



CLASS NOTES

“Building a Massive List”

During Marketing Mondays with Kellie D’Andrea, *“The All Stuff, No Fluff Marketing Authority”* www.kelliedandrea.com

Lesson Objectives:

- 5 Related Strategies that are a MUST for list building success
- Low Cost tactics and strategies to build your list
- Keeping your customers engaged and loyal

Updates:

Special Request: I am sure you know business owners just like yourself who would receive value from Marketing Mondays. Please refer them to this program by sending them to <http://kelliedandrea.com/blog/marketing-mondays/> to register and simply send me and email to info@kelliedandrea.com with their names and email address, and I will gift you one of my best selling special reports “Email Secrets Every Business Owner Must Know”

Where can I learn more about Kellie?

If you want to learn more about me or have access to some of my fabulous tools, you can go to my website www.kelliedandrea.com and learn more about who I am , what I offer and what I do....

Why is list building important?

Every marketer knows that success on-line or off-line starts with building a list. Your list will provide you the ability to build a relationship with the people on your list so you can continue to communicate with them, educate them and make them offers for your products or services.



What are the 5 Critical Strategies needed to build a massive list?

1. **Opt in page or Squeeze page or Lead capture page (they are all the same thing)**

A lead capture is a place on your website where your visitors can sign up to be on your mailing list. It could be an opt in box, a squeeze page or a sign up box as long as there is place to put in names and email addresses.

Your lead capture page needs to lead to an email service to manage your database of names, opt ins and opt outs and compliance with SPAM laws and now adays the companies out there that offer email services, make it real easy for you to add in a sign up box to you website.

2. **A Bribe, A Free Offer, A Gift**

A critical element is a bribe. A reason for your visitor to give you their email addresses. Today, people need to sample before they buy and successful marketers will tell you that you need to be in front of your customer 7 times before they will even consider buying from you so the goal here is to have a really good bribe and a strong headline that compels them to give you their email address.

3. **Ongoing FREE content**

Now you have built a place to capture the names and email addresses of people who are interested in your topic, offered them a sample of your work thru your bribe, now you have to develop a relationship with your list and you do this by offering ongoing free content.

This could be in the form of a teleclass ,webinar or newsletter to your audience. A way that you can educate your list and position yourself as an expert in your field . An example would be Marketing Mondays – where each week, I gift my time and expertise to provide you valuable content. This specific strategy is one of my biggest lead generators and I know that many of you will reach out to inquire how you can work with me on building your online business.

You too can use the same strategy to give people a taste of what you have to offer, your personality and your approach. It allows you to build a relationship with your list.

4. **Ongoing traffic**

To build your list, you need to use every possible method to drive traffic to your site and your lead capture page. Tools such as social media sites are a fantastic way but cannot be your only source. You also need to use other avenues to get traffic to your site, here are some to consider:

- a. Social media: LinkedIn, Twitter & Facebook.



- b. Joint ventures and affiliate partners
- d. Video distribution
- e. Article marketing & submissions
- f. Blog comments on other people's blog
- g. Forum posting with same target market
- h. Media: Press Releases & Talk Radio

5. Ongoing communication and offers

You have to have ongoing communications with your list. Build a relationship and bring them offers of great tools and resources that you know will help them. A big mistake many make is that they build this great list and never communicate with them. Send out articles, comments, tools and newsletters.

Keep track not only of open and click through rates but also of opt out rates. If you start losing subscribers this is a sure sign that you are annoying them – are you emailing them too much? Putting the hard sell on them too often? Many times, marketers get carried away and bombard their list with pure marketing and zero content of value. Don't fall into this trap if you want to keep and build your list.

Remember to be consistent, and not always selling. You should have a 3 to 1 ratio, 3 times of free content and tips to 1 promotion – and don't always be pushing your own stuff, test out tools and resources and promote others stuff too.

Wow, I could go on and on... I know this is a lot of information and can be very overwhelming... so I have created a step by step coaching program that works with you to bring your business online. Together we will develop your lead in page, come up with your bribe, create your ongoing free content, put in measurement tools, host a live telesummit and much, much more... I will include more info in your class notes.

How can I start my own online newsletter?



Simple, I have a step by step guide called “Build a Better Ezine – Your Step by Step Guide to Creating Your Own Online Newsletter. You can pick up your copy here <http://ezinementor.com>

Plus, Order Today and receive a 50% Discount! Just use the code - **BBEZINE50**

Where can I get the replay for Building Financial Confidence?

<http://kelliedandrea.com/blog/teleclass-files/building-financial-confidence/>

password: FINANCE

Where can I get the replay for Generating Leads with Social Media?

<http://kelliedandrea.com/blog/teleclass-files/social-media-defined/>

password: SOCIAL

Upcoming Marketing Mondays

This entire month is going to be dedicated to online efforts.

May 3rd – Tips to Turn Your Website into a Marketing Machine

Your website represents your online visibility and needs to attract customers but if it is just sitting there and not promoted properly, you are wasting a valuable opportunity to build your business. So why do so many business owners fail at creating a website that is dynamic, engaging and compels visitors to participate in your products and services. With the right mix of design, marketing and promotion, you can turn your website into a Marketing Machine!

May 10th – Blogging Basics Every Business Owner Needs to Know

I am going to teach you about blogging, and the important things you need to know about creating a blog and using this as a tool to attract and retain more customers.

As always, remember to check the upcoming schedule on the Events page at www.kelliedandrea.com/blog and even if you cannot join, if you are on the list... you will get the recording and any materials.