

# Aweber Incorporates New Technology To Help Small Businesses Reach Their Goals

*You can create visually stunning emails at no cost with Aweber. 99% in-boxing rate makes Aweber one of the email marketing platforms for small businesses.*

SACRAMENTO, CA, UNITED STATES, November 8, 2022 /EINPresswire.com/ -- Aweber is a third party auto-responder service that allows its members to send out their company newsletters at timed intervals. This is how small businesses become large businesses by doing email marketing.

Knowing [how to automate email marketing](#) allows the user to grow their business. Large business such as Walmart, Target, Amazon, and other favored online stores all use a third party auto-responder to keep in constant contact with their subscribers and customers.

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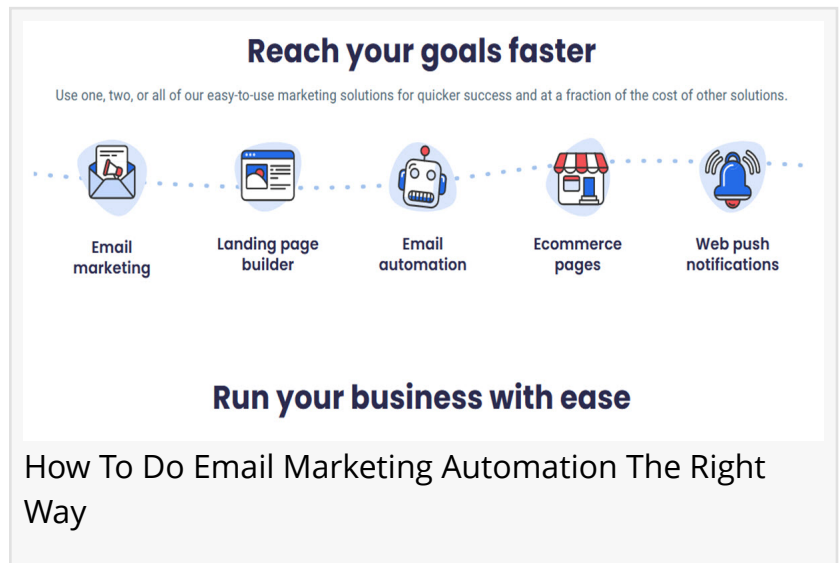
Automation is cost-cutting by tightening the corners and not cutting them.”

*Haresh Sippy*

There are two main reasons why Aweber is one of the best email marketing platforms for small businesses and affiliate marketers. The first, is the platform's simplistic dashboard. There is no learning curve needed. Once you sign up, a member can easily create a list, create a sign up form for that list, and then begin collecting subscribers. It's just that simple.

The second reason that Aweber is the [email marketing software for beginners](#) is the in-boxing rate. The main and only reason an entrepreneur or business owner pays for a service like Aweber is to be able to reach their subscribers and customers. If the email software fails to deliver the email message into the inbox of a subscriber's email, then the business owner is unable to let their subscribers know about upcoming changes, items on sale, or new product listings.

The biggest asset of an affiliate marketer or small business owner is their email list. This is their



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How To Do Email Marketing Automation The Right Way

audience. If they are unable to reach their audience because their message lands in the promotions or spam folder, then their business will suffer. AWeber helps to grow small and large businesses alike by being able to maintain a 99% in-boxing rate for their customers. Maintaining a high deliverability rate means affiliate marketers and small businesses can build a relationship with their subscribers and customers as well as grow their businesses.

### Newly Added Features To AWeber

**The Landing Page Builder.** This added feature allows members to create an eye-catching professional landing page without needing to be tech savvy. There is no html coding required. All that is needed is an imagination. The AWeber landing page builder will give members access to a gallery of responsive landing page templates that will look flawless on any mobile device.

**Amp For Email in AWeber** has an edge over most other email marketing platforms. It involves a relatively new technology that allows recipients to take simple actions (such as making an appointment, adding a product to a cart, or RSVP-ing to an event) directly within an email. In other words, subscribers do not need to click away from the email or visit a website.

Amp for email also allows the senders of an email to insert dynamic content into it. For example, live survey results, weather updates, customer polls, quizzes and so on. This 'dynamic' feature of AMP emails gives recipients a reason to return to them periodically and turns e-newsletters into considerably more powerful, engaging pieces of content.

### Integrations With Third Party Apps

The ability to integrate with third party apps like Click Funnels, PayPal, Etsy, and many others allows business owners more customization and flexibility to grow their business. AWeber now offers over 700 integrations with other web apps. These integrations allow users to connect with other cloud-based solutions like website builders such as Wix or Shopify. Customers of AWeber can also connect to CRM tools such as WordPress, LeadPages, and Thrive Themes.

AWeber is one of the [email marketing platform for affiliate marketing](#) and small business owners because it allows business owners ease and simplicity to grow their business. With AWeber's integrations and landing page builder, affiliates and business owners have a lot of flexibility under one roof. This virtually eliminates the need to invest in a suite of costly digital software.

Blogger and co-author of MattieBlaze.com Brendan, writes, "If you are not doing email marketing, you are leaving money on the table. Since an email list is as important to an affiliate as a client list is to a stock broker, every businessperson should be building a client and customer base. An email list is a businesses audience. An entrepreneur does not want to leave sales by chance. People buy from those from whom they know, like, and trust. Email marketing allows affiliates and other entrepreneurs to do just that, build relationships and build trust."

According to the article, It is imperative to learn how to automate email marketing for three main reasons. Reason #1 people buy products. As an affiliate you can sell multiple products to your

email list without having to acquire more leads. Reason #2, An email sequence that the affiliate creates might work better than what the vendor creates.

Reason #3, An affiliate marketer's list is marketing power. A person who has his/her own email list can market any product anytime they want to at zero cost. A person without an email list will have to purchase advertising every time they want to promote a product or service. Read this short article on why the staff at MattieBlaze recommends Aweber as one of the best email marketing software for beginners and small businesses.

"If you are looking to automate and grow a long-lasting sustainable business but are on a budget, you have found the right auto-responder service," Brendan writes in the blog post. "Members of Aweber will have the ability to customize and scale their businesses and know that they are not just building a business but are also building relationships with their subscribers and customers."

For further information about how to get your first 500 subscribers at no cost, please visit: <https://mattieblaze.com/best-email-software-for-affiliates>

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