



Sunburnt

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New Autosubscribe Feature

By [Roger Keays](#), 23 April 2009

Dear Sunburnt Customers,

To help you take advantage of email marketing opportunities using our mailing list software we have now enabled a new autosubscribe feature for your website. It is quite simple and means that whenever somebody contacts you using your online enquiry form, they are automatically added to your mailing list. If you didn't already have a mailing list set up, we've created one for you.

You can send any page from your website to your mailing list by simply clicking the 'send this page' link that you see when you log in. The software allows your subscribers to add or remove themselves from the mailing list so you don't have to do this yourself.

You can see the whole process in action by watching our video entitled [How to Send an Email to Your Mailing List](#)

[How to Send an Email to Your Mailing List](#)

A news folder is an ideal combination with mailing lists. Your news folder is set up so that you can post new articles whenever you need to. The newest articles appear at the top and the backlog of news items is a great way to attract search engine traffic and to demonstrate that your organisation is alive and active. Whenever you post a new news article you can send it out to your mailing list. [Take a look at our news folder for an example.](#)

Have fun experimenting with this new feature! If you have any questions, please feel free to [drop by the forum](#) and post them there.

Roger

About Roger Keays



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