

Email Growth Hacking

How To Build A Profitable Email List



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Introduction

Welcome to the exciting world of email marketing!

Most people associate social media with digital marketing, but email marketing actually predates social media by several decades. The first mass commercial email was sent in 1978 by Digital Equipment Corp's Gary Thuerk, who sent a few hundred email inboxes to promote DEC machines. This was a groundbreaking moment in the history of marketing and email, and it earned Thuerk the nickname "Father of Spam."

But Thuerk wasn't the only one making strides in email marketing. In fact, he had a lot of help from some of the pioneers of email itself. One such pioneer was Ray Tomlinson, who invented a means of sending messages from one computer to another in 1971. The following year, Larry Roberts invented the first email management system. These inventions paved the way for the first mass commercial email, and they set the stage for the future of email marketing.

In 1996, the world of email expanded even further. Instead of being limited to students and employees, anyone could create an email account, thanks to Hotmail. In those early days, Hotmail even styled itself as HoTMaiL, alluding to the use of HTML to send messages across. This was a pivotal moment in the history of email marketing, as it opened up a whole new world of potential customers.

At first, email marketing was a huge success. Marketers were able to reach out to prospective clients in a cost-effective way, without the need for door-to-door sales pitches or expensive television and radio slots. On the other side of the equation, clients were pleased that marketing was coming to them, in the comfort of their own homes. But as more and more companies jumped on the email marketing bandwagon, things began to change.



Unsolicited emails started bombarding inboxes, creating confusion and annoyance. People began to feel as though they were receiving impersonal emails that were sent to thousands of people at once, rather than targeted messages. Laws were put in place to protect both the marketers and the recipients, but the damage was already done. It seemed as though email marketing had reached its peak.

However, things changed again in 2012, when email went mobile. This opened up a whole new world of potential customers, as 40% of recipients were now opening their emails on their phones. Of course, this also presented a new set of challenges for marketers, as emails now had to be formatted for mobile devices. Many early attempts at mobile email marketing failed, with content that was difficult to view on smaller screens. But over time, companies learned from their mistakes and adapted their strategies accordingly.

Just a year later, businesses had succeeded in making use of automation, allowing marketers to plan and categorize their emails in advance. Email campaign businesses, such as MailChimp, began to see a surge in popularity as marketers realized the potential of this new tool. Today, email marketing is a sophisticated and effective way of reaching out to potential clients, but it requires careful planning and research to build a profitable email list.

So, how do you create a profitable email list? That's where this book comes in. We'll show you how to collate information on people who are genuinely interested in your products or services, and how to craft compelling emails that feel personal and engaging. With the right strategies and techniques, email marketing can be an incredibly powerful tool for any business. So, let's dive in and learn how to build a profitable email list!