
3 MUST KNOW TIPS For EMAILING YOUR LIST



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One of the most important things you can do to improve the success of your online marketing efforts is to take the time to build an opt in email list.

When customers come to your website you can encourage them to sign up to your email list by offering them an incentive.

Once they've signed up to your list you can communicate with them as often as you want.

You have two options when it comes to communicating with them, an email series and broadcast emails.

A email series is simply a number of emails, you determine how many, that have already been written and loaded into an autoresponder and that will be sent out over a period of time, automatically.

For example, if you have created a series of emails that consists of 10 emails and you schedule them to go out daily, every person who signs up to your email or newsletter will immediately get the

first email and they will then receive one email a day for nine more days.

The emails will continue to go out in the order you set them up in. That way everyone will receive your emails whether they've been signed up for a long time or whether they've just signed up.

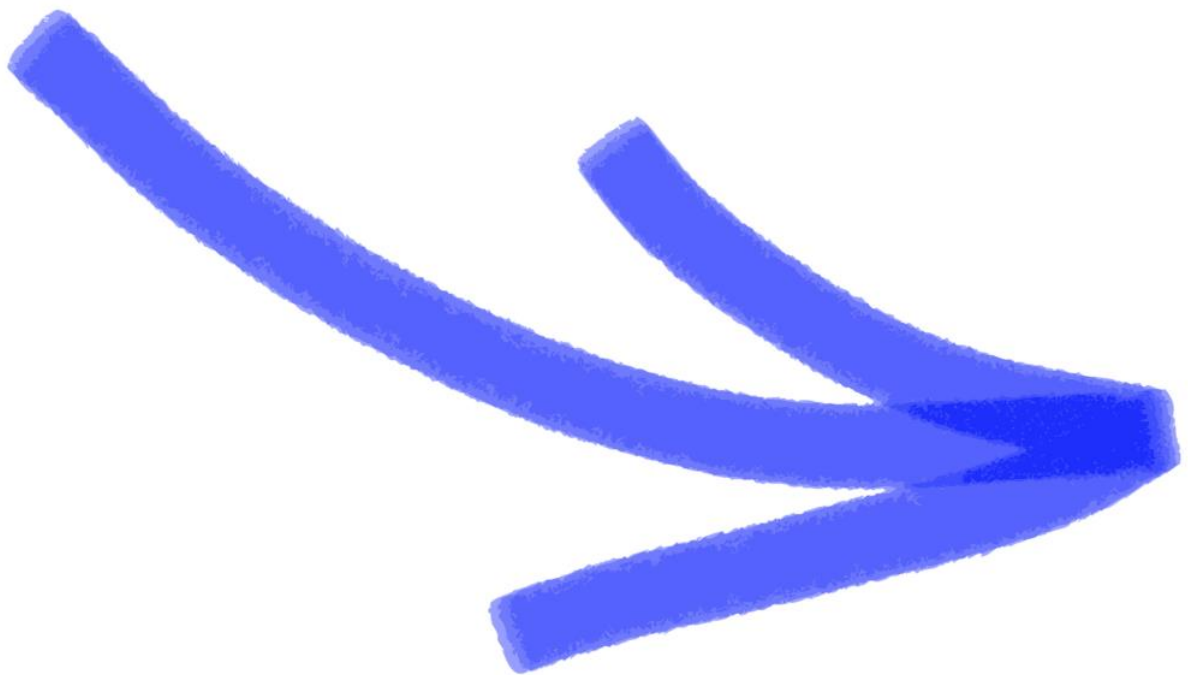
When you do a broadcast, you will send out the same email to everyone on your list at the same time.

Everyone will receive the same message whether they've been signed up to your list for years or days.

This type of email message is particularly effective if you have some new product or service you want to let your customers know about, or if you're having a sale. This is a great way to offer your customers a coupon for an upcoming sale.

Remember though, no email will be effective if it isn't read.

For that reason, make sure to follow these tips to get the most out of all of your email campaigns:



TIP 1.

Carefully consider who your target audience is and what they want. If you're not sure you can ask them.

Send out an email and ask them to let you know what questions they have or what products they may be interested in.



TIP 2.

Make sure you use a title that will pique their curiosity.

No matter how well written an email is, it won't do you any good if your customers don't read it.

Make the headline something compelling.



TIP 3.

Make your message short and to the point. While you will want to 'sell' your customers a little bit if your message drags on and on you will most likely lose them.

Just highlight the most important things: what's in it for them.

They will make up their own mind from that point on.



By keeping these tips in mind you can dramatically improve your results from all of your email marketing efforts whether you use a series of emails or blast emails or both.

Just give your customers what they want and they'll reward you for it by purchasing your products or services.

Everyone wins!

Go out, take action and get results!