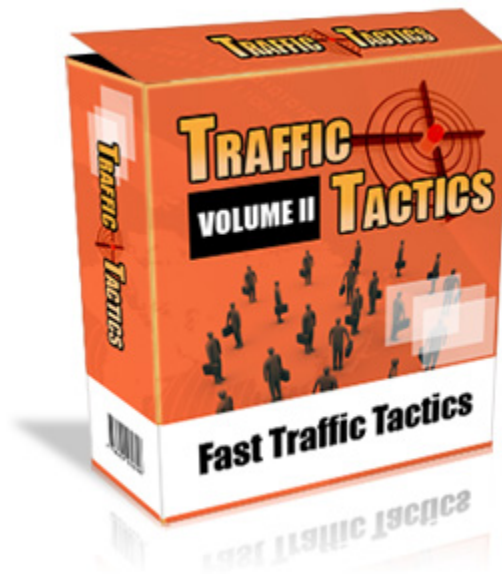


TRAFFIC TACTICS VOLUME #2:

Fast Traffic Tactics



Special Report (C):

Mailing List Advertising Tactics

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The articles that you send must be highly informative

If the information that you send has valuable information, then the customers will get an impetus to stay on your list. Not only that the customers will want to be contacted by you and will wait for your next mail.

Make your emails simple and user friendly

Try and write in a conversational manner, it is important that you mail addresses the customer directly. Try and stick to small paragraphs. Customers lose focus if you have big paragraphs with points that are clubbed. Keep each point in a different paragraph and then spare a line between each paragraph.

Keep your customers updated

All those who have subscribed to your list are definitely interested in it, otherwise they would not have subscribed in the first place. Keep them updated about new products, news about your company etc. it will keep the customers happy and they will appreciate this gesture of yours.

Get to the point and quick

The first thing to remember is that your customers are no fool. They understand when you lie to them, so it is no point making false promises to them .as long as you tell the truth, chances are that you will be able to bond with the customer and make a sale when the time comes.

Experiment, reach out and try different things

If you want to rise above the rest it is important that you try out different things. You should try and use different means of communication such as audio, video and anything that can help you attract customers.

Work on your current customers to find new business opportunities

The best and the cheapest way to get new business and potential clients, is to work on your existing customers. Although it is a very effective way most of the business houses ignore this possibility.

Make the best use of your sales data base

The sales and marketing data base is the best source of finding customers. Any company can utilize this data base to the maximum in order to benefit the organization.

Your employees could be the source to get new clients

Each and every person who is working in your organization is a source which can help your organization tremendously. Your new customer could very well be their contacts, neighbors, friends, suppliers and anybody else.

Lists contained in your server are also a great help

The sales and marketing folders in your network list also act as a great store of potential client's information.

Request from your websites

Although today it is very easy to send inquiries directly in to your CRM, but still most of the organizations do not follow this method, they generally have inquiries that are routed to the sales staff, these inquiries more often than not do not even reach the data base.

E-news letter subscription

You can have your subscription list managed by a separate email distribution vendor. Although these companies are great at managing the emails and subscriptions, only a few of them automatically integrate with your internal data base.

Try joining various groups and networks

You can easily find new clients once you widen your approach, to do so you can join different groups and associations.

Try and figure out your target sale group

In case you are selling to a specific target group then you can have a list drawn out of people who fall in that category.

Online discussion group

You can have an online discussion group and even an online news letter, to spread the word about your company.

Get the attention of the media

You should send press releases to all the local news papers, to find about the local newspapers you can pick up copies of papers that are sold in your area and find out the address and the web site of these media houses

Networking

You can get a list of people with the help of networking lists of all the people with whom you meet. These people could be your associates, friends.

Be careful about the purchase of mailing list

All of us wonder, if email marketing is good for the organization. The main issue with email marketing is “spam”. With the growth of anti spam software you have to be more careful about where you purchase the mailing list from.

Look at the economic benefits

The key factor that you have to keep in mind, while undertaking mail marketing is the return on investment. The mailings lists are not very cheap and you should make sure that the returns outweigh the costs.

Have the right size of squeeze page

The information in your squeeze page should be just enough so that the customers are not in a position to say no, and they will have to opt to the mailing list in order to get whatever free gift is in store.

Have no outgoing links

As the only reason you want to have a squeeze list is to let the visitors opt for subscription, you should not have any outgoing links.

Use bullets

Highlight your points by using bullets so that visitors do not have any hassles in identifying the key points.

Keep your marketing list up to date

Keep your list clean and up to date. It is important that you remove all the fake names and addresses from your books and avoid any duplication of names.

Have valid permission

It is very important that all the records in your books are permission based.

Profile your marketing lists

It helps you to directly address the customers and also find more customers.

Make sure that your mails are not taken as spam

For this you must make sure to comply with the web consortium standards.

Have crisp content

People do not have much time to spend, make sure to have content that is informative and is user friendly.

Send a reasonable sized email

Do not send huge emails and also inform your clients in advance if you are sending a zipped file.

Return receipts

Do not ask for a return receipt for every correspondence.

Use spell check

Make sure your emails are free of spelling errors; make sure to use a spell check.

Test your mails

Test and see that your email looks just what it should look like to the customers.