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Why Is It Necessary To Use Email Marketing?

You probably have heard about the e-mail-marketing. And most of you just believe that have learned the essential key to success and use it with great effectiveness. But I assure you, carrying your own business; you are fatally mistaken about its profitability!

You cannot even imagine that your business is in deep crisis. You accept for the success that breaks your business day in and day. You are on the verge of total collapse, and if you do not understand it, then very soon you will get off the stage and perish!

Let me explain what I mean. And now you will understand why your online enterprise needs repair!

So. Do you have a commercial site that sells a product with a good response to the advertisement. Draw a simple counting...

Let's say, every day your website is visited by 1000 potential customers. Wow! You - are just a great promoter! 8% make a purchase from all those who come to your site. It is a very high conversion rate! It is terrific! You - are a great copywriter!

What we have? Every day you make 80 sales! On condition that your product costs \$ 10, every day you earn \$ 800!

Stunning! You could be called an excellent seller ... if it was not a terrible piece...

Every day 920 potential customers leave your site, without buying anything. Every day you lose a profit of \$ 9,200! And this you call a good indicator of sales?

How are you going to keep these people? How are going to explain to them that you - are the person whom they can trust and can buy? And finally, how will you be able to quickly connect with each of them if you receive a new product?

My friend, you have serious problems, and you do not even suspect about their existing!

As you can see, your business, even when shown the rainbow calculations, is not thriving, and is in deep decline. You even cannot imagine what profits you are losing daily, even ignoring these losses and not knowing about it.

What to do? How to improve the response of visitors to your ad? How to make that not 80 people from 1000 buy, but 700 - 900? How to make to increase in dozens times your own profits, by raising returns on your e-business?

The answer here may be only one. You need to collect email addresses of potential customers and receive permission to send to these addresses the necessary materials. Only then you can stay in touch with an absolute majority of potential clients, communicate with them, tame to you and lead to a decision to buy.

In other words, you must develop and implement your own strategy and tactics of e-mail marketing. Three-mail marketing will allow you to develop a gold mine not to some measly 8%, while, say (be realistic!) to 85 percent!

Today lots of people lose the regular job and start internet business. But, as any kind of business, Internet business also needs marketing and client base. One of the widespread ways is email lists. So before you start, you should learn what [email list marketing](#) is and how to make money with it. Go to this www.listbuildingincomeplan.com site which offers much helpful info on [build email lists](#) subject.

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