

Email Marketing - The Rule of List

Email marketing is one of the very important and less costly ways of promoting a website. It is one of the ways which has proven to be a very effective method of promoting a website. Although email marketing is a great option for promoting a website, email marketing campaigns are totally dependent on the list building factor. If the list of email addresses is not built carefully, the email marketing efforts will just go down the drain, without producing any positive results.

Email list building is a very important step if you want your website to work for you. If you want your website to get lots of web traffic, you need to make sure that your email list building efforts are properly setup from the very beginning. There are lots of email list building strategies for you to choose from. By choosing the best email list building strategy and incorporating it into your website promotion plan, you'll be able to generate quicker and highly successful results. Email marketing can be done effectively only if you build a list of subscribers and monetize the list.

So let's focus on the 90%. The rule suggests that 50% is attributed to the "List". For an email campaign, it's the email address list that you use. The promotional quality of the list is what's important. In the case of lists, quality is determined by the relevance of the members of the list to the promotion being made. Are they in the target marketplace? Are they decision makers? Is there evidence that they respond to this type of promotion? And lastly, how dated is the evidence? These are all questions important in selecting a list (or building one!)

Opt in email list marketing begins by purchasing an autoresponder service. I particularly like aweber, in fact, that is the only one I can recommend. You have to have a professional autoresponder service if you are going to do this in a professional fashion and not be banned by the various email services.

Put an offer to a high value item on your squeeze page that you can give away for free. Once someone has added themselves to your opt in email marketing list, begin to build a relationship with them by sending useful content, free gifts, and sales offers to them.

About the Author

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