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# **Use A Ezine To Ensure Your Traffic To Become Repeat Traffic**

Run A Mailing List To Encourage Your Visitors To Become Return Visitors

Publishing a newsletter to a mailing list is an ideal

and dependent on

who you use free or low cost, method of promoting

site. can be used to draw loyal

and not so loyal customers to return to your

website or even your outlet. You can use

newsletter to advertise new stock, clearance items, special offers and

the likes. And if you want to know more about a <http://www.realwebtraffic.co.uk/> target=\_blank finding

affordable website promotion/a, just follow the

link!

There are actions when distributing a newsletter to ensure that you stay within acceptable guidelines and don't fall foul of anti spamming measures. A newsletter must only be distributed to customers who have given their permission to receive it and they should be able to opt out obviously.

This also means ensuring that visitors really have opted into the e-zine, else you can fall foul to pranksters signing up their friends. The normal tool for control here is 'double opt-in'. With this technique, the person signs up on your site for the ezine by entering their email address. You then pass them an email with a link and only when they have followed this link are they added to the list.

Likewise, it is typical routine that all emails should have an opt-out link so that visitors no longer wishing to receive offers can quickly and easily opt out.

Emailing newsletters can also be a difficult subject. Many people like to send out the email from their own PC - but there are limited alternatives here and all can get you into trouble. The first is to send one email to all the recipients directly with one email. But this displays every email address to all recipients and doesn't look professional.

Covering the list by putting them all in the BCC field does improve the situation, but many people will not read emails where the to account is 'undisclosed recipients' and likewise, some email services and spam blockers are more inclined to remove such emails. It is very unusual to receive an email where the BCC field is used for its intended purpose - it is usually an indicator of spam.

The next step is to email individually every recipient, but on a large list this can take a long time. Also, by distributing so many identical emails, whether sent individually or by either of the two above methods, either your own ISP or the mail services receiving the emails could notice the high quantity of traffic and suspect you of spam. At best your newsletter is not sent, at worst your email account is closed down.

So what's the answer? Well there are plenty of e-zine providers out there supplying different services. Depending on the features that you want, you might be able to use a free service for lists with even a good number of readers. These services deal with sending the emails, opt-ins, opt-outs and everything else and even enable you to offer HTML based emails for extra special looks.

But what is the benefit behind an e-zine? Well, the readers signing up have visited your site or business and are wanting to know more about you. They are indicating an interest in your services. You don't need to send them often, in fact weekly newsletters could be far too much and scare subscribers away. Just email them a newsletter every month or two. Maybe each time you have a large number of new ranges or wish to tell people about the latest special offers. Unless you have a huge mailing list then the chances are you will be able to find and use a free mailing list provider, so all that a newsletter is going to cost you is your time to create the newsletter and set it up.

If sending it doesn't cost anything and it produces increased purchases or traffic, what could be a better form of marketing? And if you are looking for more tips to a <http://www.janric.co.uk/> target=\_blank get more traffic to

website/a, then dont forget to check out the blog for more tips!

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