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# Chapter I: What is List Building all about?

- **Definition:**

In the marketing world, a list basically refers to a list of potential customers' contact information (usually First Name and Email Address), also known as lead or subscriber, so you may contact them at any time and do what is called Email Marketing.



List building refers to the continuous process of adding new leads to that list. And it is something you should definitely be doing at every step of your internet marketing journey.

Email Advertising is the most powerful and cheapest way to promote any product among your potential audience. It helps you increase brand awareness, build relationships, and ultimately close deals.

List building is a very critical tool for converting your business targets into reality. It gives you the chance to connect with needy customers and satisfy their requirements.

A list enables you to communicate with your potential audience in a direct way. With the effective use of list building, you will be able to have a huge base of customers, and earn huge profits in the long run.

- **How does list building function?**

An opt-in form titled "Instant Access" with a light yellow background. It features two input fields: "First Name" and "Email". Below the fields is a prominent yellow button with the text "Get Access Now!" in bold black font. The button is framed by blue curved lines.

There are numerous methods to create and increase a contact list but basically it all starts with what is called an opt-in form.

You can put an opt-in form on your website, you can put it on your social media accounts, you can put it on your blog, you can even put it on other people's websites, social media accounts and blogs if you ask them to do so, etc.

Your strategies should always be directed towards streamlining your marketing efforts in such a way that your list keeps growing, in spite of people opting out due to any reason.

Before starting to build an email list, you need to be sure that the audience fills your opt-in form and are already having curiosity about your products or services.

You need to enhance your visitor's tendency to visit your website, social media account or your blog from the starting point to convert them into your subscribers and then paying customers.

You can point out some benefits for signing up such as a free product, demonstration of product, a free guide, a free report, etc. You can showoff valuable reviews and testimonials like what your subscribers say about you.

Remember you should always invite people to join your list. Tell them exactly what they need to do like: submit your name and email. Or fill out the form below, etc. Every invitation you make will have its positive impact.

- **How is List Building generally used?**

By making the most effective and efficient use of your list, you can enable yourself to get the desired results from your business.



List building helps a business to sell various promotional offers to customers. By taking help of precise and compact emails, customers are made aware of the most updated promotional offers which cater to satisfy their needs.

Customer relationships can be enhanced with the help of list building. When you send them emails regarding your products, you are able to develop a close connection with them. It gives a feeling of belongingness.

Selling new and updated products is also made convenient with list building. When you have access to a sound base of customers, you will

be in a great position to launch new products and enhance their chances of success.

Word of mouth enables you to make lead generation a convenient process. By giving a little discount or some additional features or benefits to your existing customers, you can ensure that they spread a positive word of mouth.

Join Ventures is one of the greatest ways to use your list. It consists of you preparing a Product Launch and invite other lists owners to email at the same date and time in exchange for a commission per sale generated.

Solo ads and Ads Swaps is very common too. Solo ads consist of you sending emails to your list on behalf of another person. Ads swaps is when you send emails to your list on behalf of another person, and that other person do the same for you.

- **Why building a list should be a continuous business affair?**

Have you heard the saying “The Money is in the list”? That’s 100% true! Yeah, each lead is worth more than \$1 per subscriber per month. The more leads you have in your list, the more profit you get.

List generation is a never ending process because the audience should always be connected with you to remain curious about your offerings.

Lists are degraded by 25% year by year because of changes in their contact information and opt-out from your subscriber list. So, an email marketer has to be constantly directing his efforts into building his list.

You can plan a multichannel attack by using many different internet marketing models at the same time in order to build your list. You can use:

- ✓ Article Marketing
- ✓ Video Marketing
- ✓ Banner Advertising
- ✓ Websites
- ✓ Blogs
- ✓ Forums
- ✓ Social Media Accounts
- ✓ Search Engine Optimization
- ✓ Pay per click Advertising
- ✓ Content Syndication
- ✓ Direct mail
- ✓ Event Marketing

This will ensure you can have many sources available to you, so that you do not get stagnated at any certain point.

Having multiple sources to build your list is as important as having several income streams to guarantee your success over the web. Thanks to the miracle of technology both facts can be achieved.

## **Chapter II: Why should you definitely build a List?**

- **Amazing Benefits**



## **Increase Sales:**

Most probably, first time visitors of your website will not make a purchase at that moment, but a subscriber who receives your emails on daily basis has a higher chance of making a purchase as he feels connected to you.

Once visitors subscribe for your list, you can advertise your product to them for a long time until they unsubscribe from your list.

The more potential audience you have, the more closed deals you will get. Targeted and interested leads trigger more sales toward your business, which helps increase conversions and revenue.



## **Enhance customer awareness:**

List building enables you to be in contact with your customers. By sending regular email and newsletters, you have a chance to grab your visitor's attention about your business and your products and take them to the next level.

You need to keep in mind what your visitors expect from you. When they want to buy anything, you will be their first choice because they are connected to you.

Email is one of the easier ways to get in touch with them. Even if you decide to post on your blog or create a new page in your website, they will know about it by email.



## **Promote up-sell, down-sell and cross-sell**

### **sales:**

One of the most successful sales process approaches is what is called “Sales Funnels”, which consists of an inter-connected sale stages that an online visitor will go through once he decides to buy a product or service.

If a prospect has left the sales funnel at a particular point, it is of extreme importance for you to know where and why.

Knowing which pages, products, and services users expressed an interest in and knowing which stage of the sales process they left your site is something that will definitely tell you what to offer to them in your future email campaign.

That's why it is important to build lists, but segmented lists. You will be able to know about all these thanks to the use of advanced lead generation and management software.



## **Measure all your results:**

List building provides you with valuable insight regarding your target market's behavior. You can know who opens your emails, how long they

spend reading it, which links they click, and how many of them unsubscribe.

Advanced lead management software gives you the chance to know things about your audience that you didn't know before. Knowing when they open your emails, where they live and what products they bought can teach you a lot.

List building facilitates measuring of the results to a great extent. Lead generation provides measurable results that you and your team can use to improve your marketing strategy.

## **Guarantee a huge ROI**

List building enables you to have access to increased return on your investment. With the help of a qualified list that yields proper customer base, you are able to track your efforts, and consequently you can evaluate your ROI.

With proper and effective list building, you can regularly send articles and information to people who are actually interested. In a sense, your list guarantees highly targeted traffic.

As stated before "The Money is in the list"? Each lead is worth more than \$1 per subscriber per month. The more leads you have in your list, the more profit you get.

The only investment in your part would be the lead management software fee and writing a high quality and helpful email to your customers and potential customers, which is something that can take  a few hours at most.

## **More Frequent Communication**

Creating an email takes less time as compared to other mediums of marketing. By designing precise and compact emails, you are able to get in touch with your customers more frequently.

This gives you a chance to save the most important asset of business-TIME.

However, keep in mind that a proper time gap should be followed while sending emails to your customers. This will ensure your customers don't get excessive emails, and you do not lose their attention.

This also helps you promote your new offerings in a sequential manner, and your customers also don't lose interest.

### **Send targeted traffic to your website:**

List building enables you to send one of the highest quality traffic to your website. By having access to selective traffic, you are able to formulate specific strategies to suit their needs and requirements.

With qualified or targeted traffic, you have the chance to deliver the best products for your customers. Along with that, you will be able to focus

on satisfying their requirements, which will enhance their connectivity with you.

Having a list of people that know about you, which has shown interested in your topic, in your business and in your product is definitely the greatest way to avoid what is called cold marketing.

Online High quality traffic is really expensive. Having a list can resolve that problem once and for all.



### **Reduce Overhead Costs:**

List building also allows you to reduce your overhead costs. For successful and effective list building, you do not need a lot of talented employees, designers, or marketing analysts.

You don't need to pay for printing, postal mailing costs, phone lines, or advertising rates.

An effective list building program only needs a great lead generation and management platform or service and a good marketer who knows how to put the right offers, the right copy and the right graphics in front of the right people.

Having a list is like having the chicken of the golden eggs in the real live. You just need to feed it and it will make you gold on a daily basis.



### **Stamp your brand:**

Stamping your brand is one of the most valuable assets of your list building campaign. With the help of list building, you will be able to make your mark amongst the existing pool of competitors in the market.

By stamping your brand, you also will have the power to get recognized over a certain span of time over your competitors. This also facilitates your brand recognition in the long run.

Having a list is like you having a huge audience at your disposal. You are their leader. You serve them, you give them the information they need, you help them save money, time and effort and they trust in what you have to offer to them.

It's far better than having list of local clients. Your list will be full of people all around the world. In reality, you are an international leader in  your niche.

## **Business enhancement Opportunities:**

You never would know that the person you meet at the bank and talk to you while waiting his turn to be attended happened to be your partner at a very success online business.

You never would know that by just asking a question to a guy at the warrior forum was the beginning of an important business relationship that ended up been one of the great online marketing opportunities ever.

People in your list will be so connected to you that will send you their testimonials by email, and will even tell you what things to improve. They will even offer you awesome services that can end up been an awesome business opportunity.

- **Shocking List Building Facts:**



Now, let me take you through some crazy, shocking list building facts that will show you how building your list is something that can add unlimited value to your marketing

efforts:

**Nurtured leads make 47% larger purchases than non-nurtured leads.**

**([Source](#))**

	<p><b>60% of professional services prospects check you out on social media – and of those individuals, 70% look at LinkedIn, 5% at Twitter and 25% at other social media like Google+, Facebook or YouTube. (<a href="#">Source</a>)</b></p>
<p><b>Companies with over 200 blog articles get more than 5 times the leads than those with 10 or fewer. (<a href="#">Source</a>)</b></p>	
	<p><b>Companies that increase blogging from 3-5 times a month to just 6-8 times a month achieve a 100% increase in leads. (<a href="#">Source</a>)</b></p>

<p><b>Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads. (<a href="#">Source</a>)</b></p>	
	<p><b>88% of B2B marketers make use of email marketing for lead generation. (<a href="#">Source</a>)</b></p>
<p><b>Companies with 40+ Landing Pages get 12X's more Leads than those with 5 or Less. Companies with 30+ Landing Pages get 7X's more Leads than those with 10 or less. (<a href="#">Source</a>)</b></p>	
	<p><b>Lead nurturing emails generate an 8% CTR compared to general email sends, which generate just a 3% CTR. (<a href="#">Source</a>)</b></p>
<p><b>54% more leads are generated with inbound marketing strategies like list building. (<a href="#">Source</a>)</b></p>	
	<p><b>Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost. (<a href="#">Source</a>)</b></p>
<p><b>68% of B2B businesses use landing pages to garner a new sales lead for future conversion. (<a href="#">Source</a>)</b></p>	
	<p><b>83% of consumers will most likely spend more during their purchases if they get good information about brands, products and services through email. (<a href="#">Source</a>)</b></p>
<p><b>Marketers engage with customers through social media 90% on Facebook, 53% on Twitter, 47% on LinkedIn and 33% on blogs. (<a href="#">Source</a>)</b></p>	

	<b>61% of US Marketers Use Social Media to Increase Lead Generation. (Source)</b>
<b>LinkedIn is 227% more effective for lead generation than Facebook or Twitter. (Source)</b>	

Data like this makes it clear there is a lot of potential on building your list. And while lots of people might be talking about it, very few can really teach you how to productively use List Building on behalf of your business.

In this training guide you will know exactly how to do it step by step.