

Articles - The Unsung List Builders

Article Rating: NA

Submitted by: Don on 2007-04-21 and viewed 331 times.

Total Word Count: 746

Author Rating:

Sample of Content:

One of the ways you can combine marketing and customer service is through opt-in marketing with value-add, relevant articles.

Content:

Getting customers in your site should always be ranked as high as the importance of the quality and the excellence of the product and the services you provide. They should go hand in hand in providing your customers the satisfaction they get in exchange for the money they have paid for them. Customer service should as well be as fantastic so that the customers are provided with the same satisfaction. One of the ways you can combine marketing and customer service is through opt-in marketing. With an opt-in list you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions. Opt-in marketing uses your list of subscribers to send e-mail to. These e-mails will contain the materials you will send to your subscribers. It is essential that you present your promotional items in a manner that will catch the interest and the eye of your

subscribers to keep them wanting for more. The best way to do this is to provide fun, entertaining and informational articles. Well written articles full of content and useful information will help in building your list as more subscribers will be enticed your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next. Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading towards the internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit. There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the internet. If your site has them, more people will be going to your site for information and research. Well written articles would also boost your sites reputation. If they are filled with many information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject. In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes. Most articles searched for are tips, guidelines, methods, manuals and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products. With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a certain article interesting. You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have in your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger. Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your site and newsletter. If you are not interested in writing them or if you just don't have the time, there are many available well experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

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