

## Auto Responder Marketing Techniques

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The Internet offers many means of affordable marketing with auto responders. Here are a couple of popular ways of using them.

### DIRECTORY

Some webmasters set up link or article directories on their sites. They create a directory on a specific industry topic, placing their own ad or banner along the top. Then they invite others to add their website links via a link exchange program, listing themselves in your directory. Or they invite articles to be submitted that include a resource box at the bottom of each with a link to the author's website. This results on increased traffic as sites link up across the World Wide Web. Enter "link exchange software" or "article directory software" into a favorite search engine for help with each.

### TEACH A COURSE

Some marketers write up a simple step-by-step instructional class in their area of expertise. Then they break it up into smaller portions or messages and set them up in an auto responder as email messages, including short ads within each message to invite sales & website visits. Then they invite website visitors to sign up through on online form or email subscription address offered through the auto responder service. As people sign up, they will learn more about the products and services through the teaching series.