Lesson 23: Email Marketing II

In the previous module I introduced email marketing and how it could be used to generate a steady income. In particular, I emphasized forming a relationship with individual list members. Obviously if you plan on building a big list, this would be a near impossible task. In this module, I’ll tell you how certain sites allow you to build big lists while treating each member as if they were an individual.

One of the most popular sites to get started in Email Marketing with is Aweber.com. They are quite affordable. You usually pay a monthly fee to them and in return, they will look after your list and allow you to send messages to them.

The way that it works is that you get a mini fill-in form on your site. You can adjust the fields however you like, but the bare minimum is that they supply you an email address. You can ask for their name or even just their first name. Usually at the bottom of the fill-in form, you would write an obligatory message that says something along the lines of, “I won’t share your details with 3rd parties”.

All of their email addresses will be added to a list to which you can “broadcast” a single message to them simultaneously. If you did grab their first name, you can send an email an email with their first name at the top. You don’t have to manually type in every single list member’s first name. There is an option that allows you to choose the first name parameter and add it into the email.

It will look something like, “Dear {first name}…”

One of drawbacks of Email Marketing is the chance that the email isn’t sent out to all members. However, this isn’t a major problem; the average percentage is 99%. One of the more common problems with Email Marketing is having broken links that don’t take you to where you want to go.

Email Marketing is a long-term type of marketing, just like SEO and blogging. It’s good idea to get started straight away with Email Marketing and just gradually build up your list by giving away genuinely helpful, valuable material. Make an effort to answer questions yourself as well; it’s something simple that isn’t done enough in Internet Marketing.

In the final two modules, I will be discussing some strategies you can use to see your first online sales.