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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #3:

4 Quick Tips for Marketing with Autoresponders

Marketing with autoresponders is one of the best ways to increase your online income. A mailing list is your most valuable asset, but only if handled with care will it work in your favor. The important part is that you know how to use it to its greatest potential.

Before we get into the tips of actually marketing to your list, let's go over some basics about autoresponders and the steps you need to take before you ever send that first email.

Find the Right Autoresponder for YOU

Don't just sign up for the first autoresponder system Joe-Marketer tells you about. There are so many systems out there to choose from. A specific system may work great for one person but might be too much (or not enough) for someone else.

Compare each of them and find the one that best fits your needs and budget. Making a wise decision before undergoing a marketing campaign can and will make a difference. Yes, you can change to a new autoresponder later, but why go through the hassle if it's not necessary. Choose wisely.

Some popular options are...

- Aweber
- iContact
- Get Response
- Email Aces

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Know Thy Program

Educate yourself on your autoresponder before beginning any marketing campaign. Take the time to learn how all the bells and whistles work. Once you know what you're working with, you'll be unstoppable. Don't leave anything on the table that will keep you from utilizing this powerful tool to its fullest potential.

If your autoresponder can do all that you need it to do, and you know how to use it to your advantage, your marketing campaign will flourish.

Now, onto those tips! This is where an autoresponder will make or break your business. If done right, you'll discover why everyone and their brother says: "The money is in the list."

Tip #1: Be Consistent

When you're marketing with an autoresponder it's important to be consistent. Put yourself in your prospects shoes. They want to know who you are and you'll want them to remember you, but that doesn't mean you need to email them every single day. Keep your business fresh in their mind, but don't beat them over the head with it. Remember, that unsubscribe button is just a click away!

You're busy and so are your customers. Always send your first message immediately after sign up. Depending on your specific campaign, you can send an email once a day for X amount of days or once a week.

For example, if you've created a free course titled "5 Days to a Healthier Self" you can send an email once a day for five days. Then shift to once a week to keep giving them more information relevant to the topic.

Don't continue to send them a daily email after the course and don't send them numerous emails in one day!

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Tip #2: Give Your Subscribers Only the Best Quality

Internet users want information, not just sales pitch after sales pitch. Give your readers quality and informative emails with sales pitches peppered in. If your only reason for creating a list is to make money and you only focus on that, you'll never make a sale.

Your readers need to trust you in order to spend money with you. Once they do, you'll be unstoppable.

Tip #3: Interact to Get a Reaction

It's one thing to read great content emails; it's also a great option to get your list involved as well. You can really increase the interest and actions your list takes when you ask for their opinions and input. You can offer polls, ask for discussion on a blog or forum, or use a whole host of other ideas to get people to interact with you.

I'm sure you've signed up for a list where the messages seem cold and impersonal. Like you, many people on your list will realize you are not jumping online and "writing" an email to them every single day. However, when you offer your list a chance to interact and share their feelings you'll set yourself apart and give them a reason to want to open your emails first.

This is an excellent relationship builder. It's also a great way to get into the minds of your prospects. Think of it as built in market research!

Tip #4: Tell Them What to Do

Calls to action are what create customer action. Don't make the mistake of thinking your readers will recognize what to do next. Tell them!

A call to action can be as simple as giving them a link and telling them to click it. While they KNOW you want them to click the link, the chances of them actually doing it will improve if you give them instruction to do so.

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Marketing with autoresponders is a great way to increase your reach online. Remember to be consistent, offer high quality content and create an interactive experience for the members of your list. Once you get these tips fine-tuned, you'll have a responsive group of people who can't wait to open your next email.



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