Email Marketing with Rainmaker

Q&A on 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.)**

RAINMAKER PLATFORM

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?**

RAINMAKER PLATFORM

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**

RAINMAKER PLATFORM

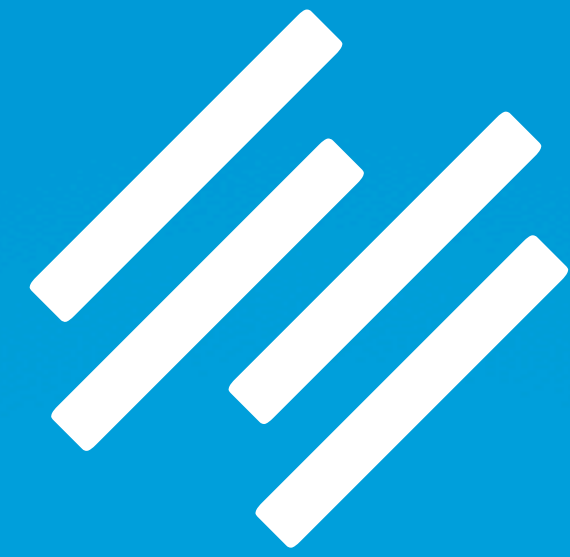# A few quick notes before we begin …

- 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**

RAINMAKER PLATFORM

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 at rainmakerplatform.com/site-building-roadmap**

RAINMAKER PLATFORM

Question 1 (Fred)

For a welcome series of messages delivered using an autoresponder, I'd like to send a different message depending on if and how the person responds to an earlier message.

Question 1 (Fred)

For a welcome series of messages delivered using an autoresponder, I'd like to send a different message depending on if and how the person responds to an earlier message.

There are two methods:

Send emails using the unique identifier so the subscriber has your site's cookie set after they click the link in the email. Next, place a tag on the page they land on (or do a tag-and-redirect). Then, in your AR sequence, you can use conditionals to send or not send emails based on the presence of the tag.

Question 1 (Fred)

For a welcome series of messages delivered using an autoresponder, I'd like to send a different message depending on if and how the person responds to an earlier message.

There are two methods:

1. Send emails using the unique identifier so the subscriber has your site's cookie set after they click the link in the email. Next, place a tag on the page they land on (or do a tag-and-redirect). Then, in your AR sequence, you can use conditionals to send or not send emails based on the presence of the tag.

2. Use Marketing Automation to put them on a different list.

Simple Example

Sequence recipients match [all ▾] of the following:

When | Tag ▾
Select tag ▾
is not tagged ▾
quiz

AND

+ New Condition

Done

This is a condition for an email in an Autoresponder sequence. It's a reminder to take a quiz. So this message will only be sent to subscribers who do NOT have the tag "quiz."

Simple Example

Tags

quiz ▾	Add

Tag	Value
makerhacks.com-free-mer	2016-08-31 22:26
makerhacks.comsubscribe	2016-08-31 22:26
_subscriber_hash	02de4a631e6c7ee6abc0e7
quiz	1

This the view of an individual subscriber's tags. This person has a "1" for quiz, meaning they have this tag. So this subscriber would NOT receive the email from the previous slide.

RAINMAKER PLATFORM

Simple Example

3D Printing Quiz

Permalink: http://makerhacks.com/3d-printing-quiz/ Edit View Post Get Shortlink

| ⏹ Add Media | ⊛ Add Webinar | 🛒 Add Product |

| **b** | *i* | link | b-quote | d̶e̶l̶ | 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 knowledge against your friends ....<!--more-->

[quiz id="36531"]

[tag_member tag="quiz" value="yes"]

This is how the tag is set. If a "cookied" subscriber lands on this page, they are tagged with "quiz" and then will not get the reminder email.

RAINMAKER PLATFORM

Simple Example

To make sure your subscribers have the Rainmaker cookie when they click a link in an email, add this to URLs pointing to your site:

?rm_sub_unique=[unique_id]

RAINMAKER PLATFORM

Simple Example

So if Chris wanted to include a link to his quiz page in an email, and wanted to tag people who visited the quiz page, he would place this link in his email:

http://makerhacks.com/3d-printing-quiz? rm_sub_unique=[unique_id]

Simple Example

This way, even if a subscriber has cleared their cookies, the RainMail cookie will be set when they click, and the tag will be added once they visit the page.

(You can also tag and redirect users to a different page.)

Question 2 (Nancy)

I'd like some recommended auto-email flow templates that I can start using for new signups to my email list who have not purchased a product yet. What types of messages to send them, how many messages, how long between messages, etc? I need a starting point. The possibilities are unlimited with RM, but since I'm a 1-person marketing and web content department, I need guidance getting my first few series set up.

Question 2 (Nancy)

I'd like some recommended auto-email flow templates that I can start using for new signups to my email list who have not purchased a product yet. What types of messages to send them, how many messages, how long between messages, etc? I need a starting point. The possibilities are unlimited with RM, but since I'm a 1-person marketing and web content department, I need guidance getting my first few series set up.

The templates inside of Rainmaker are a good start. The book "Invisible Selling Machine" by Ryan Deiss is another one (though the writing tone may need to be adapted for your audience). And we are in the process of creating a content series at Copyblogger dealing with this very topic. Stay tuned …

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.

AINMAKER PLATFORM

Setting Up an Autoresponder

Setting Up an Autoresponder

Subject: Welcome!

Add Media

Visual | Text

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

Move to Trash

Publish

<p>[PLEASE DELETE: THIS MESSAGE SERVES TO WELCOME SUBSCRIBERS AND SET EXPECTATIONS. REMEMBER TO DELETE OR EDIT ANY DETAILS IF NOT APPLICABLE TO YOUR SITUATION!]</p>

<p>Hi!</p>

<p>We're so pleased to welcome you to this course.</p>

<p>Here is what to expect:</p>

<p>Very soon you will receive a receipt containing all of your login details.</p>

<p>For the next/Every day/week/month, we will _____</p>

<p>You also have 24/7 access to our amazing community.</p>

<p>Just remember: If you run into any problems or concerns, you can reach us by replying to this email, and we'll take it from there.</p>

<p>We're so glad to have you with us!</p>

Save Content

The emails even include some instruction and helpful hints to give you guidance as you go.

RAINMAKER PLATFORM

Question 3 (Charles)

When something is in beta, like GetResponse, what determines when it comes out of beta? Does it have to be perfect? If we are allowed to use a product/service that is in beta; does that means its safe to use?

Question 3 (Charles)

When something is in beta, like GetResponse, what determines when it comes out of beta? Does it have to be perfect? If we are allowed to use a product/service that is in beta; does that means its safe to use?

For a feature to make the cut into Rainmaker Labs, it first goes through development and is then subjected to a series of QA tests. Once we are satisfied that it works well for the majority of people, we'll put it into Labs. (We don't take this decision lightly.) At this point, we need more people to use it in real world situations to see if it has any as-yet-undiscovered imperfections.

Question 3 (Charles)

When something is in beta, like GetResponse, what determines when it comes out of beta? Does it have to be perfect? If we are allowed to use a product/service that is in beta; does that means its safe to use?

For a feature to make the cut into Rainmaker Labs, it first goes through development and is then subjected to a series of QA tests. Once we are satisfied that it works well for the majority of people, we'll put it into Labs. (We don't take this decision lightly.) At this point, we need more people to use it in real world situations to see if it has any as-yet-undiscovered imperfections.

Bottom line: we wouldn't put it up in Labs if it wasn't, in our opinion, safe for the vast majority of users. But you have to use it in real world situations to fully test it with other people's customizations, content, etc.

Question 4a (Rosalyn)

Is there a tag record of what emails were sent to individual contacts in case I should want to review a contact and see what I've sent to them?

Question 4a (Rosalyn)

Is there a tag record of what emails were sent to individual contacts in case I should want to review a contact and see what I've sent to them?

There is currently no record of emails sent to individual contacts or tags. You can, however, view all sent emails and sent emails by list.

View All Sent Emails

Add New   Edit   Manage   Help

Posts
Pages
Landing Pages
Portfolio Items
Podcast Episodes
Media
Forums
Broadcast Emails   ⬅
Autoresponder Sequences
LMS Items
Books

View All Sent Emails

Admin Screen Opt

Broadcast Emails   [+ Add New Email]

All (154) | Published (140) | Drafts (14)   [Search Emails]

Bulk Actions ▾   Apply   All dates ▾   Filter   ▤ ▥   154 items « ‹ 1 of 8 › »

☐	Email Subject ▲	Recipients	Open Rate	Click Rate	Unsubscribes	Date	ID
☐	[6-Banner Saturday] The Legend of Don Fischer, NBA Draft Combine, and More	3,593	71%	11%	0	Sent 2017/05/13	39003
☐	[6-Banner Saturday] Big News This Week - Draft	—	—	—	—	Last Modified 2017/05/11	38967
☐	[6-Banner Saturday] The Story of Harry Good	3,591	82%	12%	1	Sent 2017/05/06	38918
☐	[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	3,582	86%	14%	1	Sent 2017/04/29	38779
☐	[Alert] Special Start Time for Tonight's Show	3,582	66%	2%	2	Sent 2017/04/27	38734
☐	[6-Banner Saturday] Archie Makes In-State Inroads	3,573	86%	6%	0	Sent 2017/04/22	38615
☐	[Deal of the Week] 15% Off at IU Online Store (Limited Time Only)	1,291	47%	4%	2	Sent 2017/04/17	38494
☐	[6-Banner Saturday] Indiana's 2017-18 Team Begins to Take Shape	3,558	90%	21%	1	Sent 2017/04/15	38420
☐	[Deal of the Week] 25% Off All IU Adidas Gear	1,280	62%	9%	1	Sent 2017/04/12	38320

Left menu (Edit dropdown):

+ Add New   ✎ Edit   🔧 Manage   ❓ Hel

Posts
Pages
Landing Pages
Portfolio Items

Media
Forums
Broadcast Emails
Autoresponder Sequences
LMS Items
Books

Question 4b (Rosalyn)

Will you please review common tagging practices? I would imagine we want to set up by category (is that possible) and then by tags? Any suggestions? Can I see the list of tags I've created?

Question 4b (Rosalyn)

Will you please review common tagging practices? I would imagine we want to set up by category (is that possible) and then by tags? Any suggestions? Can I see the list of tags I've created?

It's important to note that email tags are different from post tags. Email tags tag individual subscribers based on parameters you set. Post tags add descriptive tags to individual posts that allow you to organize content by topic.

You can see your tags from within the subscriber edit screen, or when you send a Broadcast Email.

See Your Tags

Go to Manage > Subscribers, then click on an individual subscriber. You'll see a dropdown menu that lists all tags you've set up.

See Your Tags

Go to Add New > Broadcast Email, and you will see your tags in the Recipients section (below the lists) in the Sender & Recipients tab.

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
Email Lists	**Email Lists**
☐ 3-Point Shot Email List	☐ 3-Point Shot Email List
☐ 6-Banner Saturday	☐ 6-Banner Saturday
☐ 2016-17 Assembly Call Meetup	☐ 2016-17 Assembly Call Meetup
☐ AC Die Hards	☐ AC Die Hards
☐ Assembly Call Donors (Recurring)	☐ Assembly Call Donors (Recurring)
☐ Assembly Call Free Member Email List	☐ Assembly Call Free Member Email List

Custom Fields

Tagged with:	**Does not have tag:**
☐ _subscriber_hash	☐ _subscriber_hash
☐ assemblycall.com-assembly-call-free-membership	☐ assemblycall.com-assembly-call-free-membership

Question 4c (Rosalyn)

Is it better to create one list with all of my contacts and sort according to tags or to create separate lists? What are the pluses and minuses of doing either way? (I heard that if you create one list, then the opt-out means you lose the subscriber for everything, but with the multiple lists, they may only opt out of that specific lists but not altogether - albeit, it is more difficult to track.)

Question 4c (Rosalyn)

Is it better to create one list with all of my contacts and sort according to tags or to create separate lists? What are the pluses and minuses of doing either way? (I heard that if you create one list, then the opt-out means you lose the subscriber for everything, but with the multiple lists, they may only opt out of that specific lists but not altogether - albeit, it is more difficult to track.)

Tags allow your to simplify your list structure and give you greater flexibility to create automated adaptive content (see Question 1). Additionally, you can do more with a single email broadcast.

Question 4c (Rosalyn)

Is it better to create one list with all of my contacts and sort according to tags or to create separate lists? What are the pluses and minuses of doing either way? (I heard that if you create one list, then the opt-out means you lose the subscriber for everything, but with the multiple lists, they may only opt out of that specific lists but not altogether – albeit, it is more difficult to track.)

Tags allow your to simplify your list structure and give you greater flexibility to create automated adaptive content (see Question 1). Additionally, you can do more with a single email broadcast.

However, you're right, if someone unsubscribes from a single list, they are no longer a subscriber. But there are smart ways to merge the two methods, and to use tags to add people to multiple lists based on their interest.

Question 5a (Jon)

I noticed that several tags are automatically set up when someone signs up to a list. Is there any way to get a list of those auto-tags?

Question 5a (Jon)

I noticed that several tags are automatically set up when someone signs up to a list. Is there any way to get a list of those auto-tags?

Every subscriber gets tagged with their unique subscriber hash (which allows you to use marketing automation features for subscribers who are not logged-in members) as well as tags that identify the date they subscribed to your list(s). And if they purchased a product, or sign up for a free product, they get a tag that is a form of the product name.

Automatic Tags

The tags you see here are all generated automatically.

Tags   Select tag ▼ | Add

Tag	Value
assemblycall.com-assembly-ca	2017-05-17 17:00
assemblycall.comSubscribeDa	2017-05-17 17:00
_subscriber_hash	4b1ac3b4f76b00f010e8297e5:

Question 5b (Jon)

If I plan to have a subscription product (annual), is there a way to move people who cancel their subscription from, say, the "Paid" list to an "Ex-Subscriber" list, so that only paid subscribers get an email?

Question 5b (Jon)

If I plan to have a subscription product (annual), is there a way to move people who cancel their subscription from, say, the "Paid" list to an "Ex-Subscriber" list, so that only paid subscribers get an email?

You can automatically add people to an ex-customer list using the Change Product field in your subscription product settings. (You can then use the email receipt to thank them for being a paid subscriber and then remind them to use the Unsubscribe link in a previous email.)

Add Ex-Customers Automatically to Email List

Create New Product ✏ View All

Create a new product called "Ex-Customer"

Ex-Customer

Product Details ▲

Product Description:

Test ex-customer product

The product description will be included to 120 characters on the PayPal Order Summary page.

Thank You Page: Select Thank You Page ▼

Product Type: Product ▼

This is a free product   ☑

Allow Members to purchase this product multiple times   ☐

Send an Email Receipt   ☐

Send a blind copy of purchase receipt to the following addresses

(separate multiple emails with a comma)

AKER PLATFORM

Add Ex-Customers Automatically to Email List

Create New Product ✎ View All

Ex-Customer

Product Details ▲

Product Description: | Test ex-customer product

The product description will be included to 120 characters on the PayPal Order Summary page.

Thank You Page: | Select Thank You Page ▼ 🗐

Product Type: | Product ▼ 🗐

This is a free product | ☑

Make sure it's a free product.

Allow Members to purchase this product multiple times | ☐

Send an Email Receipt | ☐ 🗐

Send a blind copy of purchase receipt to the following addresses | *(separate multiple emails with a comma)*

AKER PLATFORM

Create New Product ✏ View All

Ex-Customer

Product Details ▲

You can send an email receipt to thank the person for being a paid subscriber, and then offer any relevant instructions or reminder (like using an Unsubscribe link in a previous email to remove themselves from your customer list.)

Product Description:

Test ex-customer product

The product description will be included to 120 characters on the PayPal Order Summary page.

Thank You Page: Select Thank You Page ▾

Product Type: Product ▾

This is a free product ☑

Allow Members to purchase this product multiple times ☐

Send an Email Receipt ☐

Send a blind copy of purchase receipt to the following addresses

(separate multiple emails with a comma)

AKER PLATFORM

Separate Ex-Customer Email List

Next, create (or edit) your annual subscription product.

Test Product

Product Details

Product Description:

Test product

The product description will be included to 120 characters on the PayPal Order Summary page.

Thank You Page: Select Thank You Page ▾

Product Type: Subscription ▾

Allow Members to purchase this product multiple times   ☐

Product Duration   365 days

Product Price $ 100

Enter price as a number without a currency symbol or commas (000.00).

Number of Payments including Trial Payment below   ☐ payments

Leave blank for indefinite. Do not include trial payment if a trial is free. Subscriptions require a minimum of 2 payments.

Offer Trial Period   ☐

Separate Ex-Customer Email List

In the Change Product field, start typing "Ex" and you will find your Ex-Customer product.

Product Duration — 365 days

Product Price — $ 100

Enter price as a number without a currency symbol or commas (000.00).

Number of Payments including Trial Payment below — payments

Leave blank for indefinite. Do not include trial payment if a trial is free. Subscriptions require a minimum of 2 payments.

Offer Trial Period — ☐

Cancellation Product — None

Change Product — Ex

39090 - Ex-Customer

...ne to change the product the member has access to when they cancel this subscription.

Refund Product — None

Change Product —

Enter a Product ID or Product Name to change the product the member has access to when the order is refunded.

Send an Email Receipt — ☐

Send a blind copy of purchase receipt to the following addresses —

(separate multiple emails with a comma)

Separate Ex-Customer Email List

Product Duration	365 days
Product Price	$ 100 *Enter price as a number without a currency symbol or commas (000.00).*
Number of Payments including Trial Payment below	[____] payments *Leave blank for indefinite. Do not include trial payment if a trial is free. Subscriptions require a minimum of 2 payments.*
Offer Trial Period	☐
Cancellation Product	None
Change Product	Ex 39090 - Ex-Customer ...he to change the product the member has access to when they cancel this subscription.
Refund Product	None
Change Product	[_____] 🗐 *Enter a Product ID or Product Name to change the product the member has access to when the order is refunded.*
Send an Email Receipt	☐ 🗐
Send a blind copy of purchase receipt to the following addresses	[_____] *(separate multiple emails with a comma)*

When someone cancels their annual subscription, they will "receive" this product, which we just set up to place them on your Ex-Customer email list.

Question 6 (Ash)

Can Rainmaker integrate with Leadpages?

Question 6 (Ash)

Can Rainmaker integrate with Leadpages?

There is no official Rainmaker integration with Leadpages.

RAINMAKER PLATFORM

Question 7 (Richard)

I'm at the very start of my journey in terms of building a list. I'm having real trouble figuring out whether to commit to Mailchimp (I have an account) or RainMail. What criteria do you recommend I should I be looking at to ease the decision?

Question 7 (Richard)

I'm at the very start of my journey in terms of building a list. I'm having real trouble figuring out whether to commit to Mailchimp (I have an account) or RainMail. What criteria do you recommend I should I be looking at to ease the decision?

An important criteria for people getting started is: how big is your list? You're just getting started, so using RainMail allows you to build your list with spending an extra dime (first 999 subscribers are free). Moreover, RainMail offers the most complete integration with the Platform, giving you options for tagging, adaptive content, and marketing automation that aren't available with third-party email services.

Question 8a (Lucas)

Is there a way to filter on the active/inactive users?

Question 8a (Lucas)

Is there a way to filter on the active/inactive users?

An individual subscriber might be active for one list but inactive for another list. So subscribers cannot be filtered by active/inactive status.

Question 8b (Lucas)

Is there a way to modify users in bulk?

RAINMAKER PLATFORM

Question 8b (Lucas)

Is there a way to modify users in bulk?

There is currently no way to modify users in bulk.