

# Autoresponder Email



Want that 46” plasma? Here’s how to get 15 points closer

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## Sample autoresponder

Subject: Autoresponders 101

[Headline]

## Autoresponders 101

What’s an autoresponder? It’s an email message (or series of messages) that’s automatically sent after a triggering event—typically when a consumer fills out a form or completes a transaction on a web site.

Autoresponders are an incredibly **efficient way to follow up with prospects and clients**, and we encourage you to make use of your ability in Kutenda to link your landing pages and forms to autoresponder email campaigns. (For guidance, check out the material within the Training tab in your account.)

Autoresponders **eliminate the hassle and burden of responding manually** to each new customer inquiry. Your sales team, in turn, can spend more time pursuing prospects that are closer to a purchase decision. Further, by using an automated follow-up system, you can be confident that you’re not letting any qualified leads slip through the cracks!

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