

Email Marketing 101 - What You Need to Know to Get Started

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Sample of Content:

One of the best strategies that you can employ to launch yourself in internet marketing is to build an email list of people interested in what you have to offer. Email lists are underestimated by many people, but in reality the money IS in the list.

Content:

Psychologists say that if you put gentle pressure on your customers you'll eventually make a sale, and if you deliver what you promise you'll get even more. One of the best strategies that you can employ to launch yourself in internet marketing is to build an email list of people interested in what you have to offer. Email lists are underestimated by many people, but in reality the money IS in the list. It is a potent low-cost technique to gain customers and have them recommend you to others, keeping your internet marketing revenues up and generating more and more business as it grows in numbers. With mailing lists, you will have a list of interested readers who are potential customers that you'll be able to send special offers and promotions to about your products and your affiliate products. These special offers include things like huge discounts, buy-one-get-one-free's or new upgrades with extra functionality. As long as you can keep their interest

up, you will be able to generate a steady stream of sales. Don't forget that in many instances, particularly if you have an interesting product or service to offer, you'll be able to get direct conversions or sales. If you also offer affiliate programs and resell rights to your subscribers, they can become an extension of your business that will create a whole new line of income for you. Spam is something you must avoid at all costs. Sending unsolicited emails for marketing purposes is illegal and totally frowned upon. Spam complaints against you could result in your email server becoming blacklisted. It is essential that you build your list professionally and there are a variety of ways to do this. The best and most cost-effective way is by inserting an opt-in subscription box on your web site. Giving away a free report or how-to course is a great incentive for people to subscribe to your list. Once they submit their e-mail address to you they become an opt-in subscriber. After that, the ball is in your court to deliver them information of value that will keep them reading. It is important to not just send emails out to your subscribers just to sell them something. They will quickly devalue their subscription and unsubscribe. Offer them information, free reports, how-to guides, and tidbits of news and advice as you can. When you do want to promote a product to them they will be more likely to purchase it as something you recommend to them, not just as something you are selling. Although it takes time to build and some effort to maintain and grow, a great mailing list can end up being your most powerful tool in your internet marketing arsenal.

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Are you looking for honest information and advice on internet marketing and working at home? Visit my website WAHMDaily.com and be sure to pick up your free Money

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