

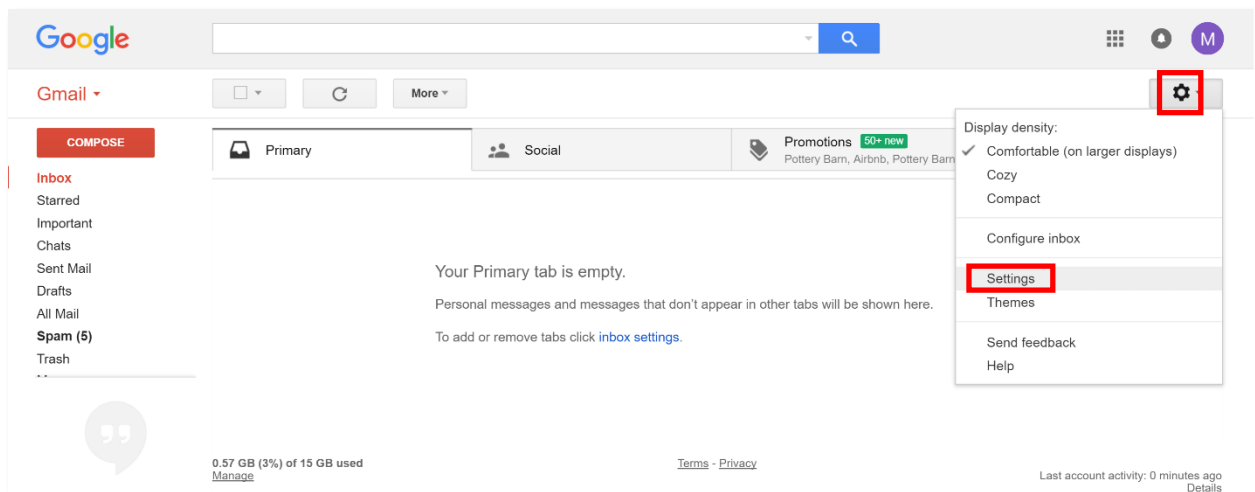
HOW TO: INCLUDE PROMOTIONS JPEGs IN EMAIL AUTO RESPONSES

Are you maximizing your initial contact with potential customers when they fill out the contact form on your website? Consider starting a rapport with the customer even before your first contact call by sending an auto response email.

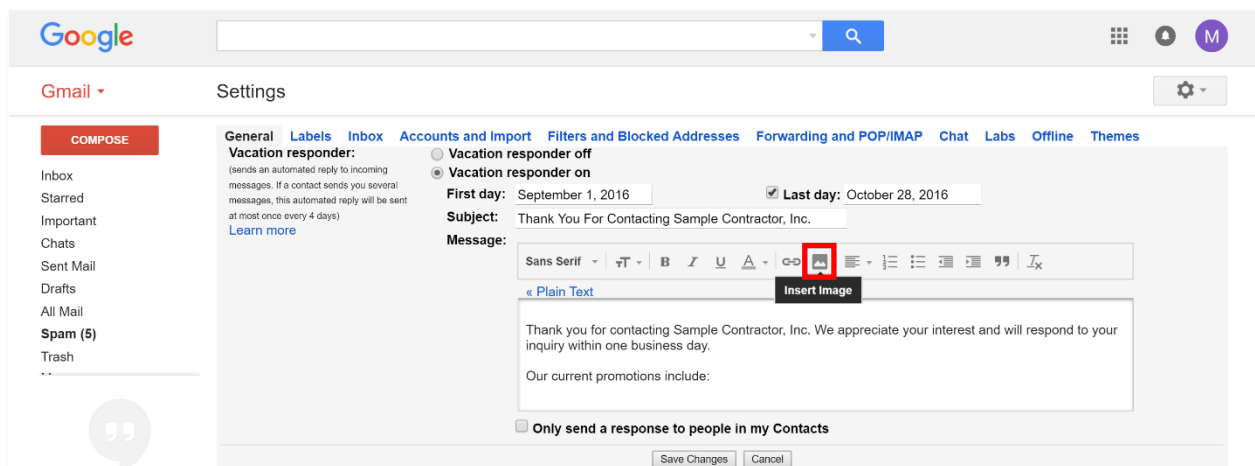
Not only are auto response emails an instant reassurance to the customer that their inquiry on your website has been received, it also gives you a way to deliver additional information and start promoting key products immediately. Here is an easy step-by-step guide on how to promote your current specials by inserting the offers in your email auto response.

Auto responses can be set up in a variety of email systems, such as Gmail, Outlook and Yahoo Mail. This guide will walk you through how to set this up in Gmail

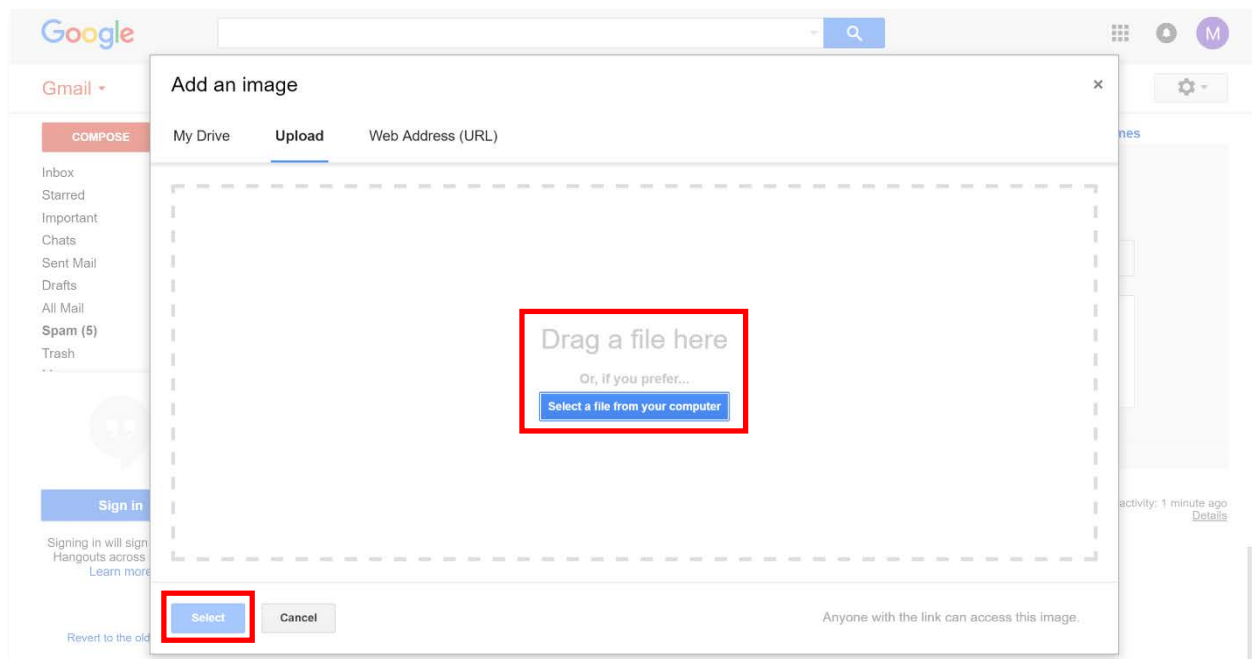
Step 1: In your Gmail inbox, click on the gear icon at the top right of the screen and select “Settings”



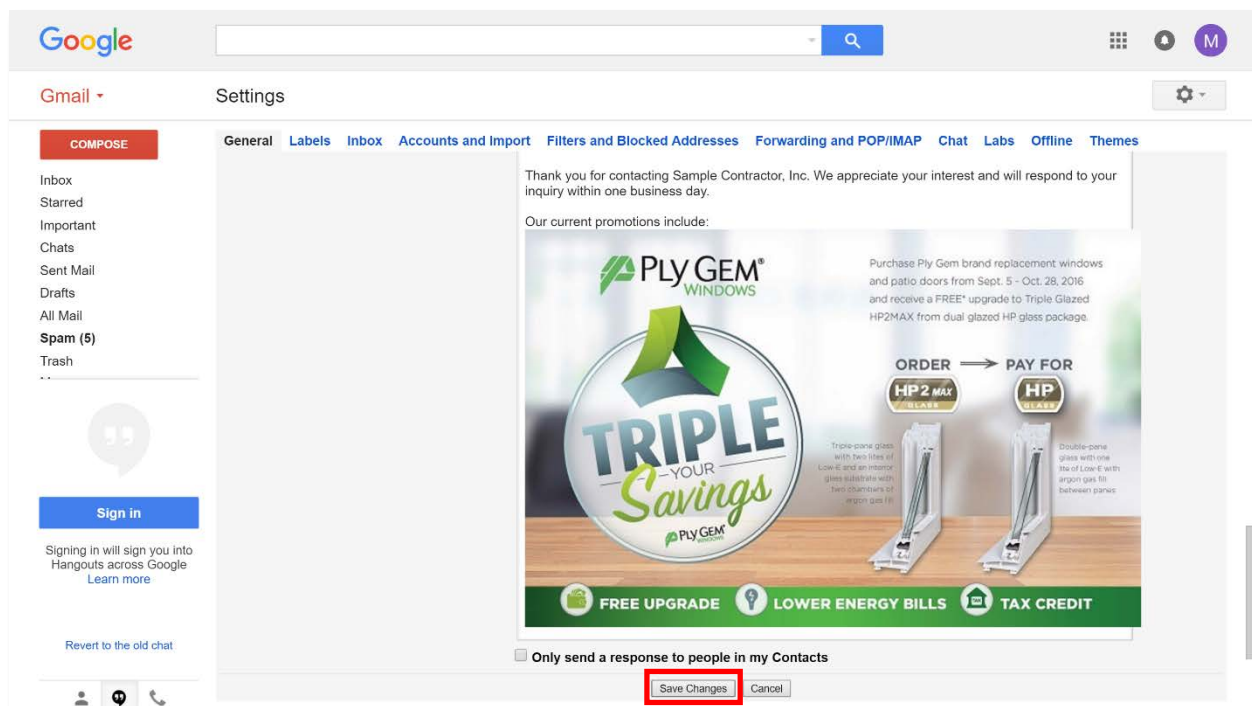
Step 2: In the Settings screen, scroll to the bottom until you see the “Vacation responder” section. Fill in the dates you would like this response to run, subject line text of your auto response email and the text of the email body. Next, to insert an image to show off your current promotions, select the mountain “Insert image” icon in the formatting bar.



Step 3: Once the Insert Image screen opens, drag the image file from your computer, add it from your Google Drive, or insert the link to a website image and then click “Select”

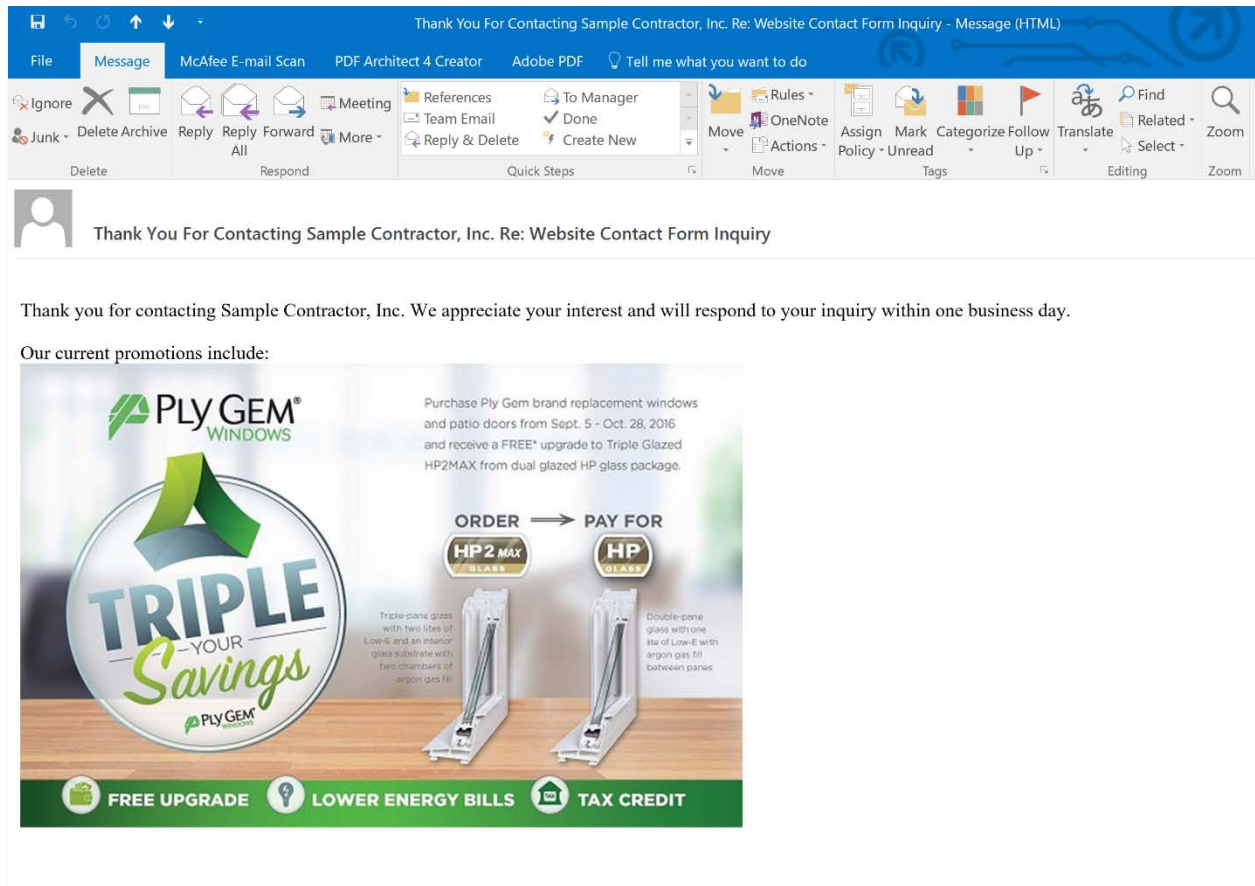


Step 4: Preview the promotions image in your auto response email. Adjust the size as needed if the image appears to large and then select “Save Changes” at the bottom



Step 5: It is always a good idea to do a test, to make sure your auto response is performing as expected. Fill out your website's contact form or use an alternate address to send a test to the inquiry email listed on your website. You should get your auto response email back within moments, displaying the text and image you just uploaded

Sample auto response email that your customer will receive:



That is all there is to it! Your customers will start receiving your auto response emails immediately after submitting their inquiry, instead of having to wait hours or days until you have a chance to visit your email inbox and manually respond to each request.

Start connecting with customers quicker and sharing your key promotions by including Ply Gem's Triple Your Savings digital flier in your auto response emails today.