

# MarketStorm



## **In This Issue:**

**Does writing about what you love make money**

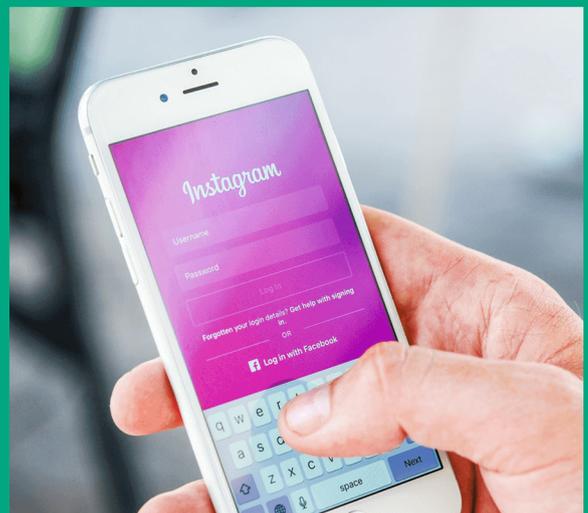
**Ways to use twitter effectively**

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# Social Media Tactics



Does writing  
about  
what  
you love  
make  
money?



*That's the most common cliché amongst bloggers, online experts and internet entrepreneurs. I'm sure you heard it before. I utilized this advice myself. It goes like this: If you want to make money online, you got pick a topic that you're passionate about. You need to enjoy it, else it won't work.*

I used to agree with it, one hundred percent. Lately, however, I started calling into question that rule.

Creating a site on a topic that you love is certainly a great technique, and it does work well for many individuals, but I'm not sure if it's the only way to go.

The first flaw I see on that rule is the following fact: if the niche or topic you love isn't a profitable one, it will be pretty hard to make a lot of money online with it no matter what you do.

Suppose you love tea. Should you write about it if you want to make money online? I am not sure.

You could certainly create a popular website around tea, but if you decided to go with a more profitable

niche instead, while putting the same effort and time, you could end up making much more income.

One argument that people use to back up the “you got write about what you love” theory is the fact that if you choose a topic merely because it is profitable, soon you will lose the motivation.

**If you write about something you love, on the other hand, you will have content for years to come.**

This is partially true, but not completely, because some people get motivated by the pure desire of making money or becoming successful.

In other words, if they start a website on a profitable niche and see that their efforts is bringing a good amount of money, they will get motivated no matter what the topic is. They will even do research and learn about it if needed. So what is my position now? I think that both strategies can work.

Choosing a niche or topic because you love it is a good route to success, but choosing a profitable one and approaching it scientifically can be equally successful.

When you need a little bracer Google the word of the area you need help in and add either “help” or “community” to it.

Seek a community, forum or blog online you are able to hang out in for a while. You'll come off feeling refreshed and possibly even with some great new tips from individuals who are out there suffering the same troubles as you and turning them into **successes**.

### *Generating Revenue From Blogging:*

#### *Fact or Fiction?*

*If I bring up my blog folks roll their eyes or smile in an “I do not understand but okay” kind of way. If I bring up the fact that I make income blogging, however, I abruptly have their attention.*

If I bring up my blog folks roll their eyes or smile in an “I do not understand but okay” kind of way. If I

bring up the fact that I make income blogging, however, I abruptly have their attention.

The concept seems easy enough. I write about issues that I like, individuals read it, and I make profit off the advertising. To those of us who've been doing it for a while, it's simple. To the novice blogger who is just getting in the business, all the same, it is important to recognize what you are getting into.

If you are new to blogging and interested in doing it for earnings, here are a couple things to bear in mind before dedicating yourself.

### **Blogging is simple.**

### **Blogging for profit is harder.**

I will not go as far as to say it is hard to draw a secondary income from blogging, but it is definitely harder than most individuals think. It is not just about creating material and slapping up some advertisements.

Good writing, proper tinplating, advertisement placement, developing an audience... there are a lot of skills required to make a blog fruitful, all of which you will need to learn.

## **Pick a niche that you enjoy and stick with it.**

You need to blog for the long run or not at all. A vast majority of blogs bomb in the first few months, falling under neglect and disuse. A Couple blogs see earnings during the first few months.

Unless you are able to stick with it for at least a year, you will probably never see any return for your effort.

General purpose or multi-topic blogs have difficulty developing a readership. Brainstorm the topics that you care about most, then pick one and blog about it exclusively.

Start with one blog. If you have a lot of items on your list of possible topics, don't give in to the temptation to start a different blog for each one. By dividing your effort between several blogs, you increase the likelihood that all of them



will fail. Put all of your effort into one blog to start. Once you get the hang of things, then you might consider branching out with additional blogs.

If you're unsure, test drive it. The fact is that many people do not have the drive or stamina to blog for income successfully. If you are not sure, try a starter blog on a free service such as Blogger or WordPress.com.

Feel it out for a few weeks. If, by the end of this time, you have stuck with it and find you like blogging is right for you, go ahead and commit to the effort.

This advice applies equally well to test driving new topics if you're unsure what to write about.

Place advertisements wisely. Some individuals recommend not placing advertisements on a blog until its matured somewhat.

Others advocate putting them up right away. There are rewards and risks to both approaches. Just make certain to place your advertisements tactfully so as not to overwhelm your readers. Put the user experience in the first place.

Enjoy yourself. This is the real key to successful blogging. If you pick a topic that you enjoy and blog about it with passion for months and years on end, your blog will build a readership, generate income, and generally be a success.

If, however, your blog becomes a chore to maintain, it will inevitably fail. Thus, if you keep up with your blog and you love it, it will succeed and generate profit. If you do not do your research, write about things that are not of interest, and generally don't keep up with it, your blog will inevitably fail.

When clients buy your product or service for the first time they really make a trial purchase. If they're gratified they'll keep coming back to you.

Making a beneficial product isn't



the end of the story. A lot of business owners make the same error. As soon as a product is purchased they forget the buyer. If you want to hold a customer for repeat purchases you should improve your customer service.

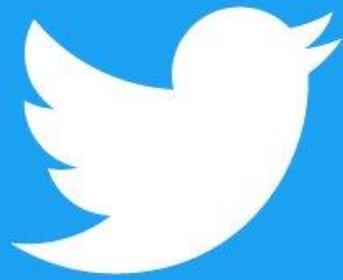
Provide great service to a buyer who's bought a product or service. They'll certainly come back to you as everyone prefers safe, familiar and quality products.

Providing good quality product or service is just the start of the story.

Don't try to fool the buyer. When a customer gets a good product from you at a fair price he develops certain expectations. Now it's your responsibility to live up to that expectation by keeping up the quality.

If they don't get good products in the 2nd or 3rd purchase they'll switch to another brand. Remember that your competitors are there to draw in their attention.

Brand loyalty not only earns you prompt profits but maximizes your revenue in the long haul.



**Ways  
to  
use  
Twitter  
effectively**

**Using twitter to direct traffic to the individual's website, blog, or even retail outlets online is fast becoming popular.**

Twitter can be used to promote and online business quite effectively and without much restrictions. This is made possible with the use of links.

Twitter can be used to communicate with others and through others. If the matter being communicated between interested parties then the platform for the beginnings of enhanced traffic flow to the site featured in the communication will be evident.

Building strong and reliable relationships and liaisons will be the focus of those interested in using twitter for furthering their business forays.

Getting these people to re-tweet or RT out to others will ensure that a wider target audience is reached. This exercise should also be returned to others who are also seeking to use the twitter style for similar purposes.

Perhaps the most laminating aspect created by the use of twitter is the ability for a company to detect any

conversation mentioning them either in a positive light or in a negative one.

If the conversation is of the negative aspect then the said company can then takes steps to rectify the situation and try to address the situation to the customer's satisfaction.

Business owners may also consider using twitter for other reasons such as to establish a reputation of either themselves or their products or even both.

Twitter can also be used to talk about upcoming promotions or opportunities.

Through these twitter communications the interest in a particular area can be used to draw people to any particular site.

However it should be noted that even twitter does not condone spamming.



***The Benefits Of Twitter***

If there is a benefit most people would be interested in trying it out, thus the same applies to the twitter tool which has recently become a more popular and viable tool for creating awareness for any business foray.

Among the benefits discovered is the ability of using twitter to create a profile that can be recognized as being as expert in a particular niche.

This is generally accomplished through interaction with other on twitter and exchanging ideas, offering advice and even guidance.

When this is successfully done a following of sorts is formed and this will definitely be beneficial in ensuring traffic is drawn to the individual's site.

Another benefit that can be gained is by using twitter to create communications or discussions about a product or service that is the individual's business.

For those privy to such exchanges may want to enquire further about the service or product, thus they will make the attempt to visit the site which is how traffic is directed to the site.

This could then extend to another benefit of building a good base network within a chosen niche. This network can extend to those within the niche or even to those who may be from a complimenting niche who might have some interest in tapping into the site for their own expansion purposes.

**Using twitter to make all that important first successful connection is the basis of its success as a possible marketing tool.**

With an established reputation in place the benefit derived from using twitter would be the easier and direct way of encouraging interest in the individual's website or blog.

As this is a fairly informal and friendlier way of encouraging further interest into a product or service the twitter tool is also beneficial in terms of being rather pressure free.



### ***How To Use Twitter Correctly***

Considered by some to be micro blogging, twitter has more recently gained popularity as a marketing tool to increase traffic to a site.

Popularly used as a tool of engagement between parties, this same idea can be used in the business arena where the exchange of information and comments about a particular business or product can gain the attention of a wide audience and thus create the necessary publicity for the advancement of sales.

Thus having regular and informative exchanges or discussions would effectively be able to create the above results.

Getting the business or product to be recognized in the marketing world is also another effective use of twitter.

With this recognition comes the advantage of possibly being connected to other similar and even bigger players in the market.

The exposure gained will help to the individual gain access to influential possible partnerships or even furthering the individual business prospects.

Because the way twitter has been designed, it is possible to create effective and interesting special promotions or offers to be announced to a wider audience instantaneously.



This would then effectively create the “buzz” needed for the success of the campaign. Updates can be done even as late as up to the actual event’s launch. This is useful for those who are always on the go.

Using twitter to be more informed of the market sentiment regarding the product or service would also effectively help the individual or company address any shortcomings that may require immediate attention.

Twitter could also be used as a tool to understand the needs and wants of those exchanging information and

comments and then to take this information and work on introducing products that meets these requirements.

Some new businesses and services have actually been started with the exchange of information on twitter.

### ***Making Money With Twitter***

Still predominantly used to create a certain amount of “buzz” twitter can now also be used as a money making tool with very successful results.

One of the most innovative ways of making money using twitter is in

getting the audience or follower to become actual participants in a particular project launch.

It is not only a rewarding experience for all those who decide to take up the challenge and get involved, it is also a wonderful way to getting fresh new ideas or thoughts on the said project.

In terms of cost lay out there is virtually none when compared to the possible gains which can be phenomenal.

**In terms of cost lay out there is virtually none when compared to the possible gains which can be phenomenal.**

Twitter can also be used as a selling platform for product and services. Any individual or company can introduce their products or services to those in the exchange and thus get a money making business going.

From the exposure point the implications are unmeasured and from the possible revenue stand point this is

definitely a viable way to start a business.

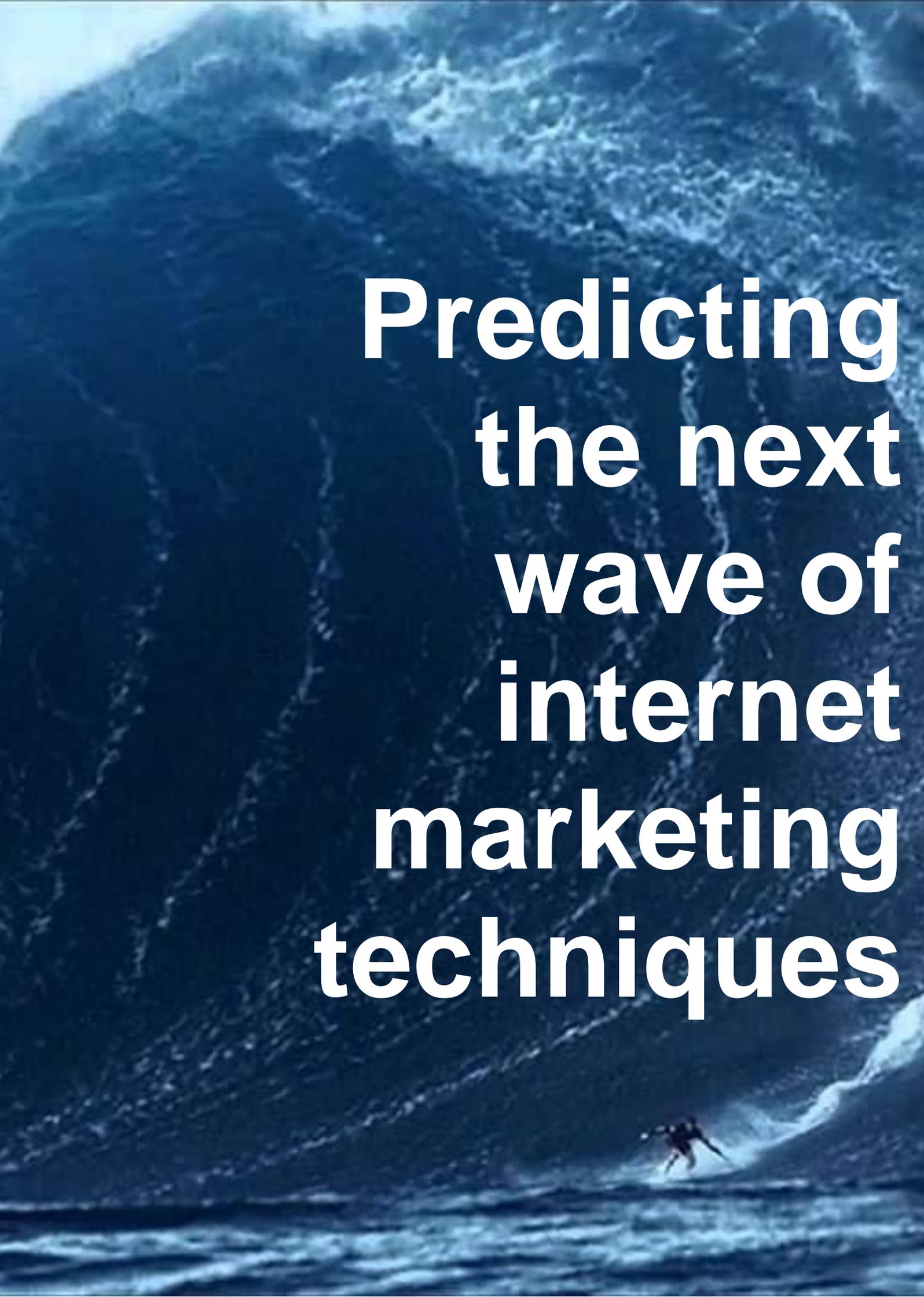
With the use of twitter the original target audience that the individual has can be widened to an undeniably huge reach.

This new found audience can then ensure the further possibilities of reaping revenue through their interest and perhaps even purchases made.

Even when a purchase has been successfully made the purchase may then act as an advertiser for the said item if the satisfaction gained is apparent.

This kind of personal recommendations posted on twitter can go a long way in gaining even more interested customers thus heightening the levels of revenue earned.

There is also the possibility of using affiliates products to further the platform of introducing complimenting products that will enhance the revenue possibilities for the individual. The affiliates will help to indirectly promote revenue possibilities.

A large, powerful blue wave crashing over a surfer. The surfer is visible in the lower right corner, riding the base of the wave. The water is a deep, vibrant blue, and the wave's crest is white with foam. The overall scene is dynamic and energetic.

# **Predicting the next wave of internet marketing techniques**

*While other businesses and maybe some of your competing sources are panicking or taking it easy waiting for something positive to come about with the economy, it's time for you to come forward. And I mean come forward.*

*No longer using marketing tactics in the time-tested, all though tired, ways.*

*Forget about pulling out last year's marketing plan and "fine-tuning it." And if you think your clients are going to call you and state, "Just put me down for what I ordered last year," forget it. It's a fresh world out there in this down economy.*

*Marketers who become innovative thinkers and get originative about the way the plan to do business in 2018 and beyond will be the ones who prosper for years to come.*

### **Why You Must Be A Forward Thinker**

*When it comes to business being a pioneer can make a huge difference in how successful your business is.*

*Whether yours is a traditional brick and mortar business or a net business being forward-looking can step-up*

*your profit potential in a major way.*

In order to be a successful marketer, you must perpetually study, evaluate, prepare plans of valuation, implement the plans and repeat the process periodically in an effort to find the best cost-efficient and efficient manner to sell your products and services.

You must likewise incorporate all of the parts of the "marketing mix" to accomplish the goals. These parts are research, design, branding, packaging, pricing, production, financing, advertising, public relations, promotions, selling, delivery, and customer service.

**Marketing is a way companies use to sell a product, idea or service to their consumers.**

**Being forward-looking in marketing can help you set a fresh high**

Occasionally your competition will fail to reach these new standards. Finding fresh ways to get the job done or fine-tuning existing ways, can step-up a

company's revenue and make your marketing team more effective.

In today's global economic system where competition is coming from all over the globe and where companies are fighting to survive due to the global recession, marketing teams all over the world are scratching their heads to come up with fresh or different innovative ways to reach their consumers and try to get a little piece of the day-to-day shrinking pie.

American companies have the reputation of being the most forward-looking companies in the world. But with a striking increase of good quality education throughout the world there's a risk that America will lose its title of being the most forward-looking country in the world.

While many of the world's world-class consumer brands has acknowledged the signs of the times and is making the changeover away from one-to-many mass-marketing to social marketing with meaning, marketing hypothesis is struggling to catch up and grasp the new truths.

To engage buyers in two-way, personalized communications instead of marketing individual products to broad audiences is a no-brainer. While there are particular business rules that should be abided by, and particular trends that are worth following, many of the "rules" are more general rules of thumb than they are rules carved in stone.

But there are a couple of rules that must be followed.

- **Client satisfaction is all-important to success.** This is utterly true regardless what type of business you have. Unsatisfied clients will spread the word about your business as quickly, if not faster than satisfied clients will. Before you know it your business will be hurting immensely.
- **Free sites and e-mail addresses are not professional.** Not only do clients find free sites and e-mail addresses to be questionable, but so do other business pros. To be taken earnestly as a business person you need to have a paid

domain with a corresponding e-mail address.

- **Cognition of your products or services is crucial to success.** To be successful in business you must know the products or services you're marketing. This isn't to say you must be an authority, though it wouldn't hurt, but you must have hearty knowledge of what you're marketing. This correlates to client satisfaction.

Hopefully, some of the following ideas may be helpful to you and your associates right now as you plan your next community or while you're in the midst of marketing a new campaign presently.



## **Sight Is Stimulating-Using YouTube**

*It's time. Time for what you inquire?  
Time to begin utilizing video to promote your business.*

Producing videos around your business and utilizing social media platforms to market those videos is among the largest growth areas in social media marketing nowadays.

Everybody from wedding accessory shops to net marketers are utilizing the mightiness of video to market their business.

## **Why is video promotion so mighty?**

Mainly 2 reasons:

- 1) Individuals like to know who they're buying from. A video furnishes the chance for the viewer (and hopefully client) to see your face, hear your voice and form trust;
- 2) Search engines, particularly Google, adores video content and indexes them quickly.

YouTube receives to a higher extent over 100 million views a day. Here are

a few ways to put YouTube to work for you and your business.

### **1) Apply your keywords when uploading a video recording.**

When you upload a video recording, use keywords in your title, make certain to place your URL first in the description and put in keywords in your description likewise.

Tags are as well crucial so make certain to fill out that section as well. A video recording that doesn't include these items won't drive the sort of traffic you require.

### **2) Circulate your video recordings across the net.**

Utilize additional social media platforms like Twitter and Facebook to make your video recording go viral. Embed your video recording into blog posts, Squidoo lens and your website.

### **3) Remember to include branding in your video recording.**

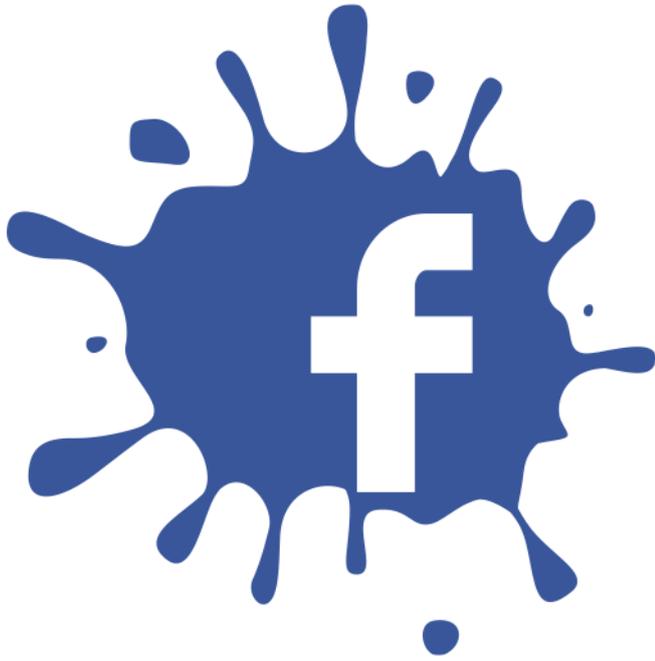
Add your logo, site address and clear-cut colors to your video.

### **4) Produce a series of video recordings.**

A mighty way to absorb viewers is to produce a series of videos on a particular topic or topics. Produce a series of video recordings answering the top questions you get about your product or service.

A different idea would be to produce a series of videos showcasing your products and the advantages viewers get by using them.

Video marketing is here to stay and the earlier you put it to use for you, the quicker you and your business will benefit from it. Begin simple, utilize a script and keep it short and soon you'll be harvesting the advantages on video marketing yourself.



## **Social Media Tactics Exposed- Facebook Fame**

*Facebook is both the biggest social media site and among the biggest and most visited sites on the net.*

With more than 1 billion individuals taking part in Facebook, businesses worldwide are producing extensive techniques to enlist consumers through social media.

If major brand names like Coke, Harley-Davidson, Six Flags, Target, Apple and Pizza Hut are utilizing Facebook to get hold of their target markets, Facebook should by all odds be a part of your social media campaigns.

To utilize Facebook effectively for your business, here are a few techniques and tips to consider following through with.

- 1. Produce a devotee or fan Page.** Fan Pages are a extremely efficient way to interact with your target market, get feedback, market fresh products or services, reply to questions and build up a truehearted following.
- 2. Utilize Facebook's custom html characteristic to establish your list,** put up free report downloads, produce custom feeds, survey your fans and a lot of additional stuff.
- 3. Make the best of Facebook's many application programs to declare oneself special content to your audience.** You are able to produce custom landing pages, contribute audio and video as well as transcripts from events.
- 4. Market an event.** Facebook offers up the power to market your event to your Facebook Fan Page members as well as all of your "friends." All you have to do is produce an event page and then e-mail your fans and friends an invitation. Facebook will as well

keep track of who you invited, who's going to go and who isn't.

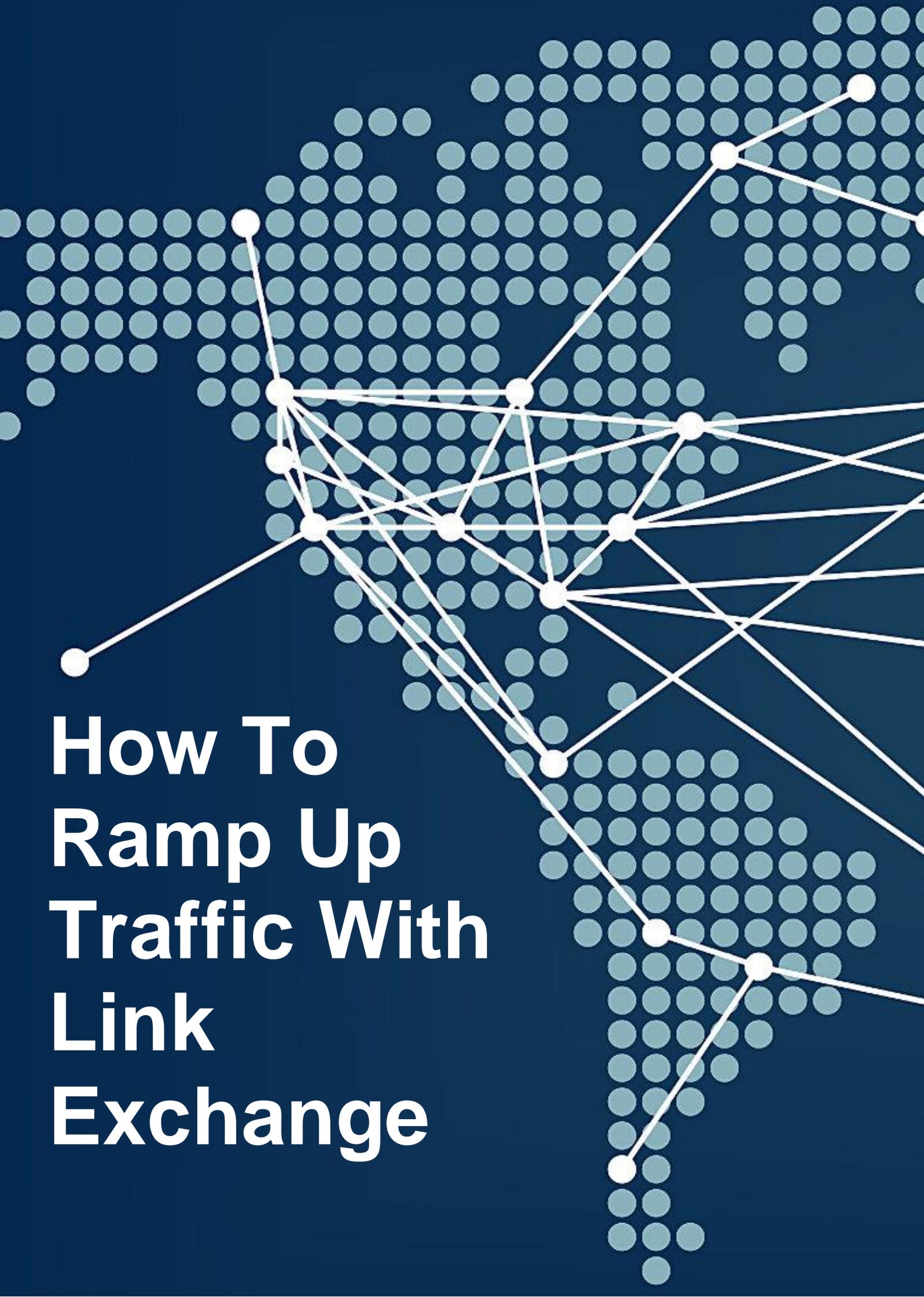
### **5. Declare sales, exceptional promotions and put up coupons.**

Facebook fan page members and friends respond well to finding special packagings via Facebook.

**6. Obtain feedback.** A lot of of the major brands use their Facebook fan page to obtain feedback from fans about what forms of products and services they would like to obtain or buy. This is a marvelous way to give your target market precisely what they require.

As you are able to see, Facebook provides businesses first-class opportunities for marketing products and services and constructing a strong community.

If you're new to Facebook, originate a scheme for how you want to reach your target market and how you're going to achieve this. Facebook is bountiful and mighty but don't get inundated. Pick where you want to beginning and add more features to your page or profile as you establish your community.



# How To Ramp Up Traffic With Link Exchange

### *Link Exchange Basics*

Competition among websites is always increasing while it constantly tries to stay relevant. Search engines actively rank these websites according to ever changing criteria too.

Initially these links were for the benefit of the visitor to a site, which works as a way to provide the visitor with additional information from the linked sites. Today however the link exchanges work also for the benefit of the webmasters themselves.

There is also the advantage of getting better ranking in the search engines. This is another reason to consider link exchange besides the obvious exposure it assures.

If there are many high quality sites that are being linked to the site then the interest generated would also allow the search engine to reevaluate the ranking regularly and favorably.

This is especially advantageous if the said site is still new and has very little exposure.

A study should be made to familiarize one's self with the various terms used

in the link exchange tool. This could prove to be useful as it would help the individual to create the circumstances within the website to achieve the objectives set before it.

Some of the other elements that should be given due consideration are inbound, outbound, external and other kinds of links.

These then need to be broken down into categorically higher quality links.

Assessing different links and its benefits to the site also should be carefully considered. Having some knowledge on all these various aspects will allow the individual to make informed choices to benefit the site posted.

### *The Benefits Of Link Exchange*

There are several benefits to using the link exchange tool for the individual website.

The most pronounced one would be that link exchanges still play a huge part in improving the placements in the search engine.

Another important factor would be the fact that it allows for better and more website

traffic. Both these benefits factor hugely in the success of the website in creating interest and revenue.

## **The ultimate task to achieve is to be able to direct as much traffic as possible to the site without having to incur a lot of cost or effort.**

Because the search engines take some time to include the sites when they are posted, the individual needs to source other ways and means to expose the site in a way that generates more traffic flow and using the link exchange tool is one of the best and cost effective ways of doing this.

Also when the website has managed to gain the attention of the search engine which in most cases is because of the advantage of using link exchange then the ratings will also be adjusted accordingly and this usually means better ratings.

When the site is rated highly then the benefit of having even more interested parties visit the site is achieved.

Being linked to as many sites as possible also creates the increase in chances for the website to being easily found when a search is initiated. This is because of the many and various sites using the same keywords or phrases, thus the free traffic directed to the said site.

Being exposed to worldwide users that would otherwise not visit the site is also another benefit of links exchange.

Because the material or content is relevant to other internationally based sites the link exchange allows the visitors to the other sites to be privy to information on the individual's site too.

### ***How To Use Link Exchange Correctly***

Using the link exchange tool is fairly easy and definitely beneficial as the previous write up shows. However using it effectively is something that should be carefully considered and understood.

There are several elements to consider when deciding to use link exchange as a tool and below are just some of the reasons why:

- Finding suitable and relevant sites to exchange links with is paramount in

getting the right kinds of traffic.

Attracting traffic that is of no benefit to the site would be a waste of resources and valuable time. It is also like to cause the site to be jammed unnecessarily and frustrate potentially viable customers.

- A check must be made to ensure the criteria for accepting a link exchange. The link exchange must be beneficial to all parties and not compromising in any way.

- Determining the steps that should be taken to initiate a successful link exchange is also another aspect to consider. Blindly agreeing to link with other sites without researching its content thoroughly could have negative repercussions on the individual own site.

- Taking the time to write up material that is suitable and agreeable in terms of compatibility is important to ensuring good quality links interested in the exchange exercise.

- Emailing, confirming or declining a link should also be done with care as this would eventually reflect on the integrity of the

site. This would directly impact the kinds of revenue drawing traffic to the site.

- Searching for sites that are relevant but not directly in competition is also another way to effectively work the link exchange tool.

Exchange links that have information that would further compliment the individual's site would benefit greatly as the visitor would also view this as very helpful and time saving. This will then encourage the visitor to view the individual's site more often.

### ***Making Money With Link Exchange***

Link exchange is also a great way to create extra revenue or as a foremost money making tool. It is simply a way to broaden the traffic flow to the site in order to achieve the level of interest that can be converted into revenue.

When there are more visitors to the site through the exchange of links then this should translate into a wider potential customer base. More people having knowledge of the site will ensure the possibility of more customers.

Primarily used as a tool to garner as much visits to the site as possible, the link exchange can further define its advantage by making these visits more focused and revenue making.

When the visits garnered are relevant the chances of revenue earned through actual purchases is heightened.

Then there is also the revenue that can be earned through the visits itself. These clicks will also generate a certain amount of income to the site.

**Widening the online presence almost equates more revenue, if done the correct way. Just exposing the site to as many people as possible does not necessarily means revenue earned.**

These visitors should be visiting the site with specific purposes and intentions.

When the link exchange fulfills these reasons for the linkage then it becomes a viable advantage.

Search engines tend to favor sites that have good traffic flow as this converts to a clear and very visible online presence.

Through the link exchange these sites will then be ranked increasingly well and when visitors are made aware of this feature then interest to visit the site will be even more urgent.

This in turn will create the source of revenue desired. Such site would be deemed relevant and very important to the online community.

Here again there is the chance to create chances of making money through the direct click and through search engine results which drive traffic to the site.

# How To Use Emails Effectively And Encourage Your Subscribers and Get Maximum Results



## *Single or Double Opt In*

Among the most crucial assets to making revenue online is having your own opt in list.

To be more particular, a motivated opt in list that's responsive to your material.

If you've been marketing online for an adequate amount of time, you comprehend the truth behind... the revenue is in the list.

This stems from the truth that the sum of money you make online is instantly related to the size of your e-mail marketing list.

Hold in mind it's not all quantity, quality is predominant. You wish to systematically offer your list great happy they may utilize because when you do, you deliver to an ultra-responsive e-mail list that will reward you with sustainable profits.

Anybody may have a list that reaches well into the 1000s, but if it's dead... it's purposeless. A full of life, responsive list, even if it's only amounts to a couple 100 subscribers, is gold.

Now that I've founded the importance of having an opt in list, here are ways to hike your opt in rates and produce a strong, responsive E-mail marketing list from the beginning.

"Sell" your offer to acquire potential subscribers. You have to provide visitors a compelling reason to opt into your list.

The most beneficial ways to sell an offer, especially ones that are free, are to...

1. Supply a free report answering an urgent question your niche is facing or providing a result-driven solution.
2. List leastways 3 bulleted reasons of what your offer may do for them. Answer - "what's in it for me". Bullet points are "scannable"; they provide Instantaneous data at a glance and are proven to better opt in rates.
3. Describe to a potential subscriber how they'll benefit from being on your specific list.

4. Produce a highly-informative Ecourse. E-mail mini-courses packed with useful content are great opt in motivators. 3, 5 or 7 days are fruitful length numbers, spread a day or two apart. Your Ecourse title may be as simple as "5 Ways To Double Profits. Whatever it is, you need to make it compelling, results-driven and related to your niche.
5. Along with supplying excellent material, let your personality shine through to make your Ecourse authentic and relatable.
6. Set your first installment to be handed over at once. You need to "satisfy" your opt in straight off while your offer is still fresh in their minds.
7. A different marvelous way to boost opt in rates is to offer a useful eBook, audio or video tutorial.
8. Useful in being a product that you are able to actually sell and make income from... only in this case you're offering this excellent data

9. free only to subscribers of your e-zine or newsletter. Attach a truthful value number to it. If your offer lives up to its worth in happy, you'll earn the trust of your subscriber and they'll be far less likely to unsubscribe or opt out after getting your info.
10. The basic purpose of your opt in (landing or squeeze) page ought to be to capture as many legitimate names and e-mail addresses as possible. Make this your #1 resolution.
11. Only provide a visitor 2 choices, opt in or leave. Avoid placing any outbound links on your opt in page - links that will lead anyplace other than to submit a name and e-mail address. Ignoring this tip may severely dilute opt in results and will be counter-productive to your traffic generation attempts. So remember, allow 2 options solely.

Following these proven opt in e-mail marketing tips won't only significantly boost opt in rates but turn your e-mail list into an ultra responsive, lucrative resource.