



eMAIL MARKETING => For **Affiliate Marketers**

Your eMAIL List refers to the community of eMail subscribers you've collected, from the readers who (via SOCIAL MEDIA - you gain their TRUST) ... and, they visit your BLOG!

[[This Pdf is on **eMail Mktg** - but the BIGGER picture is => INTERNET MARKETING!]]

E-MAIL Marketing is SO powerful for BLOGGERS, because it's a direct channel between YOU - and your READERS ... one you get to personally own - and control. It also gives you a chance to let everyone on your list know exactly when you publish new articles, and it allows you to stay top-of-mind for potentially "thousands" of people - over & over!



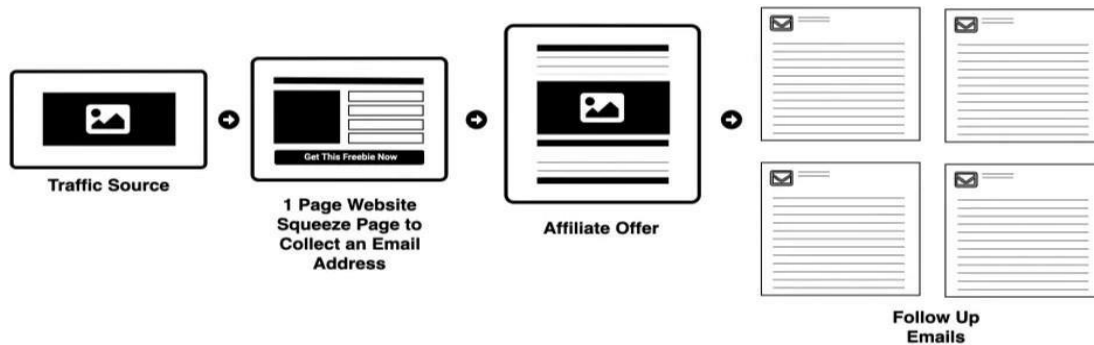
Hello, and **WELCOME**! My name is Peter Arnold, and I've created this PDF to (hopefully) give you some helpful info. about "integrating" eMail Marketing << (Click) ----- with your overall **Affiliate Marketing** pursuit. Best of luck.

ESP - EMAIL Service Providers (ESP) - also called eMail Marketing Services - as well as an **AUTORESPONDER** - are the companies that offer us "bulk e-mailing services". They're critical partners in our Blogging & eMail Marketing activities - and it is basically the only "extra tool" you'll need for the majority of Home **eBusinesses**.

There are many, many different eMail Marketing Services out there, but (3) of the "best" would likely be: AWeber - Mailchimp - GetResponse. Each has its own "pros & cons" - but my own choice is **GetResponse** (which you can check out Online at some point),

My advice - when it comes to such "extra" tools - is to always go, for as long as you can, with their **FREE** option. So, consider going (**free**) with GetResponse - until you hit their limit - and then, go for their **PAID** plan (billed annually) for growing your **eBiz**.

At the end of the day, those people - your audience - your subscribers - your fans - your followers ... they will have **PROBLEMS** - and you'll have **SOLUTIONS** to offer (via your advice, in Blog Posts - and with your Affiliate Links, to various products & services).



^ Simple Affiliate Funnel ^

4-Step Image - This is what a simple Affiliate Funnel looks like ... leveraging Affiliate Marketing and eMail Marketing (via an Autoresponder) ... “together” (see in above) ...

- 1)- You drive traffic from a traffic source (your BLOG) - which was ranked in Google.
- 2)- You send that traffic to a simple Landing Page on your BLOG. Your Landing Page offers a simple, but important **FREEBIE** (perhaps offer a **FREE** eBook) - as your Lead Magnet - “in exchange” for their eMail address, etc.
- 3)- Once they submit their eMail address to you, your Landing Page “automatically” sends them to an Affiliate Offer Page (see 77 possibilities >>>>>>>>>> [Click HERE](#)).
- 4)- Your eMail Autoresponder automatically sends out the first e-mail, to include that **FREEBIE** you promised them when they opted-in. Then, on additional days, and times, that you set in your own Autoresponder ... you advise them of why they should have the **PAID** Affiliate product or service (listing all BENEFITS - and, all PROBLEMS it will solve for them).



As well, you might want to offer them a **FREE BONUS** (see an example on the left) - including the special Affiliate link for it!



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