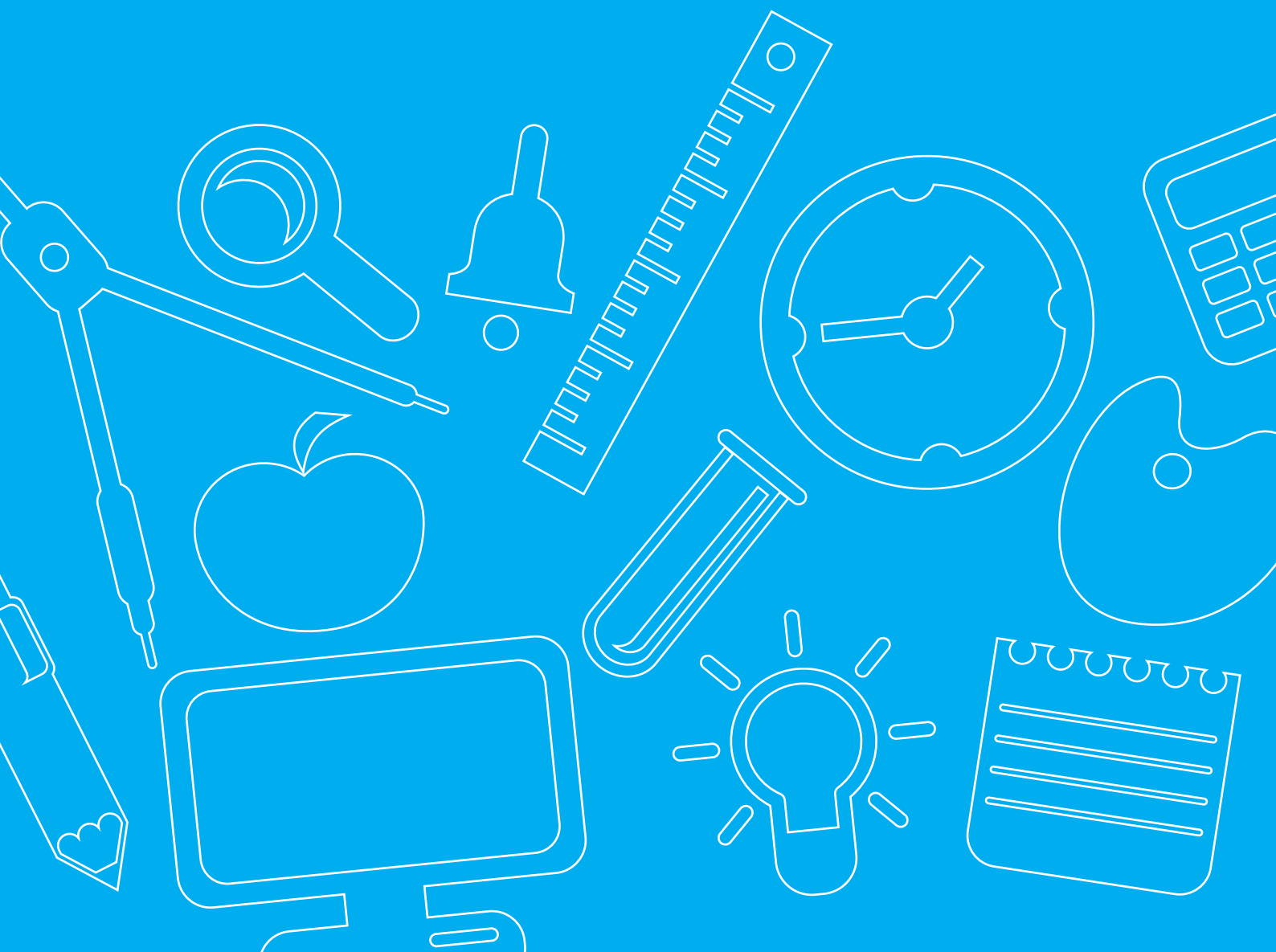


Series from  GetResponse

HOW TO...

Setup your campaigns



In this guide...

Learn how to create a GetResponse email marketing campaign and manage all the built-in options designed to maximize the effectiveness of you campaigns.

Create a new campaign

At the upper-right side of your screen, click the dropdown button of the [Your current campaign](#) field and choose [Create campaign](#).

In the new window, type a [Name](#) for your new campaign. This name must be 3-64 characters without spaces (all numbers and/or lowercase letters.)

Optionally, you can copy settings from a campaign that already exists in your account. To do this, click the [Copy settings](#) link then choose the campaign to copy.

Campaigns list

To display all campaigns in your account, click the dropdown menu of the [Your current campaign](#) field in the upper-right corner of the page and choose [Campaigns List](#).

Using the icons in the [Manage](#) column, you can display lists of contacts, edit campaign settings or delete a campaign. Click a field on the left side to choose a [Default](#) campaign.

Note: The default campaign cannot be deleted. To delete the campaign assigned as the default, you must first assign a different campaign as the default.

Campaign settings

Before creating your messages or adding subscribers, it's important to set up preferences in your [Campaign settings](#). You can edit your campaign settings any time you wish.

Campaign settings are available in two locations. The first is the previously mentioned [Campaigns List](#). To display/edit campaign settings, choose a campaign from the list and click the [Tools icon](#).

The second place to edit campaign settings is the [Gear Wheel icon](#) next to the Your current campaign field. First, choose a campaign using the dropdown button then click the Gear icon.

Note: The field labelled Your current campaign is displayed in nearly every Web page inside your account. Before creating a message or editing settings, make sure you have chosen the correct campaign.

Campaign settings consist of 3 sections: [General](#), [Profile](#) and [Permission](#).

General

Campaign Name - in this section you can edit your Campaign name. It is not possible to edit the name of the default campaign.

Campaign Language - each campaign can have a different language for confirmation message templates. To change the Campaign Language, hover on the field and click the [Edit link](#) then click the dropdown button and choose a language.

Note: If you choose English, Polish, Spanish, German, French or Portuguese, your chosen language will be used in confirmation messages and information displayed on the default Thank You page, unsubscribe page, unsubscribe success page and newsletter archive page.

Subscribe via Email - click the [On/Off switch](#) to allow people to subscribe to your list by sending a blank email to your campaign trigger address, which is [YourCampaignName@getresponse.net](#), substituting your actual campaign name before the @ symbol.

When people sign up for your newsletter using the above mentioned address, some may ask questions about your product or offer. Optionally, click the [Forward emails](#) to have these emails forwarded to your inbox.

Notifications - click the Notifications [On/Off switch](#) to receive an email every time someone subscribes to your list.

Postal address - hover on the field and click the [Edit link](#) to change the Postal address added to the footer of every message sent from your account.

General

Profile

Permission

Campaign Name: [Redacted]

Campaign Language: English

Subscribe via Email: ON [What's this?](#)

Your campaign email address:
[Redacted]@getresponse.net

Emails sent to campaign:

Do not forward emails

Forward emails to: [Redacted] [Add new email](#)

When people email your campaign address, they will be automatically added to your list. Some may ask questions about your product or offer. GetResponse may optionally forward these emails to your inbox.

Notifications: ON

Receive an email every time a subscriber signs up to your list via web form, email, survey or landing page.

Send notifications to: [Redacted] [Add new email](#)

Postal address: ON

[Redacted]

Postal address will be added to the footer of your emails. This is required by US CAN SPAM law. [Learn more](#)

Profile

Campaign title - hover on the field and click the [Edit link](#) to change the Campaign title that appears on the default confirmation page, unsubscribe page, unsubscribe success page and web archive.

Category - hover on the field and click the [Edit link](#) to define the Category of your messages.

Campaign description - add a short Campaign description to be displayed on the default confirmation page, unsubscribe page, unsubscribe success page and web archive.

Logo - customize your account by replacing the default GetResponse logo with your own Logo image. Hover on the field and click the [Edit link](#) on the picture and select an image from you Multimedia storage, upload a file from your computer, or add an image from a URL.

Below the Logo is the option to Link your logo to your website. Hover on the field and click [Edit](#) to enter a URL address where subscribers will be redirected if they click the logo image.

RSS feed - this is the Web address of the RSS feed for your Newsletter Archive.

The screenshot shows the 'Profile' tab in the GetResponse campaign setup interface. The left sidebar contains 'General', 'Profile' (selected), and 'Permission'. The main content area includes the following fields:

- Campaign title:** Enter your campaign title
- Category:** [Dropdown menu]
- Campaign description:** Enter your campaign description
- Logo:** [Image upload area]
- Link your logo to your website. Enter URL here.
- RSS feed:** [Dropdown menu]

Below these fields is a 'Preview your pages' section with the following links:

- [Confirmation page](#) (Page your subscriber see after they confirm sign up)
- [Unsubscribe page](#) (Page your subscriber sees first when he clicks on the unsubscribe link)
- [Unsubscribe success page](#) (Page your subscriber sees after he unsubscribes)
- [Newsletter directory](#) (Your newsletter archive page)

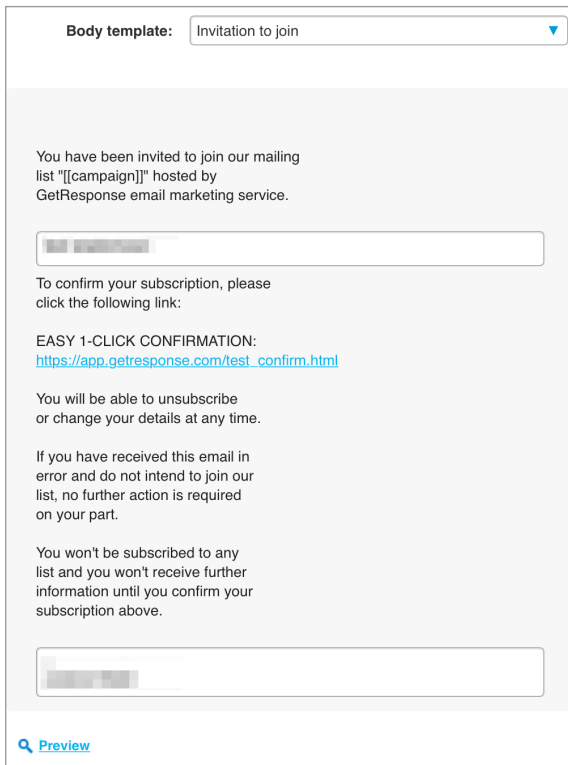
Permission

Enable confirmed opt-in - confirmed opt-in can be enabled or disabled individually, based on the contact source:

- Email subscriptions include contacts who send an email to your campaign trigger address;
- Web subscriptions include contacts who completed a web form on your site;

Confirmation message - choose message type ([HTML](#) or [Plain text](#)); choose a From field address to appear as sender and select a [pre-approved Message subject](#) or [create your own](#). Custom subjects lines must be submitted for approval.

Click [Customize confirmation message](#) button to edit the message.



In the new window that appears, select the body template that's most appropriate for your campaign. Optionally, you can add your own lead-in text and personalized signature.

To see the actual content of the confirmation message, click the [Preview link](#). If everything looks OK, click the [Save button](#).

Confirmation page

If you choose to personalize the default Confirmation page using the [Customize confirmation message](#) button, be sure to click the [Hosted by GetResponse](#) button.

Your other option is to have contacts redirected to the [Custom URL](#) you specify for your confirmation page.