



# RSS CAMPAIGNS



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Curious about your blog's reach? Skyrocket your website traffic by engaging your contact's inboxes. Help them get what they want.

RSS (Really Simple Syndication) is an open method to deliver regularly changing web content, and make sure your recipients stay updated with their favourite websites.

# Table of content

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What is an RSS feed?.....	01
What is RSS Campaign?.....	01
Why use RSS Campaigns?.....	02
Benefits of RSS Campaign.....	02
How to create an RSS campaign.....	03
Tips and Tricks.....	07
Advantages of RSS.....	07
Pitfalls.....	08
Frequently asked questions.....	08

## What is an RSS feed?

An RSS feed is a simple data file that contains your website updates. Simply put, it's a configuration that delivers frequently updated web content.

## What is RSS Campaign?

RSS-to-email Campaign is an easy way to share and view website updates without visiting the website. This is accomplished by sending automated campaigns to your contacts when there is an update to the site. Typically, an item in an RSS Campaign will contain a title, concise description, and link redirecting to the original content in the website.



## Why use RSS Campaigns?

Without RSS, contacts need to check your website for new updates, often on a daily basis. This may be overly time-consuming for many contacts. The main purpose of RSS Campaigns is to provide contacts the convenience of receiving updates without visiting your website. With an RSS campaign, contacts can receive updates without visiting your website.

**For example**, your website releases one or two features on a weekly basis and these features are followed by announcements and blogs. When you send an RSS Campaign, your contacts will receive the summarized text of your updates without visiting your website.

## Benefits of RSS Campaign

RSS Campaigns provide a regularly updated summary of web content in a capsule format, along with the links for the full content.

**Easier access** – Contacts can easily stay informed about new features and updates via email.

**Save time** – For the time crunched marketer, it prevents them from create newsletters about the weekly updates and saves time.

**Engage your leads** – The campaign becomes a new channel for your readers to subscribe to your blogs and updates. This also provides another way to share your blogs on social media and forward them to friends.

**Increase your site traffic** – It may sound counterintuitive, but over a period of time, RSS Campaigns increase your site's visibility; by making sure your contacts remain up to date with your site.



## How to create an RSS Campaign

RSS-to-email Campaigns allow you to send an automated email campaign when your website or blog get updated. The following is a step-by-step guide on how to create an RSS-to-email Campaign.

## RSS Feed Details

### To create RSS-to-email Campaign:

1. From the Navigation toolbar, choose Campaigns and select Advanced Campaigns.
2. Click Create Campaign in the top-right corner of the screen.
3. Hover over the RSS category and click Create New.
4. In the RSS Info page, enter the following details:

**RSS Feed or Blog URL** – Enter the main site URL in the box. The RSS feed will be fetched automatically.

**Schedule Time** – Schedule your campaign at a specific day and time. Emails will be sent, periodically.

**Time Zone** – Select the time zone that your company is based in.

5. Click Next.

## Basic Info

In the Basic Info page, enter the campaign details as given below:

## Content

In this step, configure the content of your email by choosing your email type and content option.

1. Select one of our RSS-to-email templates for sending an RSS campaign to your customers. These RSS-to-email templates will already be embedded with the RSS merge tags in them. You can also make use of our regular templates designed for emails.

2. If you are interested in using generic templates or trying other content configuration methods, copy the RSS Merge tags associated for RSS-to-email Campaign and paste them in the template.

<b>Field</b>	<b>Description</b>
Campaign Name	This will be automatically updated from the website URL entered in the previous page. However, you can change the name as required.
Campaign Subject	This will be automatically updated from the website URL entered in the Previous page. However, you can change the name as required.
Sender Name	You can either mention your name or your organization's name.
Sender email address	You've to specify your business email address. (By default, this will reflect the email address associated with your Zoho Campaigns account).
Reply to Address	The purpose of this email is to receive any reply from contacts. This can be same to that of sender's email address or a different one.



Learn more about RSS merge tags.

3. Click Save & Close to proceed.



**Note:** *The RSS Merge tags are located on the right side of the Template Editor.*

## Audience

In Choose Recipients page, select the mailings list(s). If you haven't created a mailing list yet, you'll be asked to create one now. Learn more about [How to Import Contacts](#).

## Start RSS

In this page, we have two different options to start the RSS Campaign:.

**Start RSS** – This will start the RSS campaign. However, it will wait for the scheduled day and time to send the first email.

**Send Now & Start RSS** – This will start the RSS campaign and send its first email.

## Tips and Tricks

As RSS is a search engine optimization tool, it can be used for promoting your website traffic to a greater extent. Let's go through a few tips and tricks that can take your RSS campaigns to the next level.

1. The title of your feed should be topic- relevant and also keyword rich. This will maximize the effect of your blog's potential reach.
2. An error-free description of the feed looks promising to the reader. This makes them wait for your next move.
3. Always use images with the right resolution and attach the full URL of the image to avoid broken images.

## Advantages of RSS

If you want to get the best results from your marketing efforts, RSS will reward you in many ways. Here is a list of the advantages involved:

**Publish it the right away** – People approach you. You can just sit back and enjoy.

**Retain your rapport** – Contacts become curious without ever feeling pushed.

**No Spam filters** – The distinct feature of RSS excludes spam traps and invites contacts.

**Timely information** – Show them the latest updates of your blog.

## Pitfalls

**Not widespread** – It is still not widely followed and adopted. Outside of technical fields, RSS has not seen a considerable amount of growth.

**Copyrights issues** – There might be copyright issues while using RSS campaigns. This is because any one can use your content and republish it in anyway they want. However, it all depends on the terms and conditions of you RSS feed.

**Inaccuracy in tracking** – You can't be absolutely sure about the number of contacts who read your content.

## Frequently asked questions

### 1. What is an RSS Feed?

RSS (Really Simple Syndication) is a simple method of receiving updates published on a website or blog. You can find RSS on blogs, newsletters, or other sites where content is updated regularly. For more information, please visit [RSS](#)

### 2. If there's no update or new content in the website or blog, will it still trigger the RSS Campaign?

In this case, no campaign will be sent. However, our merge tags will keep trying to check for any new content via RSS feed, in order to send the next email.

### 3. Where can I get the RSS feed URL for my website or blog?

All you need to do is enter the website or blog's main URL (e.g. [www.campaigns.zoho.com](http://www.campaigns.zoho.com)). We'll automatically fetch the RSS feed URL from the main URL.

### 4. Why aren't my contacts receiving my RSS Campaigns?

The most likely cause for this, might be the fact that no new content was added to your website.

### 5. Who should I contact with questions or issues with RSS Campaigns?

Feel free to send all comments and questions to [tosupport@zohocampaigns.com](mailto:tosupport@zohocampaigns.com).



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