



PURE LEVERAGE

Auto Responder Campaign Setup

OCTOBER 26, 2013

PURE LEVERAGE

<http://PureLeverage.com>

Pure Leverage Auto Responder Campaign Setup Procedure Manual

In this procedure manual you will learn the step by step action needed to completely setup a new campaign in your Pure Leverage Auto Responder. This is located under the Level 1 tab in your member's area. The image below reflects the area you need to select to get started.

The screenshot shows the Pure Leverage Auto Responder interface. On the left is a sidebar with navigation links: VIDEO TUTORIALS, DASHBOARD, POST TO YOUR BLOG, Blogging Guide, ONLINE MARKETING MASTERS WORKSHOP, and Facebook VIRAL DOWNLOAD NOW. Below these are buttons for Promotional Tools, Leader Boards, and Level 1 Marketing suite! (which is expanded to show Lead Capture System, Auto Responder, Video Email Service, and Conference Room). The Auto Responder button is highlighted with a red circle and a red arrow. The main area shows a Campaign dropdown set to 'Marketing List1', an 'UPGRADE AUTORESPONDER' button, and a Statistics section. A video player is embedded with the text 'Click here to watch a video on how to use your auto responder'. Below the video is a table titled 'Total Statistics by Message Types'.

Campaign	Sends	Failed	Bounce Rate	Open Rate	Click Rate	Unsubscribe Rate	Blacklist Rate
Marketing List	62	6	9.68%				
Marketing List1	8						
Facebook	0						
TOTAL:	72	11	0	11.11%	1	4	0

Now you need to gather a little information before you actually start building your campaign.

1. First you need to decide if you want an address to be added to the bottom of every email sent from your campaign. (Address)
2. Now think if there is a signature that you would like to use in your emails over and over. This could be your website address / URL, etc. (Signature)
3. Next decide if you have any information that may change on a regular basis that will be used in multiple follow up emails like a date, an event, etc. (Global Fields)
4. And finally think if there is any additional information you need to collect in your opt-in form like Phone Number, Website, Zip Code, etc. (Custom Fields)

Please enter this information on the worksheet provided at the end of this manual.

Now Let's Get Started

Step 1 – Create Campaign

If you have NO campaigns setup when you select Auto Responder then you will see the following on your screen. You will Click the Link to Create your first Campaign.

[Click here to create campaign](#)

You can get copy of campaign by code:

[Get Campaign](#)

You can get shared campaign by code***:

[Get Campaign](#)

Click to Create First Campaign

*** The shared campaign is not independent. You cannot edit some options and follow up messages of the campaign. Use the section "You can get copy of campaign by code" to make a complete copy of the campaign.

NOTE: After creating your First Campaign then to create any additional campaigns you will hover your mouse over the Campaigns tab and select “Add Campaign” as shown below.

The screenshot shows the top navigation bar with tabs: Campaigns, Messages, Subscribers, Forms, and Import/Export. The 'Campaigns' dropdown menu is open, showing options: Stats, List, Add Campaign (highlighted with a red circle), Custom Fields, Global Fields, Automation Rules, Ad Tracking List, Ad Tracking Stats, and Complaints. A red arrow points from the 'Campaigns' tab to the 'Add Campaign' option. Another red arrow points from the 'Add Campaign' option to the 'Statistics' section. Below the menu is a video player with the text 'Click here to watch a video on how to use your auto responder'.

[Click here to watch a video on how to use your auto responder](#)

You will now see the “Add Campaign” form. Fill in the Form with **YOUR** information.

Add Campaign

Main Settings

Campaign Name: Terry's Auto Sales Prospects

Description: These are opt-in's to my special report on Automobile Features.

Name Your Campaign

Enter a Description This is Optional

Email Settings

From Name: Terry - Terry's Auto Sales

From Email: sales@terrrysautosales.com

Notification Email: manager@terrrysautosales.com

Unsubscribe Text: Click here to unsubscribe

Activation Text: Click here to join

This is the Name that will show FROM:

Email Address This will be the Reply address

(Optional) Receives Notification of Opt-ins

Text in Double Opt-in to Confirm

Text at the Bottom of All Emails to Unsubscribe

Company Settings

Company Name: Terry's Auto Sales

Website URL: http://TerrrysAutoSalesMarket.com

Used for "Company Name" field when

Website Redirect page after a subscriber Opts into your newsletter (if Thankyou Page isn't specified in the form).

Uses above Notification Email Address

☒ Notify about new subscriber

Website taken to after clicking Confirmation Link in Double

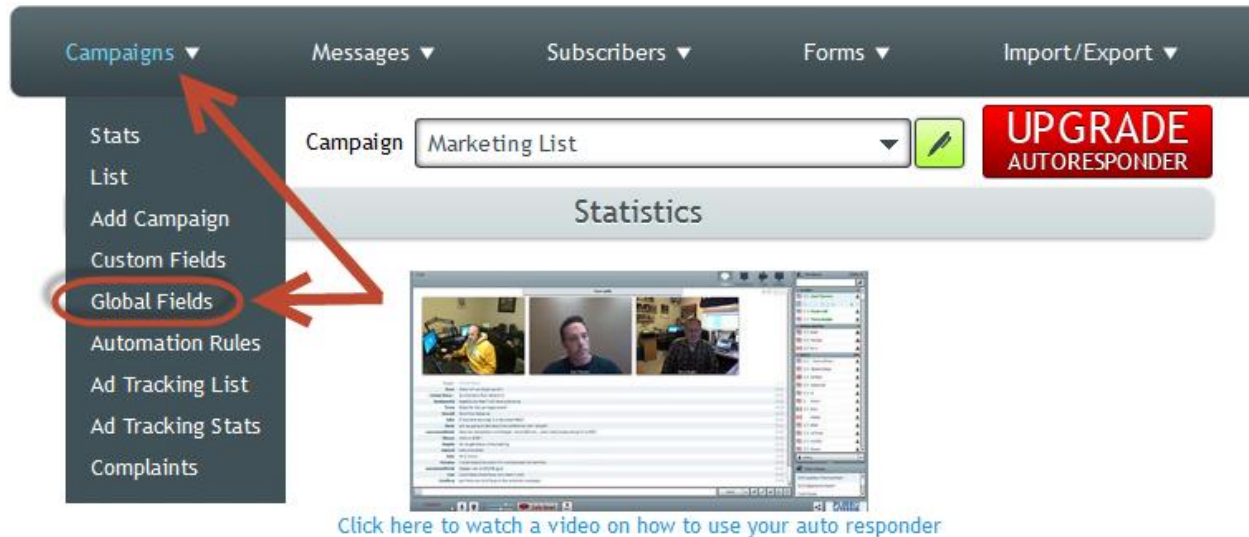
ADD

After Clicking the “ADD” Button Proceed to the Next Step.

Step 2 - Global Fields Setup (Optional)

In the Global setup you are going to add the information that can be used across all of your campaign messages and broadcast messages.

To access this area hover your mouse over the “Campaigns” tab and select “Global Fields”



Use of Global Fields is optional but can save a lot of time in frequent and global changes in email messages. There are 3 main areas that deal with Global Fields.

Contact Address – This is where you can insert your business address, phone number, website URL or anything else you would like to appear at the bottom of your messages. You have the option to insert this information anywhere in your message by inserting the Global Address field. You may also select to have it added automatically to the end of every message sent. Plain text or HTML is allowed.

Signature – You may enter your signature, a company quote or slogan, a company logo, an affiliate banner or any content that you use regularly. Plain text or HTML is allowed.

Global Fields – There are 10 Global fields that you can assign values to that can be used in the messages. This allows an easy way of sharing messages with others and by using Global fields, change per user values. They also may be used for your own information like events that change and you want to use the same email messages. By changing the value in one setting it will be reflected in all outgoing messages that use that Global field.

Look at the following image as an example of possibilities using Global Fields.

Campaign

Terry's Auto Sales Prospects

Global Fields

Contact Address:

PO Box 12345
My Town, TX. 111111
555-555-5555

http://TerrysAutoSalesMarket.com

Enter You Address and/or Contact Information in this Box. See Example

Decide if You want this Info to be added to Every Email

☒ Automatically add to the end of every your messages

Signature:

Terry's Best Car Deals in Town

Information in this Box can be added to your emails using the "Insert Fields " option when creating an email and Hover Your mouse over "Global Fields" and select "Signature"

Field	Value
Global1:	Fall Car Show
Global2:	12/01/2013
Global3:	San Antonio, TX

Enter Values in the Global Fields that will Change. This allows You to change this Info in one spot that is used in many emails.

NOTE: Remember to make a list of the Global Fields that you assign values to and what value they contain. When inserting you will use Global1 through Global10 and it is up to you to know what each field represents. For example if Global1 is assigned the value for Events that your business sponsor then create a sheet listing Global1 = Events.

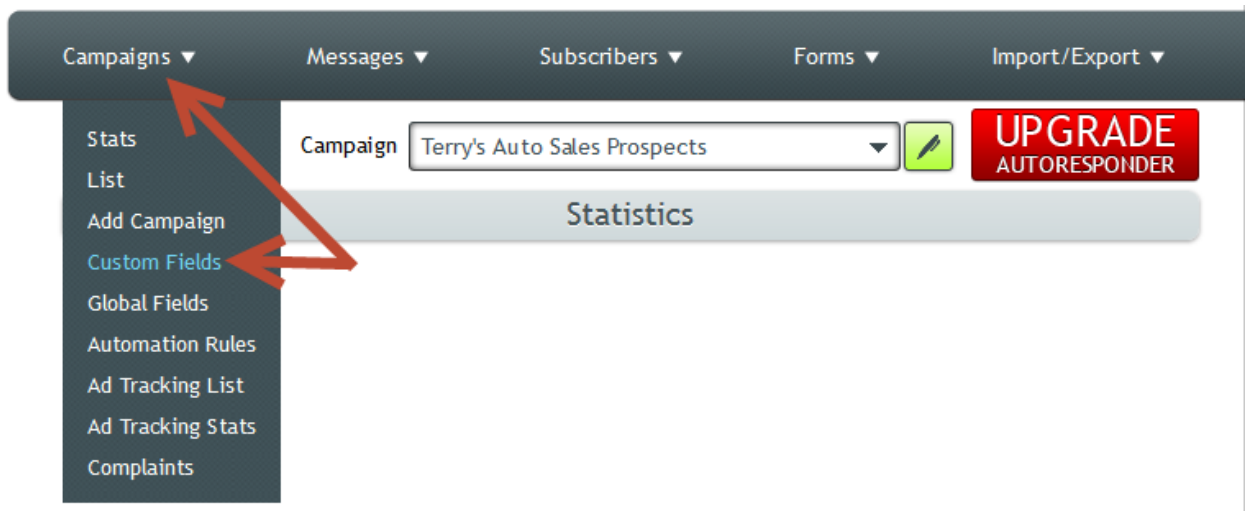
The “Contact Address”, “Signature” and the “Global1” through “Gobal10” Value Fields are all related to the Campaign you are working with at the time. Verify that the Campaign at the top of the page is correct.

Campaign

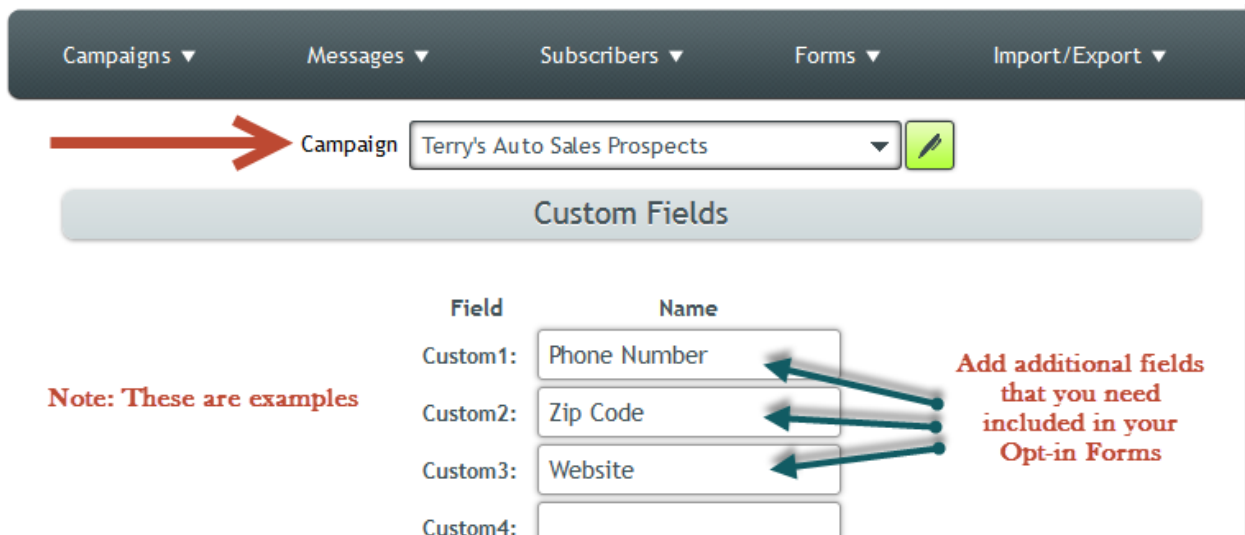
Terry's Auto Sales Prospects

Step 3 – Custom Fields (Optional)

Custom Fields allows you to request additional information within your opt-in forms. Hover your mouse over “Campaigns” and then select “Custom Fields” from the list as shown below.



As shown below be sure to verify you are working in the correct Campaign. Each Campaign can have up to 10 different Custom Fields. These additional fields will be available to use when you create your Opt-In form(s). You are not required to use any of the optional fields in the forms.

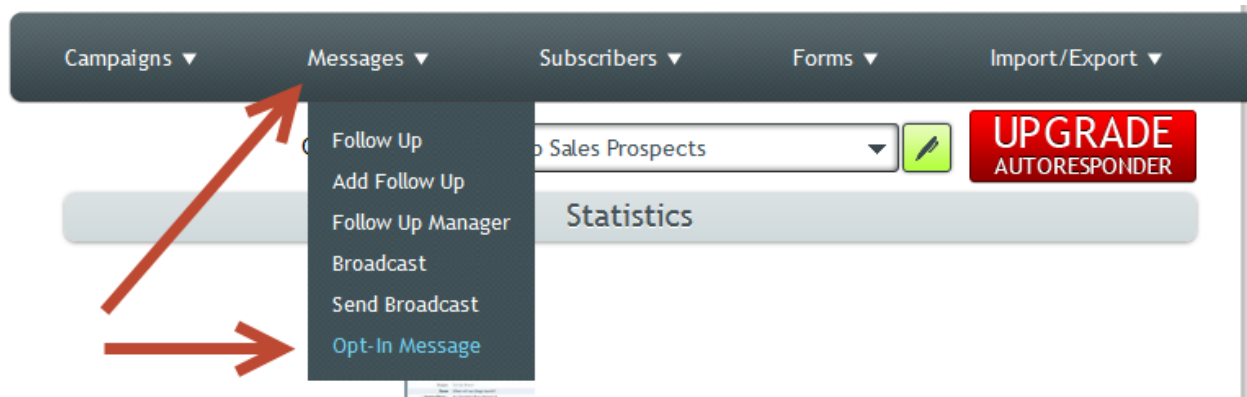


Note: Remember to UPDATE once all Custom fields are entered.

Step 4 – Opt-In Message (Only if using Double Opt-In)

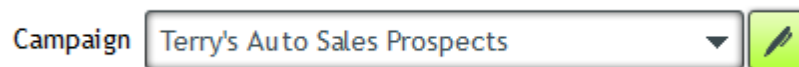
If Double Opt-In is selected when creating your form then a Confirmation email is sent to the email address entered by any person opting in through your form. The “Opt-In Message” is where you add the content you wish to include in that Confirmation email.

To enter your Opt-In Message hover your mouse over “Messages” then select “Opt-In Message” from the list as shown below.

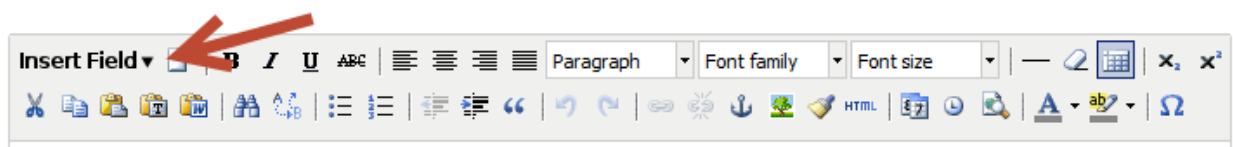


A few notes to be aware of related to the Opt-In Message.


Be sure to verify you are working in the correct Campaign by checking the box at the top of that screen.



The information entered in Global Fields for the “Contact Address” will NOT be included in this Opt-In Message unless you add it through the Insert Fields option in the editor.



The next page is an example of setting up the Opt-In Message.

→ Campaign 

Opt-In Message

Spam Score: 0.00

Test Message: [Test Message Now](#) (subscriber fields will not be replaced)

Please [click here](#) to specify Activation Text.

← These was entered in Step 1













Want to redirect someone after they opt in? [Click here](#) to make sure you have the right redirect page set up.



























































Subject:

← Enter Your Subject Line

↓ You can use Inserted Fields

HTML Message

Insert Field  **B** *I* U ABC |     Paragraph  Font family  Font size |     

An example of what the Opt-In Message email looks like when received is below.


Hi John,

Thank you for your interest in our Automobile News Letter. I believe you will discover our newsletter is full of valuable information and savings. To finalize your request you need to click the confirmation link below.

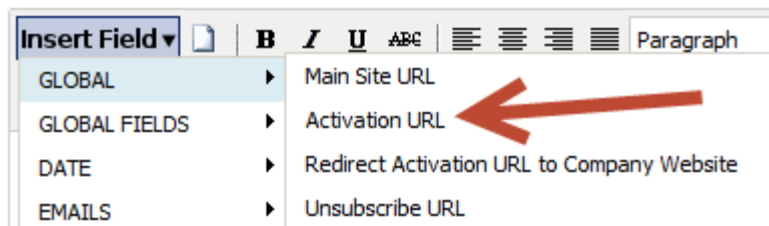
Thank you

[Click here to join](#)

Entered in Step1



You also have the option to insert the Activation Link anywhere in your Opt-In Message using the Insert Field option. This will be a long URL and the other link will still be at the bottom.



It is recommended you send a test Opt-In Message to your email address to see exactly what the subscribers will see once they Opt-In to your list.

Opt-In Message

Spam Score: 0.00

Test Message: [Test Message Now](#) (subscriber fields will not be replaced)

Please [click here](#) to specify Activation Text.

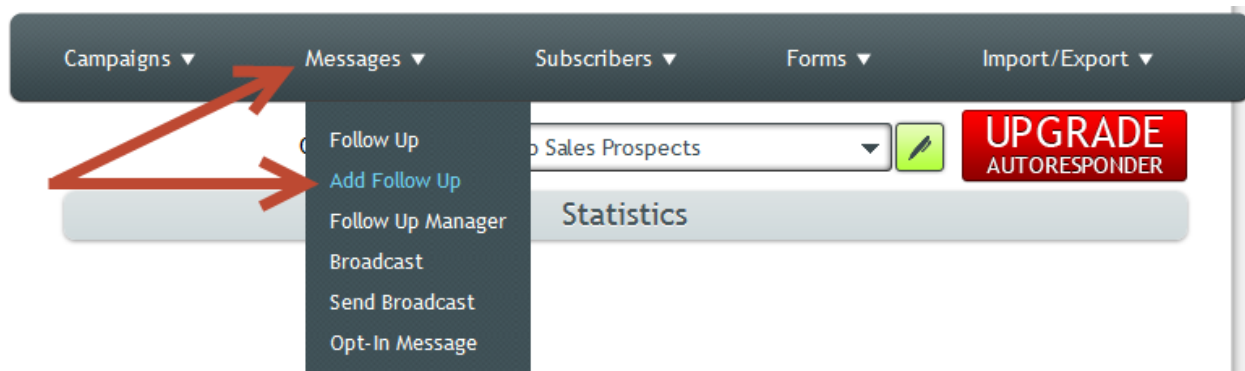
Want to redirect someone after they opt in? [Click here](#) to make sure you have the right redirect page set up.

Subject: Hello %%SubscriberFullName%%!!!

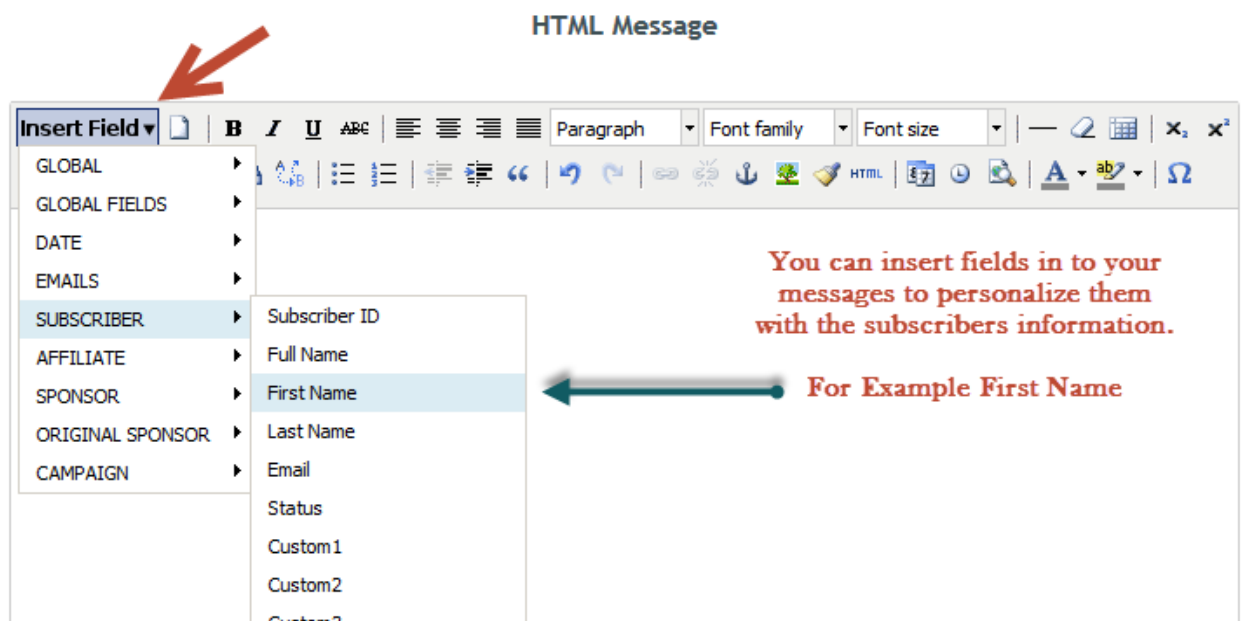
Step 5 – Follow-Up Messages

Your Follow-Up messages are extremely important for your business. These messages are delivered to your subscribers at an interval decided by you without you doing it manually. These messages could be considered your Sales Force if you are promoting a product or service.

To get started hover your mouse over the “Messages” tab and select “Add Follow-Up”



NOTE: You can insert fields that will populate the Subscribers information when the emails are sent out. For example the First Name as shown below.



NOTE: Be sure to add the same content to the “Text Message” that follows below the HTML Message shown above. This message was set to “0” in the “Send After” box so that it would go out right after the confirmation link is clicked in the Opt-In message. All other messages must have a “1” or larger “Send After” value.

Insert Field ▾ | **B** *I* U ABC | [List Icons] | Paragraph ▾ | Font family ▾ | Font size ▾ | [Link/Unlink Icons] | [Table Icon] | [Close Icon] | [Max Icon]

[Cut Icon] [Copy Icon] [Paste Icon] [Find Icon] [Print Icon] [Undo Icon] [Redo Icon] [List Icons] [Text Color Icon] [Background Color Icon] [Link Icon] [Unlink Icon] [Anchor Icon] [Image Icon] [HTML Icon] [Table Icon] [Clock Icon] [Magnifying Glass Icon] [Text Color Icon] [Background Color Icon] [Link Icon] [Unlink Icon] [Anchor Icon]

Hi %%SubscriberFirstName%%,

I want to welcome you and to let you know you have been added to the "Automobile News Letter". Through this newsletter we will keep you informed of new products and events.

Current Event Information

Event: %%GlobalFieldsGlobal1%%

When: %%GlobalFieldsGlobal2%%

Where: %%GlobalFieldsGlobal3%%

We would love to see you at the %%GlobalFieldsGlobal1%% event. Also we will contact you the day before the event at the phone number we have on file. If the number below is not yours please advise.

Phone Number: %%SubscriberCustom1%%

See you soon!!!


Terry's Auto Sales

You can use any of the default fields as well as Global and Custom fields that you may have setup in the previous steps.

Path: p



Words: 88

Here is an example of a possible 2nd Follow-Up message. This message would go out 1 day after the first message.

Campaign 














Add Message

























Send After: day(s) after previous message

Insert field:  

Subject:

HTML Message

Insert Field  | **B** **I** **U**  |     | Paragraph  | Font family  | Font size  |   |  

      |   |   |    |      |    |   | 

Hi %%SubscriberFirstName%%,

Well it is another Beautiful day in Automobile land.

Care Care Tips:


It is very important to change the oil in your vehicle at the manufacturers recommended interval to get the expected life from the engine. Be sure to use the exact weight of oil required.

That is another Tip of the Day.


Terry's Auto Sales













Path: p Words: 56

Following is a summary view of the Follow-Up messages. You will see highlighted in red circles that the first message goes out once the Subscribers clicks the confirmation link. The second message goes out the next day. And the third message goes out 5 days from previous message or 6 days from the date the subscriber joined.

Campaign Terry's Auto Sales Prospects 

Follow Up Messages



Subject	Send After	Sent	Opens	Clicks	Bounce Rate	Spam Score	Action	Move
%%SubscriberFirstName%%, Welcome	0	0	0	0	0.00%	0.00	   	▼
Automobile Newsletter Tips	1	0	0	0	0.00%	0.00	   	▲ ▼
Special on Brake Jobs	5	0	0	0	0.00%	0.00	   	▲

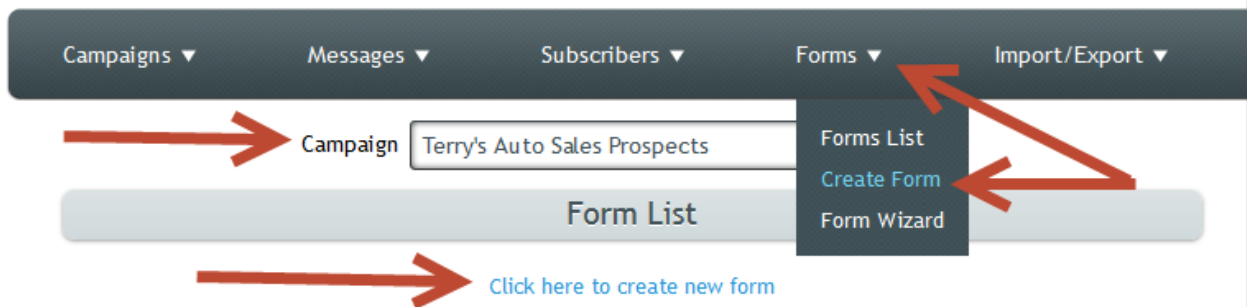
NOTE: If you **DO NOT** use Double Opt-In then the first message shown above that has the “0” will go out as soon as the Subscriber clicks the button in your opt-in form.

You can use the arrows on the right to change the order that the messages go out. Be sure you change the “Send After” interval if needed because the number will always reflect against the previous message.

CONTINUE TO THE NEXT STEP

STEP 6 – Opt-In Forms

Now it is time to create a form to place on your site to begin collecting Names, Email Addresses and any additional information you may have added in Custom Fields. Hover your mouse over the "Forms" tab and select "Create Form" as shown below. Once again be sure to verify you are in the correct Campaign.



Next page has an Example of Creating a Form

After you have create your form you can Edit, Preview or get the HTML code from the Form List as shown below.

[Campaigns ▾](#) [Messages ▾](#) [Subscribers ▾](#) [Forms ▾](#) [Import/Export ▾](#)

Campaign

Form List

Name	Displays	Submissions	Rate	Opt-In Type	Opt-In Sent	Bounce Rate	Action
FormF7641A61	0	0	0.00%	D	0	0.00%	✎ 👁 <> f 📄 ✕

After creating the form

Preview It

Get the HTML code

An example of the HTML code that you would add to your website is shown below.

```
<form method="post" action="http://www.gogvo.com/subscribe.php">
<input type="hidden" name="CampaignCode" value="ae98746fec6d6" />
<input type="hidden" name="FormId" value="3461507" />
<input type="hidden" name="AffiliateName" value="terryanglin1" />
<table align="center">
<tr>
<td>Full Name:</td><td><input type="text" name="FullName" /></td>
</tr>
<tr>
<td>Email:</td><td><input type="text" name="Email" /></td>
</tr>
<tr>
<td align="center" colspan="2">
<input type="submit" value="Submit" /></td>
</tr>
</table>

</form>
```