



How to Make Money with Email Marketing

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Many people who work from home promoting the products and services from an internet affiliate program eventually realize that they can make money with email marketing. With email - a tool that most everyone uses almost every day - it's easy to start to establish a relationship with prospects who are likely to purchase the projects and services that you are promoting.

Email marketing works because there are opportunities to personalize messages to each person on your list. It also works because it's possible to set up an auto-responder or even an ezine subscription service so that the messages that you want your prospects to receive is sent out at specified intervals (you didn't really think that all of the email that you receive from online marketers was written personally, right?). This is ideal because it also makes it possible for you to use the same marketing messages over and over whenever you have a new prospective buyer for your internet affiliate program products and services, and you can even create multiple lists so that different people can choose which information they want to receive.

Of course, that doesn't mean that getting started with email marketing for your internet affiliate program products or services is easy; it's more complex than launching a pay per click campaign, a bit trickier than writing articles and more challenging than finding forums to participate and post in. This is because you need a list.

Now, it's possible to go to a list broker and to arrange to buy a certain number of email addresses - some of which will be targeted leads, people who have an interest in the products and services that you're focusing on in your home based business. But there's always a risk that, when you buy a list, you won't only get contact information that you can use, you'll also end up paying for some bum addresses and that not everyone will be interested.

It's essential, therefore, because of internet Can SPAM initiatives that you let people whose addresses

you received on a list know that they are not obligated to stay on your mailing list. If you received their address from a company that asks them to check off a box to indicate that they do not want their address shared, be sure to be clear about it.

Buying leads is a well-established marketing process; but not everyone believes that it should be. Therefore, if you are serious about making money with email marketing to promote your internet affiliate program products and services, you may want to look into designing your own website. That way, you could not only provide links to the products or services that you are promoting, but also you would be able to generate a form and gather information from site visitors - instead of buying a list, you can build your own list.

There are a number of advantages to this as many who make money online will tell you, but it's not for everyone. Those who have seen the benefits, however, will tell you it's definitely worth it.

About Author

Clinton Douglas IV, writes E-Business articles for people who want to achieve more online success. Learn Today, "How to Start an [Online Business](#) in less than 30 Days starting from Scratch"! Free Special Report - Limited Time! Plus, weekly newsletter from Online Empire Secrets (A \$400 Value). Click ==> [Small Business Ideas](#) To get Your FREE REPORT!

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