

Plug 'n' Play E-zine Marketing

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Publishing an e-zine takes much more than just putting together a few articles and sending it out. In addition, marketing your e-zine with the aim of getting more subscribers does take a lot of work.

Firstly, lets look at 6 basic fundamentals to a professionally designed and written e-zine. Your e-zine must contain these characteristics for Plug 'n' Play E-zine Marketing to work.

1. Clear Design: In short stick to one design that should contain a masthead, personal introduction, table of contents and quality articles (the real meat of your e-zine).
2. Purpose: What is the purpose of your e-zine? Who are you trying to reach? Don't make your e-zine too broad in it's scope. You must zero in on a core target with a subject they will be interested in and cater to that need.
3. Personality: It's your job to make your e-zine unique. Offer unique information/content. In addition when you send it out personalize it with, "Dear Janet" instead of Dear Reader. Make your readers feel as if you are talking to them.
4. Content Quality: It's vital that you provide high-quality content for your e-zine to be a success. Limit the amount of ads you run to a maximum of 6-10. If you want to create a truly successful e-zine try to include the following:
Informative articles, Helpful links, Useful tips and ideas and Free resources.

5. Reliability: Always deliver your e-zine on time and never send out duplicates.

6. Professionalism: Avoid careless mistakes in your e-zine such as spelling or grammar errors. Make your e-zine clean and professional.

Now we are ready to discuss Plug 'n' Play E-zine Marketing. The most basic weapon in creating a huge opt-in list for your e-zine is creating a pop-up subscriber box. The truth is that subscriber boxes still work the only trick is to make the pop-up appear only once. This is used with a cookie. Don't worry you're not invading anyone's privacy because you're not collecting any private information. You can easily find this script (JavaScript) by researching the net. Remember that there are a few different types of pop-up boxes so you can find one that best fits your website.

If you publish free e-books allow those who download to subscribe to your e-zine. You will need to write some compelling copy that will tell why should they subscribe so spend some time in writing great copy. If your e-book becomes popular and a trusted source you will have a wave of new subscribers in no time.

You must also consider writing articles for others to use in their e-zines. This is often overlooked but extremely powerful tactic in gaining new subscribers fast. When writing your resource box, don't just point to your website but rather allow them to sign-up for your e-zine. If your article is the feature article in a publication going out to 50,000 subscribers just imagine the possibilities. If you need hordes of new subscribers fast then write articles and submit them often.

Another method in effective e-zine marketing is the use of ad swaps. For your ad swap to be effective, you'll need to seek out those e-zines that share more or less the same audience as your own.

The above tactics are unbelievably powerful when used as a one-two punch combination. Don't just adopt one tactic but use all of them. Plug 'n' Play E-zine Marketing or combination marketing are powerful tools that must be used to explode your e-zine opt-in list and blow your competition out of the water.

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