

Why Do Successful Businesses Build Lists!

This blog writing is from the owner of Traffic Wave, Brian Rooney.

List building is still a bit of a mystery for many businesses. A lot of business owners and marketers are still asking why or even if they should build email marketing lists.

It's a fair question and I think it makes sense to examine why so many successful marketers focus on list building as a part of their overall marketing strategy. And then you can decide whether or not it makes sense to do what so many other successful marketers are doing. Let's face it ... even those marketers claiming you don't need a list to make money are asking you to *subscribe to their list* to receive their information. (That's a clue).

Building your email marketing list gives your business a tremendous advantage over your competitors.

Scenario 1: Two identical businesses are coming out with an upgrade to their existing product line. Business 1 has been wisely building a targeted email marketing list of people that are interested in their product AND a list of customers who have purchased their products before.

Business 2 has customers but they don't really spend any time or energy communicating with those customers and they have never built a prospect list.

Business 1 can quickly send out an announcement to both lists about their new upgrade and could reasonably expect sales to start coming in very quickly; both new sales from their prospect list and repeat sales from their customer list.

Business 2 will essentially be starting from the beginning having to create new ad copy, spend money setting up and running new ads and/or direct mail. While they are working on what to send out, and determining their budget, Business 1 is making sales with their list. Business 1 is spending less money on emailing their existing lists than Business 2 is spending on their ad budget, direct mail printing, postage, etc... so their sales are also more profitable.

Advantage: List Building

Scenario 2: Bob The Business Man has a new business idea and he wants to get started. He gets his web site up and running. He spends money on advertising and gets visitors to the site. Some folks are curious but they aren't ready to buy just yet. They leave the site without ordering. Some folks do order because the offer is good. But many more visitors leave the site, never to return.

Susie Entrepreneur also has a new business idea and she wants to get started. She sets up her new web site and integrates her autoresponder with a capture form to get contact information from her site visitors. On her site, she includes an offer for a free sample, a free consultation, or simply more offer about her new service. Many of the site visitors are not ready to make a decision yet but they would like to learn more so they fill out the form.

Susie Entrepreneur now has an email marketing list of people that she KNOWS are interested in her offer. Her AutoResponder can begin following up with those prospects, sharing information, and helping those prospects become more *familiar* and *comfortable* with her.

When the time comes to buy, Susie's prospects know how to find her because she is following up regularly. Bob's web site visitors are long gone. Their research may have taken them to Susie's site where they joined her list. When the time comes to buy, these buyers are more likely to buy from someone they feel comfortable with and feel they can trust.

Advantage: List Building

Scenario 3: John the Affiliate Marketer and Julie the Affiliate Marketer have both discovered offers that are hot and convert very well. They both focus on Google Ads, Facebook Ads, PPC Advertising, various SEO strategies, and they both see sales. John is 100% focused on getting that sale when people click through his ads to his site. Julie is also interested in sales, of course, but her site offers a capture form option where folks can ask for more info, ask questions, learn more, etc...

Things go well for both John and Julie. Then, something changes with the PPC ads they are running. Their SEO projects start deteriorating. Google Ads aren't pulling as well, either due to more competition or Google making changes to ad policies. Both Julie and John feel the difference in declining sales.

They are both going to work on new advertising and SEO strategies. They understand that life changes and businesses must often adjust to keep

moving forward. Julie is also able to keep following up with her list of prospects and customers. While John is working on his next ad campaign, setting his budget, and testing ad copy, Julie is able to quickly send out special offers and announcements to her lists.

Advantage: List Building

Scenario 4: John and Julie both discover a new product they feel would do well. They both decide to sell this product through Affiliate Marketing. John gets started with ad copy, creating ad campaigns, spending money, and testing results. This is before a single sale comes in.

Julie will also be creating ad campaigns, writing ad copy,, etc... but before she commits to any large financial commitment, she can send the offer to her existing lists of prospects and buyer. If the offer falls flat, she will know before she spends a lot of time and money. If the offer goes well with her lists, it makes sense for her to put some time, energy, and money in to her new campaigns.

John, on the other hand, won't know how the offer sells until after he has spent considerable, time, energy, and money.

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