List Explosion

Table of Contents

INTRODUCTION TO EMAIL MARKETING 3

SET UP A ROCK SOLID SYSTEM..... 4

CREATE A KILLER SQUEEZE PAGE 5

AUTOMATE DELIVERY..... 8

SPLIT TEST YOUR CAMPAIGNS..... 10

PROMOTE YOUR SQUEEZE PAGES AND GROW YOUR LISTS! 12

Introduction To Email Marketing

There is no faster or more powerful way to penetrate niche markets, develop a unique brand and become an authority in your market than with a qualified and targeted mailing list.

It's also the easiest way to skyrocket your income and maximize exposure with limited costs involved, as once you have an active list of subscribers, there are no further acquisition costs, yet you can continue marketing to the SAME customer base again and again!

But in order to create an effective list building campaign, you need to make sure that you are really tapping into what your customer base really wants.

It's easy to build a massive list of subscribers, but unless they're qualified, targeted leads, they'll do little at helping you maximize your income.

Instead, build campaigns around specific segments of your market, so that you can easily identify their needs and interests and create newsletters and promotional broadcasts around these topics.

Here are a few things to keep in mind when creating your list building campaigns:

Set Up A Rock Solid System

When it comes to list building and email marketing, the foundation of your entire system relies on autoresponders.

Autoresponder services help you build and manage your email campaigns, ensuring maximum delivery rates and that you are always within CANSPAM guidelines, so that your subscribers are able to opt-out of your mailings if they choose to.

Autoresponder services also help you in other important ways as well, such as in giving you the opportunity to segment your lists, which is incredibly important in being able to connect and directly communicate with specific sections of your market.

Keep in mind that when you build a list, it will be filled with many different people from all walks of life, experience and skill levels as well as interests.

While it's important to build individual lists around specific groups of people, being able to segment your list will make it even easier to tap into what each group of subscribers is truly interested in.

Autoresponder services will also help you safeguard your email campaigns providing frequent updates, back-ups of your entire system as well as giving you the opportunity to download a copy of your database at any time.

While you can transfer your mailing list to a new account should you wish to change providers, it will require that all subscribers re-confirm their request to join your list, so it's important that you take your time in evaluating the different autoresponder providers on the market and choose the one that works best for you.

Here are a few to help you get started:

http://www.GetResponse.com
http://www.aweber.com

Create A Killer Squeeze Page

The fastest way to build your list is with a highly targeted squeeze page that highlights the benefits of joining and offers your visitors with a quality incentive to motivate them into subscribing to your mailing list.

You'll want to take your time constructing a squeeze page, paying attention to the headline you use as well as implementing bulletpoints that showcase the benefits and rewards that your subscriber will receive.

Incentive offers can include special reports, ebooks, video tutorials or even coupons or discounts on products and services. Just make sure that's it extremely relevant to your market, and that it's unique whenever possible.

If you plan to use private label content as the incentive motivator, make sure that it's of high quality and offers clear value. You could also consider compiling multiple private label products into one package so that you can deliver a unique compilation to your audience.

Your squeeze page should also feature a privacy policy, outlining the information you collect as well as what you do with this information.

You want to reassure your visitors that you do not share, rent or sell their information and that you will only contact them with offers that are relevant to what they originally sign up for.

Minimize external links! Your squeeze page should consist of the following components, ensuring that you retain your visitors attention and capture the lead:

- ✓ Strong Headline – focusing on the most compelling question or statement in your niche market.

- ✓ Opt-in Box – above the fold and repeated at the bottom of your page.

- ✓ Bulletpoints – highlighting the benefits of joining your list.

- ✓ Contact Information – a direct link to your email or support desk.

- ✓ Privacy Policy – just a few lines long, in smaller font but clearly visible below the opt-in box.

Make sure to subscribe to your own newsletter so that you can verify that is everything is working as it should, and that you receive the incentive offer directly after confirming.

Need help creating your squeeze page? Consider downloading pre-made templates to help speed up the process!

Automate Delivery

Email marketing is all about building your list and catering to it, and if you set up a automated system that delivers content at specific intervals, you'll make it much easier to manage and maintain as your lists begin to grow.

Your autoresponder sequence should have at least 10 different broadcasts pre-created and schedule to go out to your audience as each person subscribes to your feed.

You can then broadcast promotional messages in between your scheduled updates, freeing up your time and resources, while continuing to build a relationship with your subscriber base, keeping your list from going cold.

You can always edit your sequence just by logging into your autoresponder account and editing the delivery times, or removing emails and replacing them with new broadcasts at any time, should you want to freshen up your delivery system.

Regardless of how you set it up, you always want to make sure that your subscribers receive the incentive offer instantly after confirming their request, and that they receive another email (with free content) within 72 hours of requesting the free offer.

That way, you stay fresh in your subscriber's minds and they are able to instantly recognize who you are and why they're receiving emails from you.

If you fail to follow up with subscribers shortly after they join your list, chances are that by the time you get around to emailing them, they've long forgotten where they signed up for your emails in the first place.

So, set up your delivery system to deliver the incentive offer immediately, with additional follow-up emails every 3-5 days from there on.

Example: You create 4 emails that are scheduled to be delivered accordingly:

1st Email: instantly sent to your subscriber thanking them for subscribing to your list and provides the download that you initially offered on your squeeze page, usually a direct link to the download location on your website.

2nd Email: Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

3rd Email: Scheduled to go out on the 7th day of the sequence, promotional based, advertising a related product.

4th Email: Scheduled to go out on the 10th day.. and so on.

The balance between promotional broadcasts and free content is entirely up to you, however the more distinct value that you give to your subscriber base, and the more consistent you are with providing fresh, quality the content the easier and faster it will be to develop a relationship with your subscribers.

Split Test Your Campaigns

One of the greatest mistakes that new email marketers make is in believing that “one size fits all”. In reality, your audience will always respond differently to one email from another, and in order to really tap into your market and determine what yields the best response, you need to get into the habit of split testing.

Split testing involves comparatively testing one element or component against another until you determine which one works best, and then replacing it with another component – and split test again.

Split testing is a never-ending task for email marketers, but even after a couple of split test campaigns, you’ll have a much better understanding of how your readership responds, and how you can improve the open rate and CTR of your broadcasts.

When it comes to split testing your email broadcasts, your autoresponder account should provide this feature, so make sure that you take advantage of the opportunity to really gain a pulse as to what your readers are genuinely interested in as well as what they best respond to.

When it comes to split testing your squeeze pages, you can easily set up a Google Analytics account at http://www.Google.com/Analytics and install a small segment of code on your HTML pages. Google Analytics will begin tracking conversion rates, traffic (including exit and entry pages), bounce rates, and of course, you can set up split testing campaigns that run for a specific amount of time or only when you choose to end them.

Keep in mind that when you split test your squeeze pages, only change ONE element at a time! You need to give it plenty of time to run before you determine what page works best (I suggest 2-3 weeks per campaign), and then once you've determine what page works best, change another element and repeat.

For example, whenever I split test a squeeze page of my own, I begin with the headline. The headline is the ONLY difference between two pages. Then, after I have compiled enough information to determine what headline works best, I change another element of my page and re-test.

Always test the original against the variation to accurately determine whether your chances have increased or decreased subscription rates.

Promote Your Squeeze Pages and Grow Your Lists!

In order to build a large list of active subscribers, you need to get into the habit of consistently promoting your squeeze page wherever you can.

This includes:

Within your social media profile accounts

Create a Facebook Fan page and include your opt-in box or a link directly to your squeeze page on the main page. You can set up a Fan page at http://www.Facebook.com/advertising

Ewen Chia, a very successful marketer, quickly took advantage of Facebook's popularity by developing a fan page around offering high quality downloads to anyone who became part of his fan page community.

In order to access these downloads, community members are required to opt-into his mailing list, so that not only was he able to grow an on-site following quickly, but he added thousands of qualified leads to his list!

You should also add your squeeze page into your www.twitter.com profile, as well as every other social community you are a part of including Linkedin, YouTube and MySpace.

Within your signature box on prominent community boards and forums

Check out http://www.Big-Boards.com to locate active forums in your niche market. Then, create a signature box that is attached to your posts and include a direct link to your squeeze page. It will appear in every post throughout the forum, but better yet, it will also generate traffic directly from the major search engines who pick up these forum threads!

Within articles submitted to directories

Feature your squeeze page link within your Author's Resource box, attached to every article you submit into the popular article directories!

Start out by submitting 3-5 articles every week, and before you know it, your article campaign will generate consistent traffic to your squeeze pages. As you continue to expand on the number or articles in circulation, you will be able to generate more traffic on a regular basis.

Example:

"Click on the link for more free **article marketing tips** and techniques".

Then in another article, I could use a different resource box that featured a slightly different keyword anchor such as:

'Click on the link below for a free guide to **article marketing for newbies**!'

Here are a few article directories to get started:

http://www.EzineArticles.com
http://www.GoArticles.com
http://www.ArticleDashboard.com
http://www.SearchWarp.com
http://www.ArticlesBase.com

On feeder sites and link wheel campaigns

Squidoo is considered an authority website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

http://www.Squidoo.com

http://www.HubPages.com

Participate in Giveaways

When joining giveaway websites, you will be required to offer a free download in the same way that you do on your own squeeze page.

Once you have joined a giveaway as a contributor, you will be able to edit your gift so that it directs potential subscribers to your hosted squeeze page.

Subscribers join your list directly, and are not managed by the giveaway host.

Take Advantage of Co-Registration Services

Co-registration involves a cooperative marketing effort between those catering to the same (or similar) niche market, where they promote each other's offers to their subscribers.

Here are a handful of co-registration services worth considering:

http://worldwidelists.com

http://ezinecentral.com

http://www.zmedia.com

http://www.myfree.com

Create Video To Squeeze Promotions

With video websites like www.YouTube.com, it's never been easier to use the power of viral video to generate fresh traffic to your websites. All you need to do is develop a video or slideshow presentation that highlights your giveaway and directs people to your squeeze page.

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.