



GETTING STARTED WITH AWEBER

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Congratulations on Joining AWeber!

You've landed on this PDF guide because you've been receiving our New Customer Email Series. This guide contains each of the emails you've received up to this point. Go ahead and print this out so you can use it as a checklist when managing your email campaigns.

If you have questions at any time, don't hesitate to [contact our Customer Solutions team](#).

In our 15+ years of experience, one thing has become clear: great email marketing takes time and practice. That's why we've created this series of steps to help new customers like you become successful.

By the end of this email series, you'll be able to:

1. Grow your subscriber list
2. Set up your sign up forms
3. Create your welcome email and first broadcast
4. Measure your success
5. Use social media to get subscribers
6. Develop content ideas for your email marketing and beyond

Let's jump right in!

Growing your subscriber list is one of the most important things you can do for your business, but a pocketful of business cards doesn't make an email list. The fact is, you can't collect email addresses unless you have a tool to collect them.

You need a sign up form.

Here's How To Create and Use Your Sign Up Form

First, make your sign up form using the [Sign Up Form Generator](#). Make sure you do these three things with your form:

- Grab attention: Your form should stand out from the rest of your website. [Popups and lightboxes](#) are perfect for this.
- Be clear: What do people get when they sign up? Tell them with a concise, compelling offer!
- Only ask for what you need: Don't go crazy with fields. Just the basics will do.

Next, add your sign up form to these four places:

1. The sidebar or header of your website.
2. Your blog.
3. Your social media channels (Facebook, Twitter, etc.)
4. Your email signature.

[Case Study: This Company Followed These Steps. Here's Their Results.](#)

Did You Know...

You don't need to pay a web developer to create an AWesome sign up form. AWeber has hundreds of stunning sign up form templates for you to choose from. [Simply plug in your info and go!](#)

Have Questions Before Getting Started? [Contact Our Customer Solutions Team for answers!](#)

It's Time to Write Your First Email

In our last message, we explained how to set up your sign up forms so people could subscribe to your email list. Now we're going to dive into writing and sending your first email.

Your welcome email is the first message that new subscribers receive when they sign up for your list - so naturally, it should be the first email you create.

It's easy to put together - [watch this video](#) to learn just how simple writing an email in our drag and drop editor really is.

Now, what do you say in your first message? Here's everything you need to include in your welcome email.

Your Welcome Email Checklist

- Show the value of signing up. What can your readers expect to get?
- Make sure your emails are received with simple whitelisting instructions
- Give readers an idea of how often they'll hear from you
- Provide instructions on how to contact you

Remember, your welcome email is your first impression. Give your subscribers a reason to keep opening your emails!

Follow These Steps for Sending Your First Email

Once you know what to say, creating and sending your first broadcast email is easy. [Click here to learn more about broadcast emails.](#)

1. First, write a subject line. Keep it to 6-10 words and make it relevant to your message's content.
2. Next, write your message. Be sure to include your email's purpose along with a compelling call to action. [Learn more about what to write in your first message here.](#)
3. And that's it! You're ready to click send.

Did You Know...

[Photos drive engagement](#), period. AWeber's [Stock Image Gallery](#) has 3,000+ photos you can use to create beautiful, stunning emails - at no additional cost.

It's Time to Measure Your Success

Now that you've sent your first email, measuring your email's success is vital for improving your email marketing strategy.

Measuring helps ensure that you're sending the right content to the right people - and in turn, it'll help you make more sales.

Keep an eye on your email's performance in each of these areas:

- Open rates:** How many people opened your email?
- Click rates:** Did your audience click the links in your email?
- Unsubscribes:** Did anyone unsubscribe from your list?
- Bounces:** Are any of your emails being returned as undeliverable?

Take These Steps for Better Open Rates

There are a few key parts of your emails you'll want to adjust if you're not getting the results you're looking for.

- Timing:** Through testing, find the time that most of your subscribers are opening your emails, then stick to it.
- Subject line:** Make sure it's attention-grabbing. [Click here to learn more about writing great subject lines.](#)
- Content/voice:** Are you speaking your subscribers' language? Your content should always reflect your readers.
- Frequency of messages:** Tell your audience what you're going to send and when so they know to anticipate your messages. Don't judge your success on just a few emails - send more regularly, then reevaluate your analytics.

Did You Know...

The [AWeber mobile app](#) (available on iOS and Android) helps you stay on top of your campaign stats, any time, anywhere. Download it today!

Make Social and Email Work Together

Have you ever wondered why it's easier to gain a social media following than it is to grow a subscriber base? One reason is because there's no commitment. The only thing people have to do is hit "Like" or "Follow." Signing up for an email list is more personal, but your subscribers get more value out of you and your company.

Steps to Growing Your Email List with Social Media

1. Tease upcoming newsletter content on Facebook and Twitter. Tell your followers that if they want the whole enchilada, they'll have to sign up for your list.
2. Use links to AWeber's hosted web sign up forms to easily share your forms across social media.
3. Include social sharing links in your newsletters. Encouraging your existing subscribers to share with friends will get more eyes on your content - and more eyes means more subscribers!

Did You Know...

Simply keeping your Facebook fans engaged can grow your subscriber list. [Click here to learn how one business leveraged their Facebook presence.](#)

Topics That Any Small Business Can Write About

We want to help keep your momentum going with your newsletter, so we came up with a list of topics that any small business can easily write about.

1. Industry News/Insights That Can Impact Your Business
2. Stretch Your Budget By Doing This With Our Service/Product
3. How Our Service/Product Can Simplify Your Life
4. Customer Spotlight
5. Our Company History
6. Ways to Connect With Us (Customer Service, Social Media, etc.)
7. Case Studies
8. Get to Know Our Team
9. Lessons We've Learned in the Business
10. Special Events We're Promoting

[Looking for more great content ideas? We have lots of them in our blog!](#)

Topics That Make for a Great Follow Up Series

Looking to keep up with your email marketing 24 hours a day, 7 days a week? We suggest implementing a [follow up message series](#) to do the work for you! With a follow up series, you simply write your series of emails, choose the time interval you'd like them to send, and that's it.

If you have any ongoing topics that could be stretched out over a series of newsletters, you can create a follow up series. Here are a few topics that make for excellent follow ups:

1. Steps/Guidance for Using Our Service/Product (Like the one you're reading right now!)
2. Series of Seasonal Discounts/Deals
3. Email E-Course Sharing Industry Knowledge
4. Survey Series Asking for Feedback, Suggestions, etc.
5. Series of Inspirational Tips/Quotes

Follow up messages can be [used along with broadcast messages](#) so there is no need choose - just use both!

Contact Us

When you're just getting started in email marketing, you're bound to have questions along the way. [Our friendly customer solutions team is here to help, seven days a week.](#)

Toll Free Phone:

+1 877-AWeber-1 (877-293-2371)

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+1 215-825-2196

Send a message directly to our Customer Solutions team [here](#).

Live customer support is available 4AM-8PM ET Mon-Fri and 9AM-5PM Sat-Sun.

AWeber Resources

Whether you prefer to watch a how-to video, search our Knowledge base of guides or learn email marketing best practices in our blog, we have the resources for you.

- [Search our Knowledge Base of how-to guides](#)
- [Watch our videos](#)
- [Check out our webinars](#)
- [Read our blog](#)