



2Checkout Autoresponder & Follow Up Integration

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Following up with customers after they purchase is a critical part of the sales process. This communication helps foster trust and loyalty from people who have already purchased from you.

By redirecting your 2Checkout buyers to an opt-in form for your customer list, you can have them add to your AWeber autoresponder account. You can then:

- ▶ Send post purchase email to customers
- ▶ Send out purchased information products automatically
- ▶ Up-sell your customers using email
- ▶ Send customer newsletters, etc

Integrating AWeber with 2Checkout - Step By Step

1. Create AWeber opt-in Form For Your Customers

Login to your AWeber account at <http://www.aweber.com/login.htm>

- ▶ Choose the appropriate list from the "Select List" dropdown menu in the upper right-hand corner of the page
- ▶ Click the "Leads" tab, then the "Web Form Generator" link



- ▶ Click "Create New Web Form"



Web Forms:

Turn off any pop-up blockers before using this page. Web Form Generator allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-up under and standard web forms placed within your standard webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use. **Note:** Statistics are delayed 10 minutes.

[Create new web form.](#)

- ▶ Create your Web Form using the Web Form Generator



[Watch our Web Form Generator video tutorial](#)

- ▶ After you save your form, you'll be taken to the main Web Form Generator page. There, click the "Get HTML" link, and copy the form HTML from the popup that appears

2. Place Web Form on Your Website

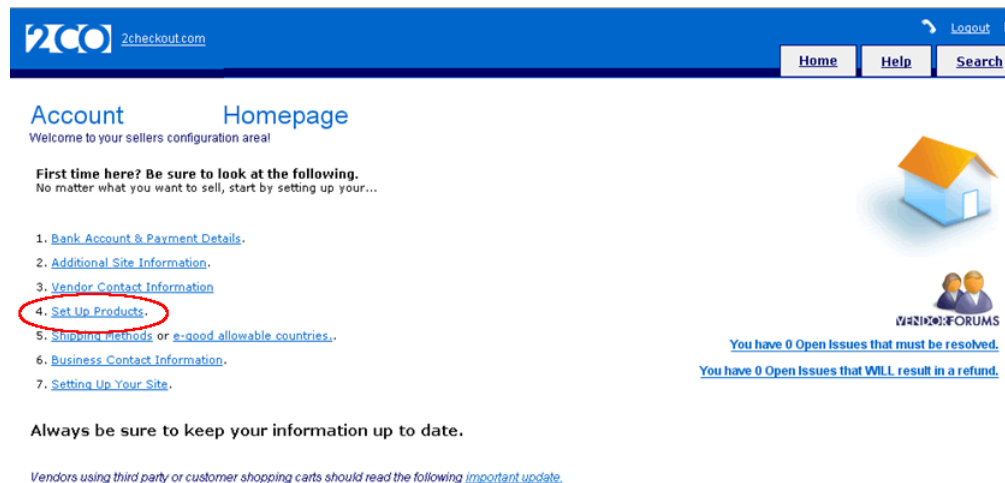
You now need to place the form onto a page of your site so that your customers can fill it out after purchase. Typically this will be a page of your site that is not linked to from any other pages, so that only your customers can access it.

If you are unsure how to create that web page, or how to place the form HTML onto it, please refer to your web host or website editing software for assistance.

3. Create Product in 2Checkout

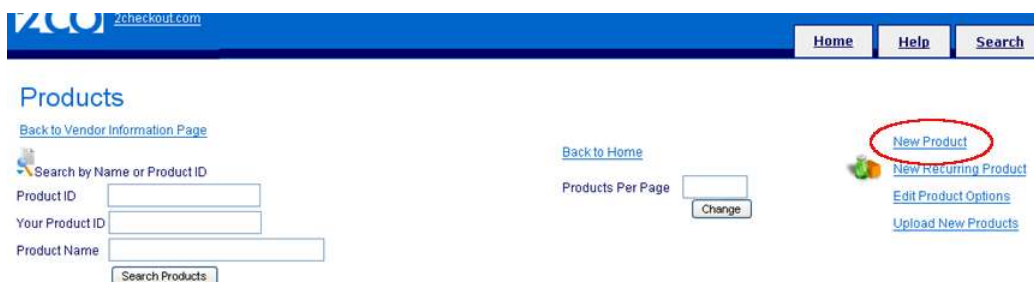
You now will create a product in your 2Checkout account and tell 2Checkout to redirect customers to the web page where you placed the AWeber web form. This way, after they pay you, your customers can sign up to your list.

- ▶ Login to your account at <https://www.2checkout.com/2co/login>
- ▶ Click the "Set Up Products" link along the left side of the page



The screenshot shows the 2Checkout account configuration page. The header includes the 2Checkout logo, the URL "2checkout.com", and a "Logout" button. Below the header are navigation links for "Home", "Help", and "Search". The main content area is titled "Account" and "Homepage" with a welcome message: "Welcome to your sellers configuration area!". A section titled "First time here? Be sure to look at the following." lists seven steps: 1. Bank Account & Payment Details, 2. Additional Site Information, 3. Vendor Contact Information, 4. Set Up Products (circled in red), 5. Shipping Methods or e-goods allowable countries, 6. Business Contact Information, and 7. Setting Up Your Site. To the right, there is a house icon and a "VENDOR FORUMS" section with two messages: "You have 0 Open Issues that must be resolved." and "You have 0 Open Issues that WILL result in a refund." At the bottom, there is a note: "Always be sure to keep your information up to date." and a link to an "important update" for vendors using third-party or customer shopping carts.

- ▶ Click the "New Product" link on the right side of the page



The screenshot shows the 2Checkout "Products" page. The header includes the 2Checkout logo, the URL "2checkout.com", and navigation links for "Home", "Help", and "Search". The main content area is titled "Products" and includes a "Back to Vendor Information Page" link. On the left, there is a search section with "Search by Name or Product ID" and input fields for "Product ID", "Your Product ID", and "Product Name", along with a "Search Products" button. In the center, there is a "Back to Home" link and a "Products Per Page" dropdown menu with a "Change" button. On the right, there is a "New Product" link (circled in red), a "New Recurring Product" link, an "Edit Product Options" link, and an "Upload New Products" link.

- ▶ In the “Approved URL” field, enter the address of your web page where you have placed the AWeber form

Create Product

[Back to Products](#)

Your Product ID*	<input type="text"/>
Name*	<input type="text"/>
Short Description	<input type="text"/>
Long Description: Displays on product page.	<input type="text"/>
Price*	<input type="text"/> (No currency symbol)
Weight	<input type="text"/> lbs
Handling	<input type="text"/>
Tangible*	<input type="radio"/> Yes <input type="radio"/> No
Pending URL	<input type="text"/>
Approved URL	<input type="text"/>
Product Complete	<input checked="" type="radio"/> Yes <input type="radio"/> No (Approves/Disapproves product for shopping center inclusion)

* Indicates a required field

- ▶ Complete the other 2Checkout steps for creating a product (see <https://support.2co.com/deskpro/faq.php> for assistance)
- ▶ When you have entered all your product information, click Create Product. You will be redirected to a web page with the HTML for your button.



HTML Snippets

Button for a single quantity of item

```
<form action="https://www.2checkout.com/2co/buyer/purchase" method="post">
<input type="hidden" name="sid" value=" " >
<input type="hidden" name="quantity" value="1" >
<input type="hidden" name="product_id" value="1" >
<input name="submit" type="submit" value="Buy from 2CO" >
</form>
```

2CheckOut.com Inc. (Ohio, USA) is an authorized retailer for
goods and services provided by

This is how it will look on your Site:

2CheckOut.com Inc. (Ohio, USA) is an authorized retailer for
goods and services provided by

Button for variable quantity of item

```
<form action="https://www.2checkout.com/2co/buyer/purchase" method="post">
<input type="hidden" name="sid" value=" " >
<input type="hidden" name="product_id" value="1" >
Quantity
<input name="quantity" type="text" class="ctrl-ed" size="5" >
<br>
<input name="submit" type="submit" value="Buy from 2CO" >
</form>
```

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This is how it will look on your Site:

Quantity

▶ Copy the HTML for your button and place it onto your web page. If you are unsure how to place the button on your web page, please refer to your web host or website editing software for assistance.

Now, when someone purchases your product through 2Checkout, they will be redirected to your customer opt-in form. There, they can submit the email address where they want to receive your updates, customer newsletter or other information!

Need Help?

If you have any questions about this, or anything else about your account, please contact our customer support team. We have real, live people ready to assist you.

Hours:

Monday – Friday, 7AM – 7PM Eastern time

Saturday, 9AM – 5PM Eastern time

Phone:

Toll Free: 1-800-531-5065 or +1 215-322-2408

Email:

help@aweber.com

<http://www.aweber.com/support.htm>

Live text chat:

Anywhere on the AWeber site – just click the “Live Support” icon!