



A quick guide to...

Creating Webforms

In this guide...

Learn how the GetResponse form builder can work wonders for your business. This robust solution is not only a cutting-edge web form generator, but also can help with your list segmentation and subscription metrics.

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1. Top Five Web Form Best Practices

You probably know by now that the powerful new GetResponse Form Builder can work wonders for your business. This robust solution is not only a cutting-edge web form generator, but also can help with your list segmentation and subscription metrics.



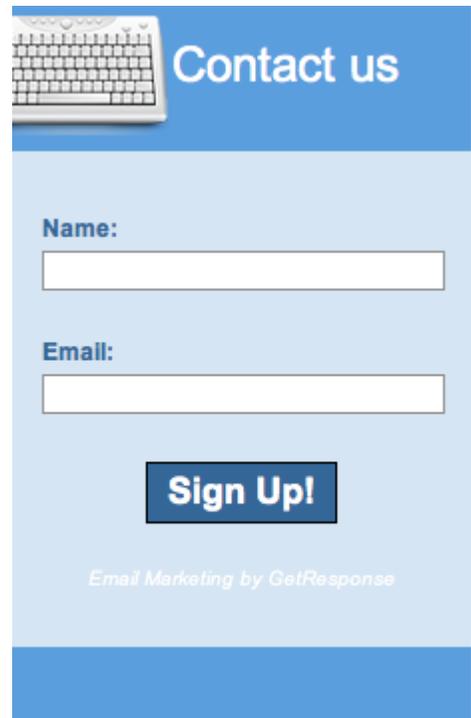
One of the most frequently asked questions before the launch of Form Builder was: will I be able to design customized, eye-candy forms to grab the attention of my audience?

Our answer is: yes, that's not only possible now, but easy to do. And today, I'd like to give you a BIG head start. With the assistance of my talented graphic design colleagues, we've put together the Top 5 Web Form Design best practices.

Are you concerned that your web form might be a little passé? Check out our recommendations and your sign up forms will be up to date with all the modern design trends!

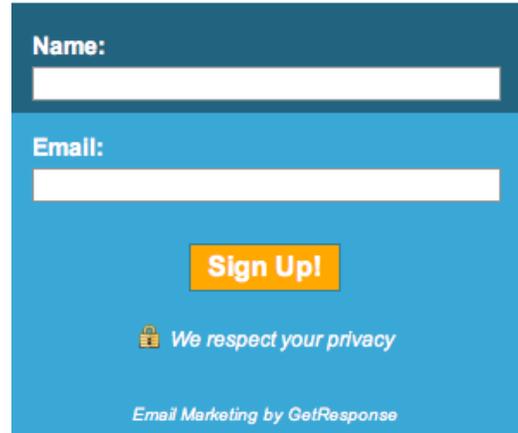
1.1 Clean and simple rule

- Avoid any extra and unnecessary sections in the web form layout. Focus on the essentials only.
- Eliminate chaos. All elements must be symmetrical and spaced in perfect harmony.
- Let your web form breathe. It's the white space that's responsible for the "light" look and the clarity of content.



1.2 Fonts — sturdy and legible

- The minimum font size should be no less than 11 pixels.
- Put the most essential information in bold type.
- Font color must stand out in contrast to its background.



1.3 Large buttons for clear and colorful calls to action

- 2-3 words per button should be the absolute maximum.
- Choose the CTA button colors wisely (remember that red color warns users, green – encourages).
- Utilize large fonts on buttons only. They should always outsize the fonts of input labels.



1.4 Color scheme – lively and eye-catching, yet warm and friendly

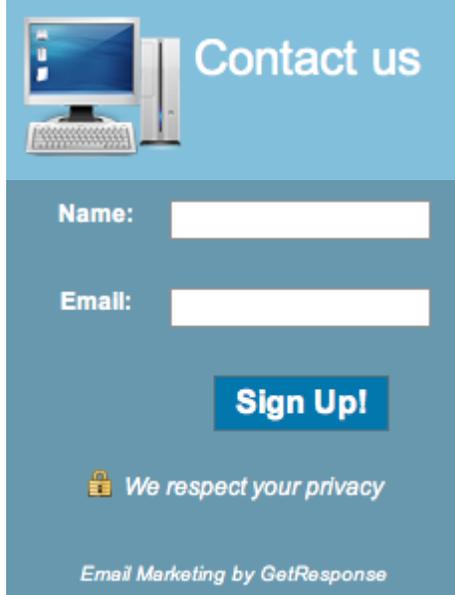
- Align your colors with your brand logo and color scheme.
- Avoid extremely loud and vivid colours.
- Balance the total number of color tones. Five is plenty, ten is too much for one sign up form.

1.5 Employ pictures and graphics corresponding to your industry

- One picture can speak a thousand words, so be thoughtful.
- Choose only high-quality, neat-looking graphics.
- Ensure that you are not violating copyrights by pasting the graphic to your sign up form.

These quick and easy recommendations from our design experts are just the tip of the iceberg when it comes to web form design.

However, you can rest assured they are all up-to-date and should be a great starter for those of you determined to beautify their web forms.



Contact us



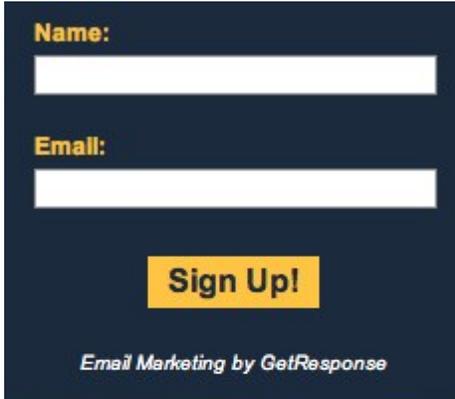
Name:

Email:

Sign Up!

 We respect your privacy

Email Marketing by GetResponse



Name:

Email:

Sign Up!

Email Marketing by GetResponse



2. Increase Confirmation Rates

Recently we concluded a GetResponse Opt-in Study. It showed that messages sent from accounts using confirmed opt-in returned 71% higher Open Rates and 66% higher click rates than unconfirmed opt-in account messages. To further support the use of confirmed opt-in, the new GetResponse Form Builder has some great subscriber acquisition tools in store.



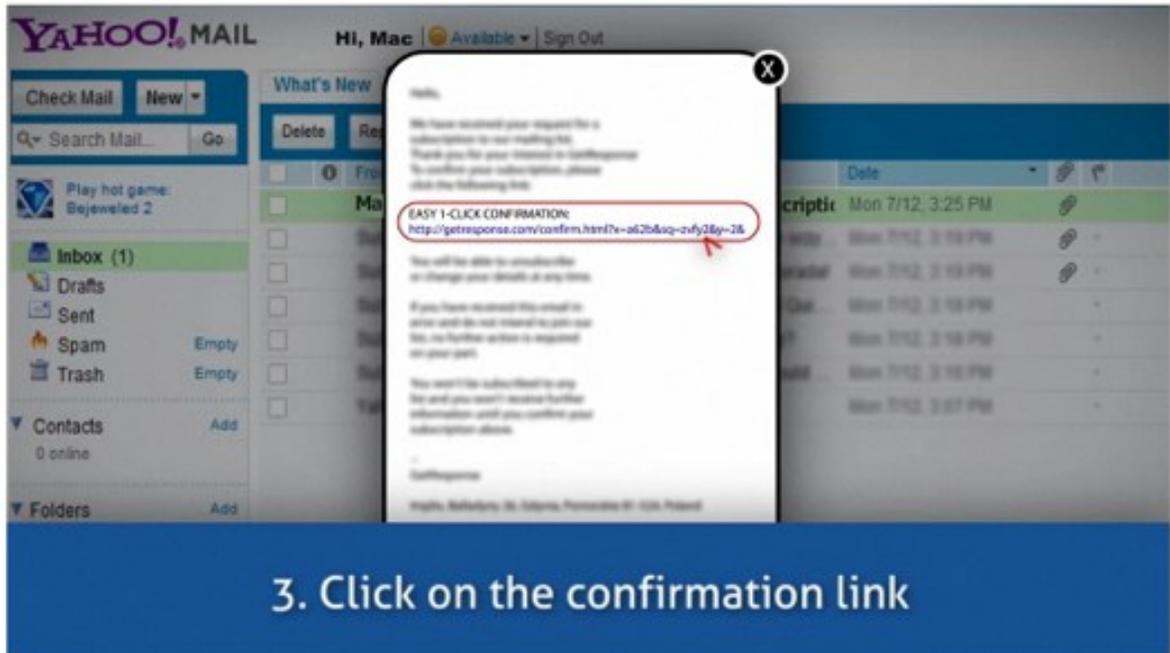
2.1 Display a confirmation tutorial

It's a short video intended to show your subscribers what they have to do to confirm their subscription. You can enable it by selecting the default confirmation page. The system recognizes the email client used by the subscriber and displays the appropriate video tutorial. A wide range of video tutorials include such ISPs as Gmail, AOL, Yahoo, Windows Live, Hotmail, MSN, Comcast, and more.



You're almost done!

One small step to go! Check your email for the confirmation we just sent and click on the link to confirm your email



3. Click on the confirmation link

2.2 Add your own audio and video recordings

You can personalize your confirmation page by recording your own voice, using one of the samples available in the GetResponse Multimedia library, or recording a special video for your confirmation page. It's easy to do and will help engage new subscribers immediately after they fill out the form – and until your next message.

2.3 Use your own confirmation page

Need to ask a few preference questions? You can use your own branded page by simply inserting the web site address in the appropriate field.

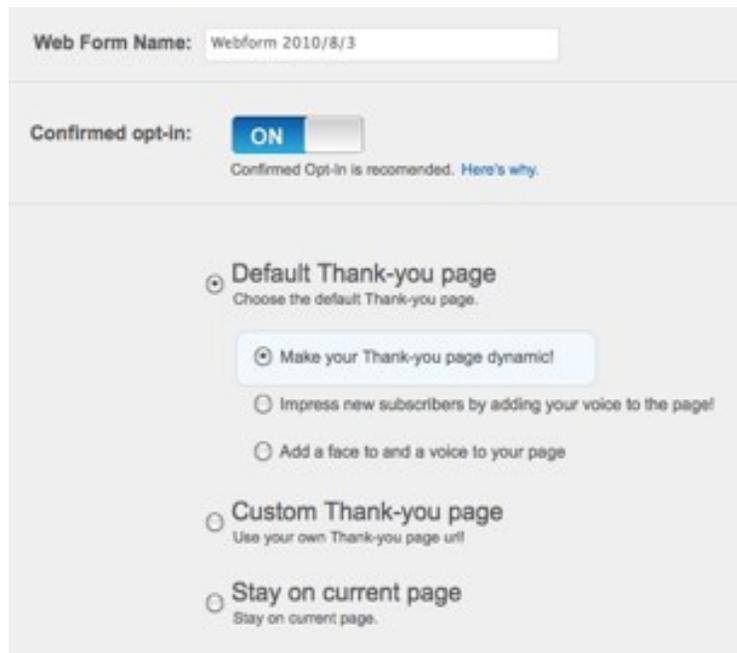
2.4 Allow the subscriber to stay on one page

Form Builder lets you validate the data entered in the sign up form without redirecting the subscriber to another web address.

2.5 Confirmation call-to-action

Don't forget to include call-to-action tips on your confirmation page to make sure new subscribers check their mail and click on the link they receive.

This only takes seconds, but it's bound to make a big difference in your business.



The screenshot shows the configuration interface for a web form. At the top, there is a text input field for "Web Form Name" containing "Webform 2010/8/3". Below this is a toggle switch for "Confirmed opt-in:" which is currently set to "ON". A note below the toggle states "Confirmed Opt-in is recommended. [Here's why.](#)".

The main configuration area is titled "Default Thank-you page" and includes the instruction "Choose the default Thank-you page." There are three radio button options:

- Make your Thank-you page dynamic!
- Impress new subscribers by adding your voice to the page!
- Add a face to and a voice to your page

Below these are two more radio button options:

- Custom Thank-you page
Use your own Thank-you page url
- Stay on current page
Stay on current page.

If for some reason you're using single opt-in and your acquisition process does not involve sending a confirmation message, what your subscriber will see after filling the sign up form will be a nicely designed Thank You Page. But I must remind you that by choosing single opt-in, you run the risk of adding malicious subscriptions to your list.

3. Web forms Impact List Segmentation

The GetResponse form builder is way more than a wizard for creating neat-looking boxes for collecting sign ups. It's a gate through which you can enter the world of list segmentation, advanced personalization and targeting.

Not only will it let you design eye-catching sign up forms, but it can help you segment more effectively by:

- Collecting the data you need to build individual profiles and group subscribers with common characteristic(s) into segments.
- Gaining more control of the entire sign up process – from varying the format, through linking to social media, to engaging with audio-video Thank-you messages and follow-up questions.

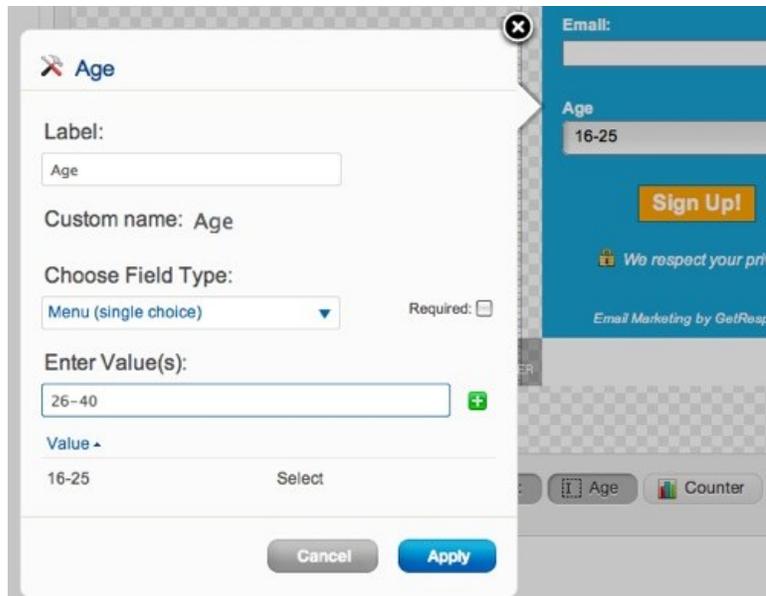


Web forms can play an important role in delivering more ROI to your campaigns.

3.1 Predefined custom values – how do they work?

Have you ever created a sign up form with a custom field saying "Your Age", only to receive irrelevant responses like "xyzxyz" or "older than Yoda"? Well, some new subscribers may simply be having a chuckle (on you!), while others may not be willing to share certain information.

GetResponse form builder lets you predefine custom fields and narrow down the responses to a few preferred options by using checkboxes, dropdown lists, radio buttons, and more. You can avoid dealing with the useless info from the example above by simply providing the age ranges in a dropdown list (e.g. "16-25", "26-40", etc.). And it only takes about 2 seconds.



3.2 Your Form Builder ROI?

When you combine Form Builder and your marketing know-how, your custom forms will deliver relevant data that can be utilized for list segmentation and targeted email campaigns. You simply search for all contacts with certain attributes or preferences and send them an offer that's tailored to their needs and interests. Launching a new product? Just reverse the process.

3.3 Now, are you ready to be a doer?

There are virtually unlimited ways to use the custom data from web forms to personalize your mailings and increase relevance. The scenarios depend on your industry – and your creativity. To help get you started, here are a few successful usage examples:

Travel industry

Collect information concerning marital status and number of children. You can then deliver „kids-travel-for-free” offers to the parents and up sell trips for the whole family. That means more bookings and more revenue for you.



Fashion/fragrance industry

Collecting the subscriber's gender is a must here! Instead of mixing offers for men, women and kids in one email, highlight the section they are potentially interested in and expose it in the message header. This might involve creating 2 or 3 different email templates, but the recipients will be served with precise and relevant content instead of a jumble of random items. Results? You've increased the chances for conversion and repeat sales.



For example, to cross-sell to couples, you could include products reserved for the other gender in the lower section of the email template. Your subscriber may want to buy a bottle of perfume for his wife's birthday and you could save him a trip to the mall.

Home offers

People move all the time so, in this industry, automatically captured subscriber geodata doesn't tell the whole story. It's not only about where you are now, but where you'd like to be, so all real estate agents should ask new contacts about the preferred location(s) of their new home. Then the marketer can create groups of subscribers interested in moving to a particular state or neighborhood, instead of sending them offers ranging from NY to Cali. You'll close sales faster, for sure.



3.4 What's the golden mean for length?

An abundance of data is awesome, but NOT when it comes to lengthy web forms with lots of compulsory custom fields. If you want to scare away potential subscribers, that's the best way to do it.

But you need to collect specific info to help you communicate with and segment new subscribers, so... there's a couple of things you can do.

- You could offer incentives to new contacts to complete the form – like an ebook, a voucher, or a discount coupon to your online store.
- If you'd like to ask additional preference questions, and still limit your fields to a few, simply add a URL to your own landing or thank-you page. There's a field for that too!

4. Collect, segment and hit your target!

We've already talked about how web forms can influence your segmentation tactics. Now it's time to take a look at how you can integrate the new Advanced Segmentation feature in GetResponse with your web forms and surveys for laser-sharp target marketing.

4.1 A scenario

A restaurant owner needs to increase Monday-Wednesday traffic by at least 30%. He's collected demographic data from his web forms, and preference information from surveys. He owns 3 restaurants in town, but the one near uptown is doing fine. How does he attract customers to the other 2 during the week?

With the new GetResponse Segmentation tool, it's easy for this owner to find mid-week customers in one quick session. He's a bit new to the feature and hopes he can do everything he wants to with it, but he also knows his business and has some great ideas.

Here's his approach:

First he wants to search by town and area code to find those closest to each restaurant. Next he'll cull by demographics, like male or female, single or married, job and/or place of work, and age, if available. (He can use this info in loads of ways, so every time he uses GetResponse Segmentation, it gets faster and easier.)

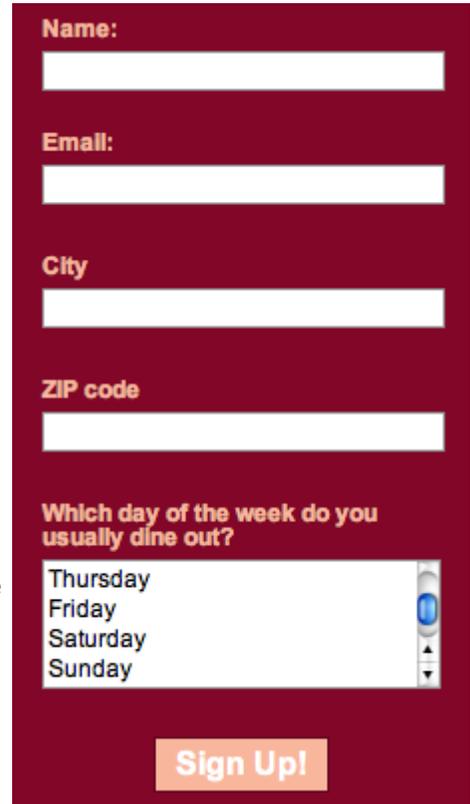
For example, he knows that senior citizens often go out to lunch during the week, either as a couple, or a group of "gals". He also knows that if he ran some specials he could probably "steal" some business from the cafeteria at a nearby company. So now that he's identified a few good groups, he'll make one cut based on subscriber preferences, to find out what days of the week they like to eat out, and what types of food they prefer. A few final "slices" and he should be ready to create his luncheon specials. He'll even know what kinds of coupons to send – 2-for-1 and 30% off each entrée. That's sure to bring the couples in and give the singles a hefty discount for real gourmet food!

How did he do? Well, he may not have followed that exact order, but the results were pure genius! Half of all the recipients ate at his place within two weeks of the promotion. That's a 50% conversion rate! And best of all, they keep coming back!

4.2 The solution, step by step

So we have 3 restaurants in different parts of town that really need to ramp up mid-week traffic. If you're wondering how to do what you've just read about in practice, here are a few tips. With the new GetResponse Advanced Segmentation, it's really easy to use information you collect on sign up forms and additional info you get from surveys to tailor your offers and attract more business during slow times.

Let's start with web forms. To get the most from your sign-up information, you can add your own custom fields, say, "Which day of the week do you usually dine out?" and use the multi-select menu to provide the answers. Your web form could look something like the example form to the right.



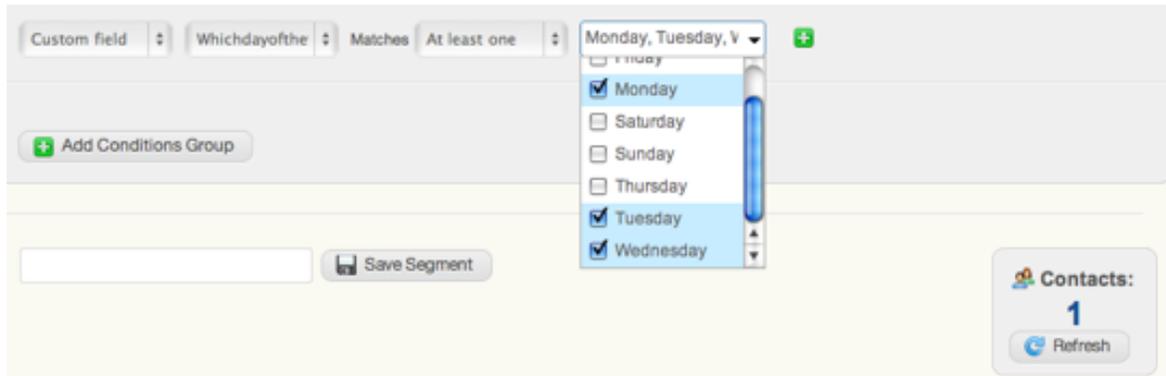
The image shows a vertical web form on a dark red background. It contains the following fields from top to bottom: a text input for "Name:", a text input for "Email:", a text input for "City", and a text input for "ZIP code". Below these is a multi-select menu titled "Which day of the week do you usually dine out?" with options for Thursday, Friday, Saturday, and Sunday. At the bottom of the form is an orange "Sign Up!" button.

4.3 Segmenting the list

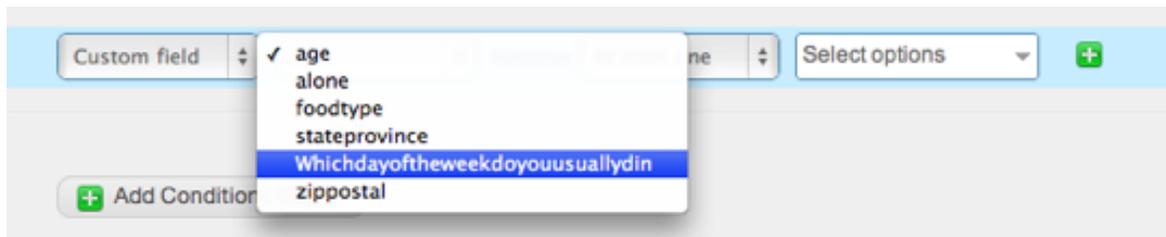
Now place it on your website and wait for the data. Based on the sign-up info only, you will now be able to segment your list using geo segmentation!



You could then further segment the list by adding another condition from your custom field. You'll want to find people who dine out on Mondays, Tuesdays and Wednesdays.



Note that all the custom fields you saved will automatically appear in your dropdown list.



You now know how many people are likely to come to your restaurants Monday-Wednesday, and can prepare for their visits by asking what they'd like to eat.

To do that, send your customers a newsletter with a survey link.

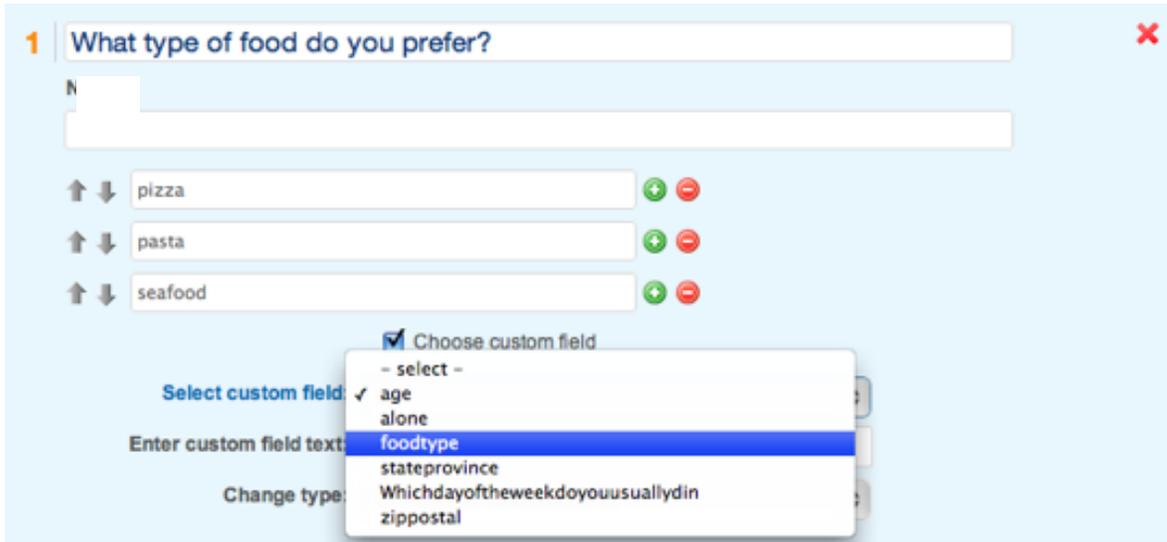
Create a survey, or several surveys for that matter, and send a different one to each of your segments, depending on which restaurant they live closest to.

Ask for anything you need – what food they like, if they usually dine alone or with someone, etc.

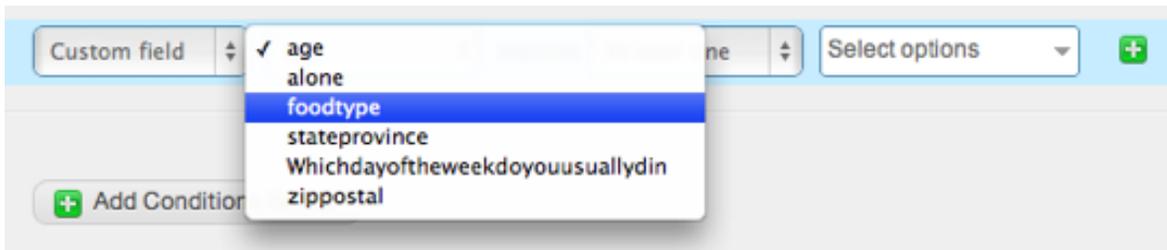
Tell us how you like to eat

- 1 | What type of food do you prefer?
 - pasta
 - pizza
 - seafood
- 2 | Do you usually dine alone?
 - Yes
 - No
- 3 | What type of specials would you like to see in the menu?

And there's another convenience. When you create custom fields for your contacts, you can assign them to the individual questions in your survey.

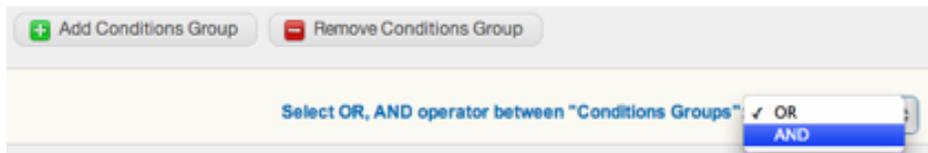


You will then be able to easily segment your subscribers based on the answers they provided – just select them from the custom field list when you segment your contacts.



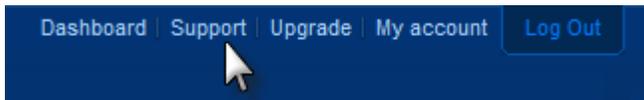
As you receive the survey answers, you'll be able to further segment your list to include relevant special offers for particular clients. And improve your menu in your restaurants to draw more customers.

This is still not the end of your options! In your newsletters, you can include several links to various offers, and further segment your list by which link was clicked, then send similar offers. The best part is, you can create multiple conditions groups, and make them "add to" or "exclude" each other, to create specific groups of customers as needed, allowing you to tailor your offer perfectly.



5. Help and information

Start by clicking the **Support** link at the top of the page.



Free Phone, Email and Live Chat support

We're on hand 6 days a week to help you maximize GetResponse – so you can maximize your profits. Get in touch via phone, email, or live chat. It's always friendly and always free!

Call us now at: 1-877-EMAIL-GR (362-4547)



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