MOVING FROM GETRESPONSE TO AWEBER

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Overview

We understand how tough moving can be - that's why we're here to help make the transition as seamless as possible.

If you're ready to make the jump from GetResponse to AWeber, this step-by-step guide will walk you through the entire process.

You'll learn:

- How to move your existing messages from GetResponse to your AWeber account

- How to set up your AWeber confirmation message

- How to inform your subscribers that you're moving over to AWeber

- How to export your contacts from GetResponse and import them into AWeber

You'll also find links to resources that will answer your marketing questions, along with contact information for our 7-days-a-week support team.

MANY FEATURES WILL BE FAMILIAR

The Workflow

You'll follow the same process you used in GetResponse. First you need to set up subscriber lists, then design a form people can use to subscribe (if you'll be collecting subscriptions online). You'll also need to create some emails to send out.

Integrations

AWeber has integrations with various sites and services. You can have a developer build one to sync with your system, or use one already in the App Showcase.

Affiliate Program

Make money showing small businesses how creating opt-in email marketing campaigns with AWeber can help them boost profits and sales. For more information, visit our affiliates page.

...AND A FEW THINGS WILL BE BETTER

Custom Click Tracking

Rather than completely altering any URLs you want tracked, AWeber just adds a tracking code at the end. Your links still point to your domain, so subscribers can click the links without hesitation.

A Library of Web Form Templates

Choose from hundreds of designs in a variety of color combinations to match your site.

Customer Support

The AWeber customer solutions team is just an email, chat or phone call away, 7-days-a-week. Like GetResponse, we offer free training sessions and webinars, but much more frequently (check out our upcoming events). We also have a Knowledge Base to answer all of your questions, an award-winning blog of digital marketing tips and video tutorials.

Data Tracking

Not only can you see who opens and clicks on your message, but you can follow these statistics over time and even segment out groups by opens and click rates to send targeted messages to specific groups. You'll also see the traffic and sales that each email generates.

Deliverability

AWeber is synonymous with deliverability. You want your messages to reach their inbox. We take the necessary measures to assure that happens without any unnecessary legwork on your part.

Stock Image Gallery

AWeber customers have access to 3000+ free high-resolution stock images, from art-directed and user-generated photos to vectors and illustrations.

SOME THINGS ARE JUST PLAIN DIFFERENT

- The mergetags you used to personalize your messages exist in AWeber as **custom fields**.
- GetResponse's "campaigns" are called **broadcasts** in AWeber (because you broadcast the email to your entire list, like you'd broadcast a show on the radio)
- In AWeber, a **campaign** is your entire set of messages - whatever combination of follow up, broadcast and blog broadcast you are using - that you send to a specific list.
- The email beamer, the address generated for your list so that people can ping it to get added, is handled by your **from address**.
- The groups of subscribers you can create within lists are called **segments** here.

Ready to Make the Move?

If you have not done so already, now is the time to [create your AWeber account](#).

Once you've logged in and have taken a look around, you'll be ready to create your first list.

CREATING YOUR FIRST LIST

Your first step is to create a new list in AWeber.

Each list in your account has its own messages, subscribers and sign up forms - you may set up as many as you'd like. For instance, if you have multiple lists in GetResponse, you can easily separate them in AWeber by creating individual lists.
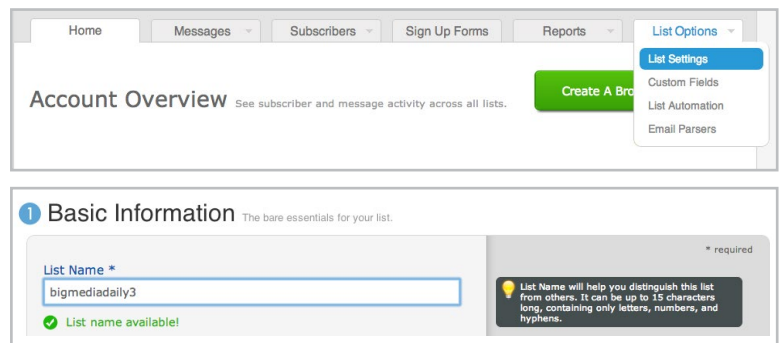
By default, there is one list in your account when you start.

Go to your List Settings page (under the List Options tab), then rename your list so that it is relevant to what you're offering.

List names may contain letters, numbers, hyphens (-) and underscores (_).

Follow the steps to personalize this list, or save your settings to come back to it later.

To create an additional list, click "Create and Manage Lists" at the top of the page.

Once you've created your list, you can head over to your GetResponse account to start the move.

The first step is to move any existing autoresponder messages that you would like to continue to use in AWeber. This way they'll be ready to go when your list is imported.

Before you begin, email yourself a test copy of each autoresponder message so that you'll have a backup of your messages once you close your GetResponse account.

Transferring Your Email Content

Once you've sent a copy of every autoresponder that you'd like to transfer, you can go ahead and log back into your AWeber account.

1. Make sure you are working in the correct list (check the upper left corner of the page next to "Current List"), then click "Follow Up Series" on the Messages tab.
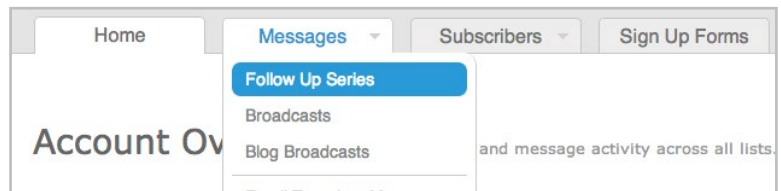
2. Click on the green "Create Your First Follow Up" button to start working on a new message.

3. Copy the text of your "test" message (the autoresponder you're transferring from GetResponse) and paste the content you've copied into a template. Save any images to your computer, then upload them into your new autoresponder. You can also drag them directly into your message and we'll automatically store them in your personal image gallery. When you're finished, save the message.

   Repeat these steps for each autoresponder you are bringing over.

Are you using a special custom template that you'd like to keep using in AWeber?

With a little bit of HTML know-how and AWeber's Email Template Manager, you may be able to move it over. This is an advanced process and you may have to make some design tweaks that can take more time than it would to create a message from scratch. Therefore, we recommend customizing one of our 600+ existing templates to match your design.

However, if you would like to bring over your custom template from GetResponse, check out our Knowledge Base article with instructions here. If you need assistance, don't hesitate to contact us for help.

Customizing Templates

You can customize AWeber's pre-designed templates to look more like your own - no HTML coding required.

1 Use the drag-and-drop message editor to create a new message and select the template you want to use.

2 Customize it to your liking by adding rows and columns, paragraphs and product blocks, putting in dividers or a sidebar and more. When you're done, click the "Templates" button and "My Templates" to save it.

3 Give your template a name and click the "Save As Template" button in the box on the left. Now you can use your template for any email you create!
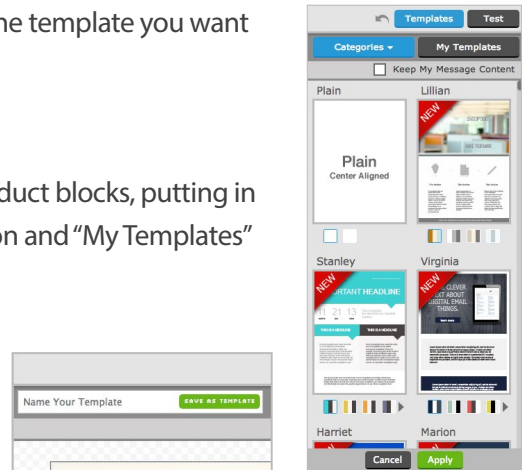
SWITCHING OUT YOUR SIGN UP FORM

If you have a sign up form on your website, now is a good time to switch it out since the form provided by GetResponse will no longer work when you close your account.

1 Click the "Sign Up Forms" tab in the navigation bar.

2 Click on the green "Create Your First Sign Up Form" button.

3 Browse through the different categories to find a template that matches your website design and theme, then complete the steps in the wizard to create your form.

4 Once created, replace the HTML for the existing form on your website with the new AWeber HTML. You can choose to have AWeber host your form on its own page instead, and you'll get a link to share with potential subscribers.
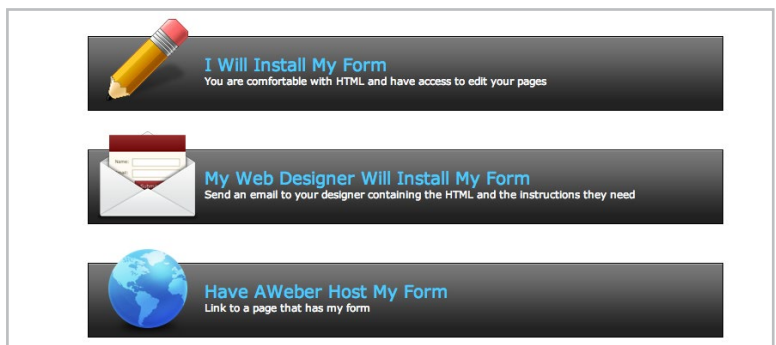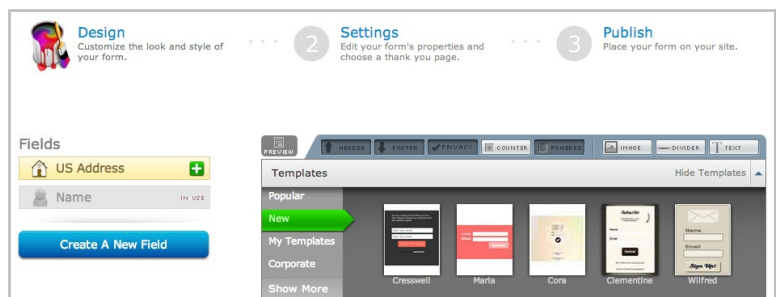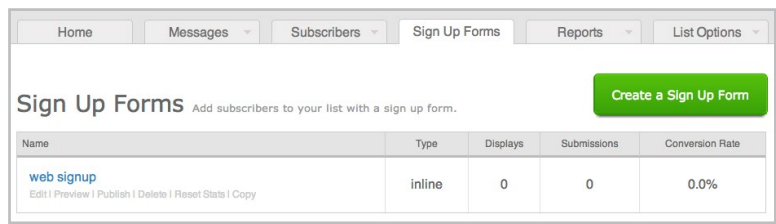
A Little Bit About Confirmed Opt-In

Confirmed opt-in is an industry standard process used to ensure that only the people who want to receive your information are subscribed to your list.

When someone is added to your email list, either by filling out an online form, through an app or from a manual import, we send a confirmation message to them.

This message contains a link that the subscriber must click on in order to confirm that they want to to receive your information at the address provided to you.

By default, AWeber includes a basic template for every confirmation message. For best results, you should customize this message so that your existing subscribers realize they have to take action to stay on your list when you make the move to AWeber.

Is everyone going to confirm? Honestly, probably not, but that might not be such a bad thing.

There are a number of reasons why a subscriber may not confirm. It could be as simple as the person no longer wants to be on your list. The address you imported could no longer be in use, or the address is no longer valid or deliverable.

No matter what, the people who take initiative to confirm are the people you really want on your email list. They are the subscribers who are most active and will likely purchase from you in the future.

Creating Your Message

1. Go to the List Settings page under the List Options tab.

2. Click "Confirmed Opt-In" (step 3).

3. Next, edit the subject line of your message. Click the "Edit Subject Line" tab on the left to open it up.
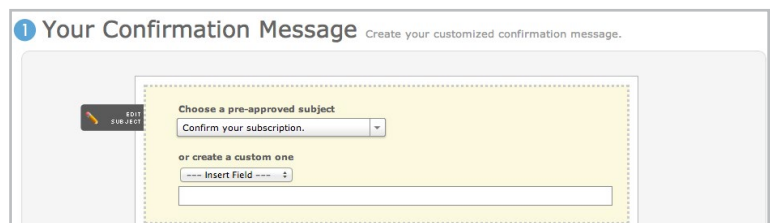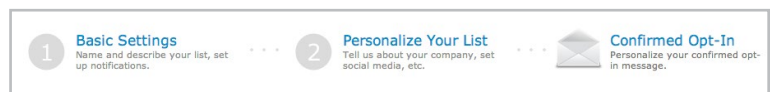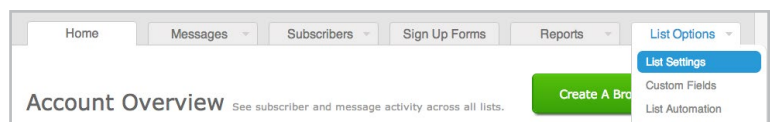
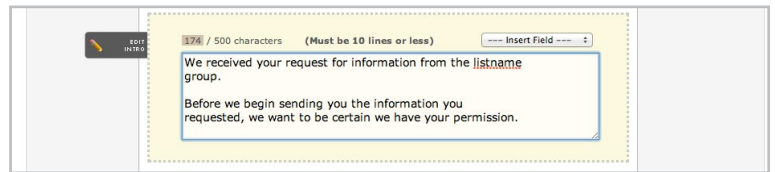**All custom COI subject lines are reviewed by AWeber's support team**

They need to convey two pieces of information:
1. What the message is about (your emails)
2. That the subscriber needs to take action (confirm)

If the subject line does not communicate to the recipient why they are getting the message and what they need to do with it, it will be declined and you'll need to submit a different one.

④ Moving down the page, you'll come to the intro of the confirmation message. Click "Edit" to customize it.

Replace the text in the introduction with your own text, mentioning your company or newsletter name here. Keep in mind that there is a limit to the size of the length - it can have no more than 500 characters or 10 lines.

174 / 500 characters   (Must be 10 lines or less)   --- Insert Field --- ↕

We received your request for information from the listname group.

Before we begin sending you the information you requested, we want to be certain we have your permission.

⑤ Further down on the Confirmed Opt In page, add a closing to your message by clicking "Edit Signature."

23 / 100 characters   (Must be 12 lines or less)   --- Insert Field --- ↕

Thanks!

The AWeber Team
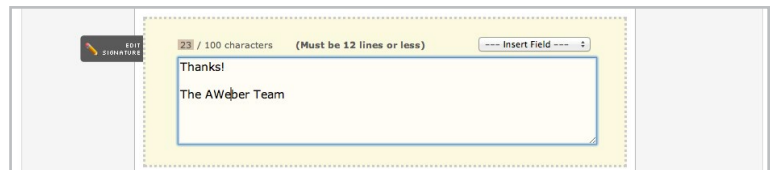
⑥ Finally, below the message itself, enter the webpage you'd like to send the subscriber to after they confirm in the "Confirmation Success Page URL" field. Make sure to include the full URL, http:// and all.

One you're finished with your changes, click the green "Save Settings" button.

It's nice to give subscribers a heads up that you'll be switching to a new email service provider, since they'll be receiving a confirmation message from you.

At this point, you'll want to go back to your GetResponse account so that you can send the last message to your list, letting them know of the move and asking them to confirm that they still want to hear from you.

Portray the transition as a benefit to your subscribers.

For example:

> *Dear (First Name),*
>
> *We're so glad you're enjoying receiving our _____ newsletter each week. We really appreciate your continued support!*
>
> *Because you are a valued reader, we wanted to take a moment to let you know that we're moving to a new email provider.*
>
> *If you'd like to keep receiving our emails, we have a favor to ask of you.*
>
> *In the next day or two, you'll receive an email asking you to confirm that you still want to get our newsletter.*
>
> *If you still love us (and we hope you do!), just click on the link in the email and you'll continue to receive our emails as usual.*
>
> *If you no longer wish to receive our newsletter, simply ignore the message and you won't hear from us again. Thanks for your cooperation!*
>
> *Sincerely,*
> *The XYZ Team*

This email doesn't have to be fancy. In fact, a quick message that is short and to the point is best. Just remember to add the subject line of your confirmation email or your business name so that it's easily identifiable in the inbox.

Export Contacts From GetResponse

Now that you've set up your confirmation email, you're ready to bring your contacts from GetResponse over to your AWeber account.

From your GetResponse account, export your contacts into a CSV file. You can select what information to export, then save. Make sure to export and save all lists that you wish to bring in to AWeber.

Import Contacts to AWeber

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

1 Choose "Add Subscribers" under the Subscribers tab.

2 Select "Import Subscribers" under the Import More Than 10 Subscribers section.
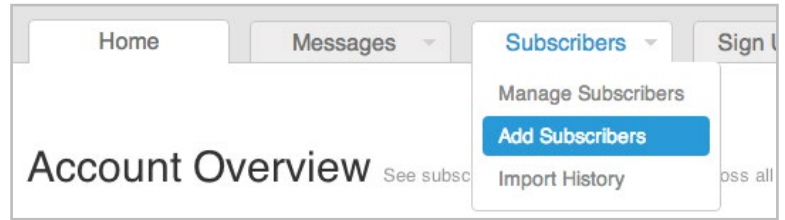
**3** If you have more than one list, you will be asked which list you would like to add your subscribers to. *(if you only have one list this step will be skipped automatically)*
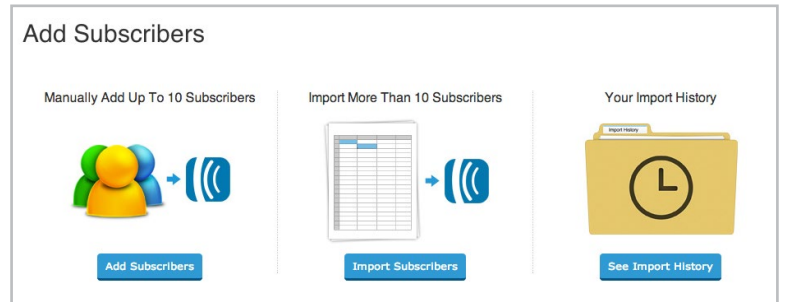
4 Next, you can choose to drag the CSV file with your exported contacts into the blue box, or choose "click to browse" to upload the file.
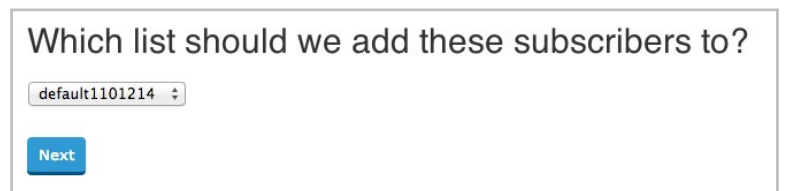
5 Then, you will be presented with some sample data from your import and asked to match the information with the best description. From the drop-down menu, you can select the predetermined fields or create your own custom field with this information.
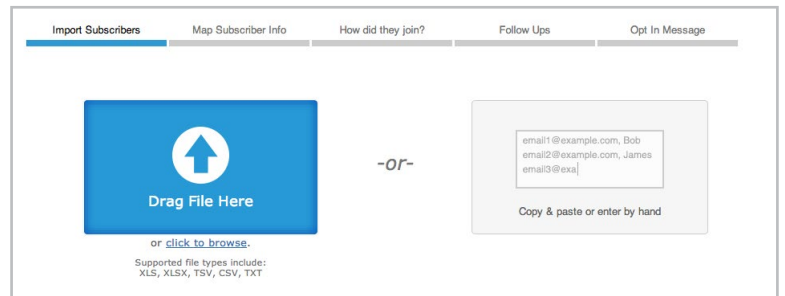
If you choose to create your own field, you can check the "subscriber update" box to give your subscribers the ability to update their own information later on.
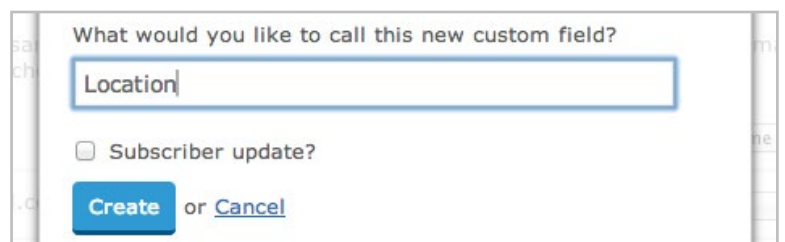
6 Indicate how subscribers originally joined your list. If not all of the subscribers joined using the same method, select "Other" and provide as much information as possible. Check "Yes" that you are bringing subscriber information from another provider. Select GetResponse from the drop-down.

How did these subscribers join your list?

We need to know where your subscribers came from. Why?

○ They signed up on my website.

○ They provided their info to me in person.
They gave you their business card, filled in a sign up sheet, etc.

○ They purchased my product or service and I now want to add them to my list.

○ I purchased this list.

○ Other

Are you bringing this subscriber info over from another email provider?

● Yes ○ No

Select the email provider below:

GetResponse ⇕

7 If you have autoresponder messages set up or plan to add them, select if you would like this list to receive them, starting with the first message.

If you have created at least one follow up message, it will be sent to your subscribers:
- After the import is processed, and
- After they opt-in to receive messages from you.
- Otherwise, your follow ups will start going out as soon as you create them.

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, start these subscribers on a specific follow up: -- Choose One -- ⇕

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

8 Then, you can customize your confirmation message for this imported group, then click "Finish Import." Please note that if you've made any changes to the confirmation message, it will be saved and sent to all new subscribers when they sign up. If you'd like to change your message back, refer to the steps on page six.

And that's it! Just make sure you repeat the above steps for all of the lists you wish to import.

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

Is It Possible To Import Contacts Without Confirmed Opt-In?

AWeber reviews all lists imported to our service to ensure that they meet our standards for high deliverability. That includes having people on your list re-confirm their interest.

It may seem like an extra step, but confirmed opt-in is good for us and good for you. The people who re-confirm to your list are your biggest fans and supporters. This is your chance to instantly weed out the uninterested subscribers from your list.

You know the ones. You keep emailing them, but they never open your messages, skewing your engagement stats. Getting them off your list gives you a clearer picture of how your campaign is actually performing.

In some cases, we might be able to import your list without using confirmed opt-in. We analyze these requests on a case-by-case basis, so contact us to get the process started.

We'll need to know a few things to start checking out your list and making sure it's healthy enough:

- Your website URL
- The page where your sign up form is located

- The nature of your business
- How many email subscribers you have

Get in touch with us if you'd like to see if your list fits our criteria for turning off confirmed opt-in.

Beyond the Basics

Now that you've made the move, you can really start to explore all that your new AWeber account has to offer.

If you haven't done so already, create your first follow up (your welcome message to new subscribers):
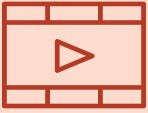https://help.aweber.com/entries/21661363-How-Do-I-Create-a-Follow-Up-Message-

Set up your first broadcast message:
https://help.aweber.com/entries/21683406-How-Do-I-Send-a-Broadcast-Message-

Have a blog? Create a blog broadcast:
https://help.aweber.com/entries/21702018-How-Do-I-Create-a-Blog-Broadcast-

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

At AWeber, we try to make the set-up process as easy as possible, with plenty of online documentation and resources available for new users. We also understand that everyone's business is different, and your business has unique needs. Questions will naturally come up. When they do, our Customer Solutions team is here to help:

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.
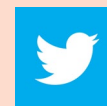
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