

Setting Up A Profitable And Successful Email Marketing Campaign

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Your email marketing campaign will be successful when you get not just clicks but sales and profits, in order to do that you must set up your email campaign to profit.

You can run an email campaign by advertising on your own opt-in list or other people's ezines, most of the time you should test your email campaign first with your own list before running it on other people's ezine/list.

To get the result you want from your list, you must have been getting targeted traffic from targeted ad media to your website (targeted traffic are people who are likely to buy from you, targeted ad media are where you can find those people, if you've been getting only targeted traffic to your site then only targeted traffic will join your opt-in list as subscribers and you're more likely to make money from your list because only targeted traffic will buy from/through you), you must have been giving the subscribers on your list what they want/need and you must have been solving their problems. If you know exactly what your subscribers want exactly on your list you'll make more money than if you don't, you can know what they want by asking them and also tracking the content and free giveaways they access and/or download from you and your website. If you've recommended any product/service to them before, the product/service you recommended must have been giving them the values they wanted by buying it, in other words you must have been dealing with your subscribers in a credible and trustworthy manner for you to get the kind of results you want from them in sales.

Your email campaign will come in the form of newsletter issues you send to your subscribers over time and direct email ads. You'll use your newsletter issues to build a relationship with your subscribers through the content you provide to them, that will make them trust you enough to buy through the links to your products/services you have in your content and email ads you send to them.

Send some content to your list first at least 3 or 4 times before sending them any form of advertisement, you don't want them to get the impression that you only want to be selling things to them and not give them much value, you don't have them unsubscribing from your list as soon as they join.

Using email subject line that grabs attention and copy that sells in your email campaign will only work if you do the above, you'll get better results from other

people's ezines doing the same thing too.

Get the blueprint on how to make money in profitable niches on the internet at www.i-niche-marketing.com.