

Email List Building Using Print Adverts.

By Ed Ravis.

Thirty-five days ago I ran an advert in a UK Business Magazine called First Voice, which has already added one thousand and thirty-five extra people to my email subscriber list.

Now if you understand the power of email and online relationship marketing, you'll know that any tactic which can add that many subscribers in such a short timeframe is probably worth considering for your own business.

So in this video I'm going to explain the tactic -- so you can copy or adapt it as you see fit.

And it's actually very **simple!**

All I did was identify a publication that I knew was read by a large number of people I want to do business with.

I ran an advert on page 9. It was an expensive full page advert, but one I'd previously tested on a smaller scale and found to work exceptionally well, so the risk was low and I was confident response would be good.

The advert promoted a free report I'd written called 'The 7 Biggest Web Money-making Secrets', and the only way people could get it was to visit the website listed in the advert.

And here's a link to the webpage that was advertised - <http://www.uwms.co.uk/?c=pdf>

You can see it's a simple page - called a landing page - that asks respondents to enter their name and email address into a form.

After that they start getting the special report in the format of one email a day for seven days.

Both the sign up process and the emails sent after they signed up were automatic. I didn't have to lift a finger once the system was in place.

Here are seven of the latest breakthrough web strategies that will **elevate your business to levels you've never dreamed of...**

Claim your FREE gift of the 7 Biggest Money-making Web Secrets

Delivered directly to your inbox, the 7 biggest money-making secrets report shows where most sales web sites go wrong -- and **what you can do about it** -- so that your business or professional practice is almost guaranteed to *seriously* profit from the web.

Fill in the form below to claim your free issue

Name:

Email:

PRIVACY POLICY: We totally respect your privacy and will treat any information you provide with the utmost respect and confidence. We never ever share, sell, rent or otherwise pass on your information to any third party. We hate spam and junk mail as much as you do.

Remember, only the first 10,000 downloads of this free opportunity are valid. (And it's being made available to more than 180,000+ businesses). So don't delay -- use the form above to request yours immediately.

Warmly,



Nick Knight
Silverscript Publishing



This special report is adapted from 'The Ultimate Web Marketing Strategy' by Ed Ravis.

So let's look at the results - here's a graph showing the number of people who signed up over that period...



As I mentioned, The total number of people who subscribed in the last thirty five days was one thousand and thirty five, seventy of whom have since unsubscribed for whatever reason.

Maybe they didn't understand my report. Maybe they disagree with my methods and think it doesn't work.

Who knows... maybe they simply don't like me!?

The fact is when you're email marketing, you'll nearly always get people unsubscribing, it's a fact of life.

And I'm fine with that unsubscribe rate—it still leaves me with nine hundred and sixty five new email subscribers over the 35 days.

As long as I don't abuse my list and keep providing quality information and value—the long term effect that single campaign will have on my business will be phenomenal.

But my point is that just about any kind of business can copy what I've done to attract new customers and build strong profitable relationships.

Here are some more facts...

- * My emails contained some affiliate links so the campaign generated a additional income from commissions. That didn't pay for the advert but it certainly helped.
- * At the end of each email there was also a very gentle promotion for my book – and during the last 35 days I've sold 122 extra books to the first 765 subscribers, (and I've sold more since then).

- * And now that people are seeing me walk my talk and that I'm trustworthy, the relationship is building and I'm also now starting to sell additional products and services to business owners who want more detailed advice beyond what was covered in the report.
- * I've even been asked to provide private consultancy and coaching, and when I'm putting on my next seminar.

So in a nutshell the campaign has been **extremely** successful, and at the moment I'm still getting an average of 10 new subscribers each weekday (weekends usually less than that). And I have another campaign running in the next publication also.

So one thing you're maybe wondering is how long it takes and how much it costs to implement a strategy like this.

Well I spent approximately five hours a day over a seven day period to write the seven part email course. In other words it took me about thirty-five hours.

The advert in the magazine was written by a professional copywriter, so I didn't spend much time on that.

And as for the landing page - it was already done (and split-tested to find a winner) about 2 years ago. You can see the old version in my book The Ultimate Web Marketing Strategy. So that asset was simply reused... it didn't take me any extra time, (but originally it only took me a few hours anyway.)

The most expensive part of the campaign was definitely the advert.

Now I won't tell you the price I negotiated, but I think the list price for that full page was £4,500.

And the only reason I went for an expensive full page is that I had already tested the advert in a different much cheaper format beforehand so I was confident it would work.

If the advert wasn't tested I certainly would not have gone for a full page to start with - bear this in mind when buying media.

Other costs were nominal for registering the web address or domain name and setting the web hosting. I pay about £5 a month for that.

And my email marketing service was already bought and paid for so that didn't cost anything extra either.

And that's really all there was to it.

If you want a way of building a large email list of highly targeted prospects, you want to try this yourself.

One more thing before I go—and cynics may say this is the real reason why I'm being so open and sharing all this information with you—is that I'm putting the final touches on a home-study programme called [Landing Page Power](#) where I'll take you deep inside the landing page development process. (Way beyond what I cover in my book [The Ultimate Web Marketing Strategy](#).)

We'll look at the different types of landing pages – including a few I've developed for private clients and the results they're getting – and we'll also be dissecting landing pages that are on the front-end of multi-million pound businesses.

They're all simple. and hardly any small businesses are using them so I look forward to sharing this comprehensive web marketing and business building programme with you shortly.

However even if you don't get that programme, I hope this report has given you a great insight into a very powerful web marketing tactic that you can use to put your web marketing and small business growth into hyper-drive.

Best regards,



Ed Ravis.
www.edravis.com

Resources mentioned in this document:

- * Service used to automatically send emails.
<http://www.edravis.com/emailservice/>
- * My book The Ultimate Web Marketing Strategy.
<http://www.UltimateWebStrategy.com>
- * Landing Page Power. (In production)
<http://www.LandingPagePower.com>