

Published based on [Is It Really Necessary To Have An Autoresponder For Effective Internet Marketing?](#)

Is It Really Necessary To Have An Autoresponder For Effective Internet Marketing?

In this article we'll take a look at whether or not it is absolutely necessary to have an autoresponder on your website or blog. In short, you'd be really crazy to not have an autoresponder! Having an auto responder is a great way to build an effective e-mail marketing campaign.

One highly sought after autoresponder service is Aweber. This service is a truly invaluable asset to have in Internet Marketing! It's loaded with innovative features and advantages as compared to other e-mail auto responder services. One great advantage this program has over the others is the delivery rate. The actual delivery rate is almost 100% fool proof! There are many similar services with a delivery rate of about 98% or less! The last thing you want to do is lose a potential e-mail subscriber that will most likely buy from you in the future.

You might think the standard \$20 a month is pricey but believe me, it is so worth it. One single sale a month alone is enough to cover the cost of this invaluable service. So how does Aweber work? All you really do is set up e-mails that are sent out at different interval periods. When a subscriber signs up, they get e-mails sent to them on a regular basis. In these e-mails you review and recommend specific products or services they can try out or buy. Alternatively, you can have a newsletter sent via your autoresponder, and you can include affiliate links within the body of each newsletter.

A key component to autoresponder success is to offer your subscribers valuable content. You want to establish trust as this is what will be needed to eventually convert these subscribers into paying customers! So is having such a service worth it? You bet! Having such an invaluable service will pay for itself a thousand times over in the long term. Every successful Internet Marketer will tell you that "the money's in the list" and they're absolutely right!

You can also find this article published on [Is It Really Necessary To Have An Autoresponder For Effective Internet Marketing?](#), and on the tag pages [autoresponder](#), [e-mail marketing](#), [e-mail marketing campaign](#), [email marketing](#), [email marketing campaign](#), [Internet Marketing](#).