



INCREASE YOUR SALES ONLINE USING FOLLOW-UP AUTORESPONDER EMAIL MARKETING

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The following article covers a topic that has recently moved to center stage--at least it seems that way. If you've been thinking you need to know more about it, here's your opportunity. An autoresponder course is a group of articles or information set up to be sent out separately over a set period of time by e-mail. People just e-mail your autoresponder to receive the free course and it is sent out automatically over time. You can find free follow-up autoresponders to use by typing it into any search engine. Below are ten ways to use them to increase your traffic and sales.

1. Offer your course as a free bonus for purchasing one of your main products or services. People will buy your products quicker when you offer a bonus.
2. When you write and give away a free course you will become known as an expert. This'll gain people's trust and they will buy your main product quicker.
3. Allow others to add your free course to their own product packages. Their customers will see your ad when they purchase.
4. People love to get freebies. A free autoresponder course is perfect. They will visit your web site to get the free valuable information.
5. Allow people to receive your course for free, if they give you the e-mail addresses of 3 to 5 friends or associates that would be interested.
6. Allow other people to give away your free course. This will increase the number of people that will see your ad in the course.
7. You could trade advertising space in your course for other forms of advertising. It could be banner ads, e-zine ads, web site ads, etc.
8. Gain new leads by having people sign up and give you their contact info before they can receive your autoresponder course.
9. Give away the autoresponder course as a free gift to your current customers as a way of letting them know you appreciate their business. It seems like new information is discovered about something every day. And the topic of Follow-Up Autoresponder Email Marketing is no exception. Keep reading to get more fresh news about Follow-Up Autoresponder Email Marketing.
10. Give away the course to people that join your affiliate program. This will increase the number of people that sign-up.
11. Make money selling advertising space in your course. You could charge for small classified ads or sponsor ads.
12. Get free advertising by submitting your course to freebie web sites. This will increase the number of people that will see your ads in the course.
13. Make money by selling the reprint rights to those people that would like to sell the course. You could make more money by selling the master rights.
14. Hold a contest on your web site so people could win your course. You will get free advertising when you submit your contest to free contest directories.
15. You'll gain valuable referrals from people telling others about your course. Word of mouth advertising can be very effective.
16. Make money cross promoting your course with other people's products or services. This technique will double your marketing effort
17. Increase your e-zine subscribers by giving your course to people that subscribe to your e-zine. This'll give people an incentive to subscribe.
18. Allow your affiliates to use the free course as a promotional tool for your product. Each lesson could include their affiliate link.
19. Promote other businesses affiliate programs you join with your free autoresponder course. Include a different affiliate link on each lesson.
20. Advertise a different product or service on each lesson. If you only have one, use different emotional response ads on each lesson.

There's a lot to understand about Follow-Up Autoresponder Email Marketing. We were able to provide you with some of the facts above, but there is still plenty more to write about in subsequent articles. <http://www.internet-marketing-ez.com/>