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## Introduction

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List building is one of the most important and powerful aspects to building a successful online business.

Regardless of the niche market or industry that you're involved in, having a ready-made subscriber base that you can contact with offers and promotional broadcasts will ultimately help you maximize your outreach and skyrocket your income in such a way that would otherwise be difficult or outright impossible to achieve.

But when it comes to building and monetizing email based campaigns, you want your lists to be carefully created so that they consist of targeted subscribers who will actively respond to your offers.

This means that depending on how many niche markets you are involved in, or what type of businesses you're interested in, you may end up having multiple email lists that focus on specific segments of your market.

The closer you are able to tailor your email messages and reach out to your prospective customer base, the greater a response you'll receive and the more money you'll make.

If you're just getting involved in building your very own email list, you'll be glad to know that there are various ways that you can begin generating traffic to your squeeze pages and building highly responsive lists in a short amount of time.

Better yet, you can begin generating leads absolutely free using bum marketing strategies such as article marketing, building feeder sites and utilizing the popularity of social networks and community sites.

Before you begin building your list, you need to spend time developing a squeeze page that features an incentive offer. Incentives help motivate visitors into becoming confirmed subscribers since in order to download your giveaway; they must join your list.

You'll want to spend time evaluating potential incentives so that you choose one that is highly targeted towards your market.

Consider offering free reports, ebooks, training guides or perhaps develop a weekly ezine, or eCourse that delivers fresh, quality content that your subscribers will find useful.

Squeeze pages shouldn't take a lot of time or effort to develop.

You can use pre-designed squeeze page templates or hire a design professional to create a customized squeeze page that showcases your incentive offer and houses your opt-in form.

When it comes to the actual layout of your squeeze page, make sure that you use a compelling headline that will capture the attention of those that visit your squeeze page.

You should also consider using bullet-point style tables that highlight the benefits of joining your list and make sure that your opt-in form is emphasized and that your visitors are given clear instructions through a strong call to action as to what they need to do in order to become a confirmed subscriber.

**Keep it simple.** Your squeeze page should be very focused and basic.

The entire objective is to capture leads so that you can contact your subscribers again in the future, so minimize text and graphics so that you are

able to deliver a strong, clear message and demonstrate the benefits of becoming a subscriber of your list.

Now that you're ready to begin building your first list, here are some ways to get started!

## Social Marketing

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Social communities and information networks such as Facebook or Twitter are great resources for tapping into your customer base.

While social communities were designed to help people interact with one another in a social setting, you can quickly gain exposure by creating "social marketing" campaigns that work towards helping you first build a following and then build campaigns around your social groups.

There are many different social communities where you can begin marketing your products and services, starting with Twitter.com.

With Twitter, you can begin promoting your business to those within your industry or niche just by creating a profile, building a following base and then providing frequent updates and information to those that choose to stay on top of your posts (called "tweets" on Twitter).

Building a following is very easy. You can begin by manually searching for people you know, or you can use twitters' built-in search utility to import contacts from your email accounts including gmail.

If you struggle to find people that are likely to follow your updates, consider creating a twitter based profile on community sites including:

<http://www.WeFollow.com>

<http://www.Twellow.com>

<http://www.SocialToo.com>

When using Twitter to build your list, you will want to take advantage of Twitter's API. You can connect external services with your Twitter account and automatically send out greetings to those who begin to follow you.

One strategy for list building with Twitter is to set your automated welcome greeting to thank each person for following you and offer him or her an incentive or giveaway by visiting your squeeze page. In order to download your free gift, they will need to join your newsletter and confirm their subscription.

This is a very effective method and is a non-aggressive way of building your list within social sites. You can use the services of <http://www.SocialOomph.com> to set up your automated welcome messages and manage multiple Twitter accounts and broadcasts all from within one administrative control panel.

You can set up a complete list building system via Twitter in less than 30 minutes using a combination of quality squeeze pages that offer visitors an incentive while posting frequent updates within Twitter to further your brand while developing a presence within your niche.

There are other social communities worth exploring as well, including Facebook.com where you can create a profile and quickly connect to other people within your market.

With Facebook, you can create what are called "Fan Pages", which are simple pages that feature information about you and your business. Those who join your page as a fan will receive instant updates each time you post new information or material to your Fan Page.

Many marketers have used Fan Pages to successfully build brand awareness and to connect with their target audience, as well as build new mailing lists.

Since you are given the opportunity to post opt-in forms directly into your Facebook fan pages, you can direct every new fan to become a subscriber of your newsletter, as well as recruit new leads from those who are interested in your incentive offer and willingly subscribe to receive it.

## **Feeder Sites**

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One of the easiest ways to build your list is by creating feeder sites that help to funnel traffic from external networks to your squeeze page.

Feeder sites include [www.Squidoo.com](http://www.Squidoo.com) , [www.HubPages.com](http://www.HubPages.com) , [www.Blogger.com](http://www.Blogger.com) and [www.Wordpress.com](http://www.Wordpress.com) .

Each feeder site offers you the opportunity to create remotely hosted websites and in some cases, simple pages.

Because of the authority given by the search engines to these feeder sites and networks, any page created within these communities will rank quickly within the major search engines, helping you to generate targeted traffic to your website, while ranking for specific keywords relating to your market.

Building a list using feeder sites is quick and easy. Begin by developing 5-6 Squidoo lenses, and use their available modules to integrate both quality content and useful resources relating to each market you are involved in.

Then, using a text-based module for each Squidoo lens you develop, insert your opt-in code so that those visiting your lens are given the opportunity to become a subscriber of your newsletter.

While Squidoo and similar sites are cracking down on pages created purely for commercial or promotional purposes, if you are careful to develop quality lenses that offer relevant and useful information, you can easily build a massive list from the exposure your Squidoo pages will receive from both the major search engines and those who visit Squidoo directly.

Each feeder site operates in a similar way, where you can create single pages focusing on specific topics, or in the case of both [www.Wordpress.com](http://www.Wordpress.com) and [www.Blogger.com](http://www.Blogger.com) , you can create entire blogs that offer content based on categories.

Since blogs are a fast and easy way to build dynamic, interactive websites, you could set up dozens of blogs in each of your niche markets, and either choose to direct visitors to your Squeeze pages, or integrate opt-in boxes directly on the site itself.

When you create feeder site pages, you will want to include a direct link through to your squeeze page, or to another feeder site that you've created.

This is called a "link wheel", and is a fantastic way of maximizing exposure quickly and easily, by exploiting the popularity of some of the most popular community platforms online.

*Here are the top feeder sites that you should focus on:*

<http://www.HubPages.com>

<http://www.Squidoo.com>

<http://www.Wordpress.com>

<http://www.Blogger.com>

## Forum Marketing

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Forum marketing can be a very effective method of not only building your list but in solidifying your place within your market.

Since forums offer the opportunity to directly communicate with both your peers and potential customers, by contributing to the community through valuable and insightful posts and messages you can quickly build a reputation as an authority in your market or field.

When advertising both yourself and your business within forums, you always want to take a passive approach to marketing. Start off by creating your forum profile and adding in a direct link to your squeeze page.

Next, create a forum signature file that includes a link to your squeeze page while providing information on your free incentive.

Then, look for existing threads and open conversations that you can contribute to in some way. Each time that you post within the forum, your signature box will appear, generating instant exposure (and traffic) to your squeeze page.

With forum marketing, you can begin seeing results quickly just by spending 30 minutes actively communicating within forums that are relevant to your niche market.

You can find established forums using <http://www.Big-Boards.com> - Just enter in a keyword and Big Boards will search its ever-growing database for relevant

forums and community sites. You can also seek out forums using [www.Google.com](http://www.Google.com) by entering in "your-keyword+forums".

Just make sure that you offer value to the community and demonstrate your commitment to helping those within your niche market. Remember, the majority of these people are potential customers!

## **Article Marketing**

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Article marketing is an incredibly effective method of not only building targeted mailing lists but in developing traffic "funnels" that work to consistently generate traffic to each of your external websites.

With article marketing, you will be creating quality content based around specific keywords and submitting it into the major article directories.

When you submit your content, you want to make sure that each article is "tagged" with your primary keywords, meaning that the phrases and search terms that you are interested in targeting are included within the content and the article title itself (if possible).

For example, if you were interested in building a list within the weight loss market, you would create 10-15 articles focused on specific weight loss keywords.

Then, you would submit each article into the major article directories, optimizing your content so that it ranks for each individual keyword phrase pertaining to your niche market.

Article directories like [www.EzineArticles.com](http://www.EzineArticles.com) receive thousands of visitors

every day and by featuring your article content in some of the popular categories on their website, you can gain incredible exposure absolutely free.

Plus, you'll benefit from your articles quickly ranking within the search engines so that whenever a potential visitor enters in relevant search strings or phrases, your article is shown within the results.

Articles can yield thousands of views and click-throughs if you are careful to submit only quality content, and structure each article around a compelling title and have effectively integrated relevant keywords into your content.

In order to begin generating leads and building your list, you will rely on what is called an "Author's Resource Box". These author resource boxes are attached to each article that you submit and provide useful information about you and your business to those that read your content.

Each article resource box can feature external links that direct readers to your website, and in order to maximize your article campaign performance, you'll want to create the most compelling author resource boxes possible.

We do this by highlighting our incentive offer, the giveaway we provide visitors who subscribe to our mailing list. When you create your Authors Resource box, you simply provide your reader with a bit of information about what you are offering, while directing them through to your squeeze page.

For best results, make sure that you create different author resource boxes for each niche market that you are targeting, so that your article content and author resource box are both focused on the same topic.

With the majority of article directories, you will need to submit original content through your account. Many article sites including the largest,

EzineArticles.com, **will not accept private label material.**

In addition, the greater the number of articles in circulation, the more exposure you'll receive and the easier it will be to build a good size mailing list for your market, so begin with 10-15 articles and then work towards consistently submitting new content into the major article directories every week.

*Here are the top article marketing directories (in order):*

<http://www.EzineArticles.com>

<http://www.ArticlesBase.com>

<http://www.Buzzle.com>

<http://www.SearchWarp.com>

<http://www.ArticleAlley.com>

<http://www.GoArticles.com>

## Participate In Giveaways

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There is a fast track method of building your lists while offering your target audience with something valuable and useful all at the same time.

They're called 'giveaways' and they are created with the objective of helping potential customers gain access to free material and resources while subsequently helping marketers build or expand their lists.

With giveaways, you can easily generate 1,000 leads in a matter of a few days, but you'll want to make sure to offer something that directly ties in with what your newsletter is all about.

For example, if your newsletter provides information on how to build a blog, your giveaway offer could include Wordpress themes, blog plugins, or anything else that is relevant and targeted towards those building a blog.

Don't overlook the importance of your giveaway offer.

Many marketers submit random offers into giveaways and while you will still generate leads, they aren't likely going to respond to your future offers if they aren't interested in what you are advertising.

It's never wise to build inflated lists because regardless of the size of your list, if you are not able to directly communicate with your leads and create compelling email campaigns that are tailored towards what they are interested in, you'll struggle to effectively monetize your lists.

In email marketing, the size of your list is second to the quality of your list.

You can search for open and upcoming giveaways in your niche market by using keyword search strings including:

“giveaway+niche market”

“giveaway+keyword”

“list building giveaway”

## Conclusion

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There you have it, 5 simple yet effective strategies for building your list and jump-starting your email marketing campaigns.

Begin by creating profiles and pages within social community sites and setting up a schedule so that you can remain an active part of the communities you visit, while always looking for alternative sources for spreading your message and getting the word out about what you have to offer.

List building takes time, but just by taking action and implementing a handful of strategies into your daily marketing can yield incredible results.

*Remember, you grow your list one subscriber at a time.*

You should start developing a relationship with every member from day one while always paying attention to provide a balance of quality information with promotional based messages and campaigns.

You can do this, and trust me; ***your business will never be the same again!***