

Using Your Customer Lists to Create Maximum Profits for Your Information Products

A common saying among Internet marketers is that “The gold is in the list.” Using lists of your current and past customers to market new products will greatly increase your conversion rates and thus your profits.

Your lists may be comprised of past and current customers, or even visitors to your main website that have opted to receive free information from your site. Every Internet marketer should utilize this tool in their website to maintain relationships with those interested in their products, but for some reason are not ready to buy immediately.

These opt-in forms are shown to a visitor as a free offer or giveaway that they must input their email address to receive. If you’re using list-building software, this information is immediately sent to the appropriate list and you’re notified of the event.

No matter how many sites you own and products you’re marketing, you should be using some type of list-building or auto-responder software. AWeber is a great option that can create multiple lists for every one of the domains you have registered. This is a very important option, as you want to ensure you’re sending the correct information to the visitors that are interested in that product.

The auto-responder software will immediately send an email to the visitor’s email address. This message confirms that they opted in, and will include a link to find their free product or include the free information you were offering them.

Most successful Internet marketers use these lists to continually market their products on a regular basis. They may send emails daily or a few times a week to keep their memory fresh in the visitor’s mind and encourage them to continue to do business with you in the future.

These auto-responders are of great importance, but must be written well and offer high-quality information to keep from being booted from the recipient’s email address. If all you ever send them is sales pitch pages urging them to buy your product on a daily basis, the likelihood they’ll do business with you is not great in the long term. You always want to ensure you’re maintaining your credibility with these audiences in order to be able to pitch them your next great information product when it becomes available.

Your target lists that are composed from your website’s visitors can also allow you to determine what your target audience is looking for that you aren’t already offering. This is a great way to do your own ‘market analysis’ to find these holes before developing your next information product. In addition, you get to perform this analysis for no charge to you as well!

These lists are fast becoming a valuable way to market new and future information products to a targeted audience that is actually searching for what you’re providing. Treating the members of these lists with utmost respect and avoiding spamming them with unwanted messages will ensure your long term profitability and a high percentage of repeat customers in the future.