The background is a solid orange color with a repeating pattern of various white and light orange geometric shapes and arrows. These include straight arrows pointing in different directions, curved arrows, circular arrows, and clusters of small dots. The overall theme is movement and direction.

MOVING FROM FEEDBURNER TO AWEBER

Table of Contents

Why AWeber?	1
How to Make the Move	3
Set Up Your AWeber Account	3
Set Up Your Blog Broadcast	4
Move Over Current Subscribers.....	5
Add New Subscribers	8
Turn Off Feedburner Emails	9
Beyond the Basics	9
Additional Resources	10
About AWeber	10

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Why AWeber?

If you're reading this guide, you're probably considering the benefits of a more comprehensive email marketing solution for your blog. But why would a blogger need an email provider when Feedburner offers similar functionality?

Feedburner can be a great solution for beginning bloggers trying to build a following. When a new reader visits your blog, it's up to them to keep coming back to read your posts regularly.

Some people use RSS readers to keep up with their favorite blog, but [over 90% of the population](#) still does not. Offering an email subscription option instead ensures that your readers will always see your freshest content delivered right to their inbox.

Plus, as your audience grows, you may find yourself needing more features and control than Feedburner offers. If you publish a new post every day, are your subscribers happy with getting an email from your blog every day? Would you like to find out if they'd prefer a weekly digest instead? What about sending posts on certain topics to subscribers who express interest in only a few of the things your blog covers?

You can do that and more with AWeber. Before we cover the mechanics of switching, let's look at extra options you're getting by switching to AWeber.

WHAT ELSE CAN YOU DO WITH AWEBER?

AWeber and Feedburner both automatically pull content from your blog to populate new email messages. But AWeber has some extra features that bloggers will find helpful:

Autoresponders

The biggest difference between Feedburner and AWeber are the autoresponders - or follow up messages - that AWeber provides. **Follow ups are a series of messages you can set to send automatically to new subscribers.** When a new reader subscribes to your blog list, she will automatically start receiving your series at intervals that you specify (like once a week, for example).

Let's say you have a certain series of posts you want to highlight for all your new subscribers. Just copy and paste those posts into different follow up messages, and your email subscribers will get them in their inbox when they first sign up to your list.

Follow up messages are also a simple way to run a special class for your blog readers related to your niche. Just write all the messages in your series ahead of time, decide how frequently you want them to send, and tell your readers to sign up for the course. It's simple and you can set it and forget it.

Frequency Control

Feedburner emails your subscribers every time you publish a new post. If you blog daily, your email subscribers are getting daily emails from you. The only way to change this frequency in Feedburner is to blog less frequently.

But AWeber lets you schedule when and how often your blog posts are emailed out. Using the blog broadcast feature, you can decide to send emails once or twice a week or month if your subscribers are getting worn out with daily messages. We'll talk about blog broadcasts more in depth in a few pages.

Customized Subject Lines and Design

Feedburner allows you to customize the confirmation email that new subscribers see when they subscribe to your email feed. You can also edit the subject line for your future emails, but that same subject line will go out for every email you send.

With AWeber, **you can customize your confirmation message and change the subject line of each individual email to more accurately reflect the message's content.** Have a contest to announce or want to highlight multiple posts? You can use your subject line to tease important details in your messages.

AWeber also has a whole library of templates to choose from so your email's design can accurately reflect your blog's design.

One-Off Messages

Do you ever want to make a special announcement to your email subscribers or run an exclusive, email-only contest?

AWeber's **broadcast messages are perfect for these one-off emails that don't quite belong on your blog.** You can even use these messages to treat your email subscribers like VIPs, with exclusive giveaways or extra content that didn't make it onto your blog. You can even use these "email extras" as incentives to entice more of your readers to subscribe to your emails.

How to Make the Move

If you haven't already done so, now is the time to [order your AWeber account](#).

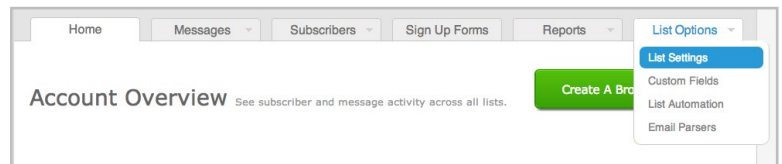
Once you've logged in and taken a quick look around, come back to this page and we'll get you set up.

SET UP YOUR AWEBER ACCOUNT

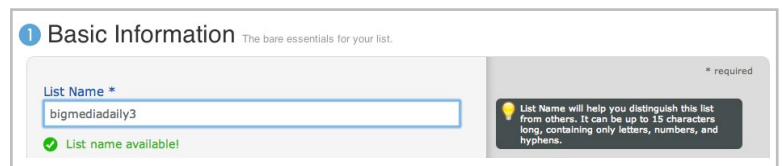
Feedburner has one comprehensive list of all your blog subscribers' email addresses. In AWeber, you can set up multiple lists of subscribers to suit your needs. For example, if you have several blogs, you can set up a different list for each of them all within your one AWeber account. Let's start with your original list, the one you'll migrate your current Feedburner subscribers into.

Log in to your AWeber account and choose "List Settings" under the "List Options" tab in the top navigation bar.

This is where you'll provide basic information about your list by giving it a name and a short description and setting up your "From" name and email address. It's similar to setting up your feed description in Feedburner.



Your list name can contain letters, numbers, hyphens (-) and underscores (_), but if the list name has already been used by another user, you will have to enter another.



In Step 2, add your blog's name, URL, a logo and a special signature to brand your messages. Finally, in Step 3, customize your confirmation message, just like you would in Feedburner.



Basic Settings

Name and describe your list, set up notifications.



Personalize Your List

Tell us about your company, set social media, etc.



Confirmed Opt-In

Personalize your confirmed opt-in message.

SET UP YOUR BLOG BROADCAST

After your basic information is in place, it's time to set up your blog broadcast message. AWeber's blog broadcasts work similarly to Feedburner by automatically pulling your recent blog posts into an email template so you can send your content directly to your readers.

You only need to set up your blog broadcast message once. When you post a new entry on your blog, our system will recognize it in your feed and automatically create a new message using the template you chose.

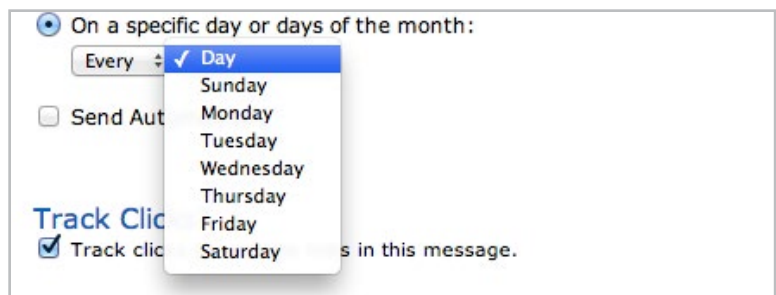
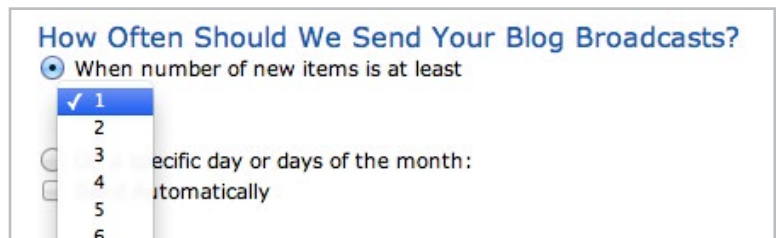
Select "Blog Broadcast" under the "Messages" tab in your AWeber account to start creating your message. You'll enter the address for your RSS feed - you can use your Feedburner address for this - and select the template you want to use.

When you load your template, you'll see a lot of variables acting as placeholders for where your content will go. These variables tell our system where to place the title and body of your blog posts within the template.

Edit your template with any static information you want to keep there - like your signature, a sidebar with navigation links or a preheader. Once you have your template in place, you can decide when you want your emails to be automatically generated.

You can base it on how many posts you want to include in each message or what day of the week you'd like your messages sent.

AWeber will generate a new message with your blog posts depending on the options you specify above. All you have to do is log into your account and click "Queue" to send it out. You can also set your blog broadcasts to mail out automatically if you prefer.



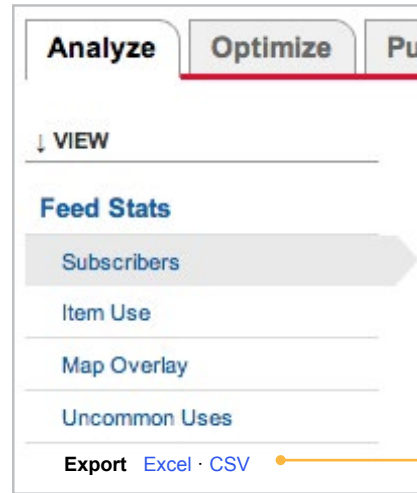
MOVE OVER CURRENT SUBSCRIBERS

Export Your Feedburner Contacts

Now it's time to migrate your Feedburner email subscribers to your AWeber account. Export your Feedburner subscribers under the "Analyze" tab in your Feedburner account.

Save the CSV file to your computer.

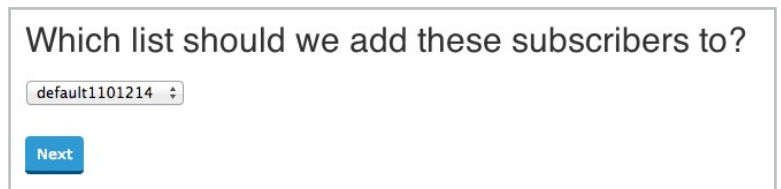
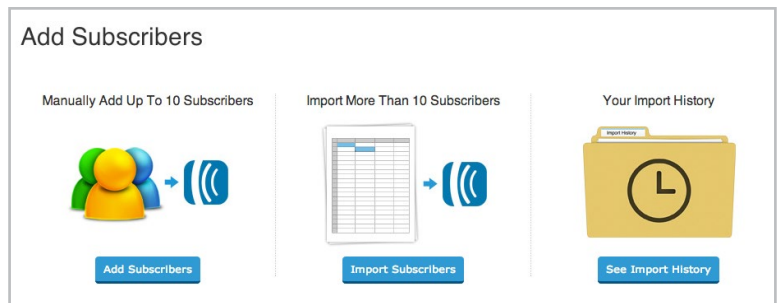
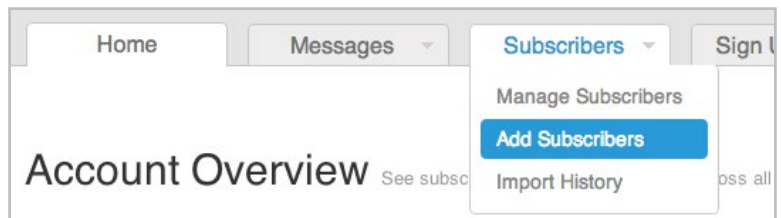
Keep in mind that the subscribers you import **must reconfirm to your list in AWeber**. Before you import your list of addresses, we'll prompt you to write a custom confirmation message to alert your subscribers about the change.



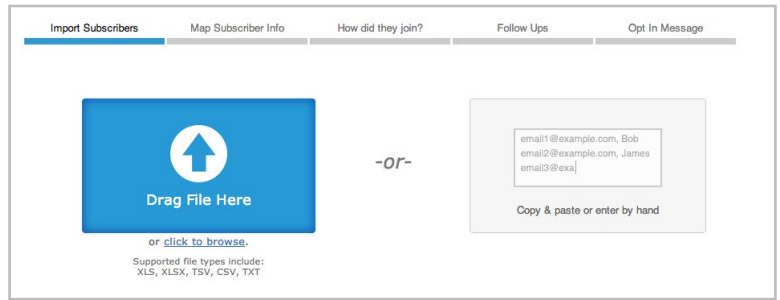
Once you have exported your contacts from Feedburner, sign back into your AWeber account to import them.

Import Contacts to AWeber

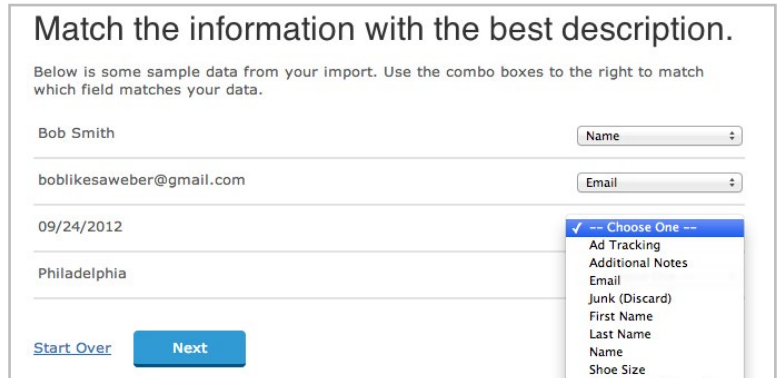
- 1 Choose "Add Subscribers" under the Subscribers tab.
- 2 Select "Import Subscribers" under the Import More Than 10 Subscribers section.
- 3 If you have more than one list, you will be asked which list you would like to add your subscribers to.



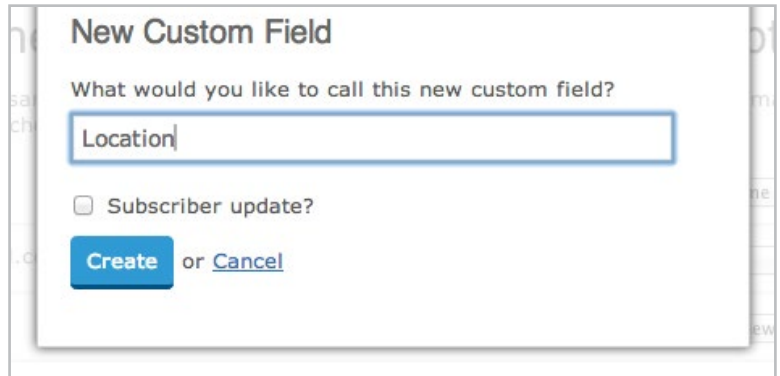
4 Next, you can choose to drag the saved CSV file with your exported contacts into the blue box, or choose “click to browse” to upload the file. You can also open the CSV file and copy and paste your entire list into the box on the right.



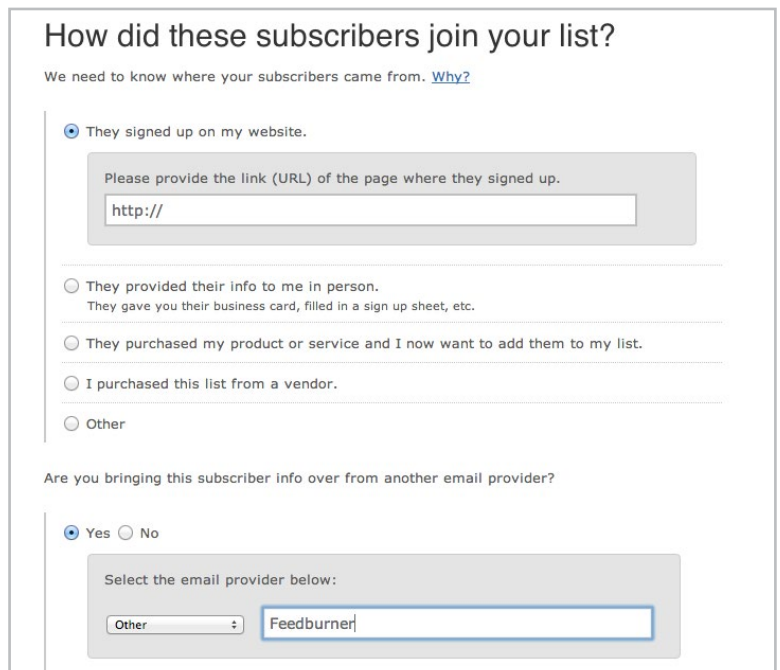
5 Then, you will be presented with some sample data from your import and asked to match the information with the best description. From the drop-down menu, you can select from predetermined fields or create your own custom field with this information.



If you choose to create your own custom field, you can check the “subscriber update” box to give your subscribers the ability to update their own information later on.



6 Indicate how the subscribers originally joined your list. Check “Yes” that you are bringing subscriber info from another provider. Select “Other” from the drop-down menu, then specify Feedburner.



7 You'll be asked if you'd like your first follow up to be sent to the subscribers you are importing. If you intend to create follow up messages, the first message in your follow up series will be sent to your subscribers:

- After the import is processed, and
- After they opt in to receive messages from you.

If you do not want your subscribers to receive the first follow up message in your series until a later time or at all, choose the option "No, do not send my first follow up message once the import is approved."

Should we send your first follow up to these subscribers?

[Explain This](#)

Yes, send my first follow up message to these subscribers once the import is approved.

No, do not send my first follow up message once the import is approved.

8 Customize your confirmation message for this imported group, then click "Finish Import."

Please keep in mind that we need to review all lists that are imported, so it may take up to **one business day** for your import to be processed. You can check on the status of your import at the bottom of the Import page.

Do I Have To Use Confirmed Opt-In?

By default, AWeber requires all imported lists to use confirmed opt-in. This means readers on your list will receive another email asking them to confirm their interest in your blog updates.

Having your subscribers re-confirm their interest in staying on your list is good for your deliverability and your impact. You might lose some subscribers who don't want to reconfirm, but in exchange you'll gain a list of readers who are truly devoted to your blog and the content you regularly send.

Are you aware that Feedburner uses confirmed opt-in already? When a blog reader subscribes to your email updates, Feedburner sends an email with a link for that person to click, confirming their interest in your emails.

You can see your subscribers' statuses in your Feedburner account - confirmed subscribers are listed as "Active" and people who haven't clicked the link yet are listed as "Pending Verification."

	A	B	C
1	Email	Subscribed	Status
2	@yahoo.com	05/14/2012 03:25	Active
3	@hotmail.com	10/05/2013 12:15	Pending Verification
4	@gmail.com	07/06/2011 04:13	Active
5	@yahoo.com	11/09/2012 02:24	Active
6	@gmail.com	02/02/2013 06:47	Pending Verification

Can I Import Without Re-Confirming Subscribers?

Because Feedburner also uses confirmed opt-in, you may have the option to import your list without re-confirming your readers.

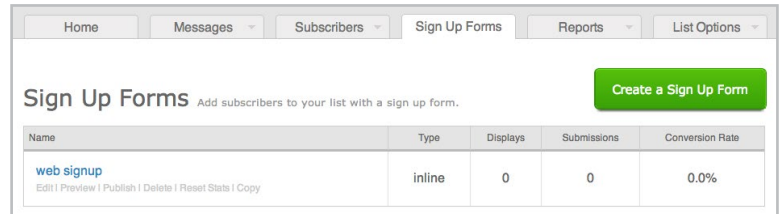
You'll need to prove that the people you're importing actually confirmed to your Feedburner list, which means AWeber will need access to your Feedburner account. [Contact us](#) for more information about importing without confirmed opt-in.

When you import subscribers, only the ones marked "Active" on your Feedburner list can be moved into your AWeber account. Sending email to people who haven't confirmed is considered spam.

ADD NEW SUBSCRIBERS

To start using AWeber with your blog, you'll need to create and install a sign up form on your site. This works similar to Feedburner: we'll give you the HTML code to copy and paste to your blog so you can start collecting new visitors' email addresses.

1. Click the "Sign Up Form" tab in the navigation bar. Then click on "Create a Sign Up Form" button.
2. Browse through the different categories to find a template, then complete the steps in the wizard to create your form.



3. Once created, replace the HTML for the existing form on your blog with the new AWeber HTML. If you are having trouble creating a form or publishing it to your site, [watch this step-by-step video](#).

You'll notice some additional features with our sign up forms:

Templates

You can choose from any number of our sign up form templates to coordinate with your blog design. Or choose a bare bones template and edit the design yourself if you're comfortable with HTML.

Headers

Our sign up form generator makes it easy to add a header to your form, where you can add text to explain the benefits of your newsletter.

Subscriber Information

You can add custom fields to your sign up forms to capture more information about your readers.

Did you ever want to know your readers' names, where they're located, or what kind of topics they like reading on your blog? You can add additional fields to your web form asking for this information and more.

After you design your sign up form, just copy the code we generate for you and paste it on to your site in place of your Feedburner form. New readers who subscribe to your blog emails will automatically get added to your AWeber list once the form is on your blog.

TURN OFF FEEDBURNER EMAILS

After we've notified you that your subscribers have been successfully imported into AWeber, you'll want to go back into Feedburner and turn off your RSS emails. (Otherwise, your subscribers will receive both versions.)

In Feedburner, choose "Feed Stats," then "Subscribers," and finally, "Deactivate," and you're all set.

This covers the basics for setting up your account and moving your subscribers from Feedburner to AWeber. For deeper help on more topics, check out the resources on the next page.

And welcome to AWeber!

Beyond the Basics

Now that you've made the move, you can really start to explore all that our service has to offer.

If you haven't already done so, create your autoresponders:

<https://help.aweber.com/entries/21661363-How-Do-I-Create-a-Follow-Up-Message->

Set up your first broadcast message:

<https://help.aweber.com/entries/21683406-How-Do-I-Send-a-Broadcast-Message->

Additional Resources



How-to Videos

Quickly and easily learn how to use AWeber with step by step video tutorials.

aweber.com/blog/videos



PDF Guides

Instructions for some advanced processes that'll really fine-tune your campaign.

aweber.com/blog/guides



Live Webinars

Email experts present the ins and outs of email marketing during these free online seminars.

aweber.com/blog/live-webinars



Blog

Email marketing tips, advice, announcements and inspiration.

aweber.com/blog

Set up is easy and there's plenty of online documentation, but everyone's business is different, so questions may naturally come up at some point.

When they do, just get in touch with our Customer Solutions team however it's convenient for you:

Hours: Monday - Friday, 4AM - 8PM ET, Saturdays & Sundays, 9AM - 5PM ET

Toll Free Phone (US): 1-888-AWEBER-1

International Phone: +1 215-825-2196

Live text chat at the top of every page on our site.

[Submit a ticket](#) and get a prompt response by email.

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:



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