

# The Value of Word of Email Advertising

By Steve Tanner

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Every wise businessperson knows that one of the best advertising strategies and full on recommendations for any type of business is 'Word of Mouth'.

If you are dedicated to customer care and support and bend over backward to help all of your customers, then you will be rewarded for your efforts.

Your customer will be delighted with your product and service and the help they received through any support issues.

This will then begin to benefit your business as the process will begin to roll out a type of 'viral advertising' system.

Your customer will recommend your company and name to their family and friends to do business with you.

This is a very powerful marketing technique as many people will act on recommendations therefore bringing more business your way.

Their friends will do business with you and if you look after them and treat them the same way as your previous customers, they will then recommend you to all of their friends and it just grows and grows.

Not only does word of mouth advertising work in the offline business world -- but it also works in the online business world as well, through the power of 'email marketing'.

This is what I call "Word Of Email Advertising".

Recommendations for your business will travel more quickly than for any offline business. This also means that a BAD

recommendation will travel like lightning across the Internet, damaging your business and reputation.

Because people will always talk about products and services, word of email can have more power and influence than any other form of publicity.

In fact in a recent survey nine out of ten small businesses stated that their existing customer recommendations was the most effective way of attracting new business.

Remember that this is F\*REE advertising, so bear in mind the more you can get other people to positively talk about and recommend your business, either by sending an endorsement to their list or through your affiliate program, the more credibility and believability you will build for yourself as a reputable online marketer.

If you want to generate maximum profits for your business, it would be very wise to analyze the people who are making the recommendations and sending you the highest amount of traffic and sales.

You can then figure out a way of how you can stimulate the people who are recommending you to promote your product or service even more so.

A good way to approach your existing customers, who were satisfied with your product or service, is to send them an email asking them if they would like to benefit from their recommendations by joining your affiliate program and earning some money for it.

You could even approach them with a joint venture proposal, asking them to endorse your product to their list for a cut of the profits. This could be very financially rewarding for the pair of you -- especially if they own a large responsive opt-in list.

It is also worth building a relationship with other online marketers who sell similar products to yours that are NOT in direct competition.

Search out online marketers who sell a product or service that would be complimentary to your product.

You really must make sure that the product or service you are selling is worth a lot of value and is what people want to buy. Make certain that your product is proven to work and will benefit your customers in the way it is intended.

Dissatisfied customers will talk 'twice as much' as a satisfied one. So to ensure you keep building up a solid

business and a great reputation, make certain that your business and your products and services are known for:

- Quality
- Customer Service/Support

One way to make sure your customers are happy with your product is to ask for their feedback. Make sure you offer something in return for their time and feedback. Many people will NOT do something for nothing, so by offering a valuable bonus in return for their feedback will generate a much higher response.

Listen to what your customers are saying to you - this is really important - and analyze their feedback to improve your product.

Final Thought:

Make sure your business is worth talking about through the power of 'word of email' advertising, but be certain that the people that are talking about you are for the right reasons only.

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