

## Building opt in list and affiliate marketing - effectiv...

Author:  
**Resale Rights**

Created On: 05 Oct 2009 12:01 AM

---

Building opt in list and affiliate marketing have become synonymous to online success as an effective internet marketing strategy. For many online sites, building opt in list and affiliate marketing have proven quite profitable. Primarily because most online users are not exposed to any unscrupulous internet marketing strategies prevalent on the World Wide Web.

As an effective Internet marketing strategy, users are given the option to signup for information or service provided by a particular site. Building opt in list and affiliate marketing reduces the risk of spamming since the recipient voluntarily chooses to receive emails from a website. Plus, building opt in list and affiliate marketing provides a direct link to the subscriber that will help shape a formidable customer relationship that will keep on going.

### **The basics of building opt in list and affiliate marketing**

Different websites have different ways of building opt in list and affiliate marketing. However there are some tried and tested formulas to help new affiliate marketers develop their own opt in listing for their site. The first and most important factor to determine in building opt in list and affiliate marketing is to establish the site's target market.

Once the target market is established, building opt in list and affiliate marketing can be customized to meet their demands. This can be done using a variety of methods to convince site visitors to sign up for the site's newsletter or e-zine. After signing up, the customer will begin to receive a variety of newsletters, e-zines and brochures that the customer had registered for.

### **Strategies for building opt in list and affiliate marketing**

There are a number of strategies that affiliate marketers can use for building opt in list and affiliate marketing. One way of building opt in list and affiliate marketing is by purchasing or leasing a subscribers list from third-parties. This is usually done by affiliate marketers in order to get easy access to many people who have consented to receiving e-mails, newsletters and e-zines on various topics.

Although it is the fastest approach to building opt in list and affiliate marketing, this method does not provide a focused consumer group for building opt in list and affiliate marketing. In addition, it may cost an affiliate marketer more than what they expect to receive in sales. Fortunately, there are other ways for affiliate marketers to get the most out of building opt in list and affiliate marketing.

Enlisting for co-registration services is great for building opt in list and affiliate marketing. This service usually costs about 10 cents to 30 cents per subscriber but it easily translates into an average of three hundred subscribers daily to an affiliate marketer's opt in list.

Writing articles is also an effective strategy for building opt in list and affiliate marketing. The articles can be published in various newsletters with specific links to the affiliate marketer's site. This serves as a great introduction to potential subscribers that would encourage them to sign up for an opt in list.

Joint ventures are also a valuable strategy in building opt in list and affiliate marketing. Joint ventures are a hundred percent free and at the same time can add up to hundreds of subscribers to

an opt in list daily.

### **Incentives for building opt in list and affiliate marketing**

Building opt in list and affiliate marketing can also be encouraged by offering incentives to potential subscribers. This subtle form of encouragement for building opt in list and affiliate marketing often helps stir the interest of potential subscribers to sign up for the opt in list. There are a number of methods used in affiliate marketing to egg on potential subscribers to sign up.

Offering products and services in exchange for signing up is commonly practiced by many affiliate websites. Products may include special e-books or software that would be of interest to the subscriber. Another way to get subscribers to sign up is to offer them special services that are only available for site members.

Regardless of the incentive used for building opt in list and affiliate marketing, the most important factor to consider is how to keep the interest of the subscriber. Remember, it is just as easy for a subscriber to opt out of the list as it was to opt in to the list.