



Internet Marketing Strategies Building an Opt-in List

By Shelley Lowery

Developing your own list of targeted potential customers is the absolute most important marketing strategy you can use.

No matter what strategies you're currently using, if you're not collecting the email addresses of your potential customers, you're literally guaranteeing your failure.

Opt-in lists provide you with the ability to create a targeted list of potential customers in which you can advertise on a continual basis. You will have a direct line of communication, which will increase your sales considerably.

The key to creating an effective opt-in list is to provide your subscribers with quality information. The best way to do this is to provide them with a weekly, bi-weekly, or monthly ezine. An ezine is a newsletter or publication that is sent to subscribers who have chosen to receive your publication.

For further information on creating an ezine, download the free ebook, "Ezines: A Complete Guide to publishing." http://www.web-source.net/free_ebooks.htm

In order to build a database of potential customers and start collecting email addresses, you'll first need to set up a mailing list. This mailing list must enable your visitor's to submit their information and subscribe them to your list.

There are many free list services that will enable you to set up a mailing list. However, they are not recommended. They will not allow you to personalize your messages with your subscriber's names and they require your visitor to reply to a confirmation message.

For a complete guide to setting up your own opt-in list system, read the article, Creating, Managing and Building Your Opt-In Lists.

http://www.web-source.net/optin_lists.htm

If you'd rather not have to set up your own system, here are some good scripts you can run on your server:

1-2-All Broadcast

<http://www.12all.com>

A complete list management system including HTML or plain text newsletters, MySQL database, personalization features, automatic removal links and more.

AutoResponse Plus:

<http://www.web-source.net/cgi-bin/t.cgi?l=autoplus>

Complete list management including unlimited lists, HTML or plain text mailings, MySQL database,

customizable auto-personalization of messages, automatic removal links, unlimited follow-up autoresponses and more.

Building Your Subscriber Base

There are many powerful ways to build your subscriber base. However, for this article, we will only focus on the "best" ways.

Your Website

Place a subscription box on every page of your website. Make sure you don't overlook this powerful means of gaining new subscribers. Your visitors will enter your website from many other pages other than your main page. They may never even visit your main page, so make sure your subscription box is visible on every page of your website.

Incentive Subscriptions

This powerful means of obtaining subscribers entails offering your visitors a free gift in return for their subscription. This free gift may be a free ebook, software, or report. This method of obtaining new subscribers will increase your subscription rate immensely.

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<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=500>

Creating and developing an opt-in list is an absolute must. You must take every opportunity to promote your publication and gain new subscribers. The more subscribers you have, the more sales you'll make. Make sure you don't overlook this powerful method of making sales.

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About the Author:

Shelley Lowery is the author of the acclaimed web design course, Web Design Mastery.

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