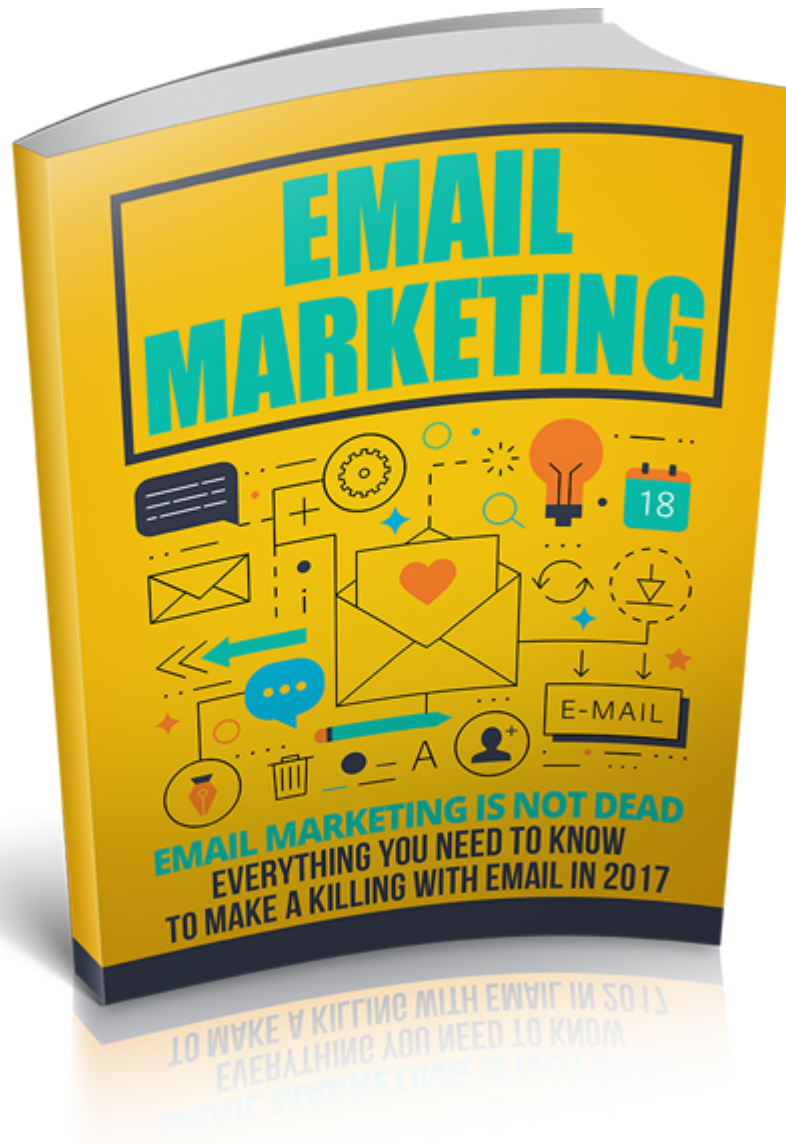


e-Mail Marketing Update 2021-22



An Introduction To Social E-Mail Marketing

While some people would like to have you believe that [e-mail marketing](#) will soon become extinct in 2018 and beyond nothing could be further from the truth.

There are many people that would like to have you believe the new way of communicating with friends and customers will soon be strictly social and skip the [e-mail marketing](#) process altogether.

While I will not deny that social marketing sites such as Twitter, Facebook, and LinkedIn are a great way to stay in contact with your crowd, we still need to heavily focus on quality email marketing.

ForeSee.com results report on social media reports that 64% of consumers that are active on the Internet if given the choice prefer promotional contact from retailers by e-mail over [social media](#).

There's also been tests and reports that have proven many times that [e-mail marketing](#) still pulls much higher conversion rates when selling products to consumers than any other type of customer contact including all forms of social media.

Admittedly social media outlets are a great way to get subscribers on to your email list with freebies and premium bribes offered through the social media outlets such as Twitter and Facebook, following up with those customers is best done through direct [response email](#).

While there is very little doubt that social media is here to stay, I predict that in the very near future we are going to start seeing [email](#) begin to develop its own social media interaction in ways we have never seen before..

A perfect example of this is a new app that you can hook up to your Gmail account called Rapportive.com

Rapportive is an incredible new Gmail app that shows you everything about your contacts right inside of your [e-mail inbox](#).

Rapportive gives you instant updates on what your [email](#) contacts are doing in all of their social media accounts including Facebook, Twitter, LinkedIn, and more.

Rapportive gives you content rich profiles right inside of your Gmail account including a photo of the person you're talking to. This kind of social interaction in your inbox gives your [e-mail](#) a more personal feel.

There are also links to allow you to follow anyone you may be emailing on the off chance that you're not already socially connected to that person.

Another very cool feature is that Rapportive replaces the Gmail ads within your e-mail inbox, so now rather than looking at ads you can find out what's going on in your friends and customers lives without even logging into Facebook.

This is [email and social marketing](#) on steroids, would you expect anything less for 2018 in your Internet marketing business?

If you are not using Rapportive yet in your Gmail or Google apps email account you need to start using it today, plain and simple if you're at all serious about your Internet marketing business.



Targeting Your Email Marketing

One of the most important new aspects of [email marketing](#) is making sure your content is highly targeted to your customer base.

One of the ways of being sure you are targeting your customer base correctly Mr. heavy experimentation and split testing of your content.

Think about every [email](#) that you send to your customer list as if you were sending it to your mother or best friend. When you write like you're talking to a single person or a small audience of good friends you're going to connect with your customer list on a much more personal level.

Now that [email marketing](#) is been so popular for so many years many people that haven't gotten a new email address in over five years are subscribed to so many darn email lists that is incredibly easy for your email to get lost in the crowd.

Because of this we need to make sure that your e-mail stand out, and that you also build a relationship with your customer base.

Some of the ways that you can target your [email](#) are by paying careful attention to things such as:

Subject lines

E-mail date and times

Amount of free content vs. amount of pitching

The overall tone of deciding if you want to talk to your customer in a professional or personal tone depending on the type of product and type of niche that you are marketing.



Segmentation Through Analytics

Most e-mail marketing responders nowadays come with highly targeted segmentation and analytical tools to help you do multiple different types of testing with your [email list](#) on every single email that you send.

In 2018 it's incredibly easy to find auto responders that will allow you to send an email on any given subject today, and then in a few hours or even tomorrow pull report that tells you exactly which subscribers on your email list

1. opened your email
2. click date link in your [email](#)
3. forwarded your email on to a friend

Can you imagine how powerful it is if you send an email to 2000 people and tomorrow you figure out that only 500 of those people clicked through to your products page?

With this information there are multiple different things that we can do.

We can send another [email](#) to only the 500 people that clicked asked what they thought about the information presented at your website and to ask them to buy.

Another option is we can send a [separate email](#) to the 1500 people that did not click the link in your email and ask them why. You can now create some sort of urgency about a free report that's going to disappear or a video that will only be posted for a limited time so they need to click today to get access.

By being able to give specific instructions to people based on what they did with the previous email that you sent them it is incredibly easy to steer your customers in exactly the direction and sales funnel that you wish them to go.

In a while we're going to talk more about all responders and why you need one so you can highly target all of the content that you send to your customer base.



Do You Blog Your EMail?

Something else that you want to heavily consider when deciding to market with e-mail is posting a copy of every single [email](#) you send to your blog.

The benefit of posting the email that you send on your blog as well so you can get tons of content out there for search engines to pick up, not to mention with the social interactivity the blogs have nowadays you can get a lot of new traffic when you put twitter and Facebook buttons on your blog so people can retweet or like your blog postings of your e-mails which will give every [email](#) that you send a little bit of a viral effect.

Think of it this way, when you send an email to your customer list you probably got a matter of a few hours if you're lucky before that email is buried in your customer's inbox and possibly will never be seen again.

By blogging all of your email you get all the content that you create an unlimited shelf life that never expires. You will be surprised how many of your customers that may miss one of your [emails](#) catch it for five days after you send it because they follow your blog.

One important thing to remember though posting your email content to your blog is to stay relevant on the topic of your marketing niche. If you spend years building up an email list of customers that like to buy material on NLP or hypnosis but then suddenly your blog starts showing email posts talking about how to give a great massage, you will quickly lose your customers interest. If they were looking for information on massage they would be on another [email list](#) not yours.

Following Up With Email

While social marketing is great to help grow your [email list](#) the best way to stay in contact is through e-mail follow-up and that won't be changing anytime soon.

I assume if you are reading this guide on email marketing for your business in 2018 then you most likely already have an autoresponder account.

If you don't you need to stop reading right now and go get a free trial account over at <http://www.Aweber.com>

Once you have done that then please come back to this guide and continue on .



Why Do You Need An Autoresponder?

If you've ever been on a website and filled an opt-in form to get more information about a product or service, or signed up for an email newsletter on the Internet, and received a nearly instantaneous response in your [email](#) inbox, an autoresponder program was responsible for delivering the reply.

Simply put, autoresponders are e-mail programs that send out a preset message in response to every incoming [e-mail received](#). Some autoresponders, like sign-up services for e-groups and forums, are one-shot deals: a single response for every message received.

Just about every Internet-based company uses autoresponders for a variety of purposes, from automating tasks that would otherwise take up hundreds of man-hours to building lists and tracking prospective leads.

Multiple [autoresponders](#) send a series of messages to received email addresses on a predetermined, timed basis. For instance, a multiple autoresponder can be used to send an instant response, then a follow-up message three days later, then another five days after that, and so on.

It can be programmed to send a message a day, one per week, twice monthly, or any interval that satisfies the purpose of the message series.

Autoresponders are the most powerful Internet marketing tools available. They are easy to use, and once they're set up the entire marketing process is automated and instant. When you use autoresponders, your Internet business runs itself 24 hours a day. Launching an effective [autoresponder](#) campaign can mean the difference between a struggling business and a wildly successful one.

How can I make money with autoresponders?

Just about any online business can benefit by using autoresponders. In fact, with a properly arranged campaign, your brand-new Internet business can be built around an autoresponder program. All you need is a product and an effective series of autoresponder messages, and you can start carving your piece of the Internet pie.

Your autoresponder is your golden goose: the marketing tool that will sell your well-developed product far more effectively than any other form of advertising. Few sales are made by impulse buyers, particularly on the internet. But if you are able to get your message out repeatedly to people who are already interested in what you have to offer, you will see an explosive sales response.

This guide will give you all the information you need to begin profiting with autoresponders and [email marketing](#).

I'm going to help you choose a niche topic that works best for you and your situation; then together we're going to research your market and find or develop great content that people want to buy so that you can start your own automated storefront web site; tailor your autoresponder messages for maximum effectiveness; and build a powerful opt-in autoresponder list that will make money even while you sleep.

Are you ready to get started?

To make money with autoresponders, you need a product. Most of the time, the product you're selling or giving away to build your [email list](#) is going to be an information product of some sort. These will include but are definitely not limited to: an e-book, print book, e-course, ezine or newsletter, CD, or downloadable audio program.

Your topic must be something that appeals to a wide audience—you could have the world's best book on raising Amazon boa constrictors at home, but the only people interested in it would be people who already own an Amazon boa constrictor, or have thought about buying one. In this case, your sales base would be limited (to put it nicely). On the other hand, if your book or product tells people how to make five hundred dollars a minute—well, you might have quite a few potential buyers. Once you start building your [email list](#) there are going to be things you need to do

to help nurture it, so you can start developing a personal one-on-one relationship with your new customers. Here are some things to consider..

- 1)Get your customers to trust you and your products first. Just launching your opt-in list would not make you an expert and a believable seller. Put many articles

first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs

Join forums from other sites as well. Provide expert advice and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what your business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you. They want a product or service that could be a good exchange for their [money](#). People are not going to buy something out of your recommendation if they don't know you.

- 2)Find a product or service that people want and need. Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

3) Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the internet to use, there is nothing like getting a firsthand account from [someone you trust](#).

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list doesn't just happen overnight. There are many preparations and efforts to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

4 Crucial Things You Need To Do To Build your List

Online marketing may have developed a sudden surge these past few years, but many in the know have felt its rise even from then. As more internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business and the [business world](#).

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there are also many ways that can spread the word about your site's subsistence in a more cost

free way. One of these is Opt-in [email marketing](#), also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs and promotional mailings via email. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in [marketing list](#).

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list.

These are the people who have liked what they have seen [on your site](#) and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your [business venture](#).

There are many sources and articles on the internet available for everyone to read and follow in [building a list](#). Sometimes they may be confusing because there are so many and there are different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

- 1) Put up a good web form on your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good

impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and [email address](#). This web form will automatically save and send you the data's input. As more people sign in, your list will be growing.

2)As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy.

Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having [good programming](#) in your site, make your graphics beautiful but don't over do it

Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

3)Provide good service and products. A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the more people will get to know about what you [have to offer](#).

4)Keep a clean and private list. Never lose the trust your customers have entrusted you. If you provide [emails](#) to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

4 Ways To Get Your Opt In Subscribers To Trust You Quickly

While the rest of the world have developed many barriers and protections to keep their [email](#) accounts spam-free, there are also those that subscribe to mails that promote their products, services and their site. This is mainly because these subscribers want to know more about what these sites are offering and can be beneficial for them. They expect to be kept posted on what they are interested in and what are new in the market or field they have chosen.

Businesses would be so lucky to have these kinds of customers; the basic element needed to get these types of people is trust. When your customers trust you they will reward you with their loyalty. Many internet users have gone to great lengths in protecting their email accounts from spam mail. Some free-mail internet providers and internet service providers offer spam protection while there are also some internet based companies that screen your [mails for you](#).

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through.

Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy on the internet, getting the trust of an internet user you don't personally know is [a big achievement](#).

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get [spelling more profits](#). Its easy math if you thin about it. Getting the numbers is not that simple though, or maybe it is

- Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business. Getting your customers' trust should be based upon your expertise. People rely on other people who know what they are talking about.

Garner all the knowledge and information about your business. Ell, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball players become coaches, you don't really venture into something you don't have any interest in.

- Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if you're into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you [quickly](#).
- Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance

to experience what the other have experienced from you, so make sure to be consistent in the service **you [provide](#)**.

- Another tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service whenever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don't lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as well as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

How To Build A List Of Eager Subscribers

Every [online business](#) provides great service to generate satisfaction among their customers. As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. This is a list where in website visitors agree to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site. These promotional materials are sent via e-mail to the members of the list in different time intervals.

When using [email](#) as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there. With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having.

There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your [opt-in marketing](#) strategies and keep them excited in receiving your newsletters and catalogs. Here are some tips that can help you build a list of eager subscribers.

Make your promotional [materials](#) interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, this way, you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don't like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an [Ebook](#) to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this ebook with everyone, even other sites; just make sure that they don't change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. Your investment once again will be covered by the great marketing this will generate.

Add e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your ecoupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them. Just don't flood your mailing list with mails so that you don't annoy your subscribers.

How To Grab Your Readers Attention With Your Subject

The race for supremacy in the internet based businesses has been really heating up and many sites have been put up to help others to get ahead for a small fee. But there are also ways in which you don't have to pay so much to make yourself a good list of loyal followers. Having a satisfied web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there.

An opt-in list allows you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry you represent via an email. But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not really interested in [receiving emails](#) from companies and just treat them as a waste of cyberspace and delete or trash them without so much as opening the email and scanning them.

You can change all that. While forwarding an email message is relatively after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, you want people to read them and have their interests piqued. Interested enough to go to your website and look around and most especially purchase and acquire your products or services.

One of the numerous ways you can tempt or persuade your subscriber is by providing a well thought out and well written subject. The subject of an email is what is often referred to when a person or a recipient of an email decides whether he or she wants to open or read an email. The subject could easily be regarded as one of the most important aspects of [your promotional email](#).

Your subject must be short and concise. They should provide a summary for the content of the email so that the recipient will have basic knowledge of the content. This is really vital in grabbing the attention of your readers and subscribers. You want your subject to instantly grab the attention of your subscriber and get them to be intrigued to

open up your mail. Remember, it is not necessarily true that a subscriber opens up [subscribed mails](#).

A good subject must always be tickling the curiosity of your recipient. It must literally force the recipient to open the mail. A certain emotion must be ignited

and get them to open the mail. It is essential to use specific words to get the reaction you need. Keep in mind that the recipient or subscribers spends only a few seconds looking over each subject of the e-mails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject. You can provide a subject that says your [email](#) contains content that teaches them tips and methods on certain topics. An example of this is using keywords and keyword phrases such as, "How to" , "tips", "Guides to", Methods in and others like that.

You can also put your subject in a question form. These may include questions like, "[Are you sick and tired of your job?](#)" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to your recipients emotions. When they have read the question on your subject, their mind starts answering the question already.

You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity", or "Double, triple and even quadruple what you are earning in one year". This type of subject deals with the benefits your company provides with your product and services.

You may also use breaking news as your subject to intrigue your subscriber. For

example, if you deal with car engine parts you can write in your subject, "Announcing the new engine that uses no gasoline, [It runs on water](#)". This creates curiosity with the reader and will lead them to open the mail and read on.

How To Get Your Subscribers Begging For More

Just as an experiment, a friend of mine subscribe to ten different opt-in e-mail marketing lists to see which ones are effective. Many websites and online businesses have resorted to sending promotional materials to people who have subscribed to them in an effort to boost their sales or traffic. Opt-in email marketing sends newsletters, catalogs updates and many more promotional materials to website visitors who have agreed to be updated whether monthly, weekly or semiannually.

Through email, an internet user that is on the list will receive their updates through email. If a promotional material piques their interest they will go to the site to learn more or to purchase outright. For the website operators or owners, this is a chance to remind their list of their existence and parlor their wares.

With the numerous sites on the internet that offer the same products or services in one way or the other, the competition can get pretty tight and it is easy to be forgotten.

Back to my experimenting friend, he tried to find out which opt-in marketing strategies grabbed a person into begging for more. Some would send in very simple fashion, some would be very outlandish while there are some that would just lie in between. The differences could easily be noticed and some have gotten the idea of an effective opt-in marketing strategy. He dubbed them effective because he felt like he just couldn't wait to go to their site and learn more, the more persuasive ones even got him halfway to reaching for his wallet and to his credit card before he realized this was only for an [experiment](#).

Many companies and site present their promotional materials in a wide variety of concepts. Each has their own distinctive style and designs, but more than the outline and the presentation, the content and the articles are what keeps the attention of your potential customer locked on to your opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have learned of what is essential in opt-in marketing and what makes the subscribers begging for more instead of lining up to unsubscribe.

Keep your promotional materials light, creative and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light hearted e-mail may just agitate them more. A warm friendly smile or banter is always more welcome than a serious business meeting or proposal. While you do want your customers to take you and your products and services seriously, you also want to show them that you know how to have fun.

Splash some color in your emails as well as provide some photos and articles that can be related to you but show good news or good light hearted images as well. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye-catching and grab attention so that they won't be able to take their eyes off them. Pique [their interests.](#)

Have good content and article, even if it means investing in an experienced and professional copy writer to write them for you. An effective copy writer should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargons and "talk" to your recipients.

A good article and content should be able to outline the benefits of your product and services and why they need what you are offering. But do not look to be overeager and too persuasive. It should be able to entertain as well as lead them to buying from you.

Your promotional materials should be clear. Don't leave people guessing. You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate

also what your target client needs. Do your research and information gathering, many sites will be able to help you with that.

Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them with photos but only enough to encourage them to go to your site for more.

Can You Really Use Articles To Build Your List?

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 email to](#). These emails 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 to 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 has been a rise in 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 on the internet. If your site has them, more people will be going to your site for information and research.

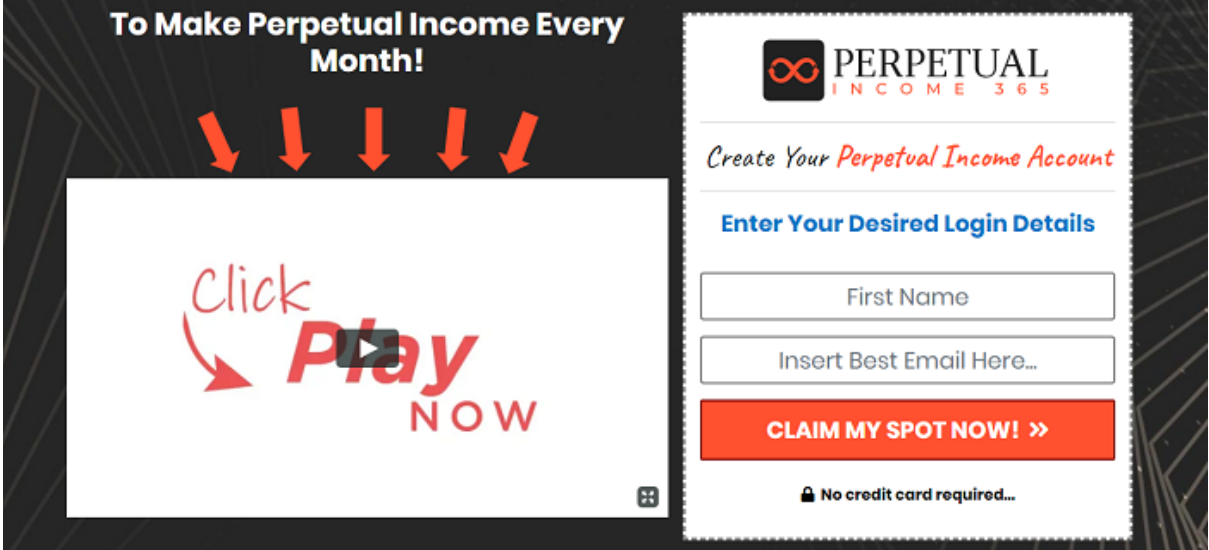
Well written articles would also boost your site's reputation. If they are filled with much information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they 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.



The image shows a sign-up form for 'PERPETUAL INCOME 365'. On the left, a video player is shown with a red arrow pointing to a 'Play' button and the text 'Click Play NOW'. Above the video, the text 'To Make Perpetual Income Every Month!' is displayed with five red arrows pointing down towards the video. The form on the right has a header with the logo and name 'PERPETUAL INCOME 365'. Below this, it says 'Create Your Perpetual Income Account' and 'Enter Your Desired Login Details'. There are two input fields: 'First Name' and 'Insert Best Email Here...'. A red button labeled 'CLAIM MY SPOT NOW! >>' is positioned below the email field. At the bottom of the form, it states 'No credit card required...'.

To Make Perpetual Income Every Month!

Click **Play** NOW

PERPETUAL
INCOME 365

Create Your *Perpetual Income* Account

Enter Your Desired Login Details

First Name

Insert Best Email Here...

CLAIM MY SPOT NOW! >>

No credit card required...

[HERE TO ACCESS NOW](#)