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Host A List, The Benefits of Opt In Traffic

By Barrett Niehus

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By Barrett Niehus

We are all aware of the power of opt-in advertising to promote our products. However, few of us realize that every other internet marketer out there is trying to do the same. Here is an idea to help those marketers deliver their message, and substantially increase your exposure in the process.

An opt in script that allows members to bulk email all other members of the opt-in list is available for download and at <http://www.freetrainer.com/rep/ilink.zip>. The script allows members to accept opt-in email advertisements from other members of the list in exchange for being able to post their own marketing message to every member of the opt in list. This type of script is generally effective for the list administrator because he/she can include a marketing message that goes out with every email that is sent through the opt-in script. In addition, everyone posting must go to the list administrator's page in order to access the script. This translates into an opt-in participant being exposed

repeatedly to the administrator's marketing and product message.

To maximize this resource, banner exchange links can be placed in the footer of the scripts which expose every marketer that sends a message to a banner impression. If the banner exchange link goes back to the posting page, then the script becomes almost viral in its growth. Suddenly thousands of people per day are being exposed to the list administrator's marketing message. In addition, the banner impressions are legitimate as they fully expose the poster to the desired banner impression.

With this system, every person that posts to the opt-in list

generates a banner exchange exposure, and is exposed to the list administrator's product. Because the script is used by webmasters to market their own products, repeat traffic is almost guaranteed, and traffic growth is exceptional. An example of this opt-in mail list can be found at <http://www.ipware.addr.com/cgi-bin/ron/ilink.pl>

Some words of caution regarding this program. It generates a lot of email which may exceed the transfer limits specified by the administrator's web host. In addition, a no-tolerance policy with regard to spam and abuse of the posting rules must be adhered to in order to maintain the integrity of the program.

As stated above, the script is available for download free for modification

at: <http://www.freetrainer.com/refs/ilink.zip>

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Barrett Niehus <http://www.freetrainer.com> is the director of marketing for IP Ware Real Estate Investment Analysis Software. Utilize IP Ware to secure your wealth and achieve financial freedom by investing in Real Estate

Opt-In List Building Is A Provable Success

By Shon Christopher

There has been a lot of talk about the reality of success regarding opt-in lists. Due to this talk there have been many marketers partaking in surveys conducted to ensure that website promotion through opt-in list building is not just internet hype. The results obtained in these surveys have clearly shown that opt-in list building is still the hottest marketing tool for website promotion.

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The surveys are also a means of eliminating some of the internet marketer's fears based on the technological advancement which might pose as a threat to the success of opt-in list building. It also helps bring new understanding to the huge earning potential that an opt-in list creates.

It is without a doubt that new website owners will have fear with all the SPAM filters making it hard for their prospective clients to receive their mail. However it has been proven that most opt-in list marketers have not been hurt by this technological advancement. This is due to the obvious fact that opt-in list subscribers are not being spammed as they have willingly parted with their email address.

Other fears that have hit the scene of internet marketing in terms of opt-in list building have been that most people are not willing to part with their emails these days. These fears are unfounded as the increase in broadband is making it easier and cheaper for people to get online. Therefore more customers are made available and are indeed willing to part with their email addresses.

The other reason for the success of opt-in list building is that many websites are allowing subscribers to join the opt-in list on the websites own home page. This is making it easier for people to sign up on the mailing list as opposed to having to click on another link to get the option of joining the opt-in mailing list.

Opt-in list building is about giving your potential customer the option and incentive they need to purchase your product or service. It requires you to have the customer in mind. What are their needs and how can your product provide for those needs? A good opt-list building technique is about getting your customer to have a relationship with you.

Once you have your subscribers email address you have one foot in the door. Your subscribers are like minded people who are in some way interested in your product. Don't disappoint them by offering something that you cannot deliver. An opt-in list is also a good way to get traffic to your site. The best way that a website can survive is through generating consistent, growing website traffic.

Shon Christopher is the owner of

which offers 11 powerful

software toolkits created especially for webmasters and affiliates to help them drive website traffic and increase sales.



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