



**Website Creation Workshop
With Christina Hills**

"Email Marketing Success with AWeber"

Christina: Hello and welcome, this is Christina Hills and I am super excited to have Chris Vasquez here from AWeber. We're going to be talking about email marketing success with AWeber. Now the cool thing about this call today is whether or not you have AWeber, the concepts you're going to learn will apply to any email marketing system you use, and if you don't yet have an email marketing system, you may decide you want to jump on board with AWeber, or but if not, the value of your time will transfer to, again, any email marketing system. But part of why I asked Chris to do this call today is what AWeber has done has made it so easy, especially for the non-techie person. Well before Chris takes it away with his presentation, and he's going to do a presentation and demos, and it'll be a very interactive call. But let me tell you a little bit about Chris. Chris is the director of product at AWeber where he works with a team of product managers and UI designers to create tools and experiences that enable entrepreneurs, bloggers, podcasters and business owners to connect with their audience in remarkable ways. He is most passionate about identifying and helping to unlock superpowers in product people from becoming data whisperers to prototyping mad scientists. We are all going to become mad scientists, this is great. He's almost equally passionate about building things that enable people to do incredible things and feel amazing doing them. The center of the Venn diagram between those passions is an obsession with experimentation, as a means for unearthing insights of all types. Welcome Chris Vasquez. Everybody is clapping. Okay Chris, why don't you go ahead and take it away and let's just jump right in.

Chris: Thank you so much for that introduction and for putting this webinar together,

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I'm super excited to walk everyone through what we're going to be talking about today Like Christina mentioned, I'm going to be talking about email marketing success, but specifically talking about automation and segmentation within your email marketing strategy. I know that might sound daunting at first, but let me walk you through a little bit of how we constructed the webinar today. It'll be really brief. So who's this for? We sent out a survey to a bunch of email marketers and content creators of all stripes asking them a number of questions, but one of the things we asked was for them to describe their experience with email automation. And as you can see from the chart here, the vast, vast majority of users, or respondents self-identified that they were either beginners or intermediate when it came to email automation. So there's definitely a need for an understanding of the basic concepts of automation and segmentation, and that's what we're going to go cover today, but don't feel like that's not going to set you up to do awesome things. Because once you have a handle on the basics of how to set up email automations and how to automatically segment your subscribers and send to those different segments, you're going to be able to do all sorts of amazing things. I have a number of examples that we're going to be walking you through that anyone could set up. Like Christina mentioned, although I have a strong personal preference for AWeber, these are principles that you could apply to other ESPs, you know, other platforms where you're sending your email marketing from. I want to go over three common questions that really influenced our approach to putting this information together. First...

Christina: Can I just... Let me just jump in for a second. So to give people a context, we're talking about automating emails so that you don't have to be there, so when people come to your site and they opt in, things happen and there they get automatically sent the information they want. So I just wanted to go interject that in, sorry Chris. Back to you.

Chris: Exactly, and that is super helpful. When I'm talking about automation, and I'll



describe these terms better as we go, but automation is that act that Christina just described where your subscribers are getting emails based on either time delays, so when they sign up for your email list either immediately or a certain amount of time later they start receiving automatic emails from you, or based on their behavior. So if they sign up from a specific form or if they make a purchase or if they click a link in a specific email that will automatically send additional communications to them. And when I talk about segmentation that is the act of grouping subscribers together based on some shared criteria. So maybe they're all from the same state or the same country, or maybe they've all opened a specific email or purchased a specific product. That's segmentation. Thank you for interjecting there.

Christina: Yeah, and has some excellent slides that will help describe this more. As we go through.

Chris: So the common questions were around what are tags and how do they work, because as you start to explore email automation and segmentation this word "tags" is going to come up a lot, and they can seem confusing and they can seem daunting, but I promise you, once you get a little practice with them, they make perfect sense. Each one of the examples that we're going to show you make use of tags in interesting ways. "How can I use this?" There's often times specific questions about how for my specific business can I take advantage of these principles, and that's something I'm really excited to get to during the question and answer portion of the webinar, and "Where to start?", "How to start?" That is the thing that I am the most excited about, because I feel that anyone on the call is going to be able to take at least one of these examples that we show you today and put them into practice immediately if you wanted to. So what you'll learn today is what are email segmentation and automation, how tags work, and what you can do with automations in broadcasts. That's going to make a little



more sense when we get to the actual examples, but when we're talking about email, there are basically two types of emails that we're going to be talking about. The automated emails that go out where someone enters a sequence currents because they signed up for your list or because they did a specific action and then they automatically receive emails, and then they're broadcast, which are emails that you send out on ad hoc basis, so it might be a newsletter or an email that you're sending to communicate a product launch that you just want to send a one off email to your audience. You can use automation's different ways in your automated campaigns and in your broadcasts, and they actually play together very nicely and allow you to do really kind of magical things. And again, I'll have step by step visuals of how to do them in AWeber, although again, you could use your email provider of choice. So let's get started. Thanks for bearing with me for the beginning.

A brief overview of automations. I want to describe how it works technically, and then what's really happening. So this is the way automations work. You send an email containing one or more links, someone opens that email and clicks on a link, you can tag that person with one or more unique tags. It could be something like "interested lead" or "new member" or something like that, depending on what the call to action they clicked was. Then you can use those tags to create segments, or to kick off automated sequences. And if you want to get really tricky, you can do both of those things. But what's really going on when you're using automations is you're listening to your subscribers and tagging them based on their behavior. So you're looking at what they're doing and based on that you're categorizing them. And then that allows you to send your subscribers more relevant and valuable emails based on those tags and those segments. And then ultimately that allows you to develop stronger relationships with your audience and transform prospects into paying customers and paying customers into loyal advocates. My favorite example that I'm going to walk through is just a simple one message automation, but it really allows you to identify the people



who are most passionate about your content or your products, and help activate them and turn them into vocal advocates. And again, it's really easy to do this. I know we did a little bit of definition up front, but I'm going to walk through some additional definitions in the next couple slides with some additional context. So first up, what is email automation? Automation is the automatic delivery of email sent to subscribers at a specific time based on specific criteria. So again, this could be based on a time delay. So if someone signs up for your mailing list, you could wait one day and then send them an email. Or it can be based on actions. So if a user clicks an email or opens an email, then add a tag, and send them additional emails. Campaigns, campaigns is our at AWeber, it's our platform for creating automations, but it's similar in many ways to a competitive products, although we've really focused on making it simple and quick to use and get into it and start customizing. Now here is where things start to get interesting. I want to talk through a couple specific examples of what email automations can look like. So following this formula of "if this trigger happens then that action happens" let's look at a couple a specific ways that you can use this formula. If a subscriber is added to a list send them a welcome email, and that is the simplest formula, And honestly, if you have an email list and you are not sending automated welcome emails, you are missing out big time, because the most engagement you will ever have with a subscriber is immediately after sign up. So that is the first step, and we'll walk through a very simple welcome campaign in a minute. Another scenario is if a subscriber clicks a link that indicates that they are a beginner in one of your emails, tag the subscriber "beginner" and automatically emailed them beginner content. And then one final scenario is if the subscriber signs up on a specific landing page, send them targeted email sequences. So you might have a variety of different landing pages that are promoting different courses or different products, and you might want to say if someone signs up my product page, send them emails related to that product, but if they sign up on my general home page, send them my normal generic welcome



series. Now before going any further, if there are any AWeber users on the call I want to talk about the change in our platform from our old automation product, which was called Follow Up Series to Campaigns. We didn't just make an arbitrary change from Follow Up Series to Campaigns, we built Campaigns to make a more flexible, modern automation tool. AWeber Follow Up Series are a great, solid tool they've been around for a long, long time and have been improved steadily over time. But there are a couple things within Follow Up Series that are limiting. That's why we encourage our customers to use Campaigns. The specific limitations are in Legacy Follow Up Series you can only have one follow-up per list. So that means for every unique follow-up you want to send you have to create a different list and manage a different list. Another limitation is that you can't use behavioral automations in the messages and follow-ups, so you can't say for the first message in the series "if anyone opens that message and then add a tag". Or for the second message in the series, "if someone clicks my call to action then add a tag". But with Campaigns you don't have those limitations. You can have as many campaigns on a single list as you want, and you can have them kicked off by a variety of triggers. Here I'm going to define an additional term. This first step in a campaign is called "a trigger", and you can either have a campaign start or a trigger for all subscribers, or you can have it start based on criteria, like when a subscriber receives a tag then start the campaign. So with that in mind you could have 10 or 20 or 100 campaigns if you wanted to do it on a single list, and that that allows you to do is manage your whole interaction with AWeber from one list. If you want to use multiple lists, maybe because you have multiple businesses, you can do that, but if you just want to use one list you can do that as well using Campaigns. The second really exciting part of Campaigns is that you can use behavioral automations. So for any given message you can say "if someone opens this message then add a specific tag to that" or "if someone clicks a link in a message, add a specific tag or remove them from the campaign". It's very flexible and powerful and we're



continuously improving it. We regularly add updates and we have some really, really cool things planned for Campaigns coming.

Christina: Hey, can I jump in here for a second? Can you go back to that slide? Okay, so here's kind of like the big picture for people who are currently using AWeber or just sort of the big picture. When you set up an email marketing system you think of "I'm going to create a list and the list has a series of follow up email sequences". So what AWeber has done, and this is why I'm so excited is they've taken that concept, but now instead of calling them a Follow Up Series, AWeber's calling it Campaigns, and now with a one email list you can have a multiple campaigns. In a way the campaign is kind of a new follow up sequence, but it can do even more. So I'm hoping that that makes sense. So what I love about this and what's so cool about what you're seeing on the screen, is this is what you will see inside of AWeber. Can I just talk through this for a moment before we go to the next slide? Is that okay, Chris?

Chris: Sure, yeah.

Christina: For this campaign, start campaign on subscribe, meaning somebody comes to your site and they see the opt in box and they opt in. So once they subscribe then they are added to this campaign, and immediately they get this message that says, that's the green little step number two, "here's your video ready to rock". Right? So they get that message. Then the campaign says "now wait a day before doing anything else", and then on number four a day has passed and now they're getting another email message. And then on step number five it says "wait five days before performing the next action", and then it sends another message. So in this particular example you're kind of seeing what you think of in your mind as sort of a follow up sequence, but Campaigns can do even more so I just wanted to interject that in there, Chris, keep going, this is great stuff.



Chris: You described that so much better than I did Christina. I'm taking notes.

Christina: You're doing great, you're doing great. I just like to make sure everybody is on the same page, but these slides are great. Okay. Take it away, Chris.

Chris: Great. So what is subscriber segmentation? That was a high level overview of what automation is, but subscriber segmentation is to talk to one person instead of 1000. As you build your list it can get harder to make... Once you have a large list if you're not segmenting, it can be difficult to make the content you're sending feel really relevant and personal to a specific individual. Even using things like personalization tags or personalization variables, which allow you to input the specific name of a given person or their location based on what they filled in when they signed up. Segmentation allows you not only to use personalization variables, but also send the right content to the right people. So when you're thinking about segmentation, the goal of it is to talk to one person, to get as close to talking to the individual, instead of a broad 1000, even though you might be sending out messages to thousands of people at a time. By segmenting subscribers, first you get to send more relevant content, which results in higher engagement. We actually had a customer who was using a variation of one of the examples I'm going to show at the end of the webinar who was using segmentation to send her customers into one of four different campaigns, and her engagement in those campaigns were so much higher than on her one generic campaign, it was surprising even to us. Sending the perfect content to encourage your purchase, and what this really points to is being able to understand how warm your leads are. So to know who your cold leads are, people who are just visiting your site for the first time, or who are considering products and you know they've been through a couple times and might have signed up for a lead magnet, be able to segment them from people who have purchased in the past, who you



know are likely to purchase again, and to build lasting relationships and fans. This is encouraging people to make repeat purchases, refer other purchasers and to promote you, your mission and your brand. So let's talk about tags, because they are the foundation of all of the fun you get to have with the segmentation. Excuse me. In the example that is on the screen, an email has been sent around food and recipes and health, and what the creator of this email had done over the course of their email marketing process was to build segments of users who self-selected that they were interested in a number of things. The way that they did that was on their sign up form on their website they not only ask people for their name and their email, but they also ask them to choose what they were interested in. It was just a simple select box and you could choose 30 minute meals, healthy meals or snacks. And all that did it when users signed up was it took their choice from that sign up form and it added a tag to them in the email marketing system. That allowed the user to do, the customer to do was create emails for those specific segments. So now all she has to do is write this email focused on 30 minute meals, create a segment of people who have the 30 minute meals tag and send that email. She's immediately speaking to a more targeted group of people who are more likely to really resonate with the content she sent.

Christina: And Chris...

Chris: Let's talk about use case... Yeah?

Christina: This picture, go back. Is that picture of the email we're looking at or is that the web page we're looking at?

Chris: Great question. That is a picture of the email. So the email has just a simple logo at the top, a headline really focused on the 30 minute meal plans and a strong call to action to get people to that meal type that the user knows that they're



interested in already.

Christina: Right, so these users have already opted in and selected they want at the 30 minute meals. Is that correct?

Chris: Exactly.

Christina: Yes. They are now getting the 30 minute meals sequence.

Chris: Yes, exactly.

Christina: Excellent.

Chris: So let me talk through a pretty fun use case for segmentation. So say you are a content creator who sells guitar lessons and you have two high level buyer personas, "beginners" is this kid over here on the left, and "experts" who love to shred guitar and rock out. So let's think about tags again. What are they're used to group or segment your subscribers so you know that we're going to need two groups, beginners and advanced. And then with those subscriber groups... I'm sorry. We're going to think about automatically creating those subscriber groups so you don't have to go through and manually add tags to people as you talk to them or try and figure out who they are. So how do you do that? It's pretty easy and there are a number of different ways that you can do it. So you can do it in your sign up forms, so you know we have two groups of users that we want to try and identify, we have beginners, and we have advanced users. So we can ask them when they sign up for our list to self-identify as either beginners or advanced, and that's probably the easiest way to start setting tags for users. The next way is in campaign and broadcast automations, so you could have everyone sign up for a generic list, and then in your initial welcome email either ask them

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to select if they're beginners or advanced, or present them with two links. One that's for beginners, maybe your first scale, and one for advanced, maybe something like modal progression. Then based on which link they click first, tag them "beginner" or "advanced". It's a little bit more of a sophisticated way to go about it, but you really get some in-depth information about their skill level, because you know what they've clicked on. You can also apply tags when you're importing subscribers. So if you're moving from one email provider to another, or if you have captured email leads through a sign up form, physical sign up form, you can apply tags when you're importing them. Integrations frequently applied tags, so if you have any integration connected to your email account where when someone makes a purchase through Shopify you can apply a tag based on the product they purchased. So if someone purchases a beginner course you know that they're a beginner, and you can tag them with "beginner", but if they purchase an advanced course you can tag them with "advanced". You can also go through and manually add subscribers in subscriber management in your email provider, or you can use many mobile apps that allow you to, or that allow people to sign up for your list to add tags including AWebers Atom app, which is an iPhone or iPad app that people can just essentially fill out a web form right then and there if you're at a conference or if you are out and about and you can have those forms, and tags as well. So let's look at how I went about building two separate campaigns for these different personas. Both of these are going to trigger when a tag is applied, so I'm going to have a web form that asks people to put in their, a sign up form, I'm sorry. Ask people to put in their name, their email and to tell me if they're beginners or advanced. If they select "beginner", they're going to go down the campaign on the left. You see here they're tagged "beginner". Sorry, this kind of overlays over top of it. They get this first message, "Here's your video, ready to rock" and then it populates their first name. Then it's going to wait one day and send them the next message, which asks them "Are you making these major mistakes?" It's going to wait three more days, then it's

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going to send them "The five rips every player ne needs to learn.", and then after it sends that you know it's immediately going to add another tag called "onboarded". And I know now when I search for that tag "onboarded" that someone has been through my whole initial welcome campaign. Now on the right side it's the same basic campaign structure, but with different content. So when a user's tagged "advanced", they're going to get the same welcome email. Then it's going to wait one day and send them a bonus lesson with a different type of lesson, about modal progression, which is a more advanced guitar principle. Then it's going to wait three more days and in an effort to get these subscribers really engaged, I'm going to send them an email asking them to show their guitar skills; maybe for a social contest or to get them to collaborate with the community. Then they're going to get that same onboarded tag. So now what I'll have are three segments really. I'll have a segment of beginners, a segment of advanced, and a segment of people who have been onboard. If you want to get really technical, I actually have five, because I also have the segment of people who are advanced and have been onboarded and advanced but haven't been, and a segment of beginners who have been onboarded, and beginners who haven't been. This might sound like it's just kind of why would you bother doing that, but there's a really specific reason to do it. Often times you don't want to be sending broadcasts, there are those one off messages, to users who are in your initial welcome campaign you don't want to overwhelm them. You really want them to focus on your initial messaging. So you can create, or when you send broadcasts you can send them to only people who don't have the "onboarded" tag... Only people who have the "onboarded" tag. So that way you know when you're sending your broadcasts out you're not oversaturating people who are in that initial welcome series. If that makes sense for your business. It frequently will, so it's a principle you might want to keep in mind.

Christina: I can just think of an example. So if somebody had just opted into my list, I don't



want them 30 minutes later to get a message saying, "Hey, you're about to miss the webinar, it's starting." because they haven't even heard about it yet.

Chris: Exactly.

Christina: It makes it more custom, instead of throwing everything at everybody all at once. Now with this tag "onboarded" you know if people are getting the message they've been in your sequence for a few days.

Chris: That is a great example. So moving forward with this. At a very high level, the whole why you should do any of this is that tags and campaigns give you a level of flexibility that you didn't have before. What is that level of flexibility? Well it comes down to this. Your customer's journey is not always linear. In most cases it's not linear, although it might be easier for you or me to create one campaign that starts with message A, goes to message B, and ends up on message C. That might not be what's right for your individual user. So when we talk about the change that we made at AWeber, we made a change from Legacy Follow Up Series, although they were solid and they worked really well at what they did, they were linear. Everyone would get that same sequences, a sequence of messages. What we've moved to is something more like the Magic Kingdom where a user comes in and they take their own path. It can either be based on information that you know about them or I know about them, where they came from, what country they're from, what they signed up, which form they signed up through. Or it could be based... And this is the thing that really gets me excited about the future of email marketing. It can be based on them choosing their own path knowingly, because frequently when you hear people talk about email automation it's automating stuff without the subscriber knowing that they're making a choice. So based on a purchase someone makes sending them specific emails and tagging them in a specific way. Don't get me wrong, that is very



powerful, and it should be part of your email marketing tool bag, but one of the most powerful ways to encourage engagement and buy in with your content is to let people know that the decisions that they're making have impact. So to let them know that if they come in and want to go to Tomorrowland, they can choose to go to Tomorrowland and they have control over that experience. But if they want to go somewhere else they can choose that, and you've thought it through and have planned a tailored experience for the individual.

Christina: I love this picture because you can start to see possibilities. So as you're first setting up your email campaigns and the sequences that are going to go out, you might think, "Okay, people are entering in and they're going to go down Main Street and they're going to get to the Magic Castle." Right? But then and you can set up that sequence very simple, but then as you keep sort of working with it, you can think, "Oh, wait, but some people might want to first go off to Tomorrowland." If you think about Disneyland, you don't always take the same path, and that's what your visitors to your site are like. They don't always take the same path. So one of the ways that I'm planning on implementing this in my business, is when people opt in, I'm going to ask, "Do you already have a WordPress site or not?" Because if people come in to my email list and they already have a WordPress site, they want different kinds of information than people who don't have a website yet and are just planning on building it, because my business has expanded and I service people without websites and people with websites. My business kind of makes a great case study for how to do this with AWeber.

Chris: Yeah, that is a great example.

Christina: Yeah, do you have a website or do you not have a website. And like if you're a coach listening, you might, you know, one idea that just popped into my mind is,



"Have you ever worked with a coach before?" So if you're a business coach or a life coach, you may get potential clients who've worked with coaches before and they're thinking of hiring you, or you may get potential clients that has never had a coach in you're their very first one. And so you might send the new person a different kind of sequence for explaining about what coaching is and how the process works. So as you see, you can get this really custom to your business.

Chris: Yeah. Those are two great examples. So I want to talk specifically about behavioral automations now. So the majority of the examples that we've walked through, actually both of the examples that we walked through, the guitarist welcome series, they used time based automations. So when someone signs up, waits four days or wait one day and then send the next message. So there are those time based automations But the other type is behavioral automations, And in AWeber they're indicated by these little green lightning bolts in a circle, because they're super powerful and they super charge your emails. What these behavioral automations allow you to do is add or remove tags based on when a subscriber clicks a link or when a user opens an email. And here it says for a campaign email, but it also applies to broadcasts. So when somebody clicks a link you can add a tag or remove a tag, and when somebody opens an email you can add a tag or remove a tag. So let me walk you through four quick demo use cases. And feel free Christina to slow me down if I'm breezing through something that I should spend more time on.

Christina: No, that's okay, and also I know when we get into actually going into AWeber this also clarify it, too.

Chris: Great. So the one click opt in is that is the first campaign I'm going to describe. So the one of this is let's say you have an email list and you want to promote a new five-day course. So what happens here is a subscriber is going to click a link



in a broadcast that you send, a tag is going to be applied based on that click, and then we're going to start sending automated emails as a result. Why would we build a campaign like this? It allows your prospects and your customers the opportunity to opt in for more information without having to sign up for a new list. This is really, really powerful stuff. It's getting people to opt in to additional content, not an additional list. They could still unsubscribe from it in the future just like they could otherwise, and it is not adding them to a new list. The fact that they are opting in again is likely to dramatically increase your engagement rate within that list. So let me show you what this actually looks like. Is that zoomed in enough or should I zoom in?

Christina: I would zoom in a little bit more.

Chris: Okay. Let me show you here.

Christina: Yeah, that's better.

Chris: So this is an example of the email I'm going to send, and it basically says that email can seem daunting, but I've created a five-day email course. And then I ask my subscribers, "Ready to transform your email marketing?" What I'm actually going to do when I send this out is I'm going to apply a couple automations, and I'm going to say if people click on the "no" option then I'm going to add "uninterested", but if they click of the "yes" option I'm going to add a tag called "one click opt in", and you can see it's there already because I've set up a campaign that uses that tag, so I don't have to remember it. Now what's going to happen if people click that link, they click the "yes" now, that's going to kick off a campaign, it's going to enter them into a campaign. That campaign looks a little something like this. So when that tag "one click opt in" is applied, it's going to send lesson one. And I should probably actually add it's a short wait time,



because they've just received an email from me, they've decided to opt in to another their course. I may set this for, let's say 15 minutes. Or maybe even five minutes just to allow a little breathing room. Then I'm going to send the first lesson. I'm going wait to day and then I'm going to send a second lesson, and I'm going to continue to go through that same pattern of waiting a day and then sending the next lesson until I get to the end of the series, and then I'm going to tag them as complete. So at this point I've created a new segment by applying that "one click opt in" tag and I've kicked off a campaign based on that segment. So you've seen the campaign, you've seen that initial broadcast email, and I also want to show you... All of these are demo emails.

Christina: Can you pause for a second? Can you go back and explain. So you sent to broadcast, everybody got the broadcast now and they clicked they got added to a campaign. Where did they get made it into a segment?

Chris: That is what I'll show you.

Christina: Okay, okay.

Chris: So on the subscribers page, the easiest way to make segments is to search on people who have tags So I would say "tag is" and then "one click opt in". So I know these are the people who clicked "yes", and now you can see that there are four people who have that tag applied and would have clicked "yes". Each of these four people will have been entered into that campaign. And on the sidebar, let me clear this out really quick. I've actually saved segment called "one click to opt in". So if I want to send them broadcasts in the future or enter them into a new campaign in the future I have that segment created and at the ready.

Christina: And here's the thing I want to explain to people as you're listening to Chris talk.

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This is the kind of thing that you really sit down with a pen and paper and you think about it. I have found that it's hard to conceive the whole picture until I start walking through. So just like going to Disneyland, how you imagine you enter and then we're going to walk to the Magic Castle, and then I'm going to go on the Peter Pan ride, and if I like the Peter Pan ride then I'm going to go on the Pinocchio ride. But if I didn't like the Peter Pan ride, then I think I'm going to go over to the bobsleds. So as Chris is talking and you're thinking, "Wow, wait, how do I conceive of all this?" If you get your pen and paper out and sort of do it step by step and talk your way through it, it's going to make sense to you. What's great about this is it's going to be different for each person. So I just wanted to interject that in, Chris.

Chris: That is a great point. Because you all know your subscribers and your customers way better than I do. So that first step that Christina just described of sitting down with a pen and paper and essentially mapping out the different stories that your customers might follow is essential to creating campaigns that really make sense and make an impact. Asking yourself the question of, "Well, how did this person join my list? What mindset are they in? What are two choices they could make?" And then design content for each of those choices. Not only does it help you set up a really powerful campaign but it's also actually really fun and gives you a level of empathy for your customers that is always really refreshing, at least in my experience. Thanks for recommending that, Christina.

Christina: Yeah, and what I found with this because I'm thinking through in my head like when somebody gets a badge because they've completed a module, then something else will be triggered, and I know that I can't conceive of the whole thing until I start mapping it out on paper. So that's the thing to do with this kind of concept and what Chris is teaching, this concept applies to any email marketing system. So be gentle on yourself if you're like, "Whoa, I don't see the

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whole picture." I don't think you can until you start walking through it. And can you just show where you're keeping track of the different campaigns? Can you just go back to AWeber for a second and show?

Chris: So my campaigns, these are my collections of automated message sequences. And I only have two in here, but I'm going to walk through the creation of one more today. Each of these is a list of automated messages. So you see I have the "one click opt in" campaign selected. That was the example I just walked through, and you see a high level overview on the right of what's happening. Everything from the trigger, you know, what kicked the campaign off, which is that tag being applied to each of the messages and then finally the additional tag at the end of the campaign. Cool.

Christina: Right, so you could send out like, "Here's a five-day little training series for beginners. Would you like this?" And then "yes" or "no". Then them clicking that would get them on to the campaign if they're already in your system. Or you have it as an opt in box and then they can check a box. So there's sort of different ways people can get into a campaign.

Chris: Exactly, and that's a great point. There are different ways is that people can get into the same campaign, so they may have multiple... So just to expand on what you said, you could also have if someone purchases...

Christina: Buy something.

Chris: A beginner course... Yeah.

Christina: Yeah. If somebody buys something, then they can get added to a campaign. Or if they sign up for something.



Chris: Yeah. Great point. So this is one of the simplest ways to start using behavioral automations in email, because it does have, it generally has easy application no matter what your business is. If you have an email list and let's say you're promoting a new product or a new course, it's great as a way to get additional feedback on that product or course to ask your email subscribers to opt into it through email and give them a simple "yes" or "no" choice. This is apart from email automation and segmentation, but this form factor of presenting your email automation triggers like a survey in email, we found that to be really effective at encouraging engagement. Let me show one other example with an embedded survey in email, and people just love to interact with these things. And it generally, it fits in really well no matter what your email template might look like. So if you design a simple looking survey like this, it'll look just at home in a heavily designed template as it will in a template that looks like plain text.

Christina: And then if like in this instance we have this "yes" or "no", what if somebody does nothing? Like they've opened the email and they neither clicked "yes" nor "no", what would happen then?

Chris: Can I show you something neat? Well what would happen then is no tag would be applied by default. But if you wanted to do something, like you mind if I go off script a little, because that's a great question?

Christina: Yes.

Chris: So let me create a new campaign. And let's say this is for... Actually I could do this with a broadcast as well, but I'm going to do it in the context of a campaign. Let's say "reengage". Let's say that for all subscribers I'm going to send a message, I'm just going to create a quick message.



Christina: What he did is he dragged it from the left and brought it in.

Chris: Yeah. And I'm going to put in two links here. One. And these links could be anything, it's just easier for me to type these, it's muscle memory. Two. Here's my welcome email. Now this is one of the most fun things, and that was such a great question, Christina. So let's say this is my generic email campaign. Let's say I have a three message welcome campaign that I send out to all customers by default right now, and many of us have that if we're email marketing. When people sign up for our list we send them a number of messages. I want to show you how to add behavioral choice into that campaign following a principle that Christina touched on. So I have in my initial welcome email some of my generic content, but I also have two links, and I should have named them something differently, but let's assume link one is asking people if they're beginners, and linked to is asking people if they're advanced. And we're going to set this campaign up now so if people select that they're beginners will move them off into a beginner campaign, if they select that they're advanced, we'll move them off into an advanced campaign, but if they don't select either for a day, then they'll just continue to get the normal welcome campaign. And I do that by stepping up automations. So I'm going to say if someone clicks the link one, which is, let's say it's for beginners, then I'm going to add a tag called "beginner", and I'm also going to remove them from my generic campaign. So I'm going to move them off into a new beginner campaign. The next thing I want to do, and here you see a little summary of what just happened.

Christina: Can I just pause you there? This is really cool. So when somebody gets on your list, right, and you're sending these emails as out but you're really wanting them to take some action and somebody might take action on the first welcome email but somebody might not until a week later because they were on vacation or



whatever and they didn't read their email. So now you can have your... Once they've taken some kind of action, now you get them on another sequence.

Chris: Exactly.

Christina: Moving them from the welcome sequence.

Chris: Yes, exactly. And what we're doing for here is we're accounting for people who don't make a choice, because your best opportunity to engage with someone is when they first sign up for your list. Your second best opportunity is in that second message. Because what we see at AWeber at least, and we use this principle in our onboarding emails. In the first email that we send out we ask people to make a choice, it is whether they're beginners or whether they're advanced when it comes to email marketing. If they make one of those choices they go into a specific targeted campaign, but if they don't make a choice we don't stop sending them email, we just continue them in a generic campaign. So we're continuing to try to build a relationship with them. So that was the process of setting up "beginner". I'm just going to quickly go through the process of setting up "advanced". So I say if someone clicks links "two", which is advanced, then I'm going to tag them with "advanced". And again, I want to remember to remove them from the campaign as well. And we've separated those into two specific actions, because there are a ton of use cases where you want to tag someone and remove them, but there are also a ton of users where you want to tag them but keep them in a campaign. So now on my welcome message...

Christina: Right, it's removing them from this sequence. Yeah, and I think for some people creating mind maps, you know, if your mind map person that would definitely help you. But really just pen and paper with drawing. So I love this idea because then if people are still on this welcome sequence, then you know they're not



action, they're not as action takers, or they haven't taken action yet.

Chris: Yeah, that's great. And you really do need to talk to those people in a different way than in people, then you would talk to people who are really engaged.

Christina: Right, right.

Chris: Well that was a very helpful diversion. Thank you that was fun. Okay, so let me jump into my next one. I'll try and move more quickly through these.

Christina: Yes.

Chris: So segmenting your existing audience, actually you know what, this next one is really the same principle, but in the context of a broadcast. But basically, what this is doing is we're going to segment subscribers using tags based on the links that they click, and why we're doing it is to learn more about your audience, send targeted one time broadcast in the future, and just build a deeper connection. So this one I'm going to go through really quickly because that last example was similar to this, In this case though I'm not going to use a campaign at all, it's all going to happen in a broadcast, because all I want to do is build segments. Where's my example email? So what I'm going to do in this case is, let's say I want to know if my audience are entrepreneurs or solo-prenuers or freelancers. Do they work for themselves, do they work for someone else, or are they primarily affiliates? I constructed a really simple email that explicitly asks my subscribers to self-identify. And again, you can really think of this as acting like a survey in the email, but where I don't need them to click through and fill out information I'm getting my survey response right in the mail. Now what I would do is I would set up three tags here. Because each of those links has a separate URL. And ignore the specific link. But imagine one is for people who select "self-

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employed", one is for people who select "employed" and one is for people who select "as affiliates". All I'm going to do is set up three tags. If they click "self-employed", they get the "self-employed" tag and I could remove tags if I want to but I'm not going to do that right now. "Employed", they get the "employed" tag. And if they click the link that they sell other people's products as an affiliate, they get the "affiliate" tag. And I would send this out based on the emails that people click, I would dynamically create segments. So the "affiliate" segment includes anyone who clicked the link that self-identified as "affiliate", and what this search looks like is anyone who has the tag "affiliate". "Employed" is that same query except it's anyone who has the tag "employed". And "self-employed", you guessed it, is anyone who has the tag "self-employed". Now in the future I can send each of these groups segmented broadcasts, I can add them to really targeted campaigns, and I just have a fuller picture of my audience, because not only can I send them content, but I also see the distribution. So I have four self-employed people, I have two people who work for and sell someone else's things, and I have five affiliates. That tells me something really interesting about my audience, the majority, or the largest pool, the largest segment are affiliates. That not only can help me send better content, but it can also affect my strategy when I'm looking to develop new products. I'm a product person at heart, so this is the aspect of segmentation that really speaks to me. Like the more I know about my subscribers, the better products I can build for them.

Christina: You can have tags for your, you know, I'm just going off here a little bit on a tangent, you can create a tag for different products you have, so that you'll know if somebody says tagged with your blue widget, you don't want to send them the blue widget info, you might want to send them in green widget info, because they already have the blue widget. You can even put that in your message, you know, "Because she bought my blue widget, you might really also like my green widget." So as you see, I mean there's no way we can cover everything in this one call, but

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my goal is to sort of open your minds to the possibilities of what you can create. Okay, I don't want to slow you down, Chris.

Chris: No. Do I have time for two more of examples or just one?

Christina: I forget how many slides you have, so I'll just leave it up to you. So we still have another half an hour, and we definitely want to have time for questions.

Chris: Okay. I'm going to go through this. The last two are really cool. They're a little bit more sophisticated, but they're not hard to implement, they're just more sophisticated from a conceptual point of view. This first one is using links in your email to allow your subscribers to choose how they receive your messages and I'm going to get specific about what this looks like in just a second, but why might you want to do that? It lets subscribers have agency. Again, this is like an instance where they know that they're choice is going to have direct result on the content that you send them, and that builds trust and stronger relationships with your subscribers. It allows them to feel more like they're a part of your content or your program and not only consumers of it. Additionally, if you allow people to adjust the type and frequency of emails you send them, you can reduce unsubscribes and spam complaints.

The specific instance and this is such a neat idea, our product marketing manager is a guy named Tom Tate, and he really is pioneering this idea here. It's basically the idea of allowing your subscribers to mute you for a short period of time. Say you are about to launch a new product or a new service, and part of your launch plan includes emailing your customers more frequently. Oftentimes, this is one of the areas where you will see your highest unsubscribe rates, where people that you normally email maybe once a week or once every 2 weeks, start receiving emails every other day or twice a week or even every day. Just that change in pace may cause more people to unsubscribe than normal. This concept gives



those subscribers another option, and I'm going to show you this in AWeber.

Say let's say I have a new product launch coming up, and I'm about to send my first email, and I say I'm really excited to be launching a new product in 2 weeks, and I'm going to have a lot to say in the lead up to that launch, so I'm going to be emailing more frequently than regularly over the next 10 days. If you don't want all the extra email during launch, no problem at all! Click this link, and I won't bug you with launch emails. So if the user clicks that link, I'll just show you when I do the tags. If you click and change your mind, so if you've muted and you decide that you do want to receive those emails, just send me a quick message or you can click here. Now what's going to happen here is I'm going to set up 2 tags. If someone clicks the muted link, I'm just going to add the tag Mute It, and if they click the link for I Want To Unmute Myself, I'm just going to remove the tag Muted. It's basically a toggle in that email. If I don't want to receive the extra emails for 10 days, and click that. If I want to start receiving those emails again, I can click the other link and have that tag taken off, but I can go back and forth as I choose or as your subscriber chooses, and all that is doing is, it's managing a segment I have. So I have this segment muted, and that includes 12 people... Actually, this should say unmuted, because what I really want to look at... Sorry, that was my mistake. This should read not muted. So I want to look at people who do not have the tag muted. These are people who did not click the link saying that they didn't want to receive my launch emails, and when I go send my broadcasts, I'm going to send them to this not muted segment, so I know that there are people who want to receive those emails or who have at least not explicitly said they don't want to receive it. Again, this is very sophisticated conceptually, even though it's really easy to do. You really treating your email program like an application that your subscribers can use. They can tell your email program what to do, and that's going to leave them happier, more engaged, and less likely to unsubscribe.



Christina: And let's say, Chris, you don't have a lot of content to begin with, you can start with initial campaign and build tags to link to all of your offerings, and you can add more later on. Is that correct? Like you can start out simple...

Chris: Yes, that's absolutely correct.

Christina: Yeah. So if you don't have a lot of content, you can start out simple, and then you can build upon things. And maybe show them how you made that segment.

Chris: Oh, yeah, sure. I will start in Show All. These are all my subscribers, and we're going to look for subscribers who do not have the tag muted. And this actually works very well because I put the wrong name on that other segment [laughter], so I'm going to say tag is not muted. I'm going to run that search, and you see my whole pool is 14 people. It returns 12, so it means I have 2 people who are muted, and then I'm going to save this segment as not muted. And now I have that segmented saved, so at any time, I can click that segment. It will prepopulate for me and load up those 12 subscribers, and as people chose to become muted or unmuted, this will dynamically update for me. I don't have to ever re-run this same search. If Ezra decides that he wants to be muted and clicks that link, he just won't show up in this segment anymore so I don't have to worry about accidentally sending him email that he doesn't want.

Christina: Right, you don't have to make the segment again, and when you did this search that says tag is not muted, if somebody had no tags, would that show them? Would they come up in the search?

Chris: Yes.



Christina: So...

Chris: Yes, it would. It's searching for anyone...

Christina: ... anybody...

Chris: Who doesn't have a...

Christina: Who doesn't have a muted tag.

Chris: Yes, exactly.

Christina: And I do believe that AWeber manages duplicates. If somebody opts in for multiple things, but they're coming into the same list, you don't have duplicate email addresses. Correct?

Chris: No, but if they get added... Say I have 2 sign-up forms. One that adds the tag welcome when someone signs up, and that's my generic one, and then I have another sign-up form on my product page that adds the tag blue widget. If someone signs up on my home page first, they'll be added to the system with the tag welcome, but then if they come back and they also sign up for the blue widget one, nothing will happen... Or they won't be added again, but they will get that new tag. So I'll know that they both signed up through that initial form and were interested in my generic content because they have the welcome tag, and they came back and were interested enough in my blue widget content to sign up again. There is just one entry, but it has the 2 tags.

Christina: That makes sense. All right, I think we need to move along, so we don't...



Chris: Okay, so, I will breeze through this one, but this is my absolute favorite example, and we've seen so many awesome benefits. Sending an automated followup is really easy to do. We've talked through a number of ways so that you can do it, but this is one example that I really want to focus on. I'm going to jump right into AWeber. I have an email, and at AWeber with every email we send out to our own lists, we include this little thing at the bottom called the sentiment widget, and it's really easy to reproduce in whatever email tool you're using. We just have a little element in one of your templates, and all it does, is it asks users how they felt about the email. Did it make them happy or did it make them sad? When someone clicks through, we redirect them to a 1-question survey, where we ask them for any additional feedback, and you would be so surprised to see how many people not only click one of these options, but also leave feedback. It is the best way, we have found, to get people giving us written feedback. So first have them interact with a simple 1-click interaction, and then provide feedback. But not only that, this is the really exciting part... Let's say I set up just one tag here, called promoter. When someone clicks that happy face, I'm going to tag them promoter, and then what is going to happen is anyone who gets that promoter tag is going to be entered into a campaign. All that campaign does is it's going to wait 3 minutes, a very short amount of time, but enough time to let them hopefully have finished their survey, and then it's going to send them a message, and that message is this. It just thanks them, thanks them for clicking the happy face, tells them that it made us feel really great, and if they have any other feedback, send it my way. But then here's the real value. You know that this group of people who clicked that happy face are more positive towards you than just someone in general. They took that action of clicking the happy face. It's the perfect time for you to ask them to do something simple, to promote you or your brand. You can promote an offer that you are promoting right now, or you can ask them to share a link to your content or to share something about you on social media. This little circle of including that widget, identifying people who really like your content and



are happy about you, and then asking them to do something simple when you know that they have positive vibes towards you; it's just an incredibly powerful loop, and if there is like... If you're looking to get adventurous with your email marketing, this is one thing I would definitely, definitely advise you to do.

Christina: So, Chris, when they click on that happy face...

Chris: Yeah...

Christina: When they're in that email, they click on that happy face. Does that click take them to a webpage? Or does it not take them anywhere? Do they just stay in the email?

Chris: Well we have it set up so it takes them to a survey that we're hosting through SurveyGizmo...

Christina: Okay.

Chris: What we... And that's usually what we recommend people do. Like, when someone clicks it, have them...

Christina: It takes them somewhere...

Chris: ... go to a survey.

Christina: Right, or takes them somewhere. Okay. So...

Chris: Yes.



Christina: Any time a click to get a tag added, it would also take them some place.

Chris: Yes.

Christina: And it could just be a simple page that says I'm glad that you're happy or something. If people...

Chris: Yeah.

Christina: ... don't have the time because these things kind of build upon each other, so that's what I want people to get in their heads that these things will build upon each other.

Chris: Yes. That is very true. And with each tag you apply, you know more about a person. What Christina mentioned just a little while ago is that even if you don't have a ton of content, start capturing tags around what people do because you will be able to use them to personalize your content in amazing ways as you continue to build out your content and your strategy. Okay, so I am just about done.

Christina: Yes, because I know we have questions coming in, too. So... Yes, so keep going.

Chris: Well actually these questions, you already... No, you cleared up that first question, what about subscribers who already have a tag, will they get the campaign when you hit activate... Oh, sorry, this a little different... You can create a new campaign and then trigger it for people who are already on your list. If you create a campaign that is for people who have the tag dogs, you can add dogs as a tag to your subscribers and then it will add them to that campaign. So brief review of our four use cases, I will skip through this, but next on deck, we're still looking to improve this platform. We're going to add more integrations that support tags. A



ton of them do already, but we're going to keep adding them. We are going to get tagging on page hit, and that's coming in the very near future, so when people visit a specific page on your website, add a tag to them and kick off communications and create segments and do amazing things, and also reintroducing our updated broadcast split testing and making it easier for you to tag users based on split tests that they are in. And with that, let's break for questions. That was a lot of fun! I hope everyone had fun! [laughter]

Christina: Yeah, and we have some questions coming in, and I do want to mention if you don't yet have AWeber, you can go to <http://christinahills.aweber.com/>, and you can sign up for an AWeber account, and if you've got questions, and I know you do, I'll start reading the ones that have come in, but now is a good time to type in your questions if you want us to review anything.

Patrick had mentioned that he has a different email provider, but it sounds like theirs is similar to AWeber, and I think I can answer that, is, yes, what Chris is teaching is an email marketing segmentation concept, but what I'm so happy about AWeber, is they've made it very, very easy to implement. Patrick also asked, does AWeber have customer service that you can call that is US based, and if people are getting campaigns set up? You have phone and chat and email? Is that correct, Chris?

Chris: Yes. We have phone, chat, and email, and our customer service team is the nicest, most helpful group of people in the entire world! [laughter] I love them!

Christina: Yes! Jim, just left a comment, I really like the aspect where we give our prospects and clients choices, treat them as adults, and don't waste their time. And it is respectful, so yes, that's what I like about this.



Anna is asking, so each content track tag, she says, is distinct and people will not get duplicate emails? So, let me start to answer that, and tell me if I got this right, Chris?

You have these campaigns, and campaigns can be triggered, Anna, if either a tag is applied or somebody opts in. So what's nice about the way AWeber had implemented this, is you can get somebody on a tag who maybe is already in your system because you sent them a broadcast or you can have an opt-in box that a tag would be applied when they opt in. Is that correct, Chris? I think I got that right.

Chris: Yes. And well just one additional level. There is a really good question in there, and that is like what if someone clicks both beginner and advanced. Do they get both sets of content?

Christina: Ah...

Chris: That's a very good question.

Christina: Yeah, that is a good question.

Chris: Um, they would unless you set your campaign up so it excludes people, and it's very easy to do that, thankfully. So let's say this is a beginner campaign. This is going to take me just one minute, and I would say on tag applied, this campaign for my beginners will start if they the tag beginner, but only if they don't already have advanced. This is a good way that if you... Or this is the way that you should approach if you have multiple tracks, making sure that you don't mix content. In building campaigns this way, there are some cases where someone might want two separate streams of content. They might want to be on your generic list and



have the tag welcome or customer and get all of your generic emails but also be opted into a course. So sometimes you might want them to receive two separate tracks of content, but in the cases that you don't, you just have to exclude like this. It's pretty easy and straightforward to do.

Christina: Um, that's very cool. Can I read another question?

Chris: Yeah.

Christina: Okay, so Melanie asks, can you please explain the differences between using a plug-ins contact form versus a contact management system? Such as AWeber, MailChimp, Constant Contact, Infusionsoft, and this is a little bit of a bigger question: What does AWeber offer that other contact management systems do not?

Let me just start to answer the question, Chris, and then you can jump in. When you're putting an opt-in box on your site, Melanie, you would already have signed up for AWeber, MailChimp, Constant Contact, Infusionsoft. You get your email marketing system outside of your website, you set up your campaigns, and then you add an opt-in box. AWeber has a plug-in to make an opt-in box. All these different companies have plug-ins to add the opt-in box. But you can start very simple with the opt-in can just be the welcome, you know? Welcome to the World of Melanie, and here's what I have for you...

Chris: [laughter]

Christina: ... and then you can later say, okay, let me now take it to the next level if they're on my welcome series, but they clicked that they're interested in yoga versus they clicked that they're interested in gym memberships or Zumba or something like



that. So you might have a yoga person and a Zumba person. You can build that up, but we're talking having an email marketing system to email your lists and then a plug-in would be how to get that on your site. I think I answered that.

Chris: Yeah, that's a great answer, and the only thing I would add in addition to that, like why you need something like AWeber or MailChimp, is because you never want to be sending marketing emails using a Gmail account if you want to make sure that they get to the inbox. There is this concept of deliverability, which I'm sure many of you are familiar with. I wasn't before I came to AWeber, but if you're sending mass mailings out to a lot of people, and you try and do that through Gmail, there is a pretty high chance that a lot of that email isn't going to get to your users' inbox. It is going to end up being blocked or bounced back or go to spam, and what AWeber does, and other email providers, is we spend a lot of time making sure that people who are sending spam don't use our technology to do it. So inboxes like Gmail and Outlook and Yahoo, they see that an email is coming from AWeber, and they have more trust in it than an email that might be coming from somewhere else.

Christina: And I think now that I'm looking at Melanie's question a little bit more carefully, on your website, you can have a Contact Me form, like Contact Us form. A Contact Us form, this is my opinion, is different from an opt-in form. So if I go to somebody's site, and I fill out, because I want to get ahold of them, contact them, and I'd love your opinion on this, Chris, in my mind, that person shouldn't be adding me to an email list. That they're just trying to do a simple contact.

Chris: Yeah...

Christina: Now you might have one...



Chris: I can...

Christina: You might have one message that says, hey, would you like to receive followup sequences, but what is your take on that?

Chris: I completely agree with you. One of the things that is of paramount importance to us at AWeber, and to anyone who takes email marketing seriously, is that your subscribers opt-in knowing what they're going to get from you. That will frequently include both the title, where you explicitly state sign-up to get X, you know to get weekly emails from me or to get emails from me about whatever. Or if they're signing up for a membership or a service, to explicitly tell them that they're going to receive regular emails from you, and if you're not doing that, when people send you a message, if you're signing them up without letting them know that you're going to be sending them regular emails, that's just not a best practice. I really like the term that one of the other questions had used. It just doesn't show a lot of respect for the user.

Christina: Right, right. And I'm that way. When I am trying to contact somebody, it doesn't necessarily mean I want to be on their newsletter list. That is how I see contact forms, and my contact form on my site, is not an AWeber form. It's a simple contact form, and then somebody on my team gets back to them.

Okay, we've got more questions in here. Rhonda asks, in a sequence for webinar registration, can reminder emails be set up based on a specific number of days out from the webinar date? And is the time the customer receives in an email based on their time zone? So can you specify these based on time zone? Like, you know...

Chris: Um...



Christina: Is that... I... Yeah, if you could answer that.

Chris: I should know that time zone answer for campaigns, whether they're delivered in the user's time zone. I apologize for not having that off the top of my head. The answer to the other questions though is that you can't currently trigger campaigns based on days out from an end date yet, although we are working on some pretty cool integrations that will let you do that.

Christina: But a simple way around it...

Chris: What you can do...

Christina: Oh, go ahead...

Chris: No, go for it!

Christina: Okay, so Rhonda, what I do is say like today's webinar, we have a webinar today, you can then backtrack and just put in your broadcast, okay the Thursday before I want to send it out or the Monday before, you can just set up a normal broadcast to go out for that specific webinar date. There are ways you can do it, and that's how I've been doing it.

Chris: Yeah, that's a great strategy.

Christina: So Anna asks, does AWeber have a plug-in for the website or is it outside of your website through a link? If you can answer that Chris?

Chris: Um, is that asking about opt-in forms?



Christina: Yes. Does AWeber have a plug-in for opt-in forms?

Chris: Yes. We actually have a number of different ways that you can add AWeber opt-in forms to your website. You can either create a web form in AWeber and add that to your site. You can our WordPress plug-in for adding opt-in forms, or there are a number of different free and some paid WordPress plug-ins out there that allow you to add automatically your AWeber web forms to your site. You can do it those ways, and also if you use another service like Hello Bar or Sumo, you can also integrate those services with AWeber to add your AWeber forms through them.

Christina: Yes, so I think...

Chris: So the short answer...

Christina: Yes...

Chris: [laughter] We do have plug-ins. The long answer is all of that stuff. [laughter]

Christina: Okay, and I think this answered Melanie's question. So the plug-in for the opt-in box, that comes from the specific email marketing management company. So...

Chris: Yes.

Christina: AWeber has theirs, MailChimp has theirs. There are different plug-ins for whichever company you're going with.

Um, let me see. I don't know if this... This is not exactly what we covered. I don't



know if we can answer this. Sue is asking how protected are we from hacking? And how is privacy of info protected?

Hacking is a separate concept, Sue, but maybe you want to talk about email privacy?

Chris: Yeah, that's a great... I mean, I can only specifically speak to AWeber because I don't know how other tools specifically handle their privacy, but AWeber is Privacy Shield certified in the United States, and we are certified in the EU and a number of other non-US countries too, and what those certifications require us to do is be extremely protective of our customers' data, make sure that we have both data security practices in place. How do we store our data? How do we encrypt our data? But not only that, we need to make sure that any third parties that we use for technology, they also meet this strict criteria. When it comes to AWeber, we take personal security very seriously and personal privacy very seriously.

Christina: And let me just clarify on Jamie's question. You actually don't have to have a plug-in because if you set up your form on AWeber, they'll give you the code, and you can just copy and paste that into a widget. So...

Chris: Yeah, and oh, actually, that reminds me of one other thing, too. When you create a form with AWeber, not a lot of people know this, but it actually creates a hosted version of that form. If you spend a little time designing your form, you can get a link from AWeber that you can send out... One of the things I recommend is when you first create that form, you take the link that you get, add it to your Facebook or send it out on Twitter or wherever your community is, and people can just click through and go right to that sign-up form with the extra content you've added and sign up right from there.



Christina: Yeah, and I've done that too when I haven't had time to put it on my site. AWeber gives you a form. It's a page hosted on AWeber, so there are different ways to add it in, and you touched upon AWeber following best practices because I know there are new European and Canadian spam laws that are coming out now, and AWeber is totally compliant with that. Is that correct?

Chris: Um, yes. Our data security practices are in line with... The act is GDPR, and we have been for some time. We really care about that stuff, but AWeber has been around for a long time, and our founder Tom has been here for 20 years, and he really cares about and knows this stuff very well.

Christina: And maybe you can go back to our last slide there. So Patrick is asking where do I find people who know... So Chris go back to our last slide because we're going to wrap it up here because right now we're seeing a number... Patrick is asking where do I find people who know how to do automation and this kind of stuff? And Patrick, there are people you can hire, but whoever you hire, they're going to sit down with you and say, okay, what do your folks want to do? And so even if you hire somebody to implement this, you're still... because you're the business owner who knows your business... this is a pen and paper thing. That's where you're going to spend most of your time, figuring it out, is on the pen and paper, but Chris, do you have other thoughts on how people can implement this?

Chris: I mean other than just supporting what you just said there, to spend the time now. If you're an AWeber customer, our customer solutions team is always available to connect and answer questions and support, and when they run into issues that they have questions about, they're in the same building as us, so they will frequently come and find either an engineer or a product manager, and we will get to the bottom of problems, and we will come up with really interesting



solutions with our customers. Personally I'm involved in a bunch of Facebook groups and Slack channels with other email marketers, and they're a great resource just to bounce ideas off people and get some advice and guidance on the best way to solve whatever specific problem you're solving for your customers.

Christina: And I would say also in our Facebook group, start a conversation with the other members in our Facebook group, and sort of get the conversation going, but remember you can get complex; it doesn't mean you have to. You can start out simple, just very, very simple, and then you can build upon it later. And, again, if you don't have an AWeber account, go to <http://christinahills.aweber.com/>, and you can sign up for a beginner account.

I just want to thank you Chris. I'm sorry we're out of time, but I want to stick to our time. I would love to have you back again in the future, and maybe we can go through some specific case studies or something like that, but I'm getting a lot of thanks for the great info, very excited for the change from the legacy to these new campaigns and how easy the segmentation is.

Jim is saying excellent, as always. Thank you so much for this information rich program. Patrick is also saying thanks a lot. So, Chris, this has been awesome.

Chris: Thank you. It was a lot of fun. I really appreciate it.

Christina: Yeah, and I learned new things too. All right, so we're going to wrap this call up here now. We will get the replay up, and we will also have transcripts made that I'll send out to everybody.

Thank you, Chris, for your time on teaching us these concepts. Again, my name is Christina Hills, and I will see you all next time.