

## How to Create Automated Email Campaigns in AWeber

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All right, everyone in this video tutorial, I'm gonna show you how to create your first AWeber email campaign. Now, what exactly is an AWeber email campaign? That is simply a series of email messages that are sent out automatically at set intervals. Every time So,mebody opts into your email list or subscribes to your email list. So, let me lower this for a second. Say, this is the, the dummy website, and this is the opt-in form on the demonstration website. So, So,mebody puts their name, their email address in here, they click 'gimme my free report'. Then they get the email which says, 'click here to confirm your subscription'. Now, once they click on that link to confirm their subscription, they are triggering the AWeber campaign. They're triggering this campaign. So, right there, once they click on 'confirm my subscription', that's called the double opt-in option and they trigger the campaign.

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Once the campaign is triggered, they automatically get their first email almost immediately. And that's typically a 'welcome aboard' email. Then they will. Let's just say that's on a Monday. So, let's just say that's on a Monday at about two o'clock. Well, one day later the system is gonna wait one day, 24 hours and then on Tuesday. So, it doesn't skip it. Doesn't go Monday, skip Tuesday and send it out Wednesday. No, you wait one day. That means 24 hours. So, at about 2:00 PM on Tuesday, they'll get email number two. Then the system a Weber will wait two days or 48 hours. And So, that will put it on Wednesday on Thursday is when they'll get the email and the campaign numbered three, then they're gonna, the system will wait three days or 72 hours. So, it's Thursday, right? So, it's going to go from roughly 2:00 PM on Thursday to 2:00 PM on Friday, 2:00 PM on Saturday, and then 2:00 PM on Sunday, roughly it will deliver email number four.

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And once again, you can have four emails in a campaign or 14 or 40 or 400 it's up to you and you can put whatever waiting period you want in terms of, I believe minutes, hours, and days and weeks in between these emails. So,, alright, let's once again, this, in this particular case, this is the opt-in form that triggers the campaign. So, now let's go to the demonstration AWeber account and I'll show you how to set up the campaign in here. Step number one is always make sure you're on the correct AWeber email list, which we are here. Then you want to go to messages So, you can close them like that. So, click here and you don't automatically go down to campaigns. The first stop you wanna make is drafts. So, I'm gonna click on drafts. And the reaSo,n you wanna go to drafts is because you wanna draft the emails up before you put them in a campaign. So, you can see I've already drafted up So,me emails that we're gonna send out in our first campaign. And I'm just gonna review how to create a draft right now, right quick. So, just go to drag and drop email builder,

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And we're going to go to templates. And in a previous email, I created our own template or my own template. It was called new blog, post number 2, I'm gonna click a conveyor. Wait, I gotta make sure I uncheck this. Click that again, and then click apply. There you go. Now this first email, I'm gonna say welcome in title. I'll call it an email course. Okay. So, that's the subject of the email. I'm gonna get rid of this. So, this is the template with So,me text in there. So, what I'm gonna do is switch out this. I'm gonna go to image gallery and I'm gonna type in here So,omething like meditation. And this is we're searching now for the stock images. They don't seem to have anything. How about yoga? Okay. Fine. Or just, how about just yoga? Let's see what we get there. Okay. So, we'll just do yoga. That one looks good right here. And we can resize that if we want to, and we can change the text and all that stuff right here, obviously just like you would any other email, and we can

type welcome to the course, right? And then you would update any links or whatever you needed to modify inside the email draft. So, I'm going to save that.

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I'm going to save and exit down here and, there it is 'welcome to the anti-anxiety email course'. I've created some other emails, like I said, prior to that. So, if you notice, if I go down here and there's little, little blue line to the left, I'm gonna click in this. And then that way I can see the contents of what is in that particular email, if I'm interested. Okay. And I'll click back up here. And that's the yoga one we just created. So, we've created all the drafts. I show you how I just showed you how I created all the drafts for this email campaign. Next step is to go to campaigns. Obviously, you're on the same list. Click on campaigns need help getting started. Not I'm good. Let's just create campaign. It gives you different options. I always it's easiest for me to just create a blank campaign. I just go like there and we'll call this the anti, okay, 'Anti-Anxiety Course'. That's the name of this campaign? Now, there are two things that can trigger the campaign. Either somebody subscribes, right. Or somebody has the tag applied to their email address. So, obviously in this one, when somebody subscribes is when it triggers the email campaign. So, I'm gonna say on subscribe and there you go. So, I'm gonna send the message.

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I'm gonna put four messages in here, cause we said we're gonna have four

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In any order. So, we've got the four messages. Then let's click up here. Number two, and I'm gonna choose the message that I want to go out first. I'm gonna have the 'welcome message' Go out first. That's this one there. See, you can choose anyone. I'm clicking on that one with

the yoga in it. Click select message. Number two, choose message. I know they don't all look like they're related to anti-anxiety because they're not, I'm just showing you the mechanics or that one's has something to do with anxiety. We'll click there and click here. Choose a message. And once again, just something random. Okay. So, we have four email messages. Now, as soon as somebody confirms their subscription, they will be sent all not just the welcome message, but all four of these messages at almost the exact same time, which of course is exactly what we don't want to happen. So, we want there to be some delay in between the emails. So, I'm going to put a 'wait' in after the first message. Scroll up a little bit. I'm gonna wait after the second message.

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Wait after the third message. And I think that's it. Send it, wait. I said, wait, one day on the first one, the second one, I said, I believe we're gonna wait two days. You can go hours, minutes and days. I'm gonna go days. I'm gonna go two. And on this one, we're gonna wait. According to the chart, we created three days. All right. And now it's all set up. What I'm going to do is apply a tag. So, I'm gonna put that at the very end. Now it does the tag. Yeah, there it goes at the end. So, I'm gonna call this completed anti-anxiety course. Okay. So,, and then I'm gonna hit on the keyboard enter or return. So, I've created the tag. So, once they receive all four emails, they, that email address will be tagged and I'll show you what that is for in the future in the very near future, before the end of this video. You don't have to use tags at the end of your campaigns, if you don't want to. It just gives you some more power and flexibility. Okay? So, now I'm gonna save and exit this campaign

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And it says campaign successfully updated. Now, while we're here, if you want to check here's the campaign, right? If you wanna check your

messages, you can go here. If you want to edit the messages, you can go right here, just click on the title, just like you would edit to any email message. And instead of course, I may wanna say, or just get rid of email there, just letting you, showing you that you can edit your titles and anything in the content of the messages. Even after they're in the campaign, I'm just gonna click save and exit.

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And you can see that the subject line of that email was changed. And this is how we would edit all, any of them. All right. Now we're still in a draft mode for the campaign list. So, I'm gonna activate the campaign, right? And now anybody who opts in here puts their name, email address in, clicks, gimme my free report and then clicks on 'confirm my subscription' when they receive that email link or that link in the email from AWeber. It's the automated email. And that's before the 'welcome message', of course. So, anytime So,mebody triggers the campaign by opting in, they start getting email number one immediately, cause they've just triggered the campaign. Then they'll wait 24 hours, get email number two, wait 48 hours, get email number three, wait 72 hours. And they will get email number four. But in this case they will also, be tagged because at the end of the series, at the end of the campaign, I put a tag that said So,me thing like 'completed anti-anxiety course' or anti-anxiety series, So,me thing like that. Let's get back to why you would want that tagged

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Right here. Once So,mebody's completed a series, a campaign, you may decide that it's a successful campaign and you want to add more emails to it. So, you start with four and maybe you wanna bring it up to 14 or 40 or 400 because it was So, successful. Now, once they've completed the first campaign, they get tagged as 'completed' and that will trigger the next campaign, which I'll set up in a minute. It's very quick. So, instead of them being tagged on Sunday and getting email number four

on Sunday and then getting email number five on Sunday, I'm gonna have them wait 24 hours. So, they'll get email number five on Monday, then I'm gonna have the, this new campaign wait a week before they get email number six on the following Monday, wait another week. And they get the following email on the following Monday a week later. And then I put a tag at the end of the campaign. So, let's create a second campaign that will be triggered once they complete the first campaign. So, we are right here, let's create the campaign. Here's the first campaign that we created. It is active. So, let's create another one. Once again, I just tend to go with the blank campaign. The campaign will be extended

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Course or series. That's what it is. This campaign won't be triggered. When Somebody subscribes to the email list, it will be triggered when a tag is applied to their email address. So, it says start a campaign when a tag is applied to your subscribers. Exactly. And that is the tag is applied when they complete the first campaign. So, I'm gonna click there once again. We're gonna add, I think it was just three messages this time, right? The first waiting period. I wanna wait before they get the first message this time. And that was a day, right? That was already a day. The second one, we wanna wait after the first email we wanna wait one week, right? And then we wanna wait right there another week. And then at the end I'm gonna apply another tag one. They've completed this campaign and the tag. I'm gonna try to get that tag on the bottom. If it doesn't fit in the bottom, Sometimes just drag it there, drag this sidebar down and then drag it down like that. And the tag I'm gonna call it 'completed extended series'. I'm gonna hit, enter or return. And that's the tag. So, this campaign was just set up real quick. You can see how easy it is once you know how. Save and exit

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If you save your progress, but you cannot activate this campaign until you fix all the issues. The campaign will pause. Okay. Fix issues. I think maybe I don't have content. Okay. I didn't choose the message. I was trying to be speed things up, enter a tag to trigger this campaign. So, I'm gonna click here. The tag that we want to trigger this campaign will have to go back to the first one. I think it said 'completed anti-anxiety' for the first message. Let's click here. Choose the message. Just choose that one. Good enough. We'll click here. Choose another message. Right? Go to this. Choose another message. Okay. So, all the messages are there. We just need to put in the exact tag name. So, I'm just gonna save and exit. Okay. I can't activate the campaign. That's fine. This campaign. We have to know what the name on this, the original one, I have to know the exact tag name. So, let's click there. Let's go down here. And the tag is 'completed anti-anxiety course' I mouse over it and you can see exactly what it is. We want to get back to the campaign. Let's just cancel that cause we didn't change anything. So, we want to go to the extended campaign and the trigger here is gonna be completed 'Anti-Anxiety Course'.

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And then I'm gonna hit, enter or return on the keyboard. So, now we've fixed all the problems we have the trigger, you can replace it later on with another trigger, should you so, desire? But there's the trigger right there. There's the tag, which is gonna trigger this campaign. We have the messages. We're gonna save and exit. Okay. Even though this is listed, this campaign is listed above this campaign. This campaign will be activated first and when somebody subscribes and this will be activated when they're tagged and when they complete the first campaign. So, now I'm going to activate the campaign. And now that we're done there, let's go back to our chart and this is exactly what's gonna happen. So, when somebody opts in here and then in the email clicks on the confirmation, 'confirm subscription' link, it triggers the

first campaign which goes here when they're done with the first campaign, which is about a week later on a Sunday, they are tagged.

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They get their next email on a Monday, they get follow up emails, the next two Mondays and they are tagged. So, they end up getting 1, 2, 3, 4, 5, 6, 7 emails, every single person that opts in, you do not need to send them out manually. You don't need to retype them manually, copy and paste. You're done. And that's pretty much all there is to know about creating campaigns in AWeber. But before I leave, I will remind you that most people just don't use the automated campaigns feature, but that is true. Online marketing gold, right there, just set up an email campaign. You can share information in those emails and you can also, promote products and services relevant to the initial lead magnet that they signed up for in that initial report or video or whatever it was they that they expressed interest in. You can send them emails with information and products related to that initial interest. Okay. Take here and have a great day. Hope to see you in the next video.