A Popular Auto Responder Marketing Technique

Marketing through auto responder series is a popular strategy to increase repeat website visits and sales. Here is a popular strategy.

EZINE EBOOK

Instead of trying to publish a small daily or weekly eZines, try publishing one large monthly eZine (similar to a monthly magazine) as an e-book format delivered via auto responder, preferably an Adobe .pdf file. You could have it made up of a large number of articles per issue and insert regularly featured areas throughout like inspirational quotes, industry tips, favorite sites and advice from the pros. You could also insert full-color graphics, multimedia components like audio / video file links and ads. Then you can charge a monthly rate, with an annual discounted package purchase, and sell advertising spots to sprinkle in your auto responder announcements for each issue and with an informational series to announce your monthly eZine to new prospects.

In summary, by using customized marketing techniques like an eZine eBook, tailored to fit your own products and services, you can reach out and increase your website traffic and sales opportunities. Internet marketing can mean more ways to grow your business.

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