

How to increase your E-Mail Marketing Results !!!



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How to increase your E-Mail Marketing Results !!!

By **Thomas Kraemer**

How to increase your E-Mail Marketing Results !!! by Thomas Kraemer

Are you using e-mail to promote your site or service?
Then you can increase the results you get without having
to do more work just by using an autoresponder!

Fact is the the majority of people will not respond to an ad
when they read it the first time! You have to stay in contact!
You will get more sales when you follow up!

Now this doesn't mean that you send them the same ad
over and over. That's not a way to close a sale! Instead you
will create a series of different messages!

First message could be your normal ad! Just send it out to
your leads as your doing now! The second message could be send
2 days later and reminding people of the benefits of your offer!
You can also add a free bonus to make it harder to refuse again!
Put a time limit on the bonus! The third message should be send
right before the bonus runs out! Remind the people to join now to
claim a bonus! Fourth message can be send a week later. Tell
people how sorry you are that they missed your bonus offer and
renew it! But just for 24 hours! Increase the value of your
bonus this time!

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You can of course send more follow up messages than 4. It's also a good idea to put a free gift into every message! If your readers get valuable content with your ads they will keep reading your series!

Now this sounds like a lot of work, doesn't it? You're wrong! Of course it would be a lot of work if you had to mail out the messages manually and keep track of who's to get which message! That's why you will use an automated system! An autoresponder!

Instead of giving out your web-site URL in your ads, you put a link to your autoresponder! Now prospects can request more information by simply sending an e-mail to your autoresponder address! The responder will then send your messages in the order and timely manner that you did specify! Automatically! You just advertise the way you're used to and your autoresponder does all the work for you with following up your prospects until they buy!

Thomas Kraemer If you would like more information on how to set up a follow up series and where to get an ad free autoresponder at no cost: Try out our free course: "FREE AUTORESPONDER MARKETING" It will guide you through all the steps you need to take to get your automated sales-machine to work for you at no cost ever! [mailto:kraemer@freenet.de?subject="Free Response"](mailto:kraemer@freenet.de?subject=Free%20Response)

The Significance and Benefits of Email Marketing

By Justin Brown

There is no dismissing the fact that e-mail, also known as electronic mail, is an indispensable medium of marketing on the internet.

Internet as a whole has a wide marketing area because of the fact that it is available high and wide throughout the world. This makes it accessible to almost every country and eventually to the people in those countries. E-mails are very techno-savvy and also very effective and fast. This is the reason that we can now see e-mails developing as an indispensable media of marketing.

Over the years individuals and businesses have started realizing the advantages of e-mail marketing. E-mail marketing carries a lot of advantages along with it. Some of the benefits include:

Speed:

This is the main factor as to why e-mail marketing is considered advantageous over other media of marketing. E-mail marketing along with it brings the advantage of high speed. E-mail marketing has a very high speed of information transfer. It just takes a second for the person to transfer information from his working place to the internet, where anyone can view it worldwide.

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Reach:

Another factor as to why e-mail marketing is considered a good option is because of the fact that it has a better reach to the people worldwide than other medias of marketing. E-mail marketing knows no boundaries and this helps people to continue to conduct their marketing work on a large scale. The higher reach of e-mail marketing attracts more people towards it and thereby assists the whole marketing process.

Inexpensive:

E-mail marketing is comparatively cheaper than that of some other medias of marketing. Individuals and businesses do not have to incur any special or extra cost to market their product or point of view. Being inexpensive, it suits many and thereby a lot of people resort to e-mail marketing for a large part of their online marketing efforts.

Effective:

E-mail marketing is very effective and a very popular form of marketing. The reason being, that they are very techno-savvy, very fast and still pretty cost effective. This whole package makes e-mail marketing very cheap and pretty attractive. This is the reason that e-mail marketing is effective and thus more approachable.

Personalized marketing:

E-mail marketing avails the opportunity to conduct personalized marketing. In this, people can send e-mails only to people whom they think would be interested in the topic of the message.

Thus we see why and how e-mail marketing has turned out to be an indispensable tool in marketing.

For more information and resources targeted towards using an

autoresponder

as a method of email

marketing, visit

<http://www.autoresponderinfo.info>

to discover the major benefits of using an

automatic

responder

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