



A quick guide to...

## Creating Follow-up Messages

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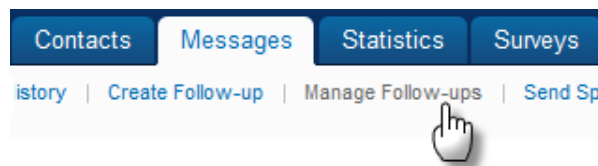
## View Existing Follow-ups

With GetResponse, following up with your contacts couldn't be easier!

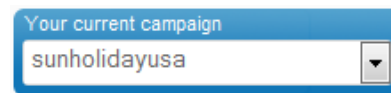
Each campaign can have its own series of follow-up messages that are automatically sent to each new subscriber at the intervals you specify.

**To view existing follow-ups:**

1. Go to **Messages** on the menu-bar and click **Manage Follow-ups**.



2. Select a **Current Campaign** using the drop-down list.



3. From here, follow-ups can be easily **re-ordered**.
4. Links to the far right allow you to **Edit** the message and **Test** it by sending to your own email address.
5. **Disable** a follow-up temporarily, or **Delete** it from the series.
6. Click **View Online** to display the web archived version.

<input type="checkbox"/>	Day	Subject	Ratings	Options
<input type="checkbox"/>	0	Welcome to the world of perfect holidays!	0.00	edit test disable delete view online
<input type="checkbox"/>	3	Holiday that's perfect for YOU	0.00	edit test disable delete view online
<input type="checkbox"/>	6	Most beautiful beaches ever	0.00	edit test disable delete view online
<input type="checkbox"/>	8	Some places your children will enjoy too	0.00	edit test disable delete view online

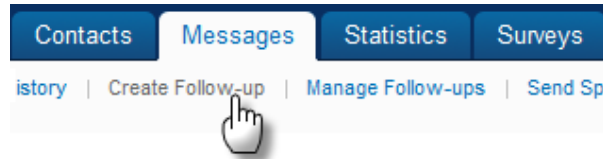
enable selected  Show rows: 50

▶ Show deleted messages 0

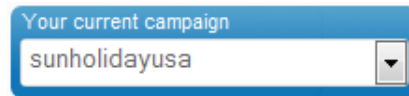
▶ Show draft messages 1

## Create New Follow-ups

1. Go to **Messages** on the menu-bar and click **Create Follow-up**.



2. Select a **Current Campaign** using the drop-down list.



3. Choose between **HTML** format and **Plain Text** format.



4. GetResponse includes hundreds of industry based HTML Templates to get you started, but for the purposes of this guide we will use a simple Plain Text message.
5. Choose how many **days after sign-up** before this follow-up is sent. Enter zero and the message is sent immediately to new contacts.

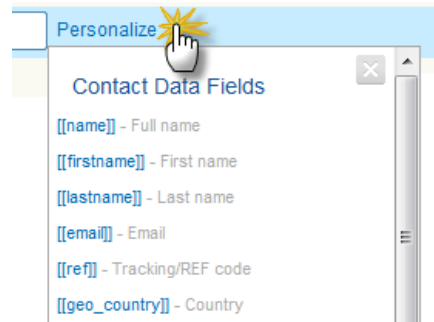
Send:  days after sign-up

From: Sunny Holiday <sunholidayusa@...>

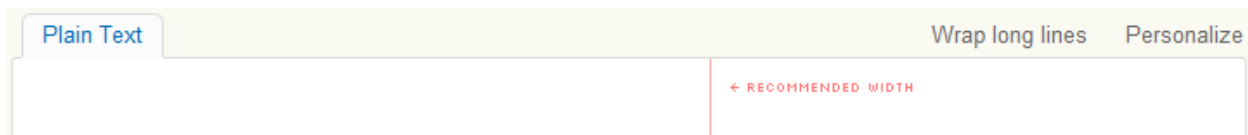
Subject: Top Travel Destinations

6. Select name and email this follow-up will appear to be coming **From**.

- Next enter a **Subject** line.
- Click **Personalize** next to the subject line or above the editing area to see Contact Data Fields such as displaying the contact's `[[firstname]]`.



- Type or paste the text for this message into the editing area.
- Click **Wrap Long Lines** to optimize for Plain Text.



**Below the editing area you can...**

- Add an **Attachment**.
- Send a **Test Message** to your email.
- Click **SpamScore Check** to rate the message using SpamAssasin.
- Click **Save as Draft** to work on the message later.



- When you're ready, click **Save Message** at the bottom.



- That's it!** The follow-up will now be sent to new contacts that join the campaign.

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