



# Send welcome emails to new subscribers with an autoresponder

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When you create an email subscription popup, it's a good practice to set up an autoresponder message to its settings. That means a custom message will be automatically emailed to your website visitors after they have signed up to an email list or performed a certain action involving email sharing – say, filling out a contact form or taking a poll.

**Basically, it's a welcome email that you can use to introduce your company, offer something special to newly-acquired subscribers, or encourage further actions.**

Below, we'll talk about using an autoresponder with Getsitecontrol email capture forms and provide a few message examples you can use.

# Why should I use a signup autoresponder anyway?

You can think of an autoresponder as an instant follow-up sent to every new subscriber. They come in handy whenever you need to deliver any additional information that can't be displayed upon closing the subscription popup.

Here are the four most common examples of what you can do with an autoresponder:

- **Deliver a lead magnet**  
If you use lead magnets to incentivize visitors to subscribe, signup autoresponders are perfect for you. Whether it's a link to download an eBook or a discount coupon code, just add it to the message copy.
- **Provide estimated response time**  
Do you display "contact us" forms on a website? If so, you may want to use an autoresponder to deliver the confirmation about the message being received. This way, you let your customers know they've been heard and should expect a prompt response.
- **Direct new subscribers to another channel**  
Have a great blog post new subscribers might benefit from reading? Want to invite them to follow you on social media? Use signup autoresponders to direct traffic to the relevant channel.
- **Move them through the marketing funnel**  
Once you got a new subscriber, use that moment to start building relationships. New subscribers are considered highly engaged, so it's the best time to convert them into customers.

**The best part about Getsitecontrol signup autoresponders? As the name implies, they are automated.**

And you don't need to use any 3rd-party email marketing software at this point. You only need to set up an autoresponder in the Getsitecontrol dashboard once and occasionally check if the content is still relevant.

## How to set up an email autoresponder in Getsitecontrol?

If you have multiple email opt-in forms with different copy, each of them may come with a different signup autoresponder. You set it up before activating the subscription popup on website. Here is a step-by-step guide to follow:

1. After you log in to your Getsitecontrol dashboard and finish the process of creating your first widget, click Edit, go to the Notifications tab and check the Enable autoresponder box.
2. Fill in the following fields with your own texts:
  - From  
Type the name of an email sender (you or your company) the way it should appear in your subscribers' inboxes.
  - Subject  
Create an attention-grabbing subject line.
  - Message  
The body of the email. It can include basic formatting and text links.
3. Once ready, click Save & close to save your widget and activate it. The email subscription popup will instantly go live on a website.

## What should I write in an autoresponder email?

The wording of autoresponder emails depends on the widget it's created for and your goal. Naturally, a signup autoresponder sent to new subscribers will be different from what you send to those who have used a [technical support request form](#).

To give you a better idea, we've compiled some examples of email autoresponders below. Feel free to borrow any of the templates and use them as a draft.

## Welcome emails – for email subscription forms

When someone subscribes to your mailing list, use a signup autoresponder to send them a welcome message. It's a great chance to create a positive first impression and deepen the engagement. And if you're offering lead magnets in exchange for subscriptions, this is where you actually deliver the promised incentive.

Here is an example of a welcome email autoresponder:

### **Welcome and thanks for signing up!**

Blue Ocean Team [blue.ocean.team@mail.com]

Hi there,

Thank you for signing up to our newsletter, we're really excited to welcome you on board! Now that you're on the list, you'll be the first to hear about our updates.

As promised, here's your free copy of our [Ultimate Guide on Call-to-Action Words to Boost Email Signups](#). In this guide, we've collected 12 examples of high-converting call to action words you can use as inspiration when crafting your own email signup forms.

If you have any questions, just reply to this email. We'll be happy to help!

Best Regards,  
Support Team

## Confirmation emails – for contact forms

Confirmation emails are sent as soon as someone submits your contact form. They are meant to acknowledge that a visitor's message has been delivered successfully. You can also include additional information about the estimated response time or links to useful

resources, such as an F.A.Q. page. If you have customer support or feedback forms on a website, confirmation autoresponders are quite handy.

Here is a generic text sample you can use:

**Dear Blue Ocean Team customer, thanks for reaching out!**

Blue Ocean Team [blue.ocean.team@mail.com]

Hello,

Thank you for getting in touch with us!

Help is on the way: we have received your request and will get back to you as soon as possible.

Meanwhile, you might want to check our [Help](#) and [FAQ](#) sections.

Best Regards,  
Support Team

## “Thank You” emails – for online survey forms

Running a survey on a website? Use autoresponders to thank respondents for completing them. As a sign of gratitude, you may even want to send something valuable to them – say a discount coupon or an eBook.

**Thank you for taking the time to complete our poll!**

Blue Ocean Team [blue.ocean.team@mail.com]

Hey,

Thanks for taking our poll! Your feedback really means a lot to our team! As a thank-you gift, we'd like to offer you a personal 30% discount: please use the code COUPON at checkout.

The coupon is valid for any purchase made through August 31. It cannot be combined with other promotional offers.

If you have any questions, just reply to this email. Happy shopping!

