Ways to Build Your Email List

A recent survey of 4,000 consumers by Prospectiv, a firm that provides online customer leads for marketers, found that 27% of consumers turn to email as their source for product information. The report went on to say that 76% of people who signed up to receive a company's email newsletter were lured in by a special offer or savings. Less than a quarter would sign up just to get product information.

In other words, if you sell packaged goods but are not using email to communicate special offers or to provide details on features, options, or anything else related to your products, you are missing a significant opportunity to boost sales. And chances are your competition is already making in-roads to increase brand loyalty using email.

Instead of just posting information about your products on your web site, offer discounts and incentives for visitors to subscribe to your list - consumers will indeed sign up. After all, who can resist getting a discount for simply providing an email address? This has long been used as a simple yet very effective way to build up your list and now surveys are showing numbers to back this up.

To boost sign ups to your email list, you can leverage your online ad campaigns on Yahoo Search Marketing or Google AdWords. Don't direct interested prospects to your home page. You will likely lose their interest quickly if they can't find what they are searching for. Send them to a landing page that talks about and contains the keywords they searched on and how you can deliver what they want. Then offer them an opportunity to get on your email list for more information.

If your product line is targeted to a common customer profile, you can probably get away without categorizing your email list. But if your market is segmented and has a wider range of needs, they breaking your list down into categories, such as area of interest, will help keep your messages relevant. The result will be fewer requests to unsubscribe from your list or delete your message without reading it.