

7 Low or No Cost Profit-Producing Email Marketing Tactics

By Michael S.L Bombard

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Whoa! So you wanna increase your online business right?
Well be sure to take advantage of our new favorite
communication tool - email.

Email marketing is by far the cheapest, most effective
method of advertising for your business that the world
has ever seen. There are literally dozens of spam-free
(I really hate that word) ways to utilize email for
bigger, better profits. Many of these methods are free.
Some are very low cost. Yet others, even being a little
more pricey, are well worth the few extra bucks.

Let's explore just 7 of these highly effective Low or
No cost email marketing tactics shall we...

1 Signature Files: Although sig files are definately
no Monster traffic generators, they're free and can be
used almost any time you send an email. Just set up a
sig file in your email program. Then every time you
send out an email, include your 4-7 line sig file.
This will let your contact know about your business
AND the major benefit you can provide them with every
time you send out a message. Groovy!

2 Free Ezine Ads: Take advantage of any free ezine ads
you stumble upon. Some ezines will only allow one ad to
new subscribers, while others give you a free ad every

week. I always get a constant flow of new opt-in subscribers from my dozen or so free weekly ads. You'll usually find that advertising a free report with a " Killer Headline " works best for free ezine ads.

***3* Top Sponsor and Solo Ezine Ads:** Placing low cost top sponsor and exclusive solo ads in ezines is by far the quickest way to build traffic to your web site. You can purchase top sponsor and solo ads in 1,000's of different ezines ranging from \$5 to \$1,000.

It is not uncommon to see a return of 3 - 10 times your ad cost with a well written ad to the appropriate audience. Just do your research first.

***4* Promote an Autoresponder Address:** Stop promoting your URL and start promoting an autoresponder address today. Why? Collect email addresses SAFELY.

Get your prospects to send an email to your autoresponder, then deliver your sales message/free report in your reply. Include your URL. Before you know it, you could have a huge list of prospects in your autoresponder database. And if you have a system like InfoGeneratorPro, you can send special offers to your list every 2 weeks or every month and reap the huge back-end rewards. Just give people quality, not quantity, and most will stay. I will.

***5* Follow-Up With Prospects:** This goes hand-in-hand with promoting your autoresponder address. Set up your autoresponder to send at least 3 follow-up messages to people who request more information from it. But 7-12 is best.

The first message is sent instantly. The second goes out on day 1. The third on day 4. The fourth on day 9, etc. You get the idea. Keep yourself and your offer fresh in the prospects mind. It's a proven fact, over 64% of your prospects will NOT buy from you on the first contact. The solution - Follow-Up Until They Die, Buy or Unsubscribe! Tactic number 6 is the best way to accomplish this...

***6* Publish an Ezine:** Okay, I'm guilty. I don't yet publish an ezine. I have a growing opt-in list, I publish my Pit Bull Marketing Team Bulletin for Big Dog customers, but no ezine. I certainly know the value of having thousands of trusting ezine subscribers, but it's alot of work.

Yes, publishing your own ezine is the key to long-term

profits on the Internet, but just make sure that you're ready for all the hassles that lead to that big pay-off.

Build your list of 10,000 loyal subscribers, and you can practically retire. No Joke. You see it done all the time.

7 Submit Your Articles to Targeted Ezines: Almost anyone can write an article and submit it to ezines. I'm just a 21 year old young buckeroo, and this is a breeze. Rick Beneteau uses this free promotion strategy as his main traffic generator. If you've been on the net for more than 5 minutes, you've probably heard of him. That's how effective this free promotion method is!

If you can write a Post-It note, you can write an article and get it published. Just write about what you already know and the words will flow (Maybe I should have been a poet..LOL). This is also a great viral marketing tactic that can produce traffic for years to come - but that's another story.

To sum it all up:

- * Use signature files for extra free traffic.
- * Take advantage of free ezine ads. They're everywhere and they do get results.
- * Learn to harness Top Sponsor and Solo ezine ads for maximum profits.
- * Promote an autoresponder instead of your URL and start collecting valuable email addresses.
- * Follow-up with prospects. "The Fortune is in the Follow-Up".
- * Publish an ezine and plan for long-term profits.
- * Submit articles to targeted ezines for massive free exposure.

Just remember, selling online OR off is a contact sport. The more ways you contact your prospects and the more you keep in touch with them, the closer you'll get to that game winning touchdown.

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Happily written for your benefit by: Michael S.L Bombard  
He's excited because he recently stumbled upon a Proven,  
Scientific Breakthrough system that Automatically Generates  
Thousands of Daily Email Leads & makes him More Sales!  
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