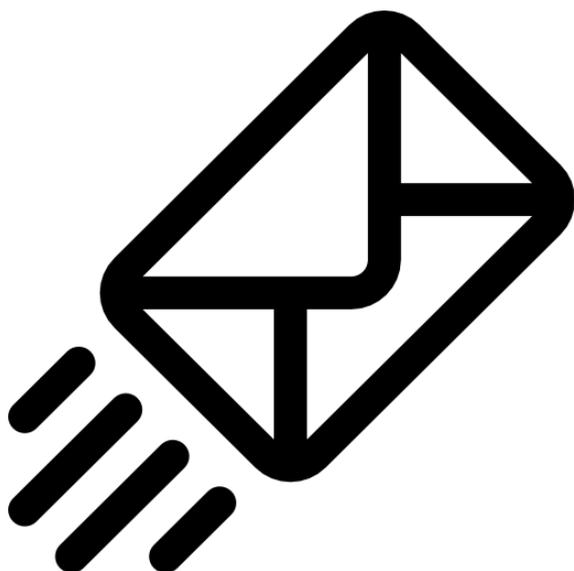




# Promotional Email Marketing



When it comes to building a profitable online business you actually have many effective yet inexpensive methods available to you. One of the best methods to use is promotional email marketing. Using an opt-in email list to build trust and rapport with your website visitors can pay you dividends for years to come.



Building an opt-in email list is simply a way to get your visitors to grant you permission to send them emails, thus eliminating the danger of being accused of spamming. When a visitor gets to your website they will have the chance to sign up, or opt in, to your email list. In order to encourage them to sign up, you can offer them useful information that will provide them with a lot of value.

For example, if your website is on bird watching, you could

offer your visitors an ebook on the basics of birdwatching in order to get them to sign up for your email list. It doesn't even have to be something expensive in order to have a high perceived value.

The reason building an email list is so important to your long term internet marketing success is because it can be very difficult to build long lasting relationships online. The internet offers amazing opportunities but it can also be tough to set yourself apart from the rest of the other internet marketers. By building a list, you can communicate with the people on your list for as long as you want.

In order for this technique to be effective there are a few things you have to keep in mind:



1. Do not make all of your emails one sales pitch after another. If you do, your subscribers will opt out of your list and you will lose that potential customer forever. Instead, offer them useful information in the emails you send and keep the sales pitches to a minimum - be strategic with your sales pitches in your emails. For example, you can send out one sales pitch for every 5 or so informational emails, or you

can add a P.S. at the end of your email message suggesting a product or service that can help them accomplish some goal.

2. When offering them an ebook or a newsletter to get them to sign up on your list, make sure that it is something that has truly beneficial information in it. People are overwhelmed with free offers these days and usually these free things don't offer that much value. This is a great

way to set yourself apart from the others, if you offer some unique and valuable information for free instead of the same old recycled junk that everyone else gives away, you will show your visitors that they can trust you which will make them much more likely to buy from you in the future.

Promotional email marketing is the only real way to establish a long term relationship with your website visitors. It's much easier for you to make another sale to an existing customer than it is to constantly find new customers to sell to, use email to leverage all of your website visitors.

