

Putting Together the Pieces of Your Membership Site

Using
DAP



Welcome Back!



Leslie
Keffler



Lon
Naylor



Michelle
Schoen



GoToWebinar Poll

How are you doing?

- Fine, it's making sense and I'm keeping up.
- Okay, but I could still use help in some areas.
- I'll be better off once I've installed DAP.
- Help, I'm overwhelmed!



MODULE 4

Autoresponders and Broadcasts



Module 4

Autoresponders & Broadcasts

- How to Create Automatic Drip Messages
- Using HTML & Merge Codes
- When & How to Drip Messages
- How to Test Preview Messages
- Cron Jobs
- How to Send a One Time Broadcast



DAP Dashboard

Digital Access Pass

Products/Levels ↓

Users ↓

Email ↓

Affiliates ↓

Payment Processing ↓

Setup ↓

System ↓

1

2

3

← 4

5

6

7

This module will concentrate on **How to Create Automatic Drip Messages and Broadcasts** in DAP.

We will spend most of our time in the **Autoresponders** section under **Email** (#3 on the Menu bar).

Difference Between Autoresponder and Broadcast

- **Autoresponder** – An email that goes out to members in a specified order at set intervals. Individuals receive same email but the delivery time depends on where they are in “drip” sequence.
- **Broadcast** – An email that goes out to everyone on a selected list at once. Everyone gets the same email at the same time. Often used for special announcements or date specific events.

How to Create Automatic Drip Messages

- Go to **Autoresponders** section under **Email** on the menu bar
- Click on **Compose New Email** button (or just start typing in blank areas)
- **Send to 3rd Party?**
- **Attachments**
- Click **Save Email** button

Note: It's a good idea to include yourself in every Product to see what messages are going out and when.

Using HTML & Merge Codes

If you wish to use HTML in your messages, you need to use the following code at the beginning of your email:

[HTML_START]



Hi Leslie, How are you enjoying your membership course? Don't forget to join our weekly accountability sessions as well as our Facebook group. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ante ipsum primis in faucibus. If you have any questions, please be sure to contact us at beatles@mail.com. We hope to see you soon!
Sincerely, Paul, John, George & Ringo



Hi Leslie,
How are you enjoying your membership course?
Don't forget to join our weekly accountability sessions as well as our Facebook group.
If you have any questions, please be sure to contact us at beatles@mail.com. We hope to see you soon!
Sincerely,
Paul, John, George & Ringo

Basic HTML Codes



`<h1>Text</h1>`

creates **Headline** sized text

`<p>Text</p>`

creates **Paragraphs**

`Text`

emphasizes text in **Bold**

`<u>Text</u>`

Underlines text

`
`

creates a **Break** in text

`<hr />`

creates a **Horizontal Line**

A list of additional **HTML Codes** will be added to the Members Area in Module 4.



Email Merge Tags

%%FIRST_NAME%%

%%LAST_NAME%%

%%EMAIL_ID%%

%%PASSWORD%%

%%ADMIN_NAME%%

%%ADMIN_EMAIL%%

%%UNSUB_LINK%%

%%AFF_LINK%%

%%SITE_NAME%%

%%SITE_URL_DAP%%

A list of **Email Merge Tags** will be added to the Members Area in Module 4.



Getting a Dear John Letter

Dear %%FIRST_NAME%%,

It's nice to be personal, but be careful when using:

- Have you ever received an email that said “Dear First Name”?
- Or “Dear Learn” when Learn Camtasia was used when filling in a form?
- Or “Dear _____” when the blank was somebody else’s name?

To Personalize or Not?

Affiliate Merge Tag

%%AFF_LINK%%

- This is a very useful tag to use when sending emails to your affiliates and you would like them to promote one of your products.
- This makes it easier for your affiliates - you want promoting to be EASY for your members.
- All they have to do is copy and paste the special affiliate link you send vs. having to log-in to the membership site, go to the affiliate tools area (if you even have one), find their affiliate link and then send it to their list. **Probably not going to happen!**

Keep It Simple!

Unsubscribe Merge Tag

%%UNSUB_LINK%%

- **Can Spam Act (USA)** - Recipients of commercial email have a right to decline, or *opt-out*, of receiving further commercial email
- Don't place link so far down, subscribers **can't find it**
- If members belong to a **Recurring Product** with pertinent information being dripped out, you may want to add a caution about unsubscribing
- Think about how often you send out messages – what would your members consider **“too much”**
- Don't be upset when people **unsubscribe** – they probably weren't your target market or ideal customer anyway



Parting is Such Sweet Sorrow

When & How to Drip Messages

- Go to the **Autoresponder** section of the **Manage Products** area in DAP
- Select **Product**
- Find the message you wish to send from the **Available Emails** on the left side and click on the **Arrow** – it will now appear on the **Assigned Emails** on the right
- Click on the tiny icon under **Edit** of the added message to select when you want it to be dripped out
- You have a choice of **Day** intervals or a Specific **Date** (not time)
- Select **Active** or **Inactive**
- Click on **Save/Update Resource** button and verify that the correct info has appeared on the right
- To **Remove**, click on the red X (doesn't delete original message)

Note: A pre-scheduled drip message will go out at midnight using the DAP owner's set time zone

Cron Jobs



What is a Cron Job?

It's a time-based job scheduler.

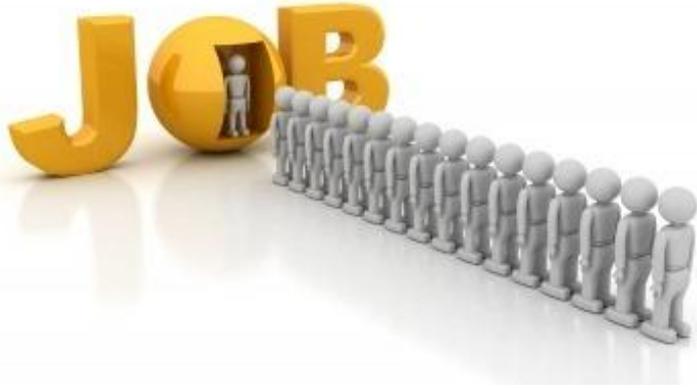
All DAP messages are sent at the **top of the hour**, so plan accordingly.

Exception:

Welcome Emails are sent immediately upon joining or purchasing product.

You can check which messages have been sent in the **Job Queue** under **Systems**

Job Queue



- Check to see **if and when** message was sent
- Only **Autoresponder Drip Messages** are Listed (not Broadcasts)
- Can **delete** individually
- Can **delete** all up until **yesterday's** message

How to Test Preview Messages

- Create a **Test Product** and add yourself to this Product
- Add **Message** to Test Product
- Set Drip to **Today's Date**
- Run **Cron Job** using special Cron link
- Check your **Inbox** for this message – proofread and test any links
- Make edits to your message & test again, if necessary

<http://yourdomain.com/dap/dap-cron.php>

If You Need to Edit and Test Again

Necessary Steps:

- **Remove** your email message from **Job Queue** or it won't send again (DAP doesn't allow duplicate emails sent to the same address)
- Run **Cron Job** again

<http://yourdomain.com/dap/dap-cron.php>

How to Send a One Time Broadcast

- Go to **Broadcast** section under **Email** on the menu bar
- **Select who will receive broadcast** (5 choices)
- Enter **Subject**
- Enter **Message**
- Click **Schedule Email** button

Note: Be sure to include yourself in Broadcast as there is no way to verify if it has been sent out!

Selecting Who Should Receive Broadcast

1.	Select <input type="button" value="v"/>
2.	Users who signed up for <input type="button" value="Select"/> <input type="button" value="v"/> between <input type="text" value="01-01-2009"/> <input type="button" value="calendar"/> and <input type="text" value="12-13-2012"/> <input type="button" value="calendar"/>
3.	All Users of Product <input type="button" value="Select"/> <input type="button" value="v"/>
4.	Users of Product <input type="button" value="Select"/> <input type="button" value="v"/> Who... <input type="button" value="Are About To Expire"/> <input type="button" value="v"/> Anytime in the (Next/Last) <input type="text" value="7"/> Days
5.	Users from CSV List: (show / hide) Data order: Email,First Name,Last Name <div style="border: 1px solid gray; height: 200px; width: 100%;"></div>

Selecting Who Should Receive Broadcast

1. All Users
 - Unconfirmed Users
 - Users With Access to No Products
 - All Affiliates
2. Users who signed up for **(PRODUCT)** between **(DATE)** and **(DATE)**
3. All Users of **(PRODUCT)**
4. Users of **(PRODUCT)** who **(HAVE ALREADY EXPIRED/ARE ABOUT TO EXPIRE)** any time in the next/last **(#)** days
5. Users from **CSV** List

Users From CSV List

Email,First Name,Last Name:

lesliekeffler@hotmail.com,Leslie,Keffler

admin@learncamtasia.com,Lon,Naylor

michelle@vademogirl.com,Michelle,Schoen

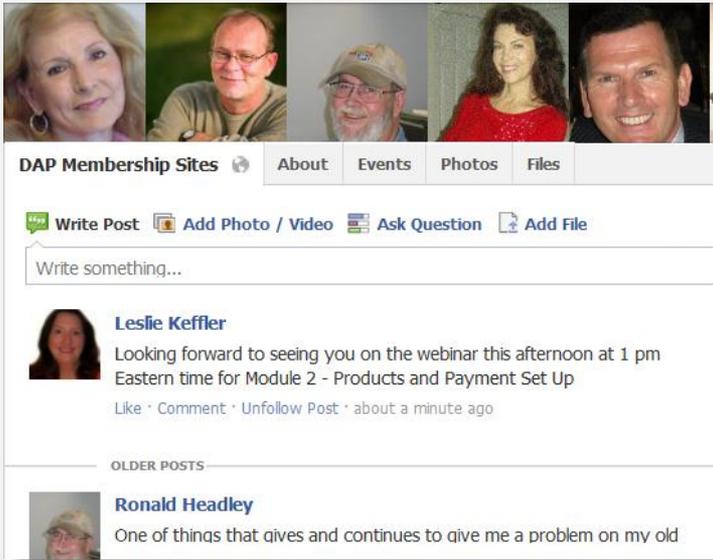
CSV = Comma Separated Values

Action Steps!

- Create a **Test Product** in DAP
- Create and send a **Test Autoresponder Message**
- Create and send a **Test Broadcast Message**
- Use the **Cron** link to send one of your messages
- Register for Monday's **Accountability Session**
<https://www2.gotomeeting.com/register/167680962>

Extra Credit: Create one of your messages using HTML

Are You in Our Facebook Group?



- Feel free to post any questions or comments related to membership sites or Digital Access Pass.
- Share your social media information with us if you like.
- Ask us to look over your website and membership site for feedback.
- Make it your group! 😊

facebook.com/groups/dapmembershipsites

WHAT'S COMING UP...



MODULE 5 **Managing Users** **and Affiliates**

Questions? Comments?



Leslie Keffler

<http://membership-magic.com>

info@membership-magic.com



I'm happy to help you!