By Dennis Roberts

[How to get 150+ targeted subscribers to your email list every day, for free!](#)

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3 71+ Effective Ways To Get Massive Results With Email Marketing!

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Why do email marketing in the first place?

Email marketing is the practice of using email in the marketing communications.

It covers every email sent to a potential customer.

To be more precise it includes:

- Sending direct promotional emails to try and acquire new customers or persuade existing customers to buy again.

- Sending emails designed to encourage customer loyalty and enhance the customer relationship.

- Placing your marketing messages or advertisements in emails sent by other people.

It is somewhat similar to sending mails, a newsletter or e-zine or placing advertisements on a magazine or newspaper.

But now a question strikes our mind, why do email marketing? What is so good that it has to offer?

Let us start with the answers of these questions.

Email marketing is very effective because of the following features:

- Sending email is much cheaper than most other forms of communication.

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Email lets you deliver your message to the people (unlike a website, where the people have to come to your message).

- Email marketing has proven very successful for those who do it right.

Nonetheless, we can not overlook the benefits of mail marketing which are mentioned below:

- It allows targeting.

- It is data driven.

- It drives direct sales.

- It builds relationships, loyalty and trust.

- It supports sales through other channels.

- Email marketing is an extremely cost-effective marketing tool.

- It increases your sales conversion.

- It generates repeat sales.

- You can up-sell and cross-sell products and services.

- You can get valuable feedback from your visitors.

- It can also help to generate offline purchases.

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Modern email marketing services and solutions support database integration, segmentation and various other tricks and techniques for improving the targeting of outgoing messages.

Responsible email marketing is based on the idea of permission.

Always keep a few things in mind while opting for email marketing.

- Make sure your emails reflect your brand, through your content, language, tone, imagery and colors.

- Your email campaign may also be an opportunity to manage and further enhance your relationships with your customers.

- Your content should be helpful and bring a lot of value.

Email marketing gives your brand an edge in a tough market. Daily, weekly, or even monthly emails will keep your brand in your target consumers mind.

As more and more of the population begins to use email, email marketing will become a standard in the marketing industry.

If you run a conventional offline business you can use email marketing to drive foot traffic through your door.

Finding another marketing method that comes close to all the benefits that email marketing offers is nearly impossible.

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What is an Autoresponder?

If you've reached the point of exhaustion trying to keep up with answering the mountain of emails that threatens to bury you alive every single day, you're ready to learn about autoresponders.

The bad news is that people expect prompt replies to their email inquiries.

However, unless you can figure out how to work continual twenty-four hour shifts, or hire enough people to constantly monitor incoming emails (while they're eating up your revenue), you have a problem.

The good news is an autoresponder is an inexpensive – or even free -method of quickly responding to emails.

What these programs do is automatically respond to incoming emails as soon as they are received.

Emails are essential to your business for many different reasons. Most importantly, these invisible email voices give you their feedback about your website – for free!

However, if you spend all your working hours answering these emails, how are you supposed to run your business?

The answer is simple: use autoresponders. Autoresponders are programs that automatically respond to your emails without you so much as having to click on your mouse.

There are a number of good reasons why you need an autoresponder besides just answering your email.

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For example, autoresponders can be used if you need a way to send information about your services or products, price lists, or if there are repeated questions asked across large numbers of emails.

Maybe you want to offer your site visitors a special bonus of some kind, such as advice or relevant articles. All of this can be handled by an autoresponder.

Additionally, you can advertise your business and then build stable relationships with your customers by using autoresponders.

Autoresponder programs vary from software that runs with your email program to a specialized script that runs on your web hosting company's server.

This kind of script may use a web page form or simply operate with your email account. This kind of script is programmed to send out a standardized message whenever an email is received.

The message is sent to a particular script or email address.

Some autoresponders can do more than simply send out standardized messages. They can send out an unlimited number of follow-up messages sent at predetermined interval of time.

For example, you can set your autoresponder to send out a new message every day for as long a period as you desire.

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There are numerous companies who offer autoresponders free of charge. Your website hosting company often provides autoresponders as a free service.

If this is not the case with your web hosting company, there are numerous companies who offer this service for a small fee, or free of charge, providing you attach an advertisement for their company to your emails.

To personalize your autoresponder messages, you can attach a signature. Signatures in this case are much like business cards. You can include your name, company, all your contact numbers and addresses, and a brief message.

It's a good idea to attach a signature to every email that is sent out.

This works as a repeated reminder of your business identity every time a customer sees it.

The more they look at your signature, the more likely your company will spring to mind when your particular service or product is needed.

You can create a standardized signature that every employee in your business uses, or you can go wild, and let every staff member create their own personal signature.

Of course, like everything in life, there are some rules and guidelines to creating a personal signature.

Keep the length of your signature between four to six lines of text, with no more than 70 characters in a single line.

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Make sure that your email program does not cut off your text!

The content should include your name, your company name, your email address, fax number, and any other contact details, such as 800 numbers.

Lastly, always include a short personal message about your company. It should be a subtle sell of your services or your products, and possibly your company's reliability and longevity.

Another specialized use of autoresponders is to create courses that you can then offer your site visitors for free.

You must choose a topic in which you are an expert and that precisely targets your potential customers.

Once you have carefully chosen your subject, divide it into a number of different sub-topics. Then offer your site visitor a free 10 or 15 day course, each day offering a different sub-topic.

The first topic should always be a welcome message to your site visitor and an explanation about what is to follow.

Your explanation should be enticing, getting the point across that you are offering free, quality information that your target audience will find of great value.

With every lesson, include the number of the lesson, the topic title, information about your company and its services or products.

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At the end, include a few blurbs about the next lesson to entice the subscriber to continue on.

Make sure each topic is packed with essential and valuable information, and leaves the visitor lusting to know more. Otherwise, you may lose them in the very beginning.

Of course, you have to write up your course before you can offer it.

Once you have done this, and gone over the material carefully, employing a professional writer or editor if necessary, you must transfer your text to your autoresponder.

There are a number of free autoresponders you can use, the best one is called MailMunch.com.

Or go onto Google and you will find a long list of free autoresponder companies. Then sign-up for your chosen autoresponder.

Once you do, you will receive instructions as to how to set it up and transfer your text.

Email is an excellent marketing tool; it is inexpensive and it is fast. Use it to advertise your business by choosing your email address carefully.

Your website should contain different email addresses for different contact requests.

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For example, use info@yourdomain.com for information requests, or sales@yourdomain.com for questions about sales.

It's a good idea to set up one for the owner, such as webmaster@yourdomain.com.

This presents your company in a personal, approachable light and insures that direct contact is provided.

Autoresponders are an effective and powerful marketing tool, allowing you to make contact with thousands of potential customers.

This is an invaluable asset considering how many potential customers you usually have contact with before you make an actual sale.

Writing email with a purpose

How many times have you seen it? You open your inbox just to see another long, seemingly endless list of emails.

You cautiously open each one, giving some of them 10-20 seconds of a quick scan. If something captures your interest, you read on.

If not, its a quick click (delete key) and you move on.

If this is your pattern, you are not alone. This scenario is repeated by thousands, if not millions of internet users each and every day.

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Knowing this pattern makes the job of internet marketers even more difficult.

Our ability to cultivate and retain any significant numbers in a downline is directly determined by our ability to maximize these precious few seconds of reading time.

Have you got what it takes to write an email and get the replies flying in?

Most of us send out emails almost every day. We do it all too often with out carefully thinking about it. As a result these emails are often written and sent out less than perfect and fail to produce the desired result.

The purpose of sending out mass email is usually intended to attract visitors to view a website rather than make a sale, therefore it is important to take your time and define your aim precisely before writing the email.

Here are a few hints to help you along the way:

- Keep it simple and brief.

- Avoid using long or technical words as some people may not understand them.

- Do not use three words where one will suffice.

- If the email is long and full of waffle boredom will set in and without a doubt it is likely to be deleted before reaching the end of it.

- The opening paragraph is vital.

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If it does not click with the reader right away you have wasted your time sending it. It's true that even the best writers spend time editing and rewriting their articles and emails.

Start with an eye catching headline. It might be a question or statement. You must grab their attention right away.

Make sure to look at it from your readers point of view, is it forceful enough or exciting to make you want to read on and discover the end result?

Headlines hook prospects and lead them to the next line. There you start to build their interest to ensure they read the next sentence… and each subsequent one.

You might even find it is worth offering a free gift or a monthly newsletter that would help their business. There are plenty of free e-books on the web that you can give away.

If the intention of your email is to make a sale then offer a guarantee or a full refund. This should dispel any fears they may have.

A cheeky way to test out your email is to send it to a couple of friends who are interested in business, add a message at the end of it and ask them to email you.

If you don't receive a reply, take it as a sign that perhaps your email was discarded before they made it far enough down the message, to get your message.

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When this happens it is a good idea to edit your email and remove any unneeded text before sending back out to your master list.

The exact techniques and methods you use will vary depending on personal preferences, product differences, market circumstances, etc.

However, the basic approach is to make sure you give it some advance preparation and work, before sending them out. You will be pleasantly amazed at the difference it makes.

Subject Lines: What You Shouldn't Do!

The biggest challenge with email is getting people to actually open the message!

Many people delete messages without ever opening them.

So, how do you avoid ending up in the electronic equivalent of File Thirteen?

The answer is:
By using a good choice of wording in the subject line.

The subject line is the field that appears on your screen somewhere below the To field when you are creating a new message.

On the recipients screen, the subject line is one of the only fields that the recipient can read without opening the message.

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Typically, the other fields are To, From, Date Received, and Date Sent.

The Gatekeeper:

The purpose of the subject line is to allow the reader to see at a glance what the message is regarding.

The subject line is vital! Its arguably the most important line you write in an email. Why?

Because it serves as gatekeeper, determining whether the message is viewed by the recipient. It doesnt matter how wonderfully youve written the message, if that message isnt opened and read.

The better job you do of crafting a subject line, the better chance you have of getting your message opened. So, how do you write an effective subject line?

Leaving It Blank:

Leaving the subject line blank isnt an option because many people won´t open messages if they dont contain a subject.

The recipient may not take the time to open a message if he/she doesnt know what its about.

Also, the onslaught of vicious email viruses has caused people to be cautious, as well they should be.

Many programs will give you a warning box if you try to send a message without a subject line.

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This protocol in many email programs is in place to warn you that leaving your subject line blank is not a good idea.

Avoid Hi!:

Typing the word Hi or the word Greetings in the subject line tells the recipient absolutely nothing.

This lack of information might be acceptable for email messages youre sending to friends.

However, when youre corresponding with customers and colleagues, remember to include a relevant subject line.

Keep in mind what to avoid when typing your subject line. Then, youll be well on your way to sending emails that are opened and (hopefully!) read.

6 Eye Grabbing Subject Lines That Deliver Results

Your subject lines plays a crucial role in any email campaign ads whether you're using safelists, autoresponders, ezine solo ads or any opt-in list where email is involved.

Your subject line will make or break your return on your investment so make sure you get their attention first.

Here are six headlines that have worked for me in the past which I'm sure will work for you too.

The technology will always change but peoples desire to succeed and curiousity will not.

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