

V and W Networking Group eNewsletter Seminar

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(<http://www.wbmk.net>)

Steps to Create a Vertical Response Account:

1. Go to <http://www.verticalresponse.com>.
2. Complete the questions and click "Start My Free Trial".
3. You will receive a confirmation email momentarily. You must open this email and click on the link in it to complete the registration process.
4. Log in to your Vertical Response account.
5. Click on the "Account" link at the top of the page.
6. Complete the contact information and company profile sections.
 - i. Under contact information, don't forget to choose the correct Time Zone.
7. Complete the contact information and company profile sections.
8. Click "Submit Changes".
9. You will receive 2 confirmation emails momentarily. One will confirm your username and password. The other will confirm your "order" for the free trial which will show the amount owed as \$0.00.

Steps to Create your Email List:

An email list contains the contacts you would like to send your newsletter to. You can have one or multiple lists with different contacts if you wanted to send different emails to different contacts you've collected over time. Each contact can also be entered into multiple lists.

1. Log in to your Vertical Response account.
2. Click on the "Lists" link at the top of the page.
3. Click on the "Master List" link. This is the default list Vertical Response created for you and it will be empty.
4. Click on the "New List Member" tab on the right. A list member is a contact that you would like to send your newsletter to.
5. Enter as much information about the recipient as you have.
6. Click "Save List Member".

Steps to Create an Email Campaign:

An email campaign is what you would call an "issue" of your newsletter. It consists of the email being sent out, who it is going to (which email list), and when it will be sent out.

1. Click on the "Emails" link at the top of the page.
2. Click on the "New Email" link at the right.
3. Enter a name for your campaign and select "Email Wizard" to choose a template.
4. Choose a template for the layout of your newsletter.
5. Complete the form for the content of your newsletter.
 - i. For the Subject Line, avoid:
 - a) all caps
 - b) excessive punctuation
 - c) free, viagra, cheap, etc.
 - ii. The Greeting will contain the content for the introductory text of your newsletter.
 - iii. The Closing will contain the content for the ending text of your newsletter.
 - iv. For the Postal Address, it is important to put in your business' mailing address.
6. Click the "Next Step" button.
7. On this page, you are choosing an option to determine whether or not the main content of your newsletter will have an image and where it will be displayed.
8. Complete the form for the main content of your email.
9. Click the "Next Step" button.
10. Click the "Preview" tab. This will show you exactly what your newsletter will look like when people receive it as an email.
11. Click the "Send Test" tab. Here you will be able to send your newsletter to an email address as a test. It will not cost you anything.
12. In the "Send to Me Only" section, click the "Submit" button. You will receive 2 test emails shortly. The subject for both will begin with "Test Message". Be sure to check your "spam" or "junk" folders if you don't receive the tests within a few minutes.
13. Click the "Select Lists" tab. This is where you will choose who to send your newsletter to.
14. Check the box next to "Master List" and click the "Submit" button.
15. Click the "Schedule" tab. Here is where you will determine when your newsletter will be sent out.
16. Click the "Click Here" link for "Earliest Launch Available". Your newsletter is now scheduled, but still will not be sent out until you click the "Launch" tab.
17. Click the "Launch" tab. This page will confirm that you have completed all the steps above.
18. Click the "Launch Campaign" button.
19. Congratulations, your first newsletter has been sent!

Email Creation Navigation Explained:

1. Edit Email Campaign
Here is where you can edit the layout and content of your email.
2. Preview
Opens the email you created in a web browser.
3. Send Test
Allows you to send your email to yourself or up to 10 other recipients as a test. This lets you see exactly what your email will look like when you send it to your list.
4. Select Lists
Choose who you would like this email to go out to.
5. Schedule
Set when you would like your email to get sent out. Emails get screened by Vertical Response staff so you can't send your emails immediately.
6. Launch
Finalize and send your email.

CAN-SPAM Compliance:

The CAN-SPAM Act is a federal law enacted in 2003 which imposes certain requirements on any person or company sending commercial emails. While it does not restrict you in any way from sending emails, you will need to be aware of the following 3 requirements:

1. Clear and non-deceptive subject line for every email.
2. Functional opt-out mechanism in every email.
3. Valid Physical Address listed in every email.

Pricing:

Vertical Response provides 2 pricing options.

1. Pay Monthly.
Get billed each month or once a year based on the number of contacts you have set up in your account (regardless of whether or not you send any emails to them).

# Contacts	Monthly Fee
0 – 500	\$10.00
501 – 2,000	\$28.00
2,001 – 4000	\$46.00

2. Pay As You Go.
Buy credits for each email you send out. Credits are prepaid and can be used at any time (up to a year).

# Emails	Cost Per Email	Cost Per Hundred Emails
1 – 1,000	\$0.015	\$1.50
1,001 – 2,500	\$0.013	\$1.30
2,501 – 25,000	\$0.012	\$1.20