

Guides To Build Your

Profitable Email List



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Introduction

Most social media you know of are relatively new, but email marketing goes a little further back. In 1978, Digital Equipment Corp's Gary Thuerk had sent the first set of mass commercial emails. There did this to promote DEC machines. That is how he earned the nickname "Father of Spam," although he only rattled a few hundred email inboxes. That was unprecedented, however, and had made a mark. He did have Ray Tomlinson to thank. Seven years before the so-called spamming incident happened, Tomlinson invented a means to send messages from one the computer to another. That 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. Thanks to Hotmail, who fashioned itself as Hotmail during those early days. It was alluding to the use of 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 of 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 that they were receiving personalized emails. They felt like the marketer was speaking to them directly. After getting bombarded with tons of emails, 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 make 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 opened their emails via their phones. Of course, this also prompted marketers to do something about their emails. These should format emails 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 to view the entire content. Moreover, there was also the possibility of cutting the image entirely 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 severe 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 feels like one. It is not able to write with one intended recipient. Instead of sending a mass of people but still manages to feel personal. That is the value of researching the types of people that to include 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 positively respond to your email ads and newsletters.

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.” That is what you use to grab the attention of a potential customer.