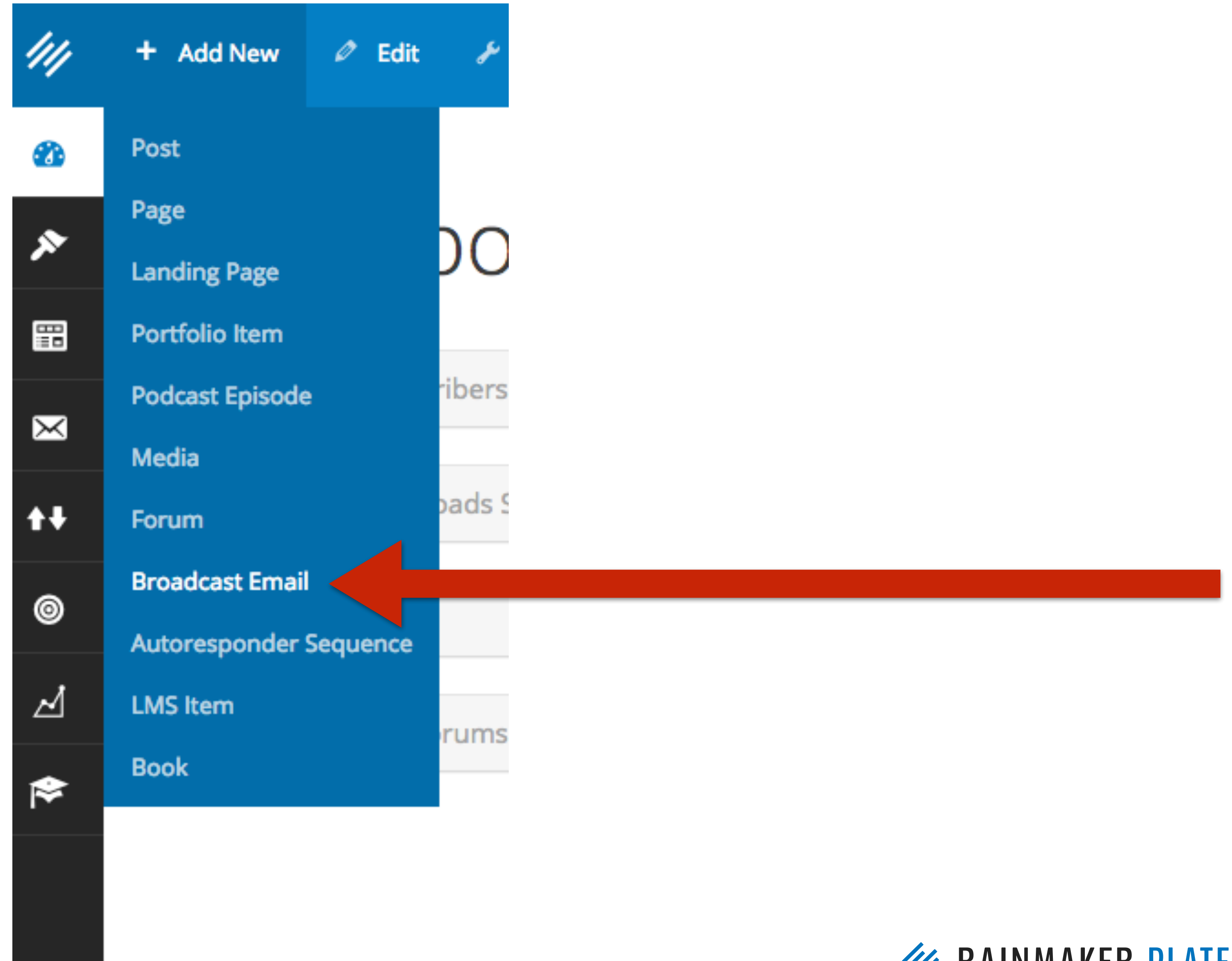
The Assembly Call



Sending a RainMail Broadcast



Sending a RainMail Broadcast





Sending a RainMail Broadcast

Add New Email [View All](#)

Sender & Recipients | Template | Content | Test & Schedule | [Save](#)

Sender Name:
Leave empty to use list default.

Sender Email:
Leave empty to use list default.

First, choose the Sender Name and Sender Email address (or leave blank to use the default you set in your Envelope Settings).



Recipients [?](#)

Send to	List Suppression
<input type="checkbox"/> AC Die Hards	<input type="checkbox"/> AC Die Hards
<input type="checkbox"/> Assembly Call Donors (Recurring)	<input checked="" type="checkbox"/> Assembly Call Donors (Recurring)
<input checked="" type="checkbox"/> Assembly Call Free Member Email List	<input type="checkbox"/> Assembly Call Free Member Email List
<input type="checkbox"/> Assembly Call Past Donors (Non-Recurring)	<input type="checkbox"/> Assembly Call Past Donors (Non-Recurring)
<input type="checkbox"/> Bracketology with Andy Bottoms	<input type="checkbox"/> Bracketology with Andy Bottoms
<input type="checkbox"/> IU Gear Deal of the Week	<input type="checkbox"/> IU Gear Deal of the Week
<input checked="" type="checkbox"/> IU Hoops Newsletter	<input type="checkbox"/> IU Hoops Newsletter
<input type="checkbox"/> Test	



Sending a RainMail Broadcast

Add New Email View All

Sender & Recipients Template Content Test & Schedule Save

Sender Name
Leave empty to use list default.

Sender Email
Leave empty to use list default.

Recipients ?

Send to	List Suppression
<input type="checkbox"/> AC Die Hards	<input type="checkbox"/> AC Die Hards
<input type="checkbox"/> Assembly Call Donors (Recurring)	<input checked="" type="checkbox"/> Assembly Call Donors (Recurring)
<input checked="" type="checkbox"/> Assembly Call Free Member Email List	<input type="checkbox"/> Assembly Call Free Member Email List
<input type="checkbox"/> Assembly Call Past Donors (Non-Recurring)	<input type="checkbox"/> Assembly Call Past Donors (Non-Recurring)
<input type="checkbox"/> Bracketology with Andy Bottoms	<input type="checkbox"/> Bracketology with Andy Bottoms
<input type="checkbox"/> IU Gear Deal of the Week	<input type="checkbox"/> IU Gear Deal of the Week
<input checked="" type="checkbox"/> IU Hoops Newsletter	<input type="checkbox"/> IU Hoops Newsletter
<input type="checkbox"/> Test	

Next, choose the lists or tags you want to send the email to (and suppress any lists or tags you don't want to receive the email).



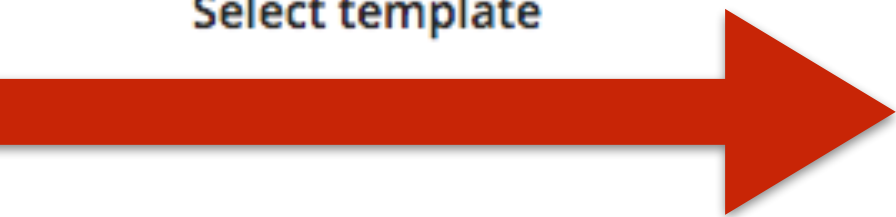
Sending a RainMail Broadcast

Add New Email

View All

Sender & Recipients **Template** Content Test & Schedule [Save](#)

Select template



Default
(Basic - [change](#))



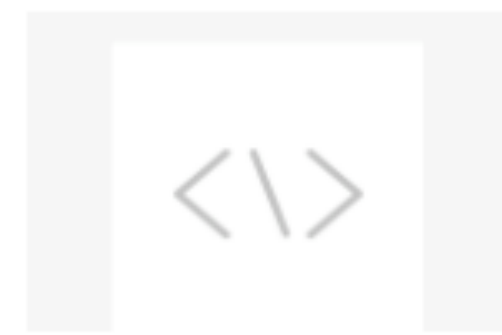
Plain Text



Basic



Sidebar



Custom

Then you can choose a template. Use the default, or pick one of the options for this individual broadcast only.



Sending a RainMail Broadcast

Add New Email View All

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

[6-Banner Saturday] Big News This Week

Visual Text

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

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

Jerod Morris
Host and Co-Founder
The Assembly Call
(IU, Class of '04)

```
<div style="margin-top:50px;"><center>
<table>
<tr>
<td><a href="http://www.facebook.com/assemblycall" target="_blank"></a></td>
<td><a href="https://twitter.com/assemblycall" target="_blank"></a></td>
<td><a href="http://assemblycall.com/youtube" target="_blank"></a>
</td>
<td><a href="http://assemblycall.com/itunes" target="_blank"></a>
</td>
<td><a href="http://assemblycall.com/google" target="_blank"><img
```

Word count: 90 Draft saved at 12:46:47 pm

Next you can add your content. Edit it like a normal post or page using the Visual Editor or the Text Editor.



Sending a RainMail Broadcast

Add New Email

[View All](#)

Sender & Recipients

Template

Content

Test & Schedule

[6-Banner Saturday] Big News This Week

[Add Media](#)

Visual

Text

/ link b-quote del ins img ul ol li code close tags

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

Jerod Morris
Host and Co-Founder
The Assembly Call
(IU, Class of '04)

```
<div style="margin-top:50px;"><center>  
<table>  
<tr>  
<td><a href="http://www.facebook.com/assemblycall" target="_blank"></a></td>  
<td><a href="https://twitter.com/assemblycall" target="_blank"></a></td>  
<td><a href="http://assemblycall.com/youtube" target="_blank"></a>  
</td>  
<td><a href="http://assemblycall.com/itunes" target="_blank"></a>  
</td>  
<td><a href="http://assemblycall.com/google" target="_blank"><img
```

Word count: 90

Draft saved at 12:46:47 pm

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.



Sending a RainMail Broadcast

Add New Email [View All](#)

Sender & Recipients Template Content **Test & Schedule** [Save](#)

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


Subject: [6-Banner Saturday] Big News This Week

Status: Draft
Schedule for: May 12, 2017 @ 00:41 [Edit](#)
[Move to Trash](#)
[Schedule Broadcast](#)

Next, you can preview and test your email.

Scroll down to see a preview of your content ... but do not rely on it!



 This is Indiana.

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.


Jerod Morris
Host and Co-Founder



Sending a RainMail Broadcast

Add New Email [View All](#)

Sender & Recipients Template Content **Test & Schedule** [Save](#)

 [Send Test](#)
Separate multiple email addresses with commas

Subject [6-Banner Saturday]
Big News This Week


Status: Draft

Schedule for: May 12, 2017 @ 00:41 [Edit](#)

[Move to Trash](#)

[Schedule Broadcast](#)

Pro tip: Always, always, always send a test email and view the email in an email client. (80% of the time, I find something *important* to change.)

 est. 2011 This is Indiana.

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

Jerod Morris
Host and Co-Founder



Sending a RainMail Broadcast

Add New Email [View All](#)

Sender & Recipients Template Content **Test & Schedule** [Save](#)



[Send Test](#)

Separate multiple email addresses with commas

Subject

[6-Banner Saturday]
Big News This Week

Status: Draft

Schedule for: May 12, 2017 @ 00:41 [Edit](#)

[Move to Trash](#)

[Schedule Broadcast](#)

Note: Test emails automatically add [test] to the subject line, so you won't get the test mixed up with the real email.

The Assembly Call est. 2011 This is Indiana.

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

Jerod Morris
Host and Co-Founder



Sending a RainMail Broadcast


Add New Email [View All](#)

Sender & Recipients Template Content **Test & Schedule** [Save](#)

Test Recipient [?](#) [View All](#)

Separate multiple email addresses with commas

Subject: [6-Banner Saturday] Big News This Week

 This is Indiana.

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

Jerod Morris
Host and Co-Founder

Status: Draft

Schedule for: May 12, 2017 @ 00:41 [Edit](#)

[Move to Trash](#)

[Schedule Broadcast](#)


Finally, you can schedule your Broadcast.

By default, the broadcast is set 12 hours in the future ... to prevent you from accidentally hitting "Send" and emailing 10,000 people before you've tested it. :-)



Sending a RainMail Broadcast

Add New Email [View All](#)

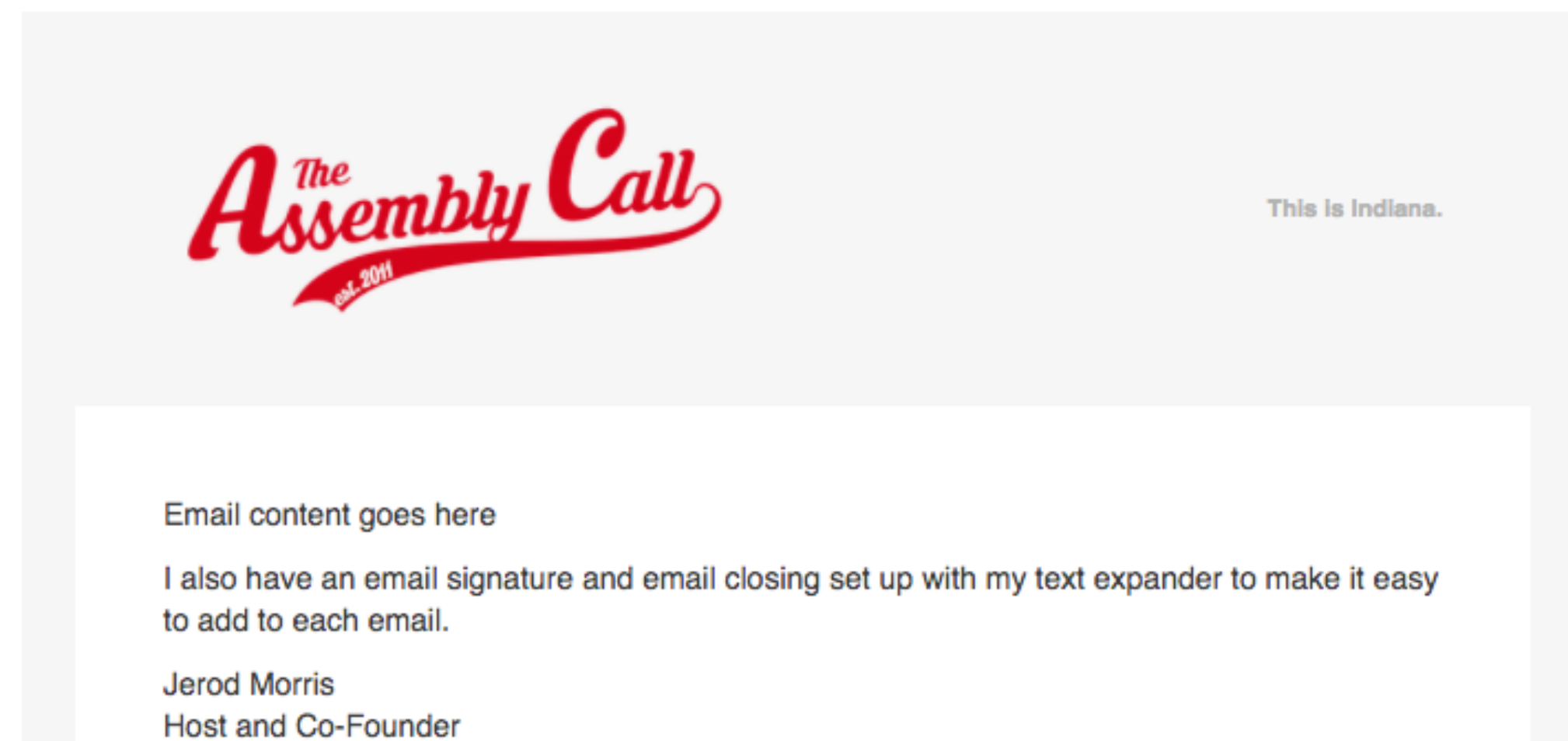
Sender & Recipients Template Content **Test & Schedule**  [Save](#)

Test Recipient  
Separate multiple email addresses with commas

Subject [6-Banner Saturday]
Big News This Week

Status: Draft
Schedule for: May 12, 2017 @ 00:41 [Edit](#)
[Move to Trash](#)
[Schedule Broadcast](#)

If you do want to send your broadcast immediately, just change the date and time to a minute in the future and hit Schedule Broadcast.



The Assembly Call est. 2011 This is Indiana.

Email content goes here

I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

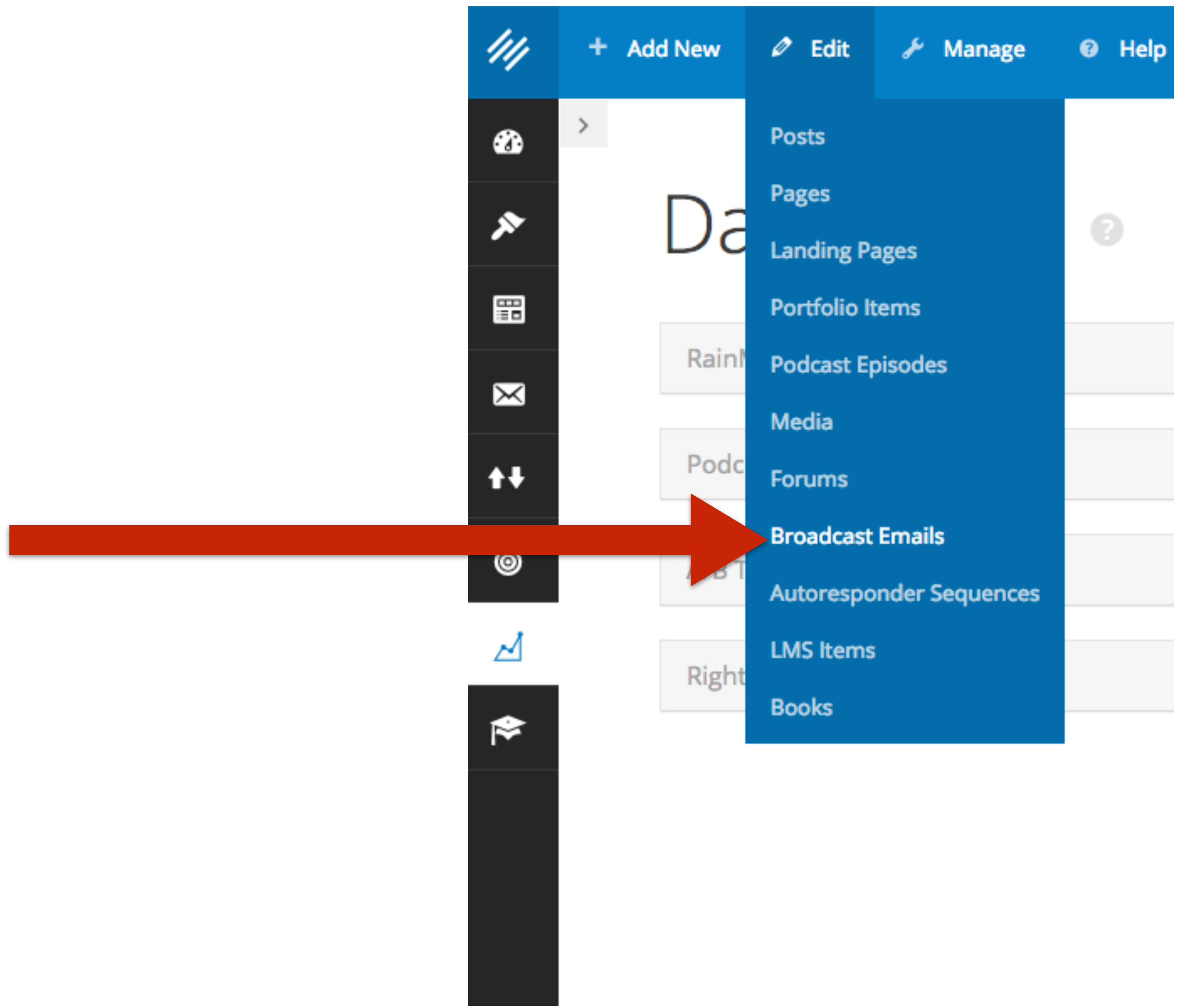
Jerod Morris
Host and Co-Founder



Checking Your RainMail Stats



Checking Your RainMail Stats





Checking Your RainMail Stats

Admin Screen C

Broadcast Emails

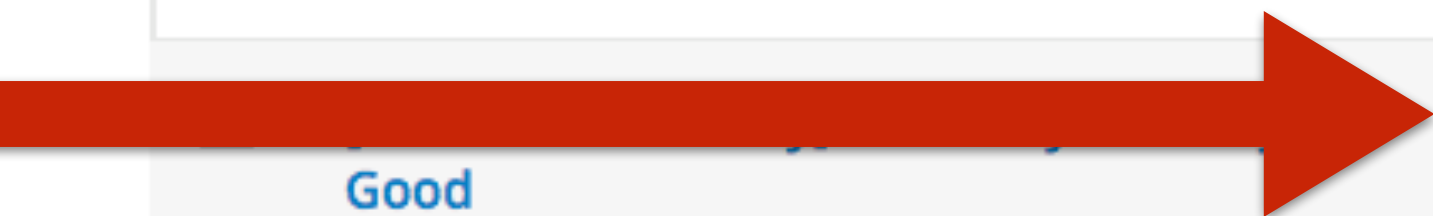
+ Add New Email

All (153) | Published (139) | Drafts (14)

Search Emails

Bulk Actions Apply All dates Filter 153 items « 1 of 8 »

<input type="checkbox"/>	Email Subject	Recipients	Open Rate	Click Rate	Unsubscribes	Date	ID
<input type="checkbox"/>	[6-Banner Saturday] Big News This Week - Draft	—	—	—	—	Last Modified 2017/05/11	38967
<input type="checkbox"/>	Good [6-Banner Saturday] Recruiting Heats Up as Spring Winds Down Metrics View Trash Duplicate	3,591	79%	12%	1	Sent 2017/05/06	38918
<input type="checkbox"/>	[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	3,582	85%	14%	1	Sent 2017/04/29	38779
<input type="checkbox"/>	[Alert] Special Start Time for Tonight's Show	3,582	66%	2%	2	Sent 2017/04/27	38734
<input type="checkbox"/>	[6-Banner Saturday] Archie Makes In-State Inroads	3,573	86%	6%	0	Sent 2017/04/22	38615



From this menu, you can view the number of people who received the email, the Open Rate, the Click Rate, and how many people unsubscribed.



Checking Your RainMail Stats

Admin Screen C

Broadcast Emails

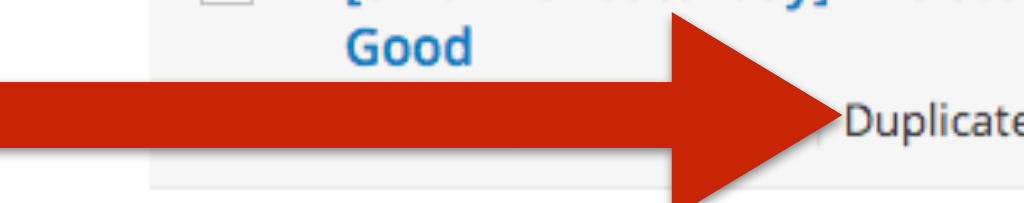
+ Add New Email

All (153) | Published (139) | Drafts (14)

 Search Emails

Bulk Actions All dates 153 items « 1 of 8 »

<input type="checkbox"/>	Email Subject	Recipients	Open Rate	Click Rate	Unsubscribes	Date	ID
<input type="checkbox"/>	[6-Banner Saturday] Big News This Week - Draft	—	—	—	—	Last Modified 2017/05/11	38967
<input type="checkbox"/>	[6-Banner Saturday] The Story of Harry Good	3,591	79%	12%	1	Sent 2017/05/06	38918
<input type="checkbox"/>	[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	3,582	85%	14%	1	Sent 2017/04/29	38779
<input type="checkbox"/>	[Alert] Special Start Time for Tonight's Show	3,582	66%	2%	2	Sent 2017/04/27	38734
<input type="checkbox"/>	[6-Banner Saturday] Archie Makes In-State Inroads	3,573	86%	6%	0	Sent 2017/04/22	38615



You can also duplicate an email, if you want to send it again.



Checking Your RainMail Stats

Broadcast Emails

+ Add New Email

All (153) | Published (139) | Drafts (14)

Search Emails

Bulk Actions

Apply

All dates

Filter

153 items « 1 of 8 »

<input type="checkbox"/>	Email Subject	Recipients	Open Rate	Click Rate	Unsubscribes	Date	ID
<input type="checkbox"/>	[6-Banner Saturday] Big News This Week - Draft	—	—	—	—	Last Modified 2017/05/11	38967
<input type="checkbox"/>	[6-Banner Saturday] The Story of Harry Good Metrics View Trash Duplicate	3,591	79%	12%	1	Sent 2017/05/06	38918
<input type="checkbox"/>	[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	3,582	85%	14%	1	Sent 2017/04/29	38779
<input type="checkbox"/>	[Alert] Special Start Time for Tonight's Show	3,582	66%	2%	2	Sent 2017/04/27	38734
<input type="checkbox"/>	[6-Banner Saturday] Archie Makes In-State Inroads	3,573	86%	6%	0	Sent 2017/04/22	38615

To drill into the metrics for any individual email, scroll over the email and click Metrics.



Checking Your RainMail Stats

Edit Email

+ Add New Email

View All

Broadcast Metrics

Sender & Recipients

Content

Subject: [6-Banner Saturday] The Story of Harry Good

Broadcast On: May 6, 2017 6:20 AM

List: Assembly Call Free Member Email List

Sent 1747 100%	Opens 1501 85.918717801946%	Unique Opens 848 48.540354894104%	Clicks 246 14.081282198054%	Unique Clicks 156 8.9295935890097%
--------------------------	--	---	---------------------------------------	--

Unsubscribes 0 0%	Soft Bounces 2 0.11448196908987%	Hard Bounces 0 0%	Complaints 0 0%	Forwards 0 0%
-----------------------------	--	-----------------------------	---------------------------	-------------------------

List: IU Hoops Newsletter

Sent 1844 100%	Opens 1336 72.451193058568%	Unique Opens 770 41.75704989154%	Clicks 185 10.032537960954%	Unique Clicks 123 6.6702819956616%
--------------------------	--	--	---------------------------------------	--

Unsubscribes 1 0.054229934924078%	Soft Bounces 5 0.27114967462039%	Hard Bounces 0 0%	Complaints 0 0%	Forwards 0 0%
---	--	-----------------------------	---------------------------	-------------------------

You can see 10 different metrics, broken out for each individual list the email was sent to.



Checking Your RainMail Stats

Edit Email

+ Add New Email

View All



Sender & Recipients Content

Subject: [6-Banner Saturday] The Story of Harry Good
 Broadcast On: May 6, 2017 6:20 AM

List: Assembly Call Free Member Email List

Sent 1747 100%	Opens 1501 85.918717801946%	Unique Opens 848 48.540354894104%	Clicks 246 14.081282198054%	Unique Clicks 156 8.9295935890097%
Unsubscribes 0 0%	Soft Bounces 2 0.11448196908987%	Hard Bounces 0 0%	Complaints 0 0%	Forwards 0 0%

List: IU Hoops Newsletter

Sent 1844 100%	Opens 1336 72.451193058568%	Unique Opens 770 41.75704989154%	Clicks 185 10.032537960954%	Unique Clicks 123 6.6702819956616%
Unsubscribes 1 0.054229934924078%	Soft Bounces 5 0.27114967462039%	Hard Bounces 0 0%	Complaints 0 0%	Forwards 0 0%

You can also review the Sender & Recipients and the Content for sent emails.



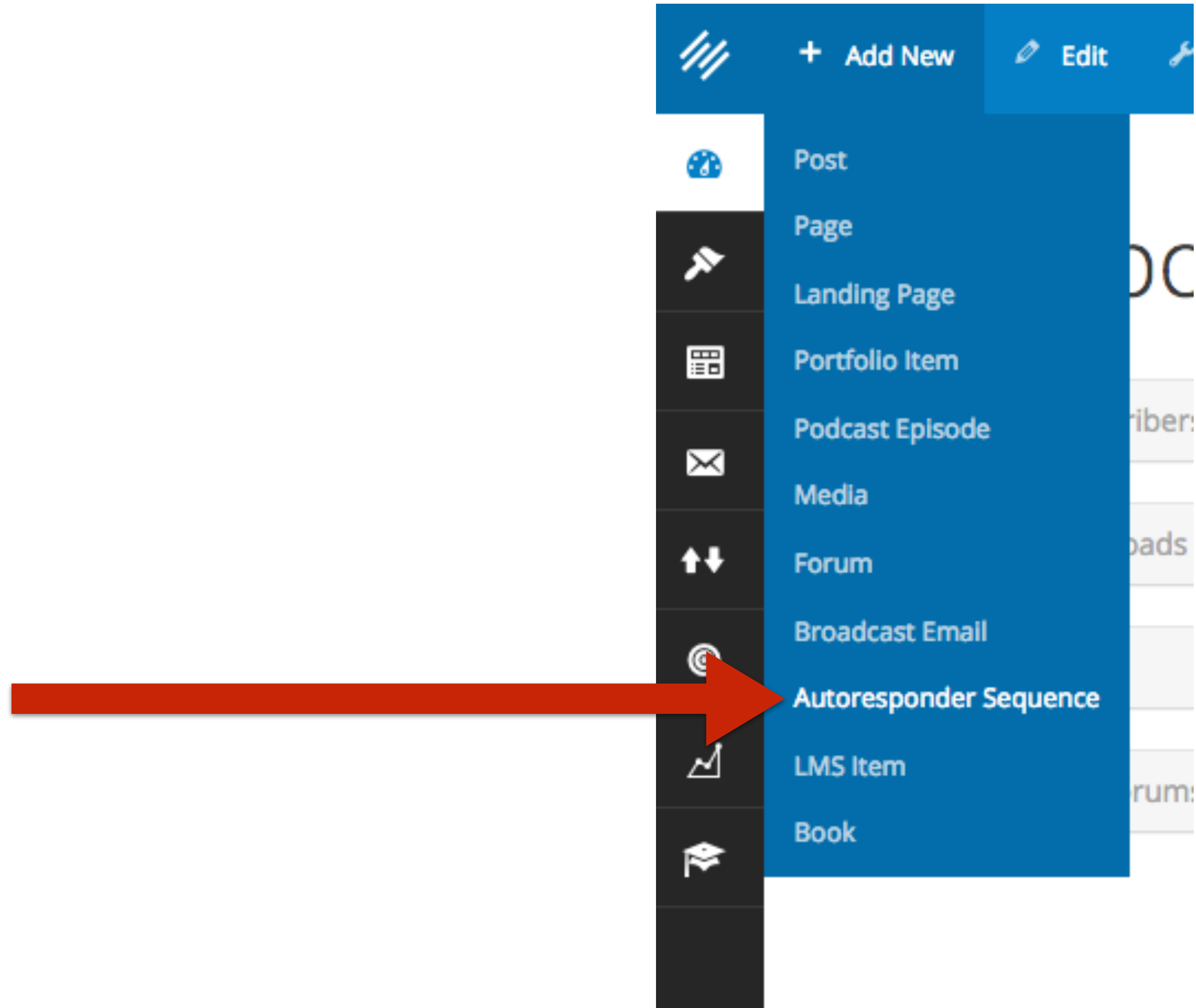
Creating Autoresponders That Do Work for You



Setting Up an Autoresponder



Setting Up an Autoresponder





Setting Up an Autoresponder

Add New Sequence [View All](#)

Welcome Sequence

Blank

Start from scratch and build exactly the autoresponder you have in mind.

Get Started

Course

Start with a series of emails designed specifically for course-based autoresponder sequences.

Use This Sequence

Sales

Start with a series of emails designed specifically for sales-based autoresponder sequences.

Use This Sequence

Newsletter with Offer

Start with a series of emails designed specifically for a newsletter sequence that leads to an offer.

Use This Sequence

Choose to start with a blank sequence, or one of three Autoresponder templates for a Course sequence, a Sales sequence, or a Newsletter with Offer.



Setting Up an Autoresponder

“View all” (previous screen) to see all your sequences, review metrics, and edit.

Autoresponder Sequences

+ Add New Sequence

All (2) | Published (2)

Bulk Actions ▾ Apply

All dates ▾ Filter



<input type="checkbox"/>	Sequence	Recipients	Open Rate	Click Rate	Unsubscribes
<input type="checkbox"/>	Assembly Call Free Membership Welcome Sequence	338	106%	12%	0
<input type="checkbox"/>	IU Hoops Newsletter Welcome Sequence	13	138%	30%	0
<input type="checkbox"/>	Sequence	Recipients	Open Rate	Click Rate	Unsubscribes

Bulk Actions ▾ Apply



Setting Up an Autoresponder

IU Hoops Newsletter Welcome Sequence

Sequence

Metrics

Settings

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)



**Toggle messages
Active/Inactive with
one click.**

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)



Setting Up an Autoresponder

IU Hoops Newsletter Welcome Sequence

Sequence

Sequence Metrics Settings

SEND IMMEDIATELY

Status: Active

SEND IMMEDIATELY

Status: Inactive

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

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

**Toggle messages
Active/Inactive with
one click.**



Setting Up an Autoresponder

IU Hoops Newsletter Welcome Sequence

Sequence Metrics Settings

SEND IMMEDIATELY

Status: Inactive

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

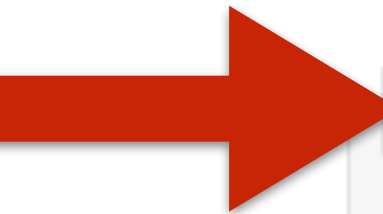
Status: Active

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



Click the timing tab to set the specific timing for each Autoresponder message.



Setting Up an Autoresponder

SENT 1 DAY AFTER SUBSCRIPTION

Send Immediately

1

Hours
✓ Days
Weeks

Set Delay

Best Hoosier of all time?

Active

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

Conditions:
Send this email when:
or recipient is not subscribed to "Assembly Call Free Member Email List" (list)

SENT 3 DAYS AFTER SUBSCRIPTION

You can send immediately, or based on a delay of a specific number of hours, days, or weeks.



Setting Up an Autoresponder

The screenshot shows the Rainmaker Platform interface for configuring an email sequence. The background shows two email sequence items:

- Item 1:** "IU Hoops Newsletter Welcome S...". Status: Inactive. Subject: "Welcome to the IU H...". Content: "Hey, it's Jerod from The Assem...". Conditions: "Send this email when: recipient is not subscribed to...".
- Item 2:** "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)".

The modal window in the foreground is titled "Sequence recipients match any of the following:". It contains a "When" dropdown menu with the following options:

- List Status
- Assembly Call Free Member Email List
- is not subscribed to

Below the dropdown menu is an "OR" separator and a dashed box containing a "+ New Condition" button. A red arrow points to the "When" dropdown menu.

You can also specify conditions for when the email is sent or not sent, based on tags or list status.



Setting Up an Autoresponder

Edit Sequence

+ Add New Sequence

View All

Assembly Call Free Membership Welcome Sequence

Metrics

Settings

Sequence metrics from the last 30 days:

Sent 338 100.0%	Opens 359 106.2%	Clicks 41 12.1%	Forwards 0 0.0%
---------------------------	----------------------------	---------------------------	---------------------------

Unsubscribes 0 0.0%	Soft Bounces 2 0.6%	Hard Bounces 0 0.0%	Complaints 0 0.0%
-------------------------------	-------------------------------	-------------------------------	-----------------------------

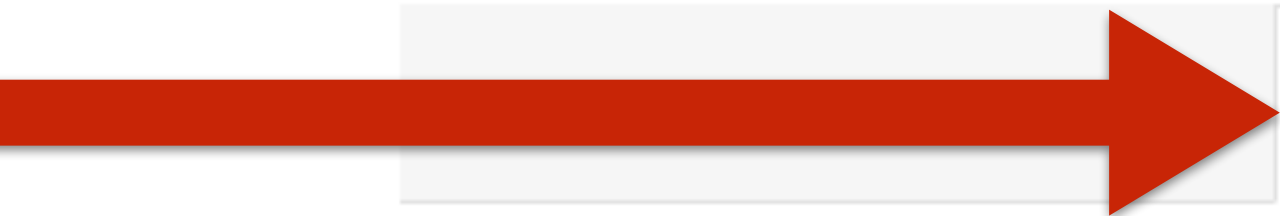
Subject	Sent	Opens	Clicks	Unsubscribes
Welcome! A few important notes about your new Assembly Call membership	57	98.2%	7.0%	0
Who is the greatest Hoosier of all-time?	65	84.6%	30.8%	0
Ready to join the discussion?	62	137.1%	19.4%	0
Hey, here's a quick tip for you ...	75	126.7%	2.7%	0
The 5 Best Ways You Can Support Our Show	79	86.1%	3.8%	0

The Metrics tab shows you aggregate metrics for the sequence, as well as sends, opens, and clicks on a per-email basis.



Setting Up an Autoresponder

Assembly Call Free Membership Welcome Sequence



Settings

Select template



Default
(Basic - [change](#))



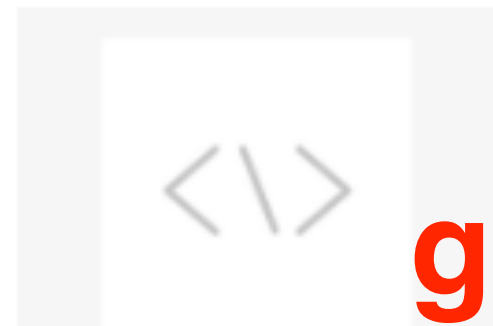
Plain Text



Basic



Sidebar



Custom

The Settings tab gives you a number of customizable settings for each sequence.

Description

List description

After Confirm Opt-in:

Redirect to

Select page

After unsubscribe:

Redirect to

Select page

After Sequence Completes:

Subscribe to

Select list

Unsubscribe from

Select list

Opt-in Confirmation:

Custom confirmation

Add a custom opt-in email? [?](#)



Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:



Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- ***Speak in your authentic voice***



Setting Up an Autoresponder

[test] Welcome to the IU Hoops Newsletter! @SaneNews x

The Assembly Call via copyblogger.com 7:33 AM (3 minutes ago) ☆
to jerod



This is Indiana.

Hey, it's Jerod from The Assembly Call.

On behalf of our entire team here at The Assembly Call, let me just say that we're excited you've chosen to subscribe to the IU Hoops Email Newsletter.

How excited?

Show 'em Isiah ...



At The Assembly Call, we enthusiastically celebrate the history of Indiana basketball ... which is why we chose an animated GIF of an IU legend to kick off our welcome email and reinforce that authentic tone and voice.



Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- ***Remind people what they signed up for***
- ***Reinforce the value proposition***



Setting Up an Autoresponder



Here is a quick reminder of what you can expect from this email newsletter:

- An introduction series of emails over the next week that give you a taste of what we're about
- Our renowned postgame analysis write-ups sent the morning after every IU game (these are only for subscribers and members)
- Our 6-Banner Saturday news roundups, sent every Saturday morning
- Occasional alerts about upcoming special edition broadcasts or valuable deals on IU gear that will save you money on useful products
- Access to me, Ryan, Andy, and Will -- because we read and reply to every message sent to this email address

We put a lot of time and effort into making these emails insightful and interesting to read, and we really hope you enjoy them.

How you can get even more ...

In addition to our postgame show and newsletter, we host a global community of IU fans over at our website.

To get *all* of our members-only content -- including access to our postgame live

The next section describes everything people will now receive by being on this list.



Setting Up an Autoresponder



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It also reinforces the value proposition, because they get *all* of this for free.



Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- ***Provide important instructions***



Setting Up an Autoresponder

How you can get even more ...

In addition to our postgame show and newsletter, we host a global community of IU fans over at our website.

To get *all* of our members-only content -- including access to our postgame live fan chat, moderated discussion forum, live halftime report, and more -- **activate your free membership to The Assembly Call**.

(It's quick and easy, takes 15 seconds.)

Now for a boring but essential reminder ...

How to make sure you get our emails

This is very important.

Since we send our newsletter to thousands of IU fans at one time, sometimes your email service provider will mistake it for SPAM. *We want to make sure this doesn't happen to you.*

The last thing you want the morning after a big win is to be hunting around trying to find our email. You want to read our analysis and bask in the glow of victory!

The way to combat this problem is to whitelist our email address -- jerod@assemblycall.com -- so that our emails are right there in your inbox where you expect them.

- You can whitelist us in Gmail and Yahoo by adding jerod@assemblycall.com to your contacts. (You can also create filters that route our emails to specific folders.)
- Whitelist us in Outlook by adding jerod@assemblycall.com to your contacts and safe sender list.

The goal of our newsletter is to get people to register for a free membership. We include that reminder in the first AR message.



Setting Up an Autoresponder


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We also want to remind people how to make sure they get our emails, especially if they had to rescue this email from SPAM or Bulk Mail.



Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:


- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- **Provide important instructions**
- ***“Show people around” your universe***



Setting Up an Autoresponder

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- Whitelist us in Outlook by adding jerod@assemblycall.com to your contacts and safe sender list.



Don't forget to subscribe to our show and podcast!

Finally, I just want to offer a few links that will help you gain more convenient access to our postgame show and podcast.

Our show is broadcast live on YouTube. By subscribing to our channel, you will receive instant alerts via your YouTube app when we go live.

[Subscribe to The Assembly Call on YouTube](#)

If you can't watch live, no worries. The podcast is posted about an hour after the live broadcast ends, and it is available anywhere podcasts are found.

Here are the three most popular options:

- [Subscribe to The Assembly Call on iTunes](#)
- [Subscribe on Google Play](#)
- [Subscribe on Stitcher](#)

If you use a different podcast app, just search for "Assembly Call" and you should find us. If not, let me know so we can fix that!

And don't forget to connect with us on social media:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)


Let people know where to find you, so they can connect where it's most convenient for them.



Setting Up an Autoresponder

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Here are the three most popular options:

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- [Subscribe on Google Play](#)
- [Subscribe on Stitcher](#)

If you use a different podcast app, just search for "Assembly Call" and you should find us. If not, let me know so we can fix that!

And don't forget to connect with us on social media:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Also, remember: the more people open and click on your emails, the more trusted emails sent from your domain will become.



Setting Up an Autoresponder

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- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- **Provide important instructions**
- **“Show people around” your universe**
- ***Lead into the next email***



Setting Up an Autoresponder

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Let's close with one important question

Who is the greatest Hoosier of all time?

There have been so many great Hoosiers. But who stands out above all the rest? Get your answer in your head. (Or, better yet, reply to this email and tell me who your choice is.)

Tomorrow, I'll send you an email that will lead you to the answer from our perspective, as well as tell you who the majority of Assembly Call audience members pick.

In the meantime, enjoy a few classic OG dunks:

- [Down the lane against Michigan State](#)
- [Saying hello to America against Chattanooga](#)

Talk to you soon!

Jerod Morris
Host and Co-Founder
The Assembly Call
IU, Class of '04

P.S. Don't forget to bookmark the link to our live broadcast page! That way it's ready for easy access as soon as the games end and our postgame show begins.

Bookmark: <http://assemblycall.com/live>

Let people know what to expect next, to build anticipation and so there is no surprise when you show up in their inbox again the next time.



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- **Provide important instructions**
- **“Show people around” your universe**
- **Lead into the next email**



Coming up ...



Q&A on How to Leverage Your Traffic Into Better Decisions and More Conversions

Thursday, May 18 at 12:00 p.m. Eastern Time



 RAINMAKER PLATFORM