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## **Profitable Campaigns: Email Marketing Strategies**

When it comes to making money online and maximizing your ability to tap into some of the most profitable niche markets, developing a targeted subscriber base of responsive subscribers and customers is an important component in your marketing arsenal.

List building is all about connecting with your target audience by offering them high quality information and consistently working towards building a strong relationship with each and every subscriber.

Email marketers collect leads using squeeze pages that are focused on specific topics, and include an «opt-in form» that includes text fields such as a visitors full name and email address, and acts as the doorway into your autoresponder system.

These opt-in boxes are generated by your autoresponder provider and are embedded into the HTML code of your squeeze page template with just a few clicks of your mouse.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your mailing list database, and become an active subscriber of your newsletter.

Once a subscriber is a confirmed member of your list, you can begin sending follow up emails that offer high quality information, such as articles, reports, links to blog posts, video guides and other information and resources that your subscribers would be find useful.

List building helps facilitate the process of ***converting subscribers into active customers***, since once your prospect has been added to our mailing list, you are able to develop a relationship with them by communicating with them directly through your follow-up email broadcasts.

In truth, there is no faster or easier way to maximize your online income than with a relevant, targeted and responsive mailing list. You can get 10x the work done in half the time when you are able to instantly touch base with a built-in customer base, who are interested in specific topics or niche markets.

For example, with a mailing list you can simply create broadcasts that go out to your entire subscriber base that feature a blend of high quality information and content with promotional based offers and promotions.

You can then include affiliate promotions for products and services that are relevant to your list, but more importantly, you are able to generate feedback, tap into your market in such a way that you know exactly what they are interested in receiving and what they are most likely to respond to.

Imagine the potential when you have an active subscriber base, right at your fingertips. You can email them any time you like, with fresh offers, high quality content and valuable resources that work towards helping you establish yourself within these niche markets, while building a solid relationship with your subscriber base.

*Let's take a look at the most important components of building a successful*

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*email marketing campaign:*

### **Email Marketing Component #1: Professional Autoresponder Account**

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One of the most important steps you'll ever take as an email marketer is in choosing to power your mailing lists by establishing an account with a professional autoresponder provider.

With autoresponder services like [www.GetResponse.com](http://www.GetResponse.com) and [www.Aweber.com](http://www.Aweber.com), you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

There are many different reasons why setting up a professional autoresponder account is important, including:

#### **Guarantees High Deliverability & Performance**

By setting up your mailing list with an experience autoresponder service team, you can rest assured that your emails will make it to their destination.

It's their job to maximize deliverability rates and help you connect to your subscriber base quickly and easily.

#### **Safeguards Your Mailing Lists And Helps You Effectively Manage Your**

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## **Leads**

Professional autoresponder providers offer frequent back-ups of your database, in the event it becomes corrupted or inaccessible.

This is extremely important, because the last thing you would want to do is spend the time and energy developing a massive list of subscribers, only to lose it all.

Your autoresponder service provider will also handle all requests to unsubscribe, helps you comply with CanSpam regulations and provides you with the ability to write as many newsletter messages as you wish, and set up the dates and times when you want them to be published.

## **Provides Important Data & Statistics To Help You Better Communicate With Your Subscriber Base**

If you are interested in maximizing your open rate and overall response rates, you need to utilize the different features available within your autoresponder account including your average open rate, opt-out rate, response rate and whether any complaints have been sent in regarding your recent mailing.

Keeping a pulse on your subscriber base and how well they response to your broadcasts will help you improve your mailings and tailor your campaigns so that they directly communicate with those who have subscribed to your lists.

It is difficult to switch autoresponder providers once you have established a mailing list as your subscribers will have to re-subscribe to your new list in order to continue receiving your broadcasts. Keep this in mind when you begin building

your lists and choose to create an account with a reputable autoresponder company right from the start.

## **Email Marketing Component #2: High Converting Squeeze Page**

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One of the most important elements of a successful email marketing campaign begins with a ***well-constructed, highly targeted squeeze page***.

Your squeeze page is the 'doorway' into your email marketing system and if it fails to convert visitors into subscribers, you will struggle to generate enough leads for your marketing campaigns to be successful.

You want people who visit your website to be given ONE option only; ***to subscribe to your newsletter***.

This means that you need to minimize any external links, and really emphasis your opt-in form, because this is the doorway into your entire system.

You also want to limit the graphics that you use on your squeeze page, so that it loads quickly and doesn't distract your visitor from your objective; ***getting them on your mailing list***.

In order to create an effective squeeze page that encourages visitors into subscribing to your list, consider the different types of incentives that you can offer. When it comes to listing the benefits you need to be ***clear and concise***.

Make sure they understand 'what is in it for them', and demonstrate the benefits of becoming a subscriber of your newsletter. (Solve a problem, address an issue,



offer guidance, advice, and address their concerns directly)

A squeeze page is very similar to a salespage in the way that it's primarily objective is to generate interest and compel them to take action (subscribing to your list). In order to do this effectively, you need a **STRONG** call to action.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

When creating the body text/copy for your squeeze page, consider underlining, highlighting or colorizing important information so that you can draw attention to the areas of your squeeze page that you want your website visitors to pay special attention to.

You should also utilize bullet points to showcase important information and break up your content so that it's easier to digest.

To come up with the best incentive offer possible, you'll need to thoroughly evaluate your market, as well as competing offers so that you can create a relevant product that is in demand and likely to capture attention from your target audience.

**You could offer:**

- Free Report
- Free Ebooks
- Free Designs or Templates
- Free Graphic Packages
- Free Video Guides
- Free Tutorials
- Free Sample Chapter (from a paid product)

If you are interested in outsourcing your project to experienced freelancers, you can easily find a trustworthy professional from the following freelance marketplaces:

<http://www.Guru.com>

<http://www.Elance.com>

<http://www.Scriptlance.com>

***To summarize, your list building funnel consists of three major parts:***

- 1: Squeeze Page With Opt-In Form
- 2: Compelling High Quality Offer or Incentive
- 3: Follow Up Emails And Broadcasts

### **Email Marketing Component #3: Follow Up Emails**

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To better organize and manage your email marketing, you should consider creating a delivery schedule that will provide your subscribers with a clear idea as to when they should expect your emails and broadcasts.

Being consistent will help you develop a relationship with your list while conditioning them to pay attention to your broadcasts, and ultimately, look out for them on a regular basis.

Doing this will increase your open-rates significantly!

When creating your first email campaign, I suggest creating 5-10 emails to start, adding additional emails into your sequence as you begin to tap into your target audience and create additional offers around an existing demand.

Remember though that subscribers who are already a part of your email cycle will not receive new emails that you add to the sequence unless you send out an actual broadcast.

You want your first email to send out automatically, after a new subscriber confirms their request to join your list, with additional follow-up emails being sent out every 2-3 days. Never let your list run cold!

#### **Example:**

**Monday:** Free Report

**Tuesday:** Free Article

**Wednesday:** Promotional email

**Thursday:** Free article

**Friday:** Promotional email

**Saturday:** Promotional email

**Sunday:** No email

Always keep notes of any ideas you have for future broadcasts and content, and if you are outsourcing content creation to freelancers, make sure that you always proof the material and add in your own style.

You want your subscribers to become familiar with your brand, and so even if you outsource the majority of the work **you need to apply your own personal style to every email you send out.**

#### **Email Marketing Component #4: Ability To Split Test**

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Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

***You can sign up for a free account at:***

<http://www.google.com/analytics/>

You will need to add a snippet of code to your squeeze page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

When split testing, start with **only one element at a time**.

For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or summary of your offer.

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Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

## **Email Marketing Component #5: Your Own Online Presence**

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You should register your own domain names and set up professional hosting accounts that can house your squeeze pages and websites. It's important that you establish an online presence and give people clear direction as to how they can reach you or find out more about you.

There are many different providers available online that offer both domain names and hosting accounts including <http://www.hostgator.com>

If you aren't familiar with HTML and aren't comfortable editing code or CSS, you could consider using Wordpress to develop squeeze pages, quickly and easily.

With Wordpress, you can set up a static website in just a few minutes, and by simply copy and pasting your autoresponder code into its main page, you can have a fully functional squeeze page set up within minutes. You can download a copy of Wordpress from [www.Wordpress.org](http://www.Wordpress.org).

## **Email Marketing Component #6:**

### **Building A Strong Relationship With Your Subscriber Base**

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It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every email you send to your list should directly work towards strengthening your brands recognition for value. This means that you must be extremely careful with the kinds of products you promote as well as the quality of the products you endorse.

Whether you are the developer or not, if you give it your stamp of approval, your subscriber base will hold you accountable should the product or service fail to deliver.

You should therefore always review each product or offer you are planning to promote so that you can not only stand behind it, but also can directly answer any questions that your subscribers may have about the offer.

You also need to make sure that the products and services you are advertising are relevant to your newsletters overall theme or topic.



### **Final Thoughts**

You can stand out from the majority of email marketers in your industry by over-delivering on fresh, quality content.

Remember that people sign up to receive your emails believing that they will benefit in some way. If you deliver quality, relevant and useful information that truly helps them, you will be rewarded with an active and responsive subscriber base. Focus on building a relationship with your subscribers through constant contact and updates.

Don't let your list run cold by failing to communicate with your subscribers. It's relatively easy to design an email marketing campaign by using high quality private label material, and by hiring content writers to create articles that can be used within your broadcasts.

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