

# Setting Up Your Contacts Machine

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## Introduction

[GetResponse](#) is an email marketing suite that we use at the Lift-Off Network. It sends emails to your contacts. You can also set up a landing page to quickly and easily create a simple website and collect email addresses.

[Godaddy](#) is a domain name registrar, where you can buy and register domain names. For example [www.yourfilm.film](http://www.yourfilm.film). Godaddy also allows you to set up an email address from the same domain, for example, [yourname@yourfilm.film](mailto:yourname@yourfilm.film)

In the following instructions, we use a simple process to set up a landing page on GetResponse and link it with a domain name on Godaddy.

Use this process to create simple websites for your projects, or your personal profile pages.

Remember, tinkering with a website is not the main thing. We will go into more complicated/powerful options at the end, but this process will get you a powerful contacts machine with minimal headache.

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## Steps to Success:

Purchase a domain name with GoDaddy.

Goto <https://liftoff.network/godaddy>

### - Choose a domain name

We recommend GoDaddy because they provide unique suffixes that are not available to the mass market just yet, such as <http://www.xyz.film> or <http://www.name.movie>. However, please be aware that these suffixes can be more expensive. If you are on a budget choose .com or something else.

When choosing a domain name keep it simple. The title of your project or your personal name is ideal. You want it to be easy and clean. <http://www.myawesomewebseriescomingatya.com> is not a good choice.

- **Get an email address**

At check out, GoDaddy will try to upsell you on a whole host of other crap. Avoid it all, except the option to add an email. This will let you send and receive email from your domain name through your email client, so for example, you will be able to send/receive emails from yourname@yourfilm.film from Gmail.

- **Avoid all the other crap**

Domain privacy *might* be interesting to you if you are that way inclined. Basically every registered domain needs to be attached to a physical person/address. There is a 'Whois' registry that contains all the information. Domain privacy means that your information is private and you can't be contacted by external organisations. Essentially it stops emails from SEO companies asking you if you need help.

You definitely don't want to choose to host with GoDaddy (where you can build and host a website with GoDaddy) there are far better options on the market, in our opinion.

- **Checkout and secure your domain name!**

Congratulations, you are now the proud owner of that name. It can go on all your business cards and social media.

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**Next set up an account with Getresponse at [liftoff.network/getresponse](http://liftoff.network/getresponse)**

- **Create a 'list'**

This is where you will collect your email address over the coming years. For example 'MyFilm'

- **Create a 'landing page'**

Navigate from Menu -> Landing Pages

Select a suitable template to start with. Use their drag and drop editor to arrange things how you like.

If your website is for a project Include the Logline, Production images, Trailer, Cast, Crew, Synopsis and anything else that is of relevance to generate interest in your project.

- **Generate a 'mobile version' of your pages**

Once you have designed your page, make sure that you have generated mobile versions by clicking on the mobile icons for both the landing page and the thank you page.

- **Create a page Title and Description for SEO**

This is the text that Google will use to display your landing page in search engines.

- **Select your list**

This is the list where GetResponse will add the contacts from the landing page

- **Link your domain**

Click on 'Add New Domain' Enter in the domain name that you just bought. I didn't mention in the video, but you then have to select the domain from the box 'select your domain.

We will have to manually link the domain in GoDaddy later, using the DNS (Domain Name System) to tell GoDaddy to point traffic toward this page on GetResponse.

- **Add your FB pixel info**

Add the Facebook pixel in the social tracking sheet. (See the Facebook setup sheet)

- **Publish**

Congratulations! You now have a simple, elegant website.

#### **Some Other Possibilities:**

- **Add links to external online profiles (eg IMDB)**
- **Add links to work shared in google drive so people can directly download your work. Scripts for example.**
- **Add links to your FB/Social pages**
- **Embed your GetResponse signup form directly into you social media pages: See this article**  
<https://www.getresponse.co.uk/email-marketing/gb-features/email-marketing/social-media-integrations>
- **Customise the page with more sections and photos.**

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## **Connect your domain name with your landing page:**

You need to tell your domain name to point traffic to your landing page. In our example, your domain name is with GoDaddy and your landing page is hosted on GetResponse.

You can do this with the DNS (Domain Name System) settings. This will tell your domain name to send people to your landing page whenever anybody types in [www.yourdomain.com](http://www.yourdomain.com)

Follow these steps to update your domain at GoDaddy to point to our nameservers:

- **Log in to your GoDaddy account.**
- **Click the Manage button to access your domains.**

The next steps depend on the view of your account.

#### **For an account in Card View:**

- Select the domain you want to update the nameservers for. Open the settings menu (the gear icon). Next, select Manage DNS.
- Click Change under Nameservers.
- Select Custom under Choose your new nameserver type. Enter both GetResponse hosting servers: ns-a-1.getresponse.com ns-a-2.getresponse.com
- Click the Save button.

#### **For an account in List View:**

- Select the domain names you want to change.
- Select Set Nameservers from the Nameservers menu.
- Select Custom under Select type.
- Click Enter custom nameservers.
- Enter both GetResponse hosting servers: ns-a-1.getresponse.com, ns-a-2.getresponse.com
- Click OK.

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## **Other options:**

There are plenty of other ways to achieve the outcome detailed in the above steps. We have tried to keep things as simple and as lightweight as possible.

If, however, you need a more complicated website you might consider the following options. But ask yourself - do you *really* need one? is it adding to the main thing, or distracting from it?

- [Wix.com](https://Wix.com)

Wix is a simple elegant drag and drop website builder that will let you build multi page websites and include more complicated elements. Take a look at the feature and try them out.

Go to <https://liftoff.network/wix>

- [WPEngine](https://WPEngine)

For the power user. WPEngine is a hosting platform that specialised in WordPress. WordPress is a system for building websites. Its is extremely powerful, flexible and customisable. It currently powers about 25% of the world's websites.

WPEngine is a website hoster. They will host your wordpress website, and they also provide some of the best Wordpress themes available. They are lightning-fast and super scalable.

Beware! Working with Wordpress is a multi-year learning curve/rabbit hole, that is very rewarding, but does it add to the main thing?

If you are not a WordPress expert we don't recommend touching this option. If you *REALLY* cannot resist that draw, and have cash to play with, work with a developer.

Goto <https://liftoff.network/wpengine>

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## **A note on hosting options:**

You will have already noticed that there is lots of cross over between different companies and their services. For example, GoDaddy offers websites building as well as hosting and domain names. Wix is mainly a website builder but offers domain names.

We recommend keeping your domain name registrar and your hosting separate. In the future, if you want to create a website on a new platform (wordpress, wix etc) and point your domain name (hosted with GoDaddy) to it (for example, away from your GetResponse landing page) then its much easier to do if your domain registration is separate from your website.

You can still link your email sending client (GetResponse) to future versions of websites.