Quick Start Guide To:

Creating and Using the Swiftpage Autoresponder

The Swiftpage Autoresponder has two main functions: it can send a plain text message to your contacts upon receipt of a completed survey, and/or can add the contact automatically to a Drip Marketing Campaign upon completion of a survey. You may use either or both of these Autoresponder functions for any survey you create in Swiftpage.

Follow these steps to use the Autoresponder:

1. From ACT!, click on the E, then click on the Surveys tab, then click on the Survey Editor button. Create a survey in Swiftpage. **Note: An Email Address is a required survey question for either function of the Autoresponder to work. Also, if you plan to add the contact to a Drip Marketing Campaign using the Autoresponder – Drip Marketing Autoloader, be sure to ask for whatever information is needed for the Drip Marketing Campaign Stages, such as Email Address, First Name/Last Name (if using mail merge fields, for instance), Phone Number (if creating a Call List), and so on.**
2. When you are finished with your survey, click on the Survey Result Options button (this should be at the top of the online survey editor section). There, select the checkbox next to Autoresponder – email acknowledgment and/or Autoresponder – Drip Marketing Autoloader.
3. The next screen to open will ask you for more information:
   - For the Autoresponder – email acknowledgement, you will be asked to enter the subject line of your email, and the text. Note that this is a plain text email, so HTML is not supported in these fields. Then click Submit.

   - For the Autoresponder – Drip Marketing Autoloader, select the Drip Marketing Campaign (from the dropdown menu) which you would like the contact added to. Then click Submit.
4. Your survey is finished, and the Autoresponder is active! If you chose the option to have the Autoresponder send an email acknowledgement, all contacts who fill out your survey will receive a plain text message from you upon completion of the survey. If you chose the option to have the Autoresponder add the contact to a Drip Marketing Campaign, that contact has now been added to that Campaign and will be included in all future Drip Marketing Campaign Stages.