

# My Emails for Cash Super System Newsletter



## The Benefits of Free Email Marketing Memberships

Email marketing is a strategy that many internet marketers in today's generation use to really stay in good contact with their customers online. It's truly a wonderful way to give yourself that good chance to consistently keep on selling to your customers; however, many people don't buy memberships from Aweber or any other kind of site because of the fact that you have to pay for it monthly. Luckily, there are many free email marketing membership sites where you can get a good email marketing account without ever having to pay for one.

### The benefits of free email marketing memberships

One of the main benefits is the fact that you can do the same things that other email marketers do, but there's no need to pay monthly for your account. With a free account, you can consistently keep on emailing your customers while still being able to save lots of money online with this strategy. Remember that it's still important to actually know how to use the strategy of email marketing, if you can use it effectively, then success is bound to happen no matter what, and you save money, too. Aside from the costs being free, you'll find yourself having more money to spend on other more important tools or training for learning how to actually use email marketing.

There are many websites that offer free email marketing and are extremely easy to use, and if you happen to use a free membership, you'll find yourself connecting with your customers without paying so much every single week. What's nice about free memberships is that the people who create those sites usually earn money when you upgrade to their paid services, but they will always want to offer good service for their free members in order for them to possibly upgrade and use their paid services.

### The cons of free email marketing memberships

The only downside is that some free companies online will usually not offer all the free tools that other paid versions have. For example, Aweber has a very easy to use interface that can allow you to make a lot of email accounts for all of your websites, where most of the free sites available have a maximum number of list accounts you can create. If you're on a budget and you don't want to spend money right away on Aweber, you will definitely find free email marketing tactics to be worth using for startup ultimately.

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It's tough to pay for an email marketing account when it's just too expensive on a person's part. Luckily, there are many free email marketing websites that will allow you to create a free account without having to pay so much just to have an email marketing presence. Investing in a paid account should always be your main goal because of the added features when you actually pay for a service, but nothing is ever wrong with wanting to go the free route for now.



## Helpful Tools for Making the Most Out of Your Email Marketing Campaigns

It is quite common to overlook certain helpful tools for email marketing during marketing campaigns. Many of these tools can not only make your email marketing campaign effective, but can also help in getting your message across in the most effective way. Many Internet marketers think that sending newsletters and marketing emails are all about having an auto responder and that's it. However, the truth is that you would need many more marketing tools than a plain auto responder to succeed in email marketing campaigns and to become a top notch Internet marketer.

Let's have a close look at few of these helpful tools for email marketing and why every professional marketer should use them in their marketing campaigns:

1. Auto Responders- Well, auto responders are the best and one of the most helpful tools for email marketing that every Internet marketer should have. If you want to ensure that you are doing your job in the best possible way, then you should subscribe to one of the best paid services offering auto responder services.

You should, however, try to avoid free auto responder services. Most of them have poor deliverability rates, and many of them include ads in your emails. They also allow you to send only to a limited amount of subscribers. On the other hand, professional providers offer much higher deliverability rates as they have strong relationships with most of the email providers that allow the majority of their emails to be delivered.

2. Delivery Monitoring Service- Delivery monitoring services are an important tool that can be used for monitoring your email marketing campaigns. You can easily check the deliverability rates of your emails with the help of this tool.

The delivery monitoring service providers have a seed list of signed emails at all the major email providers, such as Gmail, Yahoo, and Windows Live. You can import this list in your auto responder. Once this has been done, you can easily check the deliverability rate to the email seed list. This gives you an idea on how well your messages are being delivered.

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3. Tracking Service- This is one of the most helpful tools for email marketing that any email marketer should have in his arsenal. It allows you to track the clicks and sales. Though you get tracking facility through auto responders, however, they often sew out lengthy and ugly links if you are using text based emails. With such long links, there can be significant reduction in your click through rates with all those who are not so tech-savvy, as they don't like clicking on long links. A good solution to this is that you can use tracking services such as BudURL, AdTrackz and Hypertracker.

4. Spam Check-This email tool runs your email piece through software and provides you with its spam score and also recommends ways to decrease the odds of your email getting filtered.

5. Calendar- If you send emails to your subscribers on regular basis, you can maintain a "broadcast calendar". You can create such calendar using simple Notepad or you can even use offline notebook or calendar. You can keep all your email campaigns organized in this way and you won't lose track of what and when you should be sending mails.

## Why Email Marketing Can Be So Profitable For Your Business

Email marketing is known to be the main key to financial freedom in the Internet marketing world because of the long lasting connection you have with your customers. It's extremely amazing how some people can rake in hundreds to thousands of dollars every day just by sending out two or three emails a week to their list. Basically, email marketing is a vital strategy that many people in this business seem to ignore, but it's something that is very important to get into, and it can make you lots of money in the long run. What most people don't know are the facts as to why email marketing really needs to be done.

Why email marketing can be so profitable for your business

- Stay in touch

Do you have an Internet marketing business? Do you have an offline local business? Well, whatever that you may seem to have; you'll find that email marketing is a wonderful way to stay in touch with your customers. One of the main benefits to using email marketing is that it's a real way to stay in touch with those who want to learn more about your business. Whether they're waiting for your next item to be released or that new ebook to be released, these are real people who actually want to know more about your business. You can talk to them and always update them, and if you happen to get lucky, you can keep those people in your email marketing account without having them unsubscribe.

- Keep on selling

With an email marketing strategy, you can consistently keep on selling to them in your emails, promote something new, and even let them know about other things that you'd like for them to know. The bottom line is that you can consistently keep on selling to them over and over again without having to look for new customers. If ever you do get new potential customers signing up to your email



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account, at least that's another person to market to.

- Cross selling

Instead of just constantly selling more products in the future, you can start cross selling. The technique that McDonald's uses, "would you like Fried with that", helps a lot with their sales. If you have a store about Tennis, you can promote other products like tennis shoes, balls, clothing, and nearly anything related to tennis. Cross selling is used by many sources, and anybody will soon realize how powerful it is.

Email marketing is extremely powerful and is used by many people in this business to make lots of money. Remember that this business is tough to break into without the right knowledge, which is why a good amount of knowledge is extremely important. Some people understand the business more than others, but it just really depends on the person doing the marketing. If you'd like to succeed, you should consider getting professionals to take care of your email marketing campaign. Email marketing is one way to stay in touch and consistently keep on promoting to your customers. If you do it just right, success is bound to happen today and in the long run.