



A quick guide to...

# Setting Up Your Campaigns



## In this guide...

Learn how to create a GetResponse email marketing campaign and manage all the built-in options designed to maximize the effectiveness of you campaigns.

## Table of Contents

### Create a new campaign

### Campaign list

### Campaign settings

- General

- Profile

- Permission

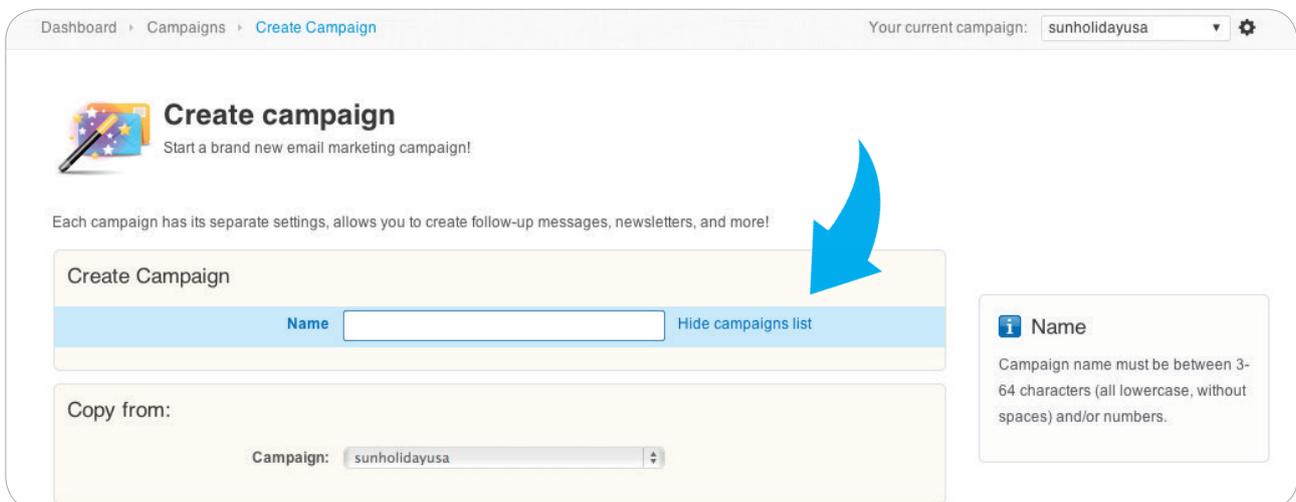
You can create up to 500 campaigns in a GetResponse account. Each can have a separate list of contacts and set of messages.

## Create a new campaign

At the upper-right side of your screen, click the dropdown button of the **Your current campaign** field and choose **Create campaign**.

In the new window, type a **Name** for your new campaign. This name must be 3-64 characters without spaces (all numbers and/or lowercase letters.)

Optionally, you can copy settings from a campaign that already exists in your account. To do this, click the **Copy settings** link then choose the campaign to copy.



## Campaigns list

To display all campaigns in your account, click the dropdown menu of the **Your current campaign** field in the upper-right corner of the page and choose **Campaigns List**.

Using the icons in the **Manage** column, you can display lists of contacts for newsletters and follow-ups, edit campaign settings or delete a campaign. Click a button on the left side to choose a **Default** campaign.

**Note:** The default campaign cannot be deleted. To delete the campaign assigned as the default, you must first assign a different campaign as the default.

## Campaign settings

Before creating your messages or adding subscribers, it's important to set up preferences in your **Campaign settings**. You can edit your **Campaign settings** any time you wish.

**Campaign settings** are available in two locations. The first is the previously mentioned **Campaigns List**. To display/edit campaign settings, choose a campaign from the list and click the **Tools** icon.

The second place to edit campaign settings is the **Gear icon** next to the **Your current campaign** field. First, choose a campaign using the dropdown button then click the **Gear icon**.

**Note:** The field labelled **Your current campaign** is displayed in nearly every Web page inside your account. Before creating a message or editing settings, make sure you have chosen the correct campaign.

**Campaign settings** consist of 3 sections: **General**, **Profile** and **Permission**.

## General

### Campaign Name

In this section you can edit your **Campaign name**. It is not possible to edit the name of the default campaign.

### Campaign Language

Each campaign can have a different language for confirmation message templates. To change the **Campaign Language**, click the **Edit** link then click the dropdown button and choose a language.

**Note:** If you choose English, Polish, Spanish, German, French or Portuguese, your chosen language will be used in confirmation messages and information displayed on the default Thank You page, unsubscribe page, unsubscribe success page and newsletter archive page.

### Autoresponder

Click the **Autoresponder On/Off** switch to allow people to subscribe to your list by sending a blank email to your campaign trigger address, which is **YourCampaignName@GetResponse.com**, substituting your actual campaign name before the @ symbol.

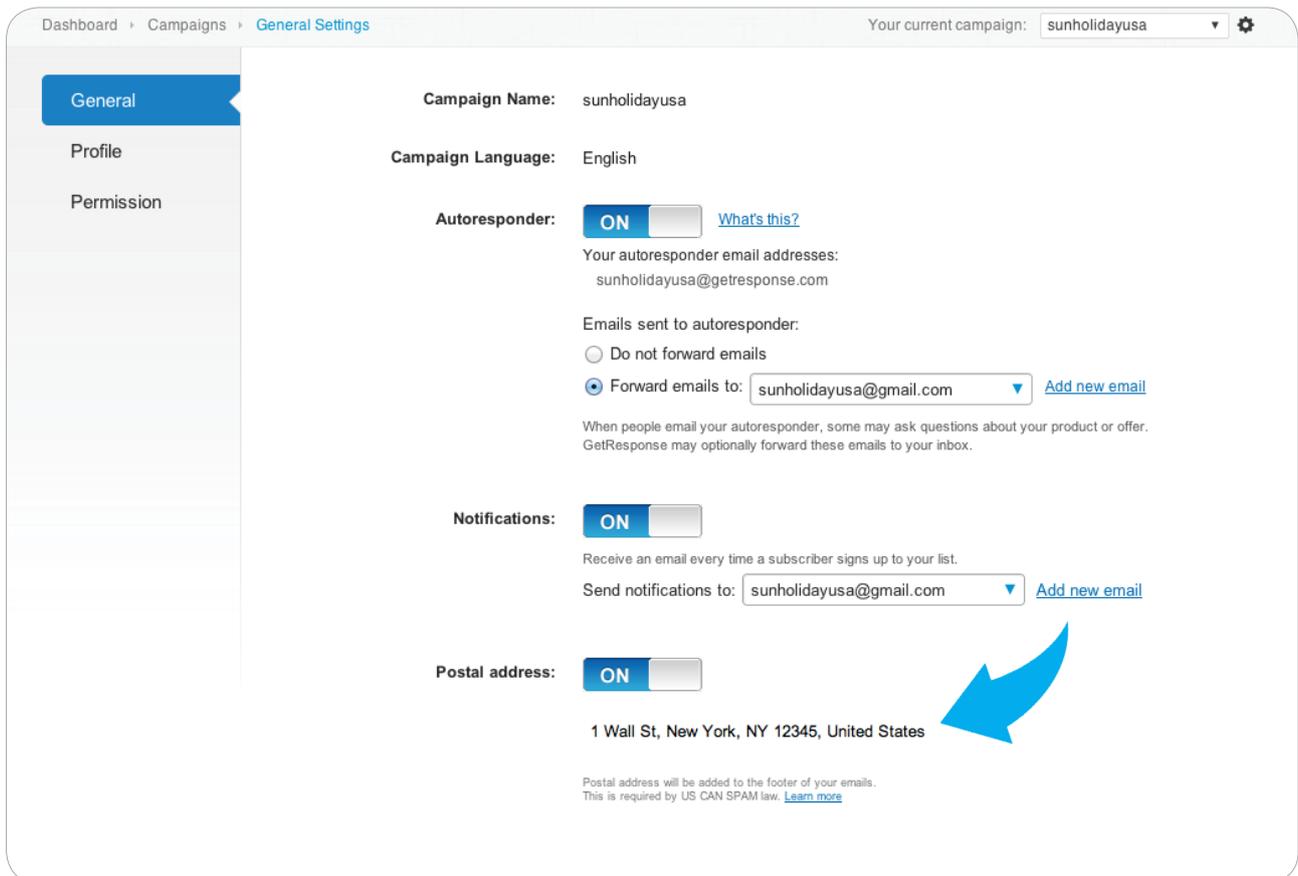
When people sign up for your newsletter using the autoresponder email address, some may ask questions about your product or offer. Optionally, click the **Forward emails** to button to have these emails forwarded to your inbox.

### Notifications

Click the **Notifications On/Off** switch to receive an email every time someone subscribes to your list.

## Postal address

Click the **Edit** link to change the **Postal address** added to the footer of every message sent from your account.



## Profile

### Campaign title

Click the **Edit** link to change the **Campaign title** that appears on the default confirmation page, unsubscribe page, unsubscribe success page and web archive.

### Category

Click the **Edit** link to define the **Category** of your messages.

## Campaign description

Add a short **Campaign description** to be displayed on the default confirmation page, unsubscribe page, unsubscribe success page and web archive.

## Logo

Customize your account by replacing the default GetResponse logo with your own **Logo** image. Click the **Edit** link on the picture and select an image from your Multimedia storage, upload a file from your computer, or add an image from a URL.

Below the **Logo** is the option to **Link your logo to your website**. Click **Edit** and enter a URL address where subscribers will be redirected if they click the logo image.

## RSS feed

This is the Web address of the **RSS feed** for your **Newsletter Archive**.

The screenshot shows the 'Profile' tab of a campaign's settings. The left sidebar has 'General', 'Profile', and 'Permission' tabs. The main content area includes fields for 'Campaign title', 'Category' (set to 'Agencies'), 'Campaign description', 'Logo' (with a placeholder image), and 'RSS feed' (with the URL 'feed://app.getresponse.com/rss/sunholdayusa'). A 'Preview your pages' section at the bottom lists links for 'Confirmation page', 'Unsubscribe page', 'Unsubscribe success page', and 'Newsletter directory'. A blue arrow points to the 'Unsubscribe page' link.

## Permission

### Enable confirmed opt-in

Confirmed opt-in can be enabled or disabled individually, based on the contact source:

**Email subscriptions** include contacts who send an email to your campaign trigger address;

**Web subscriptions** include contacts who completed a web form on your site;

**Import subscriptions** include contacts who were added in bulk in **Contacts >> Import contacts**.

Every list that you import will be run against algorithms that estimate multiple factors that assess its quality. The list can be rejected due to negative metrics.

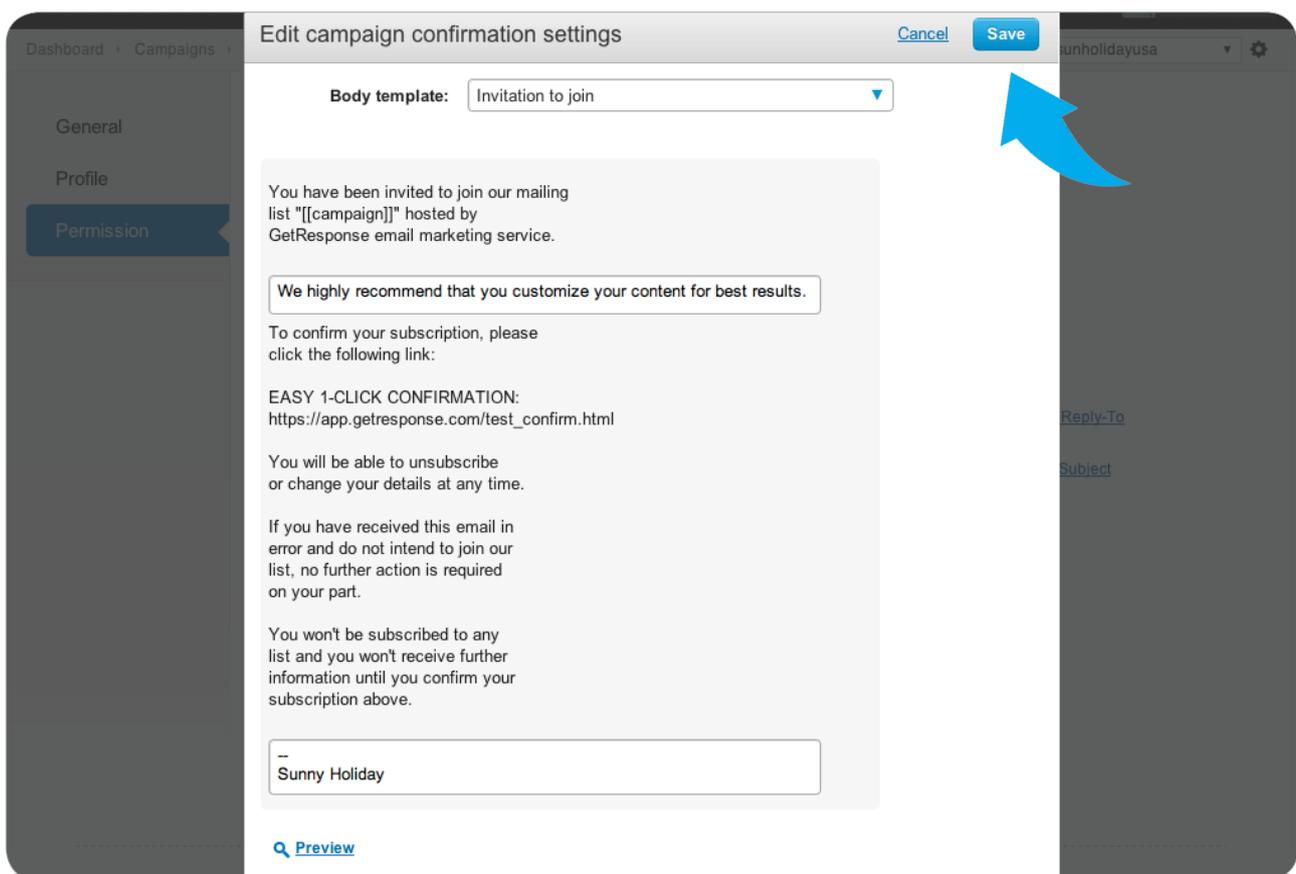
## Confirmation message

Choose message type (**HTML** or **Plain text**); choose a **From field** address to appear as sender; and select a pre-approved **Message subject** or create your own. Custom subjects lines must be submitted for approval.

Click **Customize confirmation message** button to edit the message.

In the new window that appears, select the body template that's most appropriate for your campaign. Optionally, you can add your own lead-in text and personalized signature.

To see the actual content of the confirmation message, click the **Preview** link. If everything looks OK, click the **Save** button.



## Confirmation page

If you choose to personalize the default **Confirmation page** using the **Customize confirmation message** button, be sure to click the **Hosted by GetResponse** button.

Your other option is to have contacts redirected to the **Custom URL** you specify for your confirmation page.

