

Email Marketing-Easy Ways to Build Relationship with Email List Subscribers

Making an email list personal is the real secret to making profitable lists. Like any sales, relationships close deals. This is no different in permission marketing--make your email list personal and watch it pay!

Engage Your Subscribers

You won't hold or grow your subscriber list long if you don't give subscribers a reason to be there. Strive to engage your readers with each new email. This means not only delivering them tips and value, but get them to do something.

Most email subscribers signed up to learn something or keep up on trends. We all know the best way to learn or stay current is to get our hands a little dirty. This is your challenge. Think of ways to have your reader try a quick little test of what you are teaching. Or, send them off to checkout a juicy industry trend tip that you have uncovered.

Get your readers involved on every issue.

Ask them Questions

Most subscribers will skim your email with only passive interest--especially if it is simply crammed with monologue.

But, ask a question and they stop, think, and engage.

A question forces the mind into a subconscious click-whirr effect. Your email and its content or offer will linger in their mind. It is kind of like that song stuck in your head from the radio today.

Capture Feedback

People love to register an opinion. Asking for feedback is a guaranteed way to create a more active email list. If you ask for feedback, suggestions for improvement, or topics they want to learn about your subscribers will feel the honor of contributing.

The trick to making feedback work is implementing it.

If a reader sees their feedback incorporated into the eZine--maybe even with their name--the pride is sure to get more distribution and several more new subscribers.

Implemented feedback makes people feel important and gives you the opportunity to leverage their networks--people will forward anything with their name in it.

Forwarded emails are profitable emails!

Always Respond to Inquiries

In the same line as feedback are inquiries. Respond, engage, incorporate. This process is building loyalty and trust the very core of successful sales. Never let a subscriber inquiry go unanswered. Even if you have to hire someone to reply to ALL of them, do it.