

How To Build

A Profitable Email List



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Introduction

Most social media that you know of are relatively new, but email marketing goes just a little further back. In fact, it was in 1978 that Digital Equipment Corp's Gary Thuerk has sent the first set of mass commercial emails. Thuerk did this to promote DEC machines. This is how he earned the nickname "Father of Spam," although he only rattled a few hundred email inboxes. This was unprecedented, however, and had made a mark. He did have Ray Tomlinson to thank for. Seven years before the so-called spamming incident happened, Tomlinson invented a means to send messages from one computer to another. This was further strengthened by Larry Roberts' invention the following year (1972), which was the first email management system.

In 1996, the world of email further expanded. Instead of merely being limited to students and employees, everyone could create an email account. This was thanks to Hotmail, who fashioned itself as HoTMaiL during those early days. It was alluding to the use HTML to send messages across.

You could say that during email marketing's early days, it already showed success. Marketers were relieved of the extra cost and effort that came with reaching out to prospective clients one by one. On the other end, the client is pleased that marketing is reaching him in the comfort of his own home.

Unfortunately, as more companies jumped the bandwagon, pleasure became an annoyance. Unsolicited emails started bombarding inboxes, creating confusion. Before, people felt as if they were receiving personalized email. They felt like the marketer was talking to them directly. After getting bombarded with tons of email, they felt the reality of the ease of preparing those emails and sending them. Everyone was doing it, and it no longer felt special. Laws had to be made to protect both the marketers and the recipients.



By 2012, the email went mobile. Here was another opportunity for marketers to reach their clients. It was much easier to advertise a product or service when 40% of recipients were opening their emails via their phones. Of course, this also prompted marketers to do something about their emails. These emails should be formatted according to the specifications of most phones. The first few instances in which prospective clients opened their emails by their phones were less than successful. There was a need to scroll from left to right just to view the entire content. Moreover, there was also the possibility of the image being completely cut on the edges. Companies have learned from these early mistakes.

As quickly as just a year later, businesses had succeeded in making use of automation. Their marketers did not have to type the email right before sending it. They could be planned out and categorized. Email campaign businesses, such as MailChimp, were getting some serious batches of applications. Finally, we are close to email marketing as we know it today.

With the more recent events in mind, you can see that the email is no longer prepared like a love letter – an effective one just feels like one. It is not written with one intended recipient. Instead, it is sent to a mass of people but still manages to feel personal. This is the value of researching the types of people that should be included in your list. Gone are the days when you randomly pick numbers and email addresses. You are not a spammer or a phisher. As a legitimate business, you must gear your attention towards people who could respond to your email ads and newsletters positively.

But how do you do just that? How do you build a profitable email list? How do you collate information on people who will be happy to hear from you instead of deleting your email on sight? You already know what strategies to use when email marketing. The void that this book can fill is in helping you create that email list. What is an attractive and sophisticated email campaign when everyone receiving it is not particularly happy about it?



Chapter: 1

Attract Clients with a Compelling Lead Magnet

You have most likely heard of the term “lead magnet.” This is what you use to grab the attention of a potential customer.