Auto Responder Marketing Techniques

The Internet offers many means of affordable marketing with auto responders.
Here are a couple of popular ways of using them.

DIRECTORY
Some webmasters set up link or article directories on their sites. They create a
directory on a specific industry topic, placing their own ad or banner along the
top. Then they invite others to add their website links via a link exchange
program, listing themselves in your directory. Or they invite articles to be
submitted that include a resource box at the bottom of each with a link to the
author's website. This results on increased traffic as sites link up across the
World Wide Web. Enter "link exchange software" or "article directory software"
into a favorite search engine for help with each.

TEACH A COURSE
Some marketers write up a simple step-by-step instructional class in their area
of expertise. Then they break it up into smaller portions or messages and set
them up in an auto responder as email messages, including short ads within each
message to invite sales & website visits. Then they invite website visitors to
sign up through on online form or email subscription address offered through the
auto responder service. As people sign up, they will learn more about the
products and services through the teaching series.

[Insert Your Resource Box Here]

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