



Virtual Seminar University



Learn business building from the pros!



“Growing Sales by Building Your E-mail List”

Instructor: Janine Popick, CEO of Vertical Response “the leading self-service e-mail marketing company” for business & career success

Your e-mail list is one of the most valuable assets your business can build. Not only does the list itself have value but it's your fast track to repeat business. E-mailing is inexpensive, no stamps or ad costs. It's instantaneous - have an overstocked item? Let your customers know and move it now. Coming to a slow week or facing appointment cancellations? Run a 48 hour promotion and keep those sales coming. We asked Janine Popick to share tips with us about how to build your e-mail. Janine is the CEO of Vertical Response, the leading self-service e-mail marketing company.

Janine says:

1-If you have a physical location.

“place a fishbowl on the counter with a sign up form, ask your customers if they want to be included on your list. Offer an incentive by holding a sweepstakes or bestowing a free gift.”

2-If you use Direct Mail or Postcards.

Janine says, “send a special offer that can only be redeemed from your website. It's a great way to introduce your offline customers to your online offerings and condition them to think of your website” as well as your physical location when considering a purchase or needing information. At Virtual Seminar U one of our dentist business members has service discounts that are only available online. Once he has this e-mail address he then is in communication with his patients about new dental procedures, reminders about cleanings and special promotions during traditionally slow business weeks. “When customers find you on-line, don't scare them away by requesting sensitive information such as age and phone numbers. Collect the information you need - an email address - and leave it at that until you've developed a relationship.”

3-So now you've got their email address.

Janine says, “No matter what you promise your recipients; discounts, critical information, special offers, you need to give them the value you promised. If you stray from that you'll lose them and spend your time patching your list instead of building it.

4-Guarantee Privacy.

These days, people live in fear of Internet piracy. Broadcasting your commitment to privacy and refusal to trade or sell information will help establish a level of trust and result in more registrations.

Building a mailing list is like growing a plant, it requires time and care, but the results are priceless. If you employ these techniques, you'll be reaping the benefits for years.”

For services to help you build your business including valuable discounts on printing and shipping, visit samsclub.com. We hope you join us next week for another Tuesday Tip and twice a month, for one of our no-cost 30 minute trainings.

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