

HomeBiz.Com



Magazine

Online Edition!

HOW TO BUILD A PROFITABLE EMAIL BUSINESS



WORK FROM HOME NON-PROFIT

SINCE 1992.



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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.

What is a lead magnet exactly?

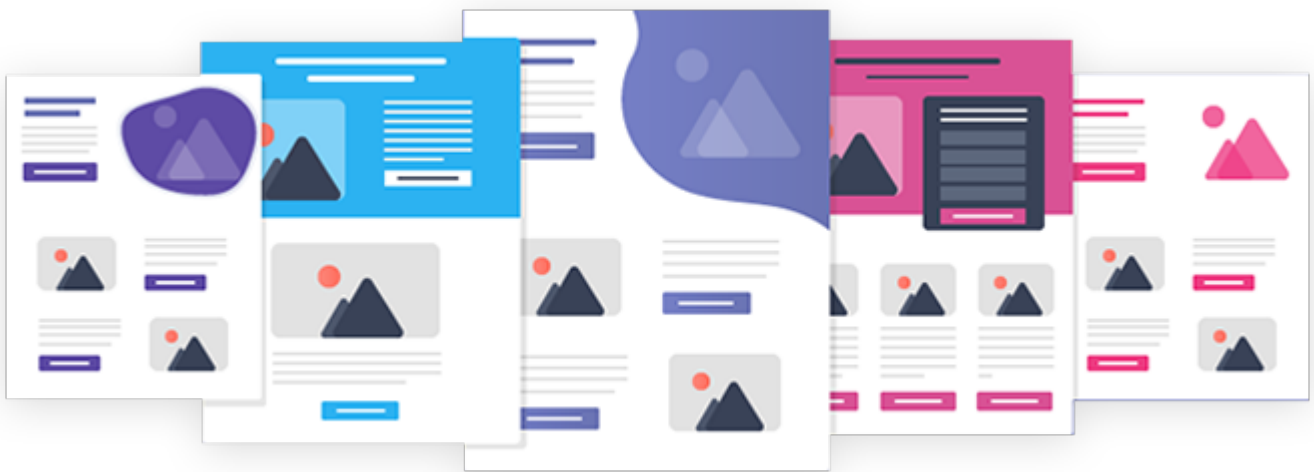
When you go to the supermarket and get some samples of a new product, you get a little preview of what you can get. So, you will perhaps get a bite of a new cheese and spice hotdog. You expect to get the same thing, but more when you finally buy the whole pack. In this case, though, you are the prospective client. Why are we taking the point of view of the client? Well, because lead magnets have to appeal to the client. It is the client's problem that you are trying to solve with your lead magnet. You need to be able to feel their need.





With the lead magnet, something similar to the grocery sample happens. You put out something free. This free sample of sorts should not be insubstantial. It should be able to provide an answer, a solution, or comfort. How do you make sure you can achieve that?

First, you have to make it readily available by:



Creating a Landing page for it

So, you may be a little confused about this advice. How can you lead people to your actual lead magnet? Isn't it supposed to be the starting point? Well, yes and no.



Yes, your lead magnet should help you get the word around about your product or service. However, it should be housed in a professionally-crafted website. It cannot float in a void. There should be somewhere people have to visit to read about it. Be careful, though. A dodgy looking landing page can easily break the initial attraction.

No, your lead magnet also needs a place to be so that you can direct people to that page.

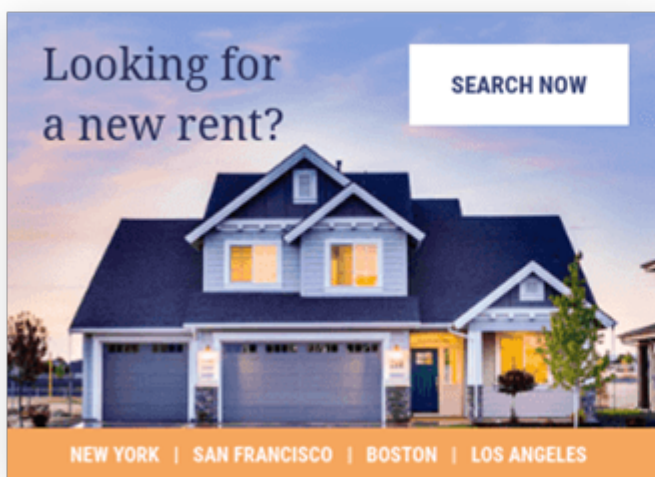
The landing page can also work as a real, working website that you regularly update. It should be a website that focuses on the same niche as the product or service you are offering. This way, you can invite dialogue and a call for more information. Just set up forms that can make it possible for your target consumers to sign up.



Get in touch

While your target consumers will not be surprised to hear from you after they have filled the form above, you should be honest on the get-go. Add a tick box that they can choose if they want to subscribe to your content. Do not just send them unsolicited emails. You don't want to end up in their spam folders.

Make an ad about it



An ad that you can flash on websites and email inboxes will undoubtedly give you some leverage. Some people may indeed be annoyed by it, but the right people will click on it. Remember that you are out there to connect with the right people. A mailing list of possibly annoyed people will not be a profitable one. By flashing that ad, you can easily distinguish valuable contacts from the rest.