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The Best Conversion Tactics For Online Marketing

Succeeding online takes more than targeted traffic. You not only have to attract the right audience, but get them to convert in some way. Many people think that conversion are all about buying on the spot. The reality is that for many businesses, the key to conversion is not on site but rather through their list.

Maybe you have your own email list of fifty-thousand names or more. Perhaps you have a small list of just a few dozen prospects who have emailed you questions or comments. Regardless of where you begin, having a list is only part of the equation. The most successful marketers I know utilize their list in a variety of ways to build relationships and sell products that are a win-win for both buyer and seller.

The first way to leverage your list is with the use of an auto responder service. This type of service is ideal for anyone who wants to fully leverage their list with little effort. Auto responders work because they are automatic. You sign up for a service like Aweber and pre-load all of the messages you want registered users to receive. Once a user registers, they receive various emails at set intervals. This is the most powerful strategy for improving conversions available today.

Another way to use your list properly is to communicate pre-sell information about new products, services, or programs. By creating a sense of anticipation, your list will perform. Many products lend themselves to this type of list utilization. Although notification periods vary, letting you list know about upcoming events or products available for a limited time creates significant interest and leads to conversions. Don't under estimate the power of pre-notification.

The third technique for leveraging your list is to build an even bigger list among a target audience. The good news about niche markets is that there are tight communities that openly share information, tools, and resources. Use your list as a viral tool to continue building your database of individuals who want to receive more information from you and learn about your products and services. This keeps you list fresh and relevant to your specific goals.

The final method for leveraging your list and improving conversion is constant contact. Think about a continuous stream of communication that keeps you in front of others on a regular basis. This ensure that your company will be at the top of their list when it comes to making a purchase. If you stop communicating, it's likely they will go elsewhere.

Building your own list is only the beginning of improving conversion rates. To be truly effective you want to utilize your list in the right way. To do so you much focus on effective and constant communication. Once your program is up and running, continue to experiment for maximum results and you will see an increase in conversions.

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