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**FRONT COVER:**

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# Foreword

Staying competitive is very important in any business environment and this is more so relevant when applied to the world of internet marketing. Using the email marketing tool is a good start in the right direction. This style of direct marketing a message is both quick and effective when comparisons are made with other available platforms. Get the info here.



***Max Impact Email Marketing***  
Network Marketing Lead Generation Secrets

# Chapter 1:

## *Email Marketing Basics For Net work Marketing*

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### Synopsis

Reaching the target audience with email marketing strategies will provide several positive and beneficial liaisons. Some of these include enhancing the relationships of the merchant and customer pools, encouraging the customer loyalty and thereby effectively ensuring repeat business.

There is also the avenue to pursuing new customers this way as it creates the circumstances to reach the said customer base for the purpose of encouraging an immediate purchase.



## **The Basics**

Providing the customer base with complimenting information from other affiliates is also beneficial for the customer.

Through the email marketing strategies, information taking the form of email newsletters can be both informative and relationship building as the customer will be kept well informed while at the same time addressing the customers' needs.

Transactional emails are also helpful in providing the means for the customer to respond accordingly to the merchant, such as dropped basket messages, purchases, order confirmations and many more.

The direct emails are mainly used for the purpose of informing customers of current promotions, announcements, momentary special services available among others.

Most individuals using this tool have found it to be very helpful in tracking the returns on investments and its often only second best to search marketing.

Being able to reach a wider audience base is also another positive attribute of this emailing tool. Countering these, are also disadvantages which contribute to the ineffectiveness of the whole process. This includes the ability of the customers being able to block mails and also the possibility of contravening spam laws.

# Chapter 2:

## *Getting Subscribers*

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### Synopsis

Having a substantial email list is very important to the success of any internet business venture. This is more so because most of the customer base begins through this portal. There all measures should be taken to ensure the subscribers list is long and beneficial to both parties.



## **Sign Ups**

There are a few points that should be considered in the quest to garner as many subscribers as possible. Some of which are as follows:

Designing the forms, responses and other interactive tools to be as visible as possible and easily accessible is very important. Providing incentive for potential signups will encourage the viewer to be more inclined to do so. Also providing interesting links that the viewer may find useful will eventually lead to the viewer signing up to gain access.

Being constantly aware of what is being offered and how it's being offered will also allow the host to stay abreast and relevant which in turn will attract more subscribers. Material posted should be kept updated periodically as potential subscribers will be drawn to the site more often if this feature is diligently monitored.

In order to be able to constantly attract the attention needed to ensure a good percentage of subscribers there are several complimenting tools that can be used such as through blogs, forum postings, other lists, networking and many more.

The blogs should provide good and interesting information which should include some form of participation from the viewer to encourage a signup.



Forum posting are also another platform to explore as those who visit such sites already have a pre existing interest in the subject matter.

Therefore including links that direct them back to one's site will be advantages in converting them into subscribers. Forwarded emails are also an excellent source of garnering potential subscribers as it gives a glimpse into the individual's site.



# **Chapter 3:**

## *Reducing Unsubscribes*

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### **Synopsis**

Most people become tagged as unsubscribers because of the initial bombardment of emails that cause them to be unresponsive. This unresponsiveness can be due to a variety of reasons but the most common one would be simply being fed up with unwanted solicitation or thinly veiled sales pitches. Therefore in order to limit the situation one should be wary of causing potential respondents from being unresponsive.



## **Get Them To Stay**

Here are some ways to adopt to limit the unsubscribers:

- ❖ Keep all emails on the topic promised. If there is a need to insert other material keeping it brief would be prudent. The visitor is probably only visiting the site for specific reasons and does not want to be deluged with other non related issues.
  
- ❖ Using the personalized address system in the auto responder will create the illusion of making the individual feel special and respected. The use of names is a good tool to exploit and cannot be overdone or over emphasized.
  
- ❖ Limiting the amount of emails sent in a week to about two or three would be ideal. Too many emails with the same content would not only become a nuisance to the receiver but the information would be redundant too. Too many emails will overwhelm the receiver and thus eventually cause them to be unresponsive. Allowing the customers to choose the frequency of emails sent to them will also encourage better relationships. The customer perceives the sender to be professional and committed.
  
- ❖ Avoid hard selling at the onset of the email exchange. Directing the subscriber to the website where an informative and in-depth presentation can be viewed will allow the viewer to feel more comfortable and convinced to sign on. The website material

should be designed to sufficiently “sell” the featured items. However it should be noted that keeping a longer period between emails sent is also not encouraged as the idea is to keep the website relevant to the subscriber.



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