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# **Email Marketing - Could There Be Money In Your List?**

A famous phrase used in internet marketing circles is that the money is in the list. This is, naturally, true in a sense. But, if you want long term business success, you will have to have a responsive list. Long gone are the days when receiving email was something new; today people are commonly subscribed to several lists. Hence, the need to stand out from the crowd is more important than ever.

Those long-term marketers with large lists may not need to work as hard to experience success. Still, if you are simply starting or would like to increase the effectiveness of your email marketing, you need to observe guidelines that work in today's marketplace.

Bear in mind that the people on your mailing list are not just faceless individuals. They people deal with the same issues about life that you do. If you begin to consider this as simply some kind of cash cow to be tapped into at will, you are going to find that your results will at best be short term. Most likely you are subscribed to many lists. Consider which emails you would like to open and read and those which you would never read. What is your standards for determining if you should spend your time opening a particular email? Is it because you have respect for the person and believe that he is trustworthy?

Talking and building relationships with your customers can be achieved in any number of ways. You can take advantage of how people make use of social media for interaction and watch your email list building efforts compensate you in a great way. This may be a two-way method of establishing your online reputation virally.

If you have pages and accounts at the more popular social networking web sites such as Facebook and Twitter and if a lot of people like and follow you, you can get people to sign up to your email list. They could even recommend that their friends and followers join your list. An additional plus is that you can produce a further viral effect by directing subscribers to your email list to the quality content you have published on your different social network accounts. This sort of relationship marketing is one of the strongest ways to create a really responsive email list.

You may have read about the decline in email open rates. While fascinating, the only open rate that is pertinent is yours. If you put in that initial effort and continue to work from the point of view of providing client value, your emails are going to be read. Do not fall into the trap of simply sending sales pitch after sales pitch and sending swipe messages that other list owners using. So stick to the tips here and you will be able to build a moneymaking business by taking advantage of the power of a responsive email list.

On the list of wisest techniques to build an email list is establishing a landing page and utilizing [one ways links](#) to create website traffic to that squeeze page. For a complimentary ebook check out [free one way links](#).

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