

# How to Grow an Email Marketing List That Works

FrescoData is no longer strange to hear of business people or marketers who are building an email marketing list. The need for such lists is due to the fact that people tend to keep their emails limited to those individuals whom they deem to be like-minded or to whom they can trust. In the past, these lists were usually maintained by marketers themselves. These days, though, there are many lists available on the internet that allow you to rent these email addresses from others. This article discusses how this works and whether it is worth doing it.

A single opt-in list is one in which every person on the list has individually chosen to subscribe to it. The advantage of a single opt-in list is that it gives you a bigger target market to serve because only those people interested in what you have to say will choose to subscribe to your mailing list. This is in contrast to a double opt-in list in which a person must separately choose to subscribe to your mailing list in order to receive your emails. Another advantage of a single opt-in list is that the person can readily unsubscribe at any time if he or she deems fit.

A double opt-in list is a bit different from a single opt-in list in that it allows more people to sign up for your mailing list. With a double opt-in list, you can cater to two types of customers: those interested in marketing your products and those who would like to receive information about marketing your products. This can be helpful if you plan to do a bit of both. With this set-up, you'll have more exposure to prospective customers.

There are also hybrid email marketing lists, which combine the capabilities of both single and double opt-in email lists. Some of these hybrid lists are quite popular. With a hybrid marketing list, you can cater to more customers with a greater degree of control over who gets and doesn't get your marketing emails. Hybrid email lists are useful for both new businesses and experienced marketers alike.

You can buy email lists from various sources. The best sources for purchasing pre-packaged emails are reputable companies that offer quality products that will help your business grow. Purchasing pre-packaged lists from these companies ensures that you're getting consistent, reliable email marketing listings.

If you're looking to get the best email marketing results, there are a few steps you can take to ensure that you're only sending out emails to recipients who will actually want to receive your email list. One thing you can do to make sure you're only sending emails to interested parties is to ask the recipient to confirm his or her email address. With a single-use opt-in email list, it's not necessary for the recipient to confirm again each time he or she wants to receive your emails. With a double opt-in email list, recipients must respond to your confirmation email in order to keep the opt-in live, preventing unwanted bounces from annoying your mailing list.

Another way to avoid wasting your mailing list's potential effectiveness is to only buy email addresses from a reputable provider. Many Internet marketers have used fake email addresses to try to sell subscriptions. In the real world, it's illegal to buy email addresses, so using an unaccredited source can get you in a lot of trouble. Make sure that the company offering you a double opt-in email marketing list is licensed and reputable. It should have a signed contract with a reputable Internet merchant.

Finally, don't use your double opt-in email marketing list to send out bulk email marketing. Bulk mail is a spamming technique that many Internet marketers have been caught violating. Although this kind of tactic may work well in some cases, it puts your website and web presence at risk of getting penalized by your Internet service provider for distributing unsolicited transactional emails. Instead, use bulk emails to send important information or to update your customers about events that have happened since your last newsletter.