

# HOW TO SET SUBSCRIBER PREFERENCES

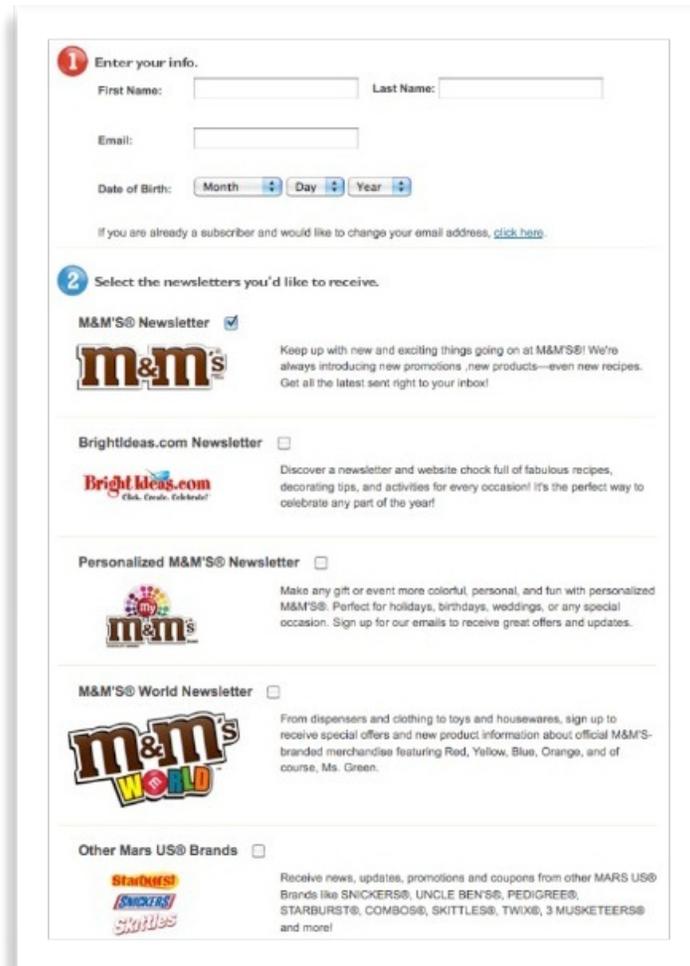
# Subscriber Preferences

Knowing subscriber preferences can help you deliver the most relevant content possible to them. Subscribers are more likely to engage with messages relevant to them, which can boost your conversions and deliverability.

Preferences allow you to collect more information about your subscribers and help reduce spam complaints. The more you know what your subscribers want, the better quality your messages will be.

You have the ability to give subscribers the opportunity to choose what content they'd like to receive, the frequency of the emails and/or the format the emails are in.

Here's what it can look like:



**1** Enter your info.

First Name:  Last Name:

Email:

Date of Birth:  Month  Day  Year

If you are already a subscriber and would like to change your email address, [click here](#).

**2** Select the newsletters you'd like to receive.

**M&M'S® Newsletter**

 Keep up with new and exciting things going on at M&M'S®! We're always introducing new promotions, new products—even new recipes. Get all the latest sent right to your inbox!

**BrightIdeas.com Newsletter**

 Discover a newsletter and website chock full of fabulous recipes, decorating tips, and activities for every occasion! It's the perfect way to celebrate any part of the year!

**Personalized M&M'S® Newsletter**

 Make any gift or event more colorful, personal, and fun with personalized M&M'S®. Perfect for holidays, birthdays, weddings, or any special occasion. Sign up for our emails to receive great offers and updates.

**M&M'S® World Newsletter**

 From dispensers and clothing to toys and housewares, sign up to receive special offers and new product information about official M&M'S®-branded merchandise featuring Red, Yellow, Blue, Orange, and of course, Ms. Green.

**Other Mars US® Brands**

 Receive news, updates, promotions and coupons from other MARS US® Brands like SNICKERS®, UNCLE BEN'S®, PEDIGREE®, STARBURST®, COMBOS®, SKITTLES®, TWIX®, 3 MUSKETEERS® and more!

In this example, subscribers choose what type of emails they'd like to receive based on the topics available. They simply need to check off the one that interests them the most.

In AWeber, there are three methods you can use to find what subscribers want. We'll be going over each of them in detail, so you'll learn how to:

- Use custom fields in your web form to set up segments within your list.
- Display forms for various lists on your web site so subscribers can enter their information in the form that best suits them.
- Set up a field in your web form that lets subscribers choose which list they are added to.

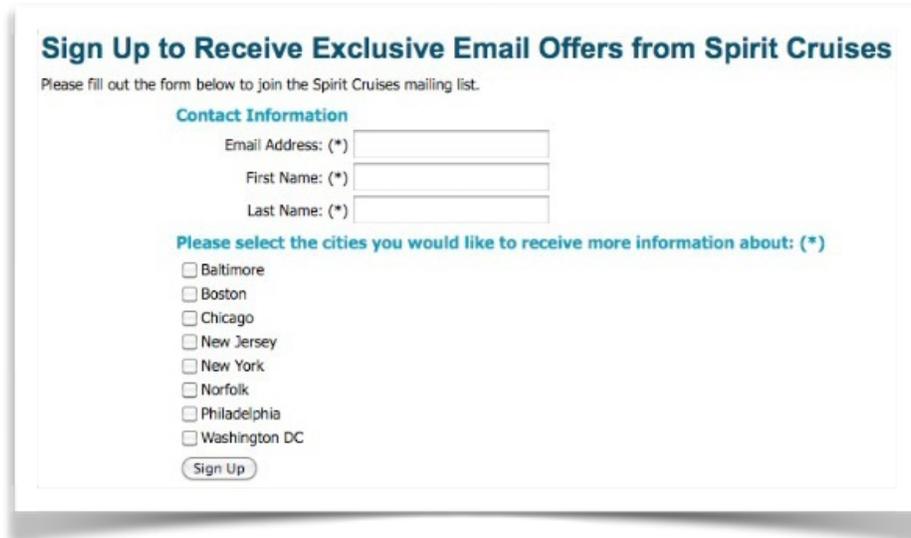
Let's take a look at how all of these can be set up.

# Method 1: Segmenting With Custom Fields

One way to make sure subscribers get the messages they prefer is to set up custom fields in your web forms - areas where you present options that subscribers can choose from. Then you can segment your list based on their responses.

This method works best if your list is made of subscribers all interested in the same general topic and getting the same follow up series, but you have more targeted types of broadcasts you'd like to send out.

You'll need to know who on your list would like to get each type. Take a look at this example:



**Sign Up to Receive Exclusive Email Offers from Spirit Cruises**

Please fill out the form below to join the Spirit Cruises mailing list.

**Contact Information**

Email Address: (\*)

First Name: (\*)

Last Name: (\*)

**Please select the cities you would like to receive more information about: (\*)**

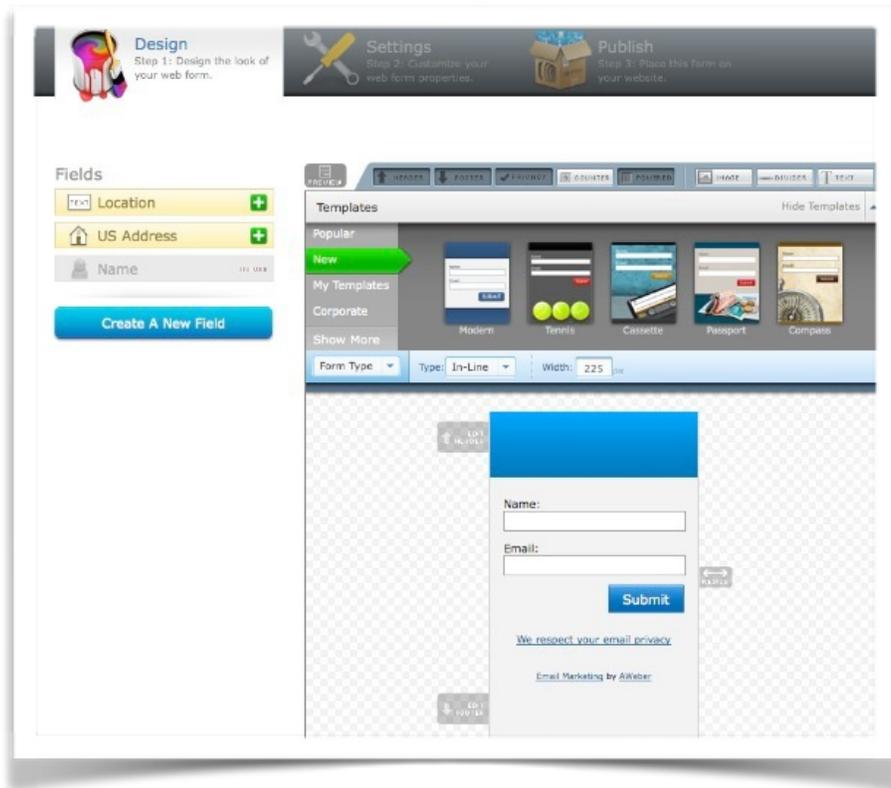
- Baltimore
- Boston
- Chicago
- New Jersey
- New York
- Norfolk
- Philadelphia
- Washington DC

[Spirit Cruises](#) asks you to check the cities you're interested in. General information and sales can be sent to the entire list, but area-specific news can be sent as a broadcast to any of those segments.

## Step 1: Getting Set Up

First, you'll need to set up custom fields. By default, AWeber forms contain fields for name and email. However, you can include up to 25 fields by creating custom fields.

To set them up, go to the "Web Forms" tab in your account and click to create a new web form (or click into one you've already designed). On the left side, there is a blue button, "Create A New Field," that allows you to set up and save new custom fields.



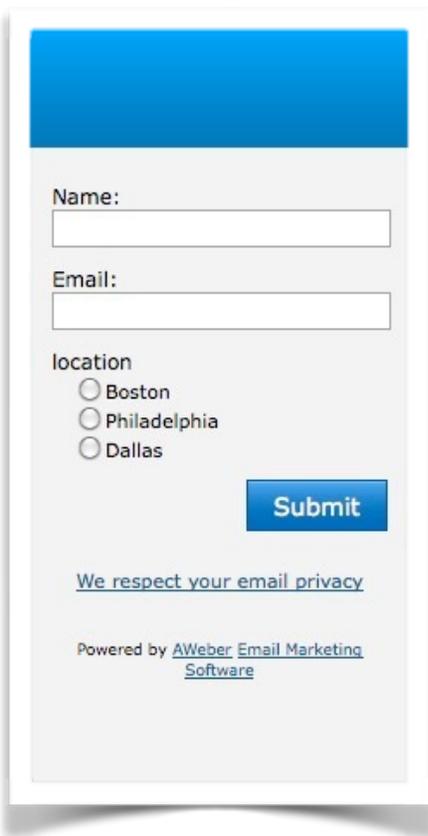
Once your fields are set up, you're ready to design your form.

## Step 2: Creating Custom Fields

When you create a new field on your web form, a black box will come up that will contain the option “Choose an Input Type.” You should select either the “Check Box,” “Radio” or “Select Box” option, as these will allow you to enter in choices that you can later use to segment.

The Spirit Cruises example above used check boxes.

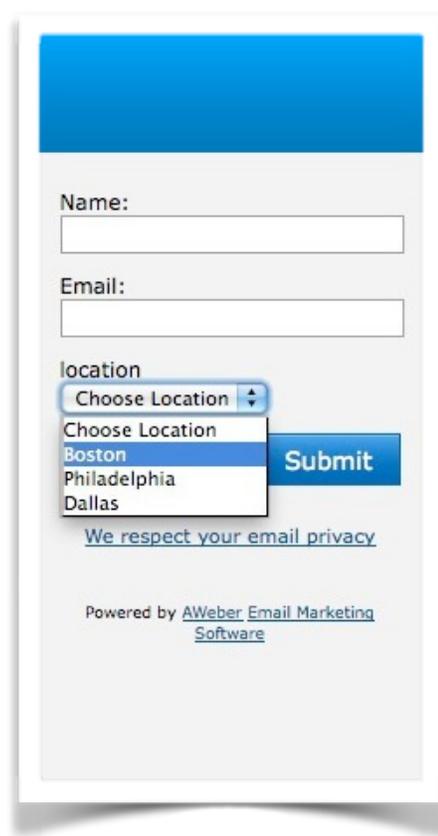
Radio buttons will look like this:



A vertical web form with a blue header bar. Below the header, there are two text input fields labeled "Name:" and "Email:". Underneath, the label "location" is followed by three radio button options: "Boston", "Philadelphia", and "Dallas". A blue "Submit" button is positioned to the right of the radio buttons. At the bottom of the form, there is a link that says "We respect your email privacy" and a footer that reads "Powered by AWeber Email Marketing Software".

If you have a lot of options, you may want to use a select box instead.

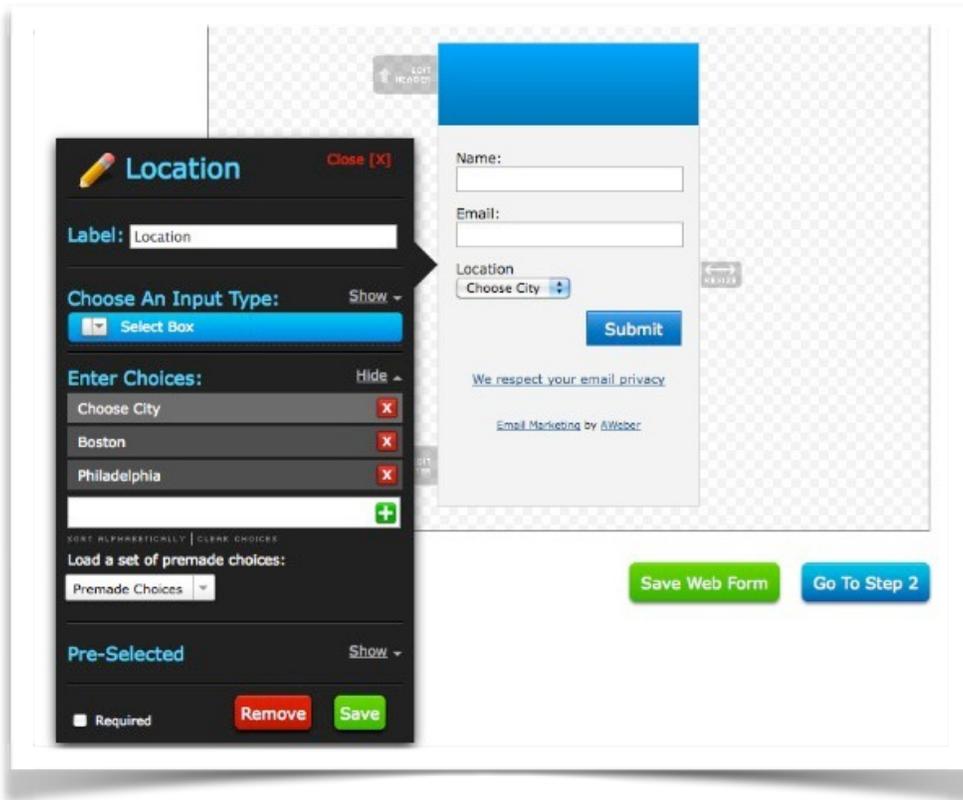
Select boxes look like this:



A vertical web form with a blue header bar. Below the header, there are two text input fields labeled "Name:" and "Email:". Underneath, the label "location" is followed by a dropdown menu. The dropdown menu is open, showing the text "Choose Location" at the top, followed by the options "Boston", "Philadelphia", and "Dallas". A blue "Submit" button is positioned to the right of the dropdown menu. At the bottom of the form, there is a link that says "We respect your email privacy" and a footer that reads "Powered by AWeber Email Marketing Software".

You will then need to use the “Enter Choices” field to type in the options.

If you’re using the select box option, make sure you create an option that says “Choose [your criteria]” first, otherwise the first option will automatically display with no instructions, which may be confusing for subscribers.



Don't forget to save your work once you're finished before going to the next step!

## ***Updating Segments***

Segments are dynamic. This means that any new subscriber who comes in that matches that segment's criteria will automatically be added to that segment. You don't need to come back and update segments. Also, at least one subscriber must meet your search criteria in order for you to be able to view and save a segment.

## Step 3: Set Up Segments

Once subscribers start appearing on your list, you'll be able to set up your segments. Hover over your "Subscribers" tab and select "Search."

On this page you will see a box with drop down menus. In the first menu, you can choose the name of the custom field you want to use to segment. Choose "is" or "is not" in the second field, and use the third field to specify the appropriate option.

Once you enter in your criteria, hit "Search" and your results will appear below.

Current List: crystaltesting (Create and Manage Lists)

### Search Subscribers

Search or export subscribers from this list

To create a segment to view or send messages to later, first search your subscribers, then follow the instructions displayed at the top of the search results.

View Segment: All Subscribers Delete

Select Field: Country (from IP), Region (from IP), City (from IP), Postal Code (from IP), Latitude (from IP), Longitude (from IP), Area Code (from IP), DMA Code (from IP), Message not opened, Message opened, Undeliverable, State, Location, Pets 1, Pets 2, Sale Amount, Link clicked, Link not clicked, Web Page Visited, No Opens

is (Fastest) Ascending Search

To save this segment, name it and click "Save Segment": Philadelphia Save Segment

To save the segment, you'll need to use the field below the search box to name and save your segment.

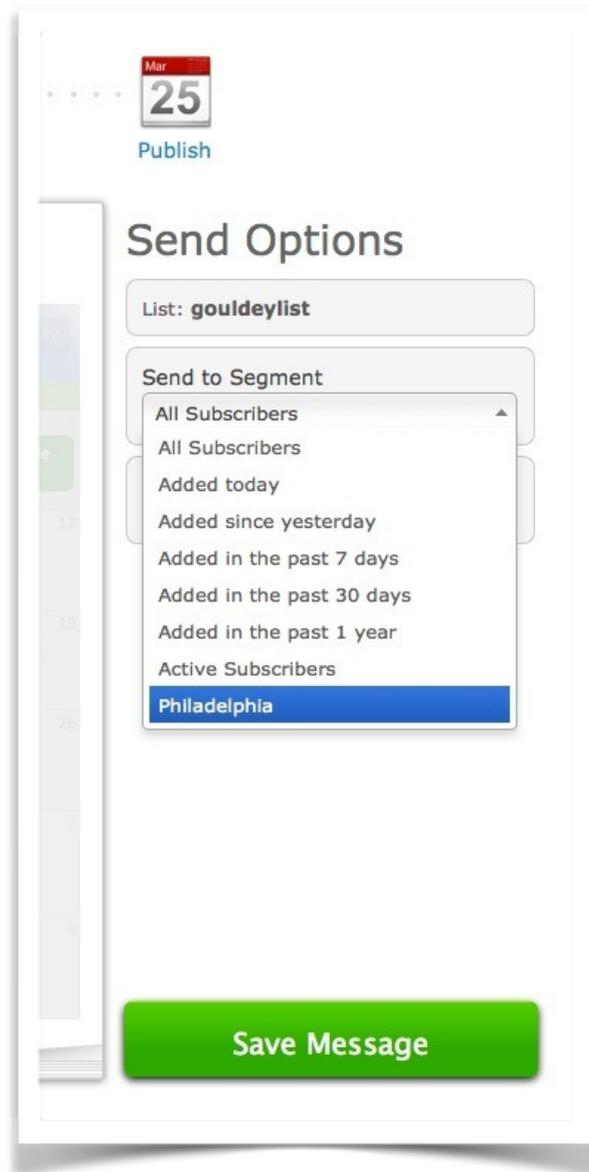
Select Field: ----- is (Fastest) Ascending Search

To save this segment, name it and click "Save Segment": Philadelphia Save Segment

## Step 4: Select Segment to Send To

Once your segments are set up, you will see them as an option to send to when you create a broadcast.

After you create your broadcast, scroll down past the plain text message editor and you will see the “Send to Segment” option. Use that drop down menu to select the name of your segment.



Save your message, and when it's sent it will go to everyone who falls under the criteria for that segment.

## Method 2: Multiple Forms

Perhaps you want to have subscribers receive different broadcasts AND follow up messages depending on their preferences. In order to make that happen, you need to have separate lists.

With this method, you offer subscriber preferences by dedicating a page on your site to a series of sign up forms. Each form describes what that mailing list has to offer, and visitors can enter their information into the forms they're interested in.

Here's an example of what this can look like:

**Sign up now for your FREE copy of Lissa's e-Newsletters**  
[View Reader Quotes! Click Here Now](#)

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**COFFEYTALK NEWS**  
CoffeyTalk Newsletters

Coffeytalk weekly newsletter (Wednesdays):  
Since November 2004. Ancient Wisdom meets Modern Style. Topics of interest to Cultural Creatives. Innovative ways to learn, grow, and better our world. Written by Lissa Coffey, feature on The Today Show, and in Redbook magazine and other publications.

[Visit the Coffeytalk Newsletter Archives](#)

**Email Sign up**

Email:

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**COFFEYBUZZ NEWS**



CoffeyBuzz weekly e-mail newsletter (Thursdays):  
CoffeyBuzz, since May 2011. What's the Buzz about? Lissa Coffey hosts Coffeybuzz, a lifestyle web series that shows you what's new and what's next, what's hot and what's happening! Tune in online, or get inside scoops in the weekly e-mail newsletter.

**Email Sign up**

Email:

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**WISDOM NEWS**



Wisdom News (Monday through Friday):  
Since October 2001. Words of wisdom from great minds throughout time, and commentary about how to apply this knowledge to our modern day lives. A wonderful way to start the day. ([See thank you notes and testimonials from subscribers online](#))

[Visit the Wisdom News Archives](#)

**Email Sign up**

Email:

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**DOSHA NEWS**  
Dosha Newsletters

What's Your Dosha weekly newsletter (Tuesdays):  
Since August 2004. Tips for healthy living using Ayurveda and its sister sciences, Meditation, Jyotish, Vastu and Yoga. Written by Lissa Coffey, bestselling author of: "What's Your Dosha, Baby? Discover the Vedic Way for Compatibility in Life and Love."

[Visit the Dosha Newsletter Archives](#)

**Email Sign up**

Email:

This method allows subscribers to easily see they are being added to a list specific to their preferences. If you can devote a web page (or a large section of one) to sign up forms, this may be a good option for you.

## Step 1: Multiple Lists

Before anything goes live, you need to make sure all your lists are ready. This means the settings are filled out under the “List Settings” tab and any follow up messages are in place.

If you need to create additional lists:

Click on the “Create and Manage Lists” link right next to the “Current List” drop down in the upper left corner.



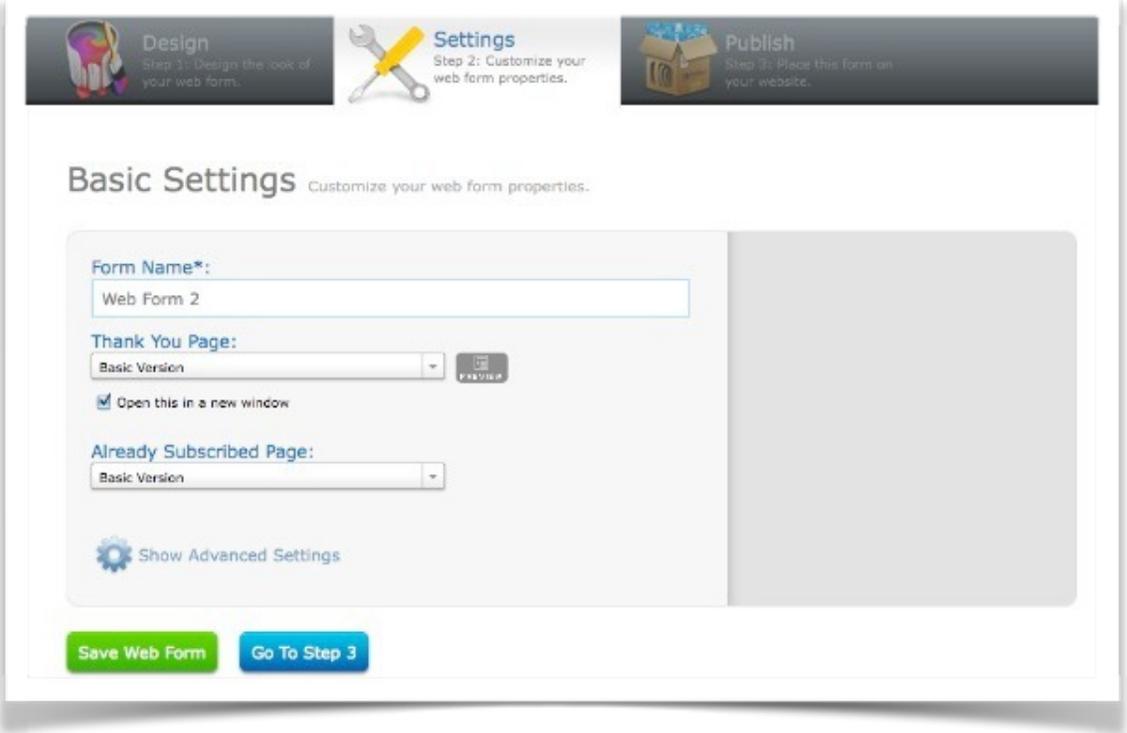
This will take you to a page where you can set up a new list. Complete the list settings and follow up messages, and repeat this until you have them all set up.

## Step 2: Set Up Web Forms

You can use the header of the web form to explain what each form offers and distinguish it from the forms for your other lists. Once you have the form set up in Step 1, go to Step 2 (Settings). Here, you can set the thank you page. You can enter the URL of a page you've created, or use [one of ours](#).

If you set up your own thank you page, make sure you provide instructions for new subscribers on how to [confirm](#) and when they should expect their first email.

After that, you can link back to your sign up page in case they were interested in signing up to other mailing lists as well. If you use one of ours, check off the box to have the thank you page open in a new window, like this:



The screenshot shows the 'Basic Settings' interface for customizing a web form. At the top, there are three navigation tabs: 'Design' (Step 1: Design the look of your web form), 'Settings' (Step 2: Customize your web form properties), and 'Publish' (Step 3: Place this form on your website). The 'Settings' tab is active. Below the tabs, the 'Basic Settings' section is titled 'Customize your web form properties.' It contains the following fields and options:

- Form Name\*:** A text input field containing 'Web Form 2'.
- Thank You Page:** A dropdown menu set to 'Basic Version' with a 'Publish' button next to it.
- Open this in a new window
- Already Subscribed Page:** A dropdown menu set to 'Basic Version'.
- A gear icon labeled 'Show Advanced Settings'.

At the bottom of the settings area, there are two buttons: a green 'Save Web Form' button and a blue 'Go To Step 3' button.

This way subscribers get the confirmation their submission went through successfully, but they can still return to your forms to sign up for other lists if they weren't finished.

## Step 3: Publish Forms on Your Website

In the web form generator, you will need to go to the “Publish” tab and copy the Javascript or Raw HTML for each web form to publish on your website. Get in touch with your web designer if you aren’t sure how to publish HTML to your site.

**News By Crystal**

Sign up to get the news you want straight to your inbox:

<p><b>All your sports news all in one place!</b></p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p> <p><b>SUBMIT</b></p> <p><small>We respect your email privacy.</small></p> <p><small>Email Marketing by <a href="#">AWeber</a></small></p>	<p><b>Learn what recipes are hot for summer!</b></p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p> <p><b>SUBMIT</b></p> <p><small>We respect your email privacy.</small></p> <p><small>Email Marketing by <a href="#">AWeber</a></small></p>
<p><b>Get up to date on news around the nation</b></p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p> <p><b>SUBMIT</b></p> <p><small>We respect your email privacy.</small></p>	<p><b>Sign up to learn what's new in entertainment!</b></p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p> <p><b>SUBMIT</b></p> <p><small>We respect your email privacy.</small></p>

You're all set! Now subscribers can pick which messages they'll get by signing up the the appropriate form.

## Method 3: One Form For Multiple Lists

If you're comfortable editing the raw HTML for your web forms, you can get subscribers onto multiple lists by using just one form.

It works like this: subscribers respond to one of your web form fields by selecting their choice of lists in a drop down menu. The field associated with that menu is referred to as a *list selection field*.

Since subscribers aren't aware of all the lists behind the form, list selection fields allow for a smooth and transparent process to get subscribers into the appropriate list.

Here's an example of what a list selection form can look like:



The image shows a web form with the following elements:

- Name:** A text input field.
- Email:** A text input field.
- Pets 1:** A dropdown menu with the following options: Choose One, Dogs, Cats, Small and Furry, Reptiles, Fish, and Farm Animals.
- Submit:** A blue button.
- Privacy:** A link that says "We respect your email privacy".
- Powered by:** A link that says "AWeber Email Marketing Services".
- Image:** A photograph of a dog and a cat peeking over an orange ledge.

Set up one field on your web form to act as the list selection field. The list the subscriber is added to will be based on the information provided in that field.

Here's how you'll set this up:

## Steps 1-3

You'll start off the same way you'd start Method 1. Follow Steps 1-3 on pages 5-10.

## Step 4: List Selection HTML

Now you're ready to start working some HTML magic. Click on the "Publish" tab and under the option "I Will Install My Form" click on the tab that says "Raw HTML Version."

The screenshot shows the AWeber web form generator interface. At the top, there are three tabs: 'Design' (Step 1: Design the look of your web form), 'Settings' (Step 2: Customize your web form properties), and 'Publish' (Step 3: Place this form on your website). The 'Publish' tab is selected. Below the tabs, there is a question: 'Will Publish This Form To Your Website?'. Underneath, there are two options: 'I Will Install My Form' (with a pencil icon) and 'Raw HTML Version' (with a clipboard icon). The 'Raw HTML Version' option is selected. Below this, there is a section titled 'For Those Comfortable with Raw HTML:' with two bullet points: 'Easily customizable to fit any scenario.' and 'Track statistics in your account.' At the bottom, there is a code editor showing the following HTML code:

```
<!-- AWeber Web Form Generator 3.0 -->
<style type="text/css">
#af-form-1999090151 .af-body .af-textWrap, #af-form-1999090151 .af-body .af-selectWrap{width:98%
#af-form-1999090151 .af-body .privacyPolicy{color:#000000;font-size:12px;font-family:Verdana, san
#af-form-1999090151 .af-body a{color:#0F9DD1;text-decoration:underline;font-style:normal;font-we
```

Copy the HTML into your favorite text editor and make the following changes:

Find the input field containing the “name” attribute set to “listname” and remove that line:

```
<input type="hidden" name="meta_web_form_id" value="66169523" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="your-list-here" />
<input type="hidden" name="redirect" value="http://www.aweber.com/thankyou-coi.htm?m=
id="redirect_4b8d5b515c2f21538651f3766c679bc4" />

<input type="hidden" name="meta_adtracking" value="Landing_Page_Form" />
```

Find the select tag with the “name” attribute set to “custom (your field name)”:

```
<label class="previewLabel" for="awf_field-24487608">Choose City</label>
<div class="af-selectWrap"><select id="awf_field-24487608" name="custom List Selection"
<option class="multiChoice" value="Boston">Boston</option>
<option class="multiChoice" value="Philadelphia">Philadelphia</option>
<option class="multiChoice" value="Dallas">Dallas</option>
<option class="multiChoice" value="Orlando">Orlando</option>
```

Change that name attribute to “listname”:

```
<label class="previewLabel" for="awf_field-24487608">Choose City</label>
<div class="af-selectWrap"><select id="awf_field-24487608" name="listname" tabindex="50"
<option class="multiChoice" value="Boston">Boston</option>
<option class="multiChoice" value="Philadelphia">Philadelphia</option>
<option class="multiChoice" value="Dallas">Dallas</option>
<option class="multiChoice" value="Orlando">Orlando</option>
```

Change the “value” attributes for each of the options to the names of each of the lists that go along with the labels your subscribers will see:

```
<label class="previewLabel" for="awf_field-24487608">Choose City</label>
<div class="af-selectWrap"><select id="awf_field-24487608" name="listname" tabindex="50"
<option class="multiChoice" value="listname1">Boston</option>
<option class="multiChoice" value="listname2">Philadelphia</option>
<option class="multiChoice" value="listname3">Dallas</option>
<option class="multiChoice" value="listname4">Orlando</option>
```

You’re ready to publish the revised HTML to your website! You will need to copy the entire HTML code and place it in between the body tags of your web page, or pass the code on to your web designer.

# About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:

