

Published based on [How To Capitalize On Email Leads](#)

# How To Capitalize On Email Leads

Do you wonder why some businesses are doing a booming business online while you are still struggling to understand how to use email leads effectively? Chances are you have not yet mastered the three stages of understanding email leads that will enable you to use them legally, efficiently, effectively and for profit.

An email lead is generated every time you persuade someone who is interested (even minimally) in the products and/or services you offer to give you two things: their email address and their permission to send them information about your business at their email address.

Does your list of email leads have value?

Your list, at least in the minds of some, is your customer or client base. Email leads are your future clients and customers. When an email lead meets the two critical qualifications (address and permission), you have a potential customer or client. Even more, you have permission to contact them with more information. Your job is to give them enough information to enable them to do business with you.

You know these email leads have some level of interest in your business or service. Even more valuable is their permission to contact them. You can share with them information, product or service information and advertising or promotional material. Until or unless they revoke that permission, you can continue to contact them as long as you do not violate the limits of the permission they have given you.

Where can you get email leads?

You can buy or rent a mailing list and send your information. Then the email addresses of the people who respond to your offer are added to your list. You can buy a banner ad online or in the traditional media encouraging people to learn more about you and your products. The objective is to provide enough information to help your email leads take the next step toward a purchase. You can place ads offering some incentive for people to visit your web site or offering a discount if they visit your store.

Maximizing the potential of every lead

Find ways to explain the value you offer to your clients or customers. Place that statement in an engaging format where it can be seen by people who are your target audience. Then track the responses of those people to your announcement. If the level of responses is below your expectation, evaluate the message, the way you delivered the message and the audience. With testing and tweaking, your response rate will increase. Each time you contact your email leads you can move them closer to a purchase.

Email marketing is inexpensive and productive. The small cost of sending emails and the availability of companies to help you convert the leads to customers or clients make email lead nurturing one of the best marketing tactics available to any business today. Experience and testing will enable you to learn how to capitalize on your email leads.

If you own a small business or professional and want more information about [lead generation](#), see the short video, "How [Article Promotion](#) Can Drive 25,000 - 50,000 Visitors to Your Site Each Month - For Free."

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