Lesson 22: Email Marketing I

In the previous module, we talked about using blogs, in particular Wordpress and making the most of the plugins that were available for it. We’re now leaving the topic of blogs for the time being and will move to a new area. I want to introduce you to email marketing.

As the term suggests, email marketing is acting as the “problem-solving middleman” through emails. The basic gist of it is, people join your mailing list, you form a relationship with them and occasionally promote something to them. If they buy through a link you put in the email, you make money, either as an affiliate or someone promoting your own product.

Again, we will revisit the definition of marketing and apply it to this new form of Internet Marketing. There really isn’t much of a difference; you’re still servicing a crowd of people who are demanding a certain something from you. You supply it to them and if they’re happy with it, they pay you. The whole supply and demand thing will always stand.

Email Marketing takes some time to really get going. Seasoned Email Marketers run tests on their lists all the time, in the sense that they try to increase the conversion rate. Say you have a list of 1000 people. You’ve been sending an email promoting Widget A and out of 1000, you get 10 people who buy it. So the conversion rate is (10/1000) x 100% = 1%, which is pretty respectable in Internet Marketing.

It really gets exciting when your list is in the hundreds of thousands. There are a few accomplished Internet Marketers who have lists this big. A 1% conversion is a big deal for them! As with Article Marketing, although it is a numbers game, your aim should be to form a relationship with your niche. Get to know them. If possible, be a part of their niche.

That’s one of the best ways to be successful in a particular market, by the way: be part of it yourself! Even though you are talking to many people at a time, speak to your list as if it were only one person. People want to feel like you genuinely care about them. If you start selling straight away to them, there is not much chance that they will ever buy anything from you.

In the next module I will keep talking about Email Marketing and how to get started in it.