



## Let's Talk About Campaigns

### What in the world is a campaign?

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Where do I find the people who put their information on my  
Splash page / Lead Capture Page (LCP) / Squeeze page ?

### What is a Campaign?

Think of a campaign as your strategy, plan of action, and your efforts to promote a certain business. Let's say you are on a Team of experienced marketers and you want people to join that team. Your campaign is everything combined to get prospect to join that team.

In an Autoresponder, you can set up different campaigns for different businesses. Your AutoResponder campaign would include the Splash Page, the message series, and the list of prospects who joined you in that particular campaign. Each element of that campaign is unique to the campaign.

You can set up unlimited numbers of campaigns in your AIOB account

### Elements of a Campaign

Splash Page to capture the information of the prospect. Sometimes called a Lead Capture Page (LCP) or a Squeeze Page

An optional Sales page that would be sent immediately when the prospect clicks the confirmation link in their in box. (This is optional but could help the conversion rate).

Message series which are the email messages sent out to prospects who give you the information and then confirm to receive them in the first message they get from the autoresponder.

Why would you not just advertise the referral link to your Business? Because it has been proven over and over that people don't usually buy something until they have been exposed to it at least five to seven times. If they say no to the first time they see it, unless you have some way to contact them again, you don't get a chance to expose them to the concept again. Hence get their information and permission to send them more messages. Then give them the referral link.

External from the Autoresponder is the advertising that you do to entice people to join your campaign and get the the messages you want to send them.

The advertising is as an important element of the campaign as all of the Autoresponder elements. Without the advertising you have no way to get people to join your list.

## How get people in my Campaign List of prospects

The normal way to get people in your Campaign is to expose people to your LCP which if crafted well will entice them to give you their name and email address. Of course that comes from your advertising.

Some autoresponders allow you to import that information from existing lists of prospects, but you have to be very careful doing that because of the spam laws, etc. Too many of the so called lists offered on the internet are gathered with unethical means and will get your Autoresponder account suspended if you get too many complaints by people you have entered into the campaign.

Those people who have joined you in business can be added to your campaign one by one if you first send them an email telling them you are going to add them. What you do is open your LCP and enter their information in the form and submit. With AIOP, that person will have to confirm to receive your messages so be sure to mention that in your previous message you had sent to them.

## How to find the people in my Campaign List of prospects

1. Log into your back office in AIOP and hover over <Toolbox> and click on <Autoresponder>
2. Click on <Go> in your list of campaigns to make the campaign active on your computer.
3. Then hover over <Prospects> and click on <Active Prospects> You will see:

Active campaign: ListBuilder.dcfullme@AIOP Response

User logged in:  
Dave Fullmer

**Active Prospects**

Campaigns	Autoresponders	Newsletters	Prospects	Account	Help	Logout
Number of active prospects: 5						
Active Prospects List:						
<input type="checkbox"/>	<b>Name</b>	<b>E-mail</b>		<b>Date</b>		
<input type="checkbox"/>	Dave Fullmer	davefullmerbusiness@gmail.com		10/14/2014		
<input type="checkbox"/>	rick	rn.nobs@gmail.com		10/15/2014		
<input type="checkbox"/>	William	bhowardburl@gmail.com		10/15/2014		
<input type="checkbox"/>	james	newk_78@hotmail.com		10/26/2014		
<input type="checkbox"/>	arunava basu	basuarunava@gmail.com		11/01/2014		
<input type="button" value="Delete Selected"/>				<input type="button" value="Move Selected To"/> dcfullmer		
<a href="#">Export active prospects in Excell CSV file</a>						

I wanted to see the prospects in ListBuilder Campaign so I clicked on Go on the Lstbulder campaigning in the campaign list. You can see by the top arrow, that I have found the list of prospects in the Listbuilder campaign

It is possible to move all of these prospects into a different campaign that you have set up and then these 5 prospects would start receiving the message from the campaign they were moved to.

Hope this brief explanation will help,

Thank You,

Dave Fullmer

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#### About Dave Fullmer

Dave Fullmer is a retired technician who worked 46 years on the electrical circuitry of automated manufacturing equipment. For the past 10 years he has been doing various marketing programs on the internet with some successes and some failures. He loves to share some of what he has learned so that others don't have to go through the trial and error frustrations of trying to learn by themselves



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