



**Marty's Top 10 Tips for
Creating a Deeper Bond
with Your Subscribers**

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Your mailing list is one of the most important tools you can have in your marketing toolbox. It offers you the opportunity to have ongoing contact with clients and prospective clients.

It is the perfect tactic to use for selling more of your products and services, but it's really about much more than that. Your mailing list allows you to connect with your audience in a way that builds a relationship with them and earns their trust.

To get the best results from your mailing list, it's important that you form a bond with your subscribers. They'll look forward to seeing your mailings in their inbox, and you'll see an increase in open and response rates.

As you build this relationship — this deeper bond — and your audience gets more and more comfortable with you, you'll find that more and more of them begin to buy from you or hire you.

Here are ten ways that you can create a deeper bond with your subscribers.

#1: Ask What You Can Do for Them

If you want to know what your subscribers want, the best and simplest thing you can do is to ask them. Asking readers for suggestions for future mailings lets them know that their needs are important to you. And when they respond, it gives you the information you need to create more relevant and targeted campaigns. It's truly a win-win situation.



#2: Take Questions

Another way to get your subscribers more involved is to ask them to send in their questions. You can answer them in future mailings to benefit not only the sender, but all of your subscribers as well.



As a bonus, the questions that readers send in could give you ideas for blog posts or information products.

#3: Invite them to Connect through Social Media

Social media makes it possible for you to connect with your audience in ways that once were not possible. So why not promote your social media pages through your emails? It will give subscribers a new way to receive information about your products and services, and to interact with you.



#4: Continue the Discussion on Your Blog

One of the shortcomings of just emailing your list is that it doesn't offer much opportunity for discussion with your audience. How can you overcome this? By directing readers to your blog. Mail them an excerpt or a brief synopsis of your latest post along with a link where they can read and comment. By replying to their comments, you can strengthen your bond even more, and up the chances that in the future, people will respond more to your posts.



#5: Link to Your YouTube Videos

YouTube videos are excellent marketing tools. You can use them to put a face to your marketing campaigns and make yourself more accessible. Sharing them with your subscribers gives them a way to connect with you beyond their inboxes. Plus, they'll see you are a real person, not a machine.

#6: Incorporate Their Comments into Your Newsletter

When you pay attention to your audience, you are rewarded with increased loyalty. Using their comments in your newsletter lets them know that you are listening. (And everyone loves to see their name in print!)

If a subscriber emails a comment to you directly, however, it's a good idea to get their permission before including their comments in one of your mailings.



Comments found on social media sites like Facebook and Twitter are generally fair game, but letting the commenter know your intentions gives you an additional opportunity for interaction and conveys that you respect them.



#7: Invite Them to a Subscribers-Only Webinar

Exclusive events are great for creating a deeper bond with subscribers. One of the easiest and least expensive ways to hold such an event is to host a teleclass or a webinar. A webinar allows you to present information via audio and video and allows the opportunity for participants to ask questions and make comments. Having a subscribers-only webinar can also help you get new subscribers if you send the word out via social media or your blog.

#8: Offer Exclusive Discounts

Want to increase your sales and make your subscribers feel special at the same time? Offer them an exclusive discount on your products or services.

You can even encourage interaction by taking a vote on which product they would like to discount.

Any time you give your subscriber preferential treatment, you win in creating a stronger bond with them.

A Special Offer for Your Birthday...



#9: Make Personalized Offers

Another way to increase sales while keeping your subscribers happy is to send them personalized offers. For instance, you could ask for their birthday or birth month and send them a special offer in honor of their special day.

Or you could send offers for discounts on new products or services to customers who have purchased complementary products in the past. You can even let them know that they are getting first crack at something new, before you offer it to anyone else. Such offers let subscribers know how much you value them.

#10: Run a Survey



Some subscribers simply aren't interested in interacting with marketers on a personal level, but that doesn't mean that they don't want you to know their opinions.

A good way to engage these subscribers is to have them take a survey. This allows them to share their opinions, ideas and concerns anonymously if they so desire. You get valuable feedback that you might not have otherwise received, and they get the assurance that you want to keep them happy.

Bonding with your subscribers requires some careful thought, time, and effort, but it is well worth it. Making a sincere effort --- showing your authentic self --- will go a long way toward ensuring that they stay subscribed, and when it comes time for them to make a purchase they'll have no qualms in pulling out their credit card to buy from you — not someone else.

Hey there smart and busy business owner,

Whether you're just starting out, or you've been in business for awhile, an email marketing program is essential to your online success.

If you're finding that you've learned so much about email marketing that you are feeling overwhelmed with all the steps needed to get going and keep going and you're wondering how in the world you can ever get it all done, then I have the answer...

Turn-Key Email Marketing Program

You need an email marketing program in place right now or you're losing potential business every day. But the thought of having to learn all the technical details and figuring out how to get all the pieces done scares you to death.

We've got the solution: Marty's Turn-Key Email Marketing Program

Here's what you get:

- Consultation with Marty to determine your needs
- Autoresponder Service Selection and Sign-Up
- Freebie Special Report Layout (up to 20 pages)
- Landing Page / Confirmation / Thank You / Download Pages
- Upload your list (if you have one)
- Install Opt-In Form on Your WordPress Site
- Help write 5 autoresponder messages + your welcome message
- Email Template for your eZine including header
- Everything checked out and ready to go
- Training for you or a staff member in how to use the system



Schedule an appointment with Marty to learn more and to discover if this program will be helpful for you: www.TimeWithMarty.com

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