Title:
Build a Profitable Subscriber List

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557

Summary:
Fact is, with a well-groomed database you can increase your revenues and decrease your marketing costs. You can build customer relations and keep your name fresh in the minds of your market by keeping in touch. This establishes excellent position within your market.

Keywords:
Business, Marketing

Article Body:
Why is it some people are incredibly successful at utilizing the power of the Internet in their marketing while others can't seem to figure out the winning formula?

How often do entrepreneurs and salespeople look for that next magic formula to build their business and increasing revenues, never quite making any of it work? Many people make it much more difficult to succeed than it need be while others know exactly what to do … and they do it.

Ask anyone who has effectively integrated the use of the Internet into their overall marketing strategy and they will tell you success in building your business, both online and off, is about systems. Simple as that.

Developing and utilizing systems is nothing new. Yet, the great search for the pot-of-gold at the end of the rainbow and getting-rich-quick continues.

The place you'll find more gold than virtually anywhere else is in doing something many people just don't find appealing. It is in developing and maintaining a solid database. Unfortunately, many people don't find database management "sexy" enough. So they continually buy into that next "secret formula."

Fact is, with a well-groomed database you can increase your revenues and decrease your marketing costs. You can build customer relations and keep your name fresh in the minds of your market by keeping in touch. This establishes

excellent position within your market.

Most people would be amazed at how simple it is to build an incredibly profitable database by applying a few simple strategies. Remember, simple is not always easy. It will take time, commitment and focus.

Bigger is not necessarily better when it comes to your database. Depending on your industry and what you sell you may be well served to focus on the few dozen or few hundred who want to buy from you rather than thousands who couldn't care less about what you offer.

On the other hand, there will be situations where building a massive list is exactly what you need to do. Especially if you have mass quantity products you are selling at a very low price. Then you may want to go for the numbers.

Driving traffic to your site is an ongoing process as is building and maintaining your database. If you are serious about using the Internet in your marketing you need to lay the groundwork to optimize your opportunities.

-Develop a fully operational web site
-Have a way to capture contact information such as a sign up form
-Give people a reason for leaving their contact information such as an Ezine, free report or ebook, an article of interest to your target market or anything that is of benefit to the reader
-Develop a series of content driven messages that address your customers' needs
-Keep your name in front of your market consistently without being annoying
-Write and distribute articles to various online resources pertinent to your market
-Create a resource box containing your web address
-Do not make the articles a hard sell. Rather, provide information that positions you as a resource before you are a vendor
-Develop a list of forums and discussion groups you can participate in
-Commit to the long-term.

By focusing on developing a solid database and providing incredible value to your market you can and will achieve success in your business. Guaranteed!