

Increase Your Subscriber Base

If you are sending out a regular email communication to your clients and prospects, how can you ensure you maximise the return on your efforts and continue to grow your subscriber base?

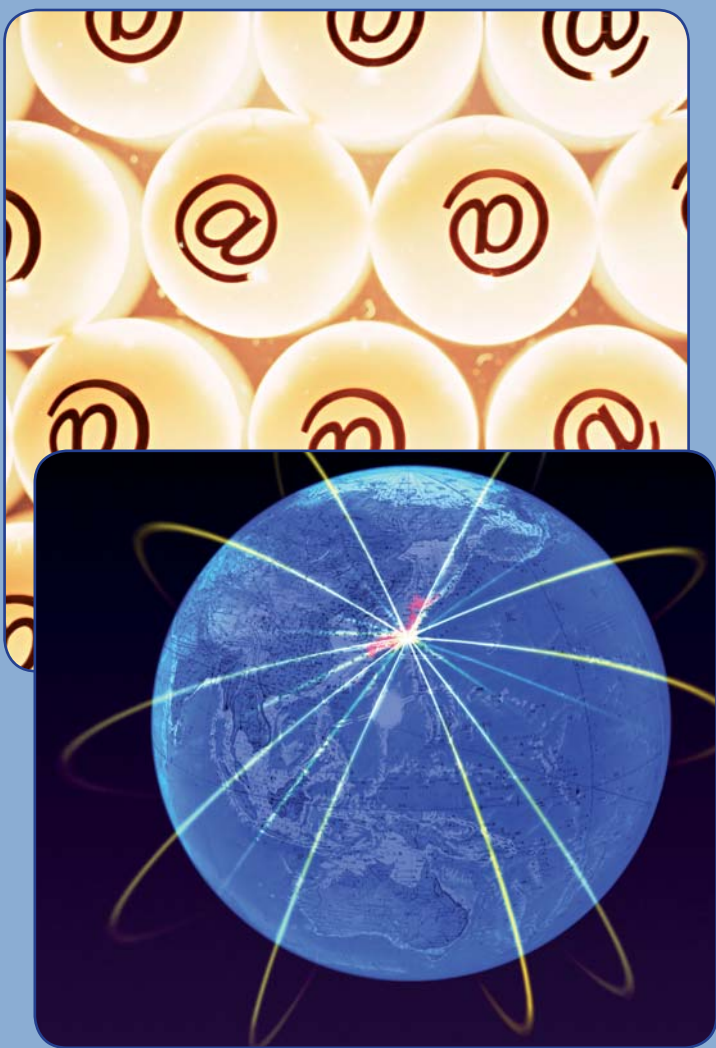
There are a number of effective ways to increase the number of subscribers to your

email newsletter. Starting at the beginning, consider how you could encourage more people to sign up for the publication when they land on your website. A surefire way to help this process along is to offer some kind of freebie when they sign up – this could be anything from a free report, an e-book, or an introductory offer like a free advert.

You may also want to consider some kind of joint venture in conjunction with a similar newsletter that complements your business. For example, a web designer might team up with a graphic designer, produce just ONE newsletter between them, and distribute it to their combined database of contacts (who have already given their consent to receiving the newsletter).

Alternatively, asking a fellow email newsletter writer to give your email newsletter a mention can also help build your base of subscribers. You return the favour by doing the same for them. You could take this a stage further and team up with several other newsletters, each agreeing to promote each other within the pages of their own publication. Imagine for example a section entitled 'Other newsletters you may be interested in'.

Sometimes it's the simplest options that can work the best. Why not just ask your current subscribers to spread the word about your newsletter and encourage others to sign up by forwarding your emails to others in their circle who may be interested. This can work particularly well, as it comes with the added bonus of personal recommendation.



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