

4 Things You  
Need To Do  
to build Your

ES4



**Online marketing may have developed a sudden surge these past few years, but many in the know how have felt its rise even from way then. As more internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.**

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence in a more cost-free way. One of this is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list. These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and there different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

## **Put up a good web form in your site that immediately follows the end of your content.**

While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them

off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

## **Make your homepage very, very impressive.**

You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good

programming in your site, make your graphics beautiful but don't overdo it.

Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

## **THIS NEVER FAILS: Provide good service and products.**

A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business always.

Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the

more people will get to know about what you have new to offer.

4) Keep a clean and private list.

Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you.

Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

