



# **4 WAYS** **AN EMAIL LIST** **WILL BENEFIT** **YOUR BUSINESS**

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**Building Your List  
Will Increase Your Profits!**



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# **4 WAYS** **An Email List Will Benefit** **YOUR BUSINESS**



## **1. COMMUNICATE DIRECTLY WITH YOUR AUDIENCE**

A good mailing list will allow you to directly engage with your customers. Oftentimes, these people have chosen to subscribe to your mailing list so it will be easier for you to relay your message.

## **2. VERY LOW COST TO USE**

Unlike brochures, flyers, and traditional mail, email marketing requires little money for it to be effective. While your promotions and designs will still require a slight budget, email marketing is really low-cost compared to the other options stated.

## **3. BROADER THAN SOCIAL MEDIA**

Social media has become one of the hottest tools for online marketing. However, when it comes to getting your message across the Internet, email marketing remains king.

Think about it, you probably know a handful of people who are not on social media, but it would be hard for you to think of anyone without an email address. This is backed up by actual facts.

There are about 2.6 Billion email users compared to 1.7 Billion Facebook users.



# 4 WAYS

## An Email List Will Benefit YOUR BUSINESS



### 4. FASTER THAN WORD OF MOUTH

Mailing lists consist of people who are your targeted demographic and are the ones who are more than likely to buy what you are selling. One huge benefit of mailing lists is that these customers are most likely to spread the word of what you are offering to other potential customers.

Buzz is one of the most prized phenomena for a small business. Having a mailing list full of people who have voluntarily joined your email list will most likely generate buzz faster than other online marketing tools.

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### WANT TO LEARN MORE ABOUT LIST-BUILDING?



#### CHECK OUT MY BLOG POST ON LIST-BUILDING

4 Reasons Why You Should  
Start Building Your Email List Today!

click to read

link to post: <https://www.kennybriscoe.com/everyone-is-not-your-customer/>



#### LISTEN TO PODCAST EP. 05

List-Building: The Secret Weapon That Creates  
"**Cash On Demand**" in Your Online Business.

Link to Podcast: <http://www.kennybriscoe.com/5>

