

How To Use Social Media For List Building

8 Powerful Articles On How To Use Social Media For List Building

Compiled By: Daddyo

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Email List Building For Free

By [*Tarek Mohammed Hasan*](#)

Email marketing lists is a way to keep subscribers to your email newsletter to stay informed of services and products your online business offers. Many people are trying to figure out how to build an email list for free. Before going into different ways to do this, let's look at a way that should always be avoided, although many people still do this.

Since it is fast and easy to purchase or rent a ready-made list from, it is not the way to go. Buying email marketing lists is the fastest way to have your email address shutdown. Over half of the addresses bought are non-existent and the rest of the emails belong to people not asking for them; classifying you as a spammer. Bottom line; do not purchase email marketing lists.

The only way to stay out of trouble is to use Opt-In email lists; sending emails to recipients that give you their email willingly and subscribe, opt-in, to your newsletter. Give people incentives to join by offering information, tips and tricks, and freebies that pertain to your niche. With all of this in mind, let's look at two ways to create email lists for free.

1. Use your web site - Many internet marketers create a squeeze page that pops up when visitors arrive on their landing pag
Using a pop-up box asking visitors to join your email list. Make sure to add a privacy policy to your opt-in box. "We will not share your email address with any third party" is sufficient.
2. Social Sites and Forums - The two types of web sites are perfect for adding people to your email lists for free. Telling people what your sites Niche is, and asking them to join your newsletter is a free email list building technique.
3. Email Signature - Adding a link to your web site as a signature will make sure it is seen by recipients of your email. This allows them to follow it and, hopefully, subscribe to your list.
How to build an email list for free can be accomplished if it is done in the correct way. Buying emails from third-parties accomplishes only two things: makes money for the person you bought them from and classifies you as a spammer. Trying the above techniques may not give you a lot of subscribers as fast as you would like but it will bring you legitimate subscribers.

Tarek Mohammed Hasan has 3 Years Experience in Internet Marketing and has

Helped Many Students Build Lead.

To get more Secrets about How to Build Your Email List and Generate attracting Sustainable Traffic,Go Now to <http://www.BuildYourListWithTarek.com>

Article Source: http://EzineArticles.com/?expert=Tarek_Mohammed_Hasan

Face-book - The New Face of List Building

By [Sean R Mize](#)

According to successful Internet marketers, one of the best ways to put social media to good use is to employ them in your list building project. Since the most popular social media site these days is Face-book, it is high time to learn how you can maximize its popularity to your advantage.

Creating a Face-book fan page is a great marketing strategy because it is the easiest way to build a much targeted and highly responsive list. However, you still need to learn a few tricks in order to optimize your desired fan page. You can try creating a customized landing page for your FB fan page by mimicking an HTML squeeze page. Confused? Don't be - this is doable and achievable. You can even build one that comes complete with the auto responder Aweber opt-in form. You simply need to be familiar with FBML or the "Face-book Mark-up Language".

Face-book Mark-up Language is just icing on the cake. There are so many other things you can do with your Face-book fan page. Another way to succeed in FB marketing is known as "crowd conversion".

Crowd conversion is a no-cost method where you can generate massive traffic. As a matter of fact, according to famous Internet marketer Alex Mandossian, the method pulled-in more than one thousand opt-ins for him in a span of 24 hours. Does this sound like a scam to you? No, it's not - it's as real as it gets. Furthermore, the conversions are much higher as compared to traditional web pages.

Back to Face-book. After successfully creating your fan page and granted that you want to do things the traditional way and not through new generation list building software, it is time to do some serious work. You need to get people to add your fan page.

How do you do this? Just try to add as many people as you can. You can start with the people you know and then work your way with the people they know and so on. With Face-book having millions of subscribers, there is no limit to the number of people you can get to subscribe in your list. Of course, there is also a limit to the number of people you can add so you may need to create more than one FB fan page.

Face-book is one of the best social media sites to consider when it comes to list building. It is a great site to generate more quality traffic to your website or web page.

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By the way, do you want to add a coaching program to your business? If so, download my brand new free training here: [coaching program training](#)

Sean Mize is the author of [Anyone Can Coach](#), the definitive guide to starting your own coaching program fast.

Article Source: http://EzineArticles.com/?expert=Sean_R_Mize

Targeted Mailing Lists - Using Twitter to Build Your Mailing List

By [Greg J Scott](#)

One of the most common sayings in Internet Marketing is "The Money is in the List". Building a Targeted Mailing List is one of the key steps anyone new to selling on the internet should be concentrating on.

I would even go as far to say that it should be the number one priority. Build a mailing list first and you can build a relationship with your customers before you try and sell anything.

There are many different methods to build a targeted mailing list.

Getting Started With Twitter

One of the most popular and powerful forms of communication on the internet currently is Twitter, so why not harness that popularity and use it to build your list?

There are hundreds of articles around on how to use Twitter so I'll just give a brief overview of what you need to do:

- o Get a Twitter Account and user name
- o Search for people to follow - go to search.twitter.com and search on **your** niche; you'll get hundreds of results
- o Start Following people

Build Your Twitter List First

Strange as it sounds, to build a targeted mailing list using twitter, you have to build a list first!

Your list is formed from people who follow you, so following others is the best way to get started.

Get Some Followers

Building a list of followers in twitter is far easier than building a mailing list. It's quite likely that when you follow someone, they'll follow you, so you can gradually build up your list of followers that way.

Tweet!

To become noticed on twitter and increase your number of followers, you need to give useful information to your followers by sending tweets. Tweets are short messages of 140 characters or less. You can also re-tweet or resend someone else's tweets, which is another way to get noticed. If your tweets are popular they'll be re-tweeted, so once you have a few followers it becomes much easier to attract more.

You can include URLs in your tweets, so can send links to websites you've visited, topical news stories, and so on.

Building Your Mailing List

You can use links in two ways to build your targeted mailing list:

The first is to send links to your blog. This is a slower way of getting users onto your mailing list but is a much gentler approach and gives your visitors a chance to see that you're reliable and an authority in your niche. The link you give them will be to a pre-sales letter on your blog which contains a link to your opt-in page at the bottom.

The more direct approach is sending a link to your opt-in page via twitter to your followers, so they can go to your website and join your mailing list.

As with any list building method, they need some incentive to go to your opt-in page, so giving away a free report, or free software still holds.

Don't Be A Spammer

The most important rule to remember however, is not to get a reputation of being a spammer. When you tweet you should be giving helpful information 95% of the time. Don't go for a hard sell every time you tweet as people will very quickly stop following you.

If you want to build a targeted mailing list using twitter or any other method, you need to be patient. You want to become known as an expert who gives helpful, informative advice. Only then will you get followers and people that are willing to join your mailing list.

Do you want to know more about starting and running an online business? Check out my blog for more tips and information: gregandfionascott.com.

Article Source: http://EzineArticles.com/?expert=Greg_J_Scott

The Keys To Success On LinkedIn

By [Hannah Du Plessis](#)

LinkedIn is not only a social media website, but mainly a directory of businesses where people search for talent, businesses and opportunities. Talent searches are for the purposes of recruiting, outsourcing, partnering with or consulting. In short, people who can help your business.

There are three keys to success on LinkedIn: An optimized profile that gives you exposure in search results and pre-sells to your clients

A LinkedIn Group which will also pre-sell to your clients and leads, and subscribing to other groups similar to yours

A deep network which will allow you to be found by prospects and be found more often

How do you optimize your profile?

The same way you optimize your website: With search keywords and key phrases. In this case what people will search for to find you personally. You can find results on how often your LinkedIn profile has been visited in the last day on your page. This way you know if your optimization is working.

Why do you need a LinkedIn group?

It is like list building. Done right, groups can pre-qualify leads for you and give you more exposure. More people will find your list which will, in turn, give you more connections.

Why do connections matter?

LinkedIn search is different from Search Engine searches in that it does not search for just keyword relevancy: it only searches your connections in the first, second and third levels. No-one can find you if they are not connected to you in your first, second or third levels.

For example, say you have 77 people in your contacts. They each have say 100 people in their contacts. This will make your second level 7,700 contacts, and your third level, assuming each of them have 100 contacts, 770,000.

Now say you have 500+ contacts, and most of your contacts also have over 500 contacts. This will make your second level 250,000 contacts, and your third level

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125,000,000 contacts. This will give you much more of a chance to be found by people who are searching for you.

The way you grow your third level to 125 million, is to make sure you are a super connector, and your contacts are also super connectors, with more than 500 contacts each.

This is how to find super connectors:

Go to "Advanced Search" on LinkedIn, set it to the area you want connectors in, sort the list by number of connections, and offer them an incentive to connect with you.

Now that you know that your search results depend on your connections, you will undoubtedly invest your time finding and connecting with super connectors. LinkedIn will work so much better for you.

For more information on LinkedIn, visit [Attraction Marketing](#), and search for the article: How To Generate Leads With LinkedIn

Article Source: http://EzineArticles.com/?expert=Hannah_Du_Plessis

Building An Email List - A Killer YouTube Strategy

By [*Christopher G Sulla*](#)

Why build an email list in particular?

Why is that important?

Well, if you look at YouTube and the statistics there, only about 15% of YouTube users subscribe to channels.

What does this mean?

It means that 85% of YouTube users do not subscribe to the YouTube channels. That means that there are a whole lot of people out there on YouTube who it's very difficult to get in touch with, because they're not subscribing to your channel.

Of course, when people subscribe to your channel, they automatically get updated with your new content. So you need another mechanism to capture people who visit your YouTube videos, and for that you need an email list.

That's the other thing; you don't actually own your channel with YouTube, but you will own your email list once you've built it.

Of course, YouTube is owned by Google at the moment. You never know, they might go under, but I doubt it for another few years. But you never know what could happen with YouTube. They may change their policies. The thing is, you don't have control over what happens with YouTube. So you don't actually own the channel, and that's something really important to remember.

While you can get lots of traffic from YouTube, it's important to harness that traffic to help you build your own email list that you own, because that becomes your asset. This is absolutely critical. You can ask any Internet marketer out there, and they'll always tell you that the money is in the list. It's as simple as that. If you want to be successful online, you need to be building a list.

It's important also to know that the money is not only in the list. It's also in the relationship that you have with the people on that list. This is what's so great about YouTube. It's really a double whammy, because it allows you to build all that traffic and build your list, but at the same time it's an amazing tool to help you build relationships with the people on your list. I'll go into that in a little bit more detail throughout this call.

Learn more about [Online Video Marketing](#)

Learn more about [Killer YouTube Strategies](#)

Article Source: http://EzineArticles.com/?expert=Christopher_G_Sulla

Best Practices in Using Pinterest Contests

By [*Maria Duron*](#)

Pinterest is fast becoming one of the most popular social media platforms in the world. According to reports, it is now the third most popular social networking site, with Facebook and Twitter ranking as first and second. This virtual pinboard is truly making waves in the online world as more and more people have been signing up. It currently boasts 11 million registered users, and many of these people are logging onto the site everyday and creating the most beautiful pinboards.

Whether you're a business or personal brand, you should definitely pay attention to Pinterest. It's an excellent way to engage and interact with others as you create beautiful collections and share the things that you love and that inspire you. Through creating lovely pinboards that other people enjoy, you can create a buzz that encourages a good following and can promote brand awareness.

One of the best ways to create brand buzz in Pinterest is by hosting a contest. Most people enjoy contests as they are fun and challenging, and it's always nice to win a prize. So if you want to promote your brand in Pinterest, creating a fun contest is a good idea.

So what are the best practices in using Pinterest contests? Here are some great ideas you should consider:

1. Create the Best Pinboard Contest

One of the most challenging and creative contests you can host on Pinterest is one that asks people to create the best pinboards. You can require them to create pinboards that include pictures of your products, as well as other items that relate or look well with the products you're offering. Then ask them to post it on their pinboard and tag you so that their followers can see the pinboard they've created. This really helps in creating buzz around your brand. You can judge the winner of the contest yourself, or you can judge the winner by the number of likes and re-pins the pinboard has.

2. Most Re-pins and Likes Contest

With this contest, you can ask your audience to re-pin their favorite products from your collection and then ask them to solicit votes through re-pins and likes. The winner of this contest is the board with the most likes and re-pins.

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Though this is a fun contest, it can also seem a bit like spam as the people who enter your contest solicit votes using different social networking sites. But it can be very effective in promoting brand awareness as people share their boards to their network of friends.

3. Utilize other social media platforms

You can incorporate other social networking sites to your Pinterest contest to help promote better brand awareness. Facebook and Twitter are excellent social media platforms that you can require the contestants to use. This way, even their followers who are active in other sites will be able to learn about your brand and may even start following you as well.

Some good ideas for doing this include: asking contestants to share their pinboards that they've created about your brand in their Facebook wall, asking them to Tweet links to their pinboard, or asking them to blog about the pinboard they've created.

4. Raffling off the winner

You can also simply ask your audience to create a pinboard of your brand, share it on their Pinterest pages, and then post the link to your wall. People can only enter once, and then you draw a random winner from the list of entries. The downside of this type of contest is that it is not very engaging, but at least it gives everyone a fair chance of winning the contest.

Pinterest contests are truly an excellent way to promote brand awareness, generate great content for your feed, and get links back to your pages and site. Remember though to review the Pinterest's user guide to ensure that you are not violating any rules by hosting your contest.

If you want to host a contest but are not sure where to start, you can also observe some of the ongoing contests at Pinterest's and learn what works and what doesn't. Watch and observe how other brands create buzz using Pinterest contests.

Truly, there's still a world of things you can do on Pinterest to help you promote brand awareness and create brand buzz. So why not host a Pinterest contest that lets people show off their creativity and enjoy as well? The reward you offer is just a little bit of an incentive that can help you gain a slew of new followers that can translate to potential customers and clients.

Maria Elena Duron, CEO (chief engagement officer), buzz2bucks | a word of mouth marketing firm, is skilled at making networks "work" and harnessing powerful online and offline buzz, she facilitates online visibility services and word of mouth coaching and workshops - taking companies and professionals from

buzz-worthy to bucks-worthy, <http://buzz2bucks.com>.

Article Source: http://EzineArticles.com/?expert=Maria_Duron

Best List Building Methods - Using Google Adwords For Best List Building Methods

By [Gary Baker](#)

One of the best list building methods is when you use Google Adwords. It is simple to set up and Google gives you lots of help with setting up your campaign. The key point to remember is to read the tutorials carefully.

Using Google AdWords for best list building methods:

1. Target your campaign to the right countries: Google allows you to target different countries. If you are an English speaking business this can be quite useful. It is good to remember that the UK, Australia, Canada and USA have the most money and are more inclined to buy products and services.
2. Understand how much a subscriber is worth to you: Depending on what you are selling a subscriber will have different values. If you have an expensive product you will naturally be inclined to spend more money for a subscriber. Again base you calculate your cost of clicks against your sales conversions.
3. Use this method if you have a niche market: Google AdWords work best with niche markets. Of course you can also use them for broader markets but they will not be as effective. Google campaigns allow you to use very targeted keywords and really pinpoint a certain area of a market. You can even make niches within your specialized market , to get higher sales conversions.

So take advantage of Google AdWords to make use of one of the best list building methods for making a profitable list. Lists built in this way with highly targeted subscribers will help you develop your business and profit for a long time

Do you want to know how I build my lists and make thousands of dollars per month from home?

I've written a new Free Report that'll show you: "How To Quickly And Easily Build An Opt In List Of

Hyper Responsive Subscribers Who Are Willing To Spend Money With You Right Now!"

Get your copy here: [<http://nocostlistbuilding.com/lbr-report.htm>]

Article Source: http://EzineArticles.com/?expert=Gary_Baker

How to Generate Traffic From StumbleUpon

By [Sameep Shah](#)

StumbleUpon is one of a number of social bookmarking sites. Social bookmarking is a way to collect and recommend favorite Web sites, photos and videos. As a member of StumbleUpon, you'll become associated with a group of other StumbleUpon members that have the same interests as you. Members will be able to review Web recommendations that have already been deemed interesting and informative by other members of their own specialized online StumbleUpon group.

Submitting links is known as "stumbling." After you stumble a Web site or other link of interest to your group, the group members vote according to their opinion of the content. StumbleUpon provides a special toolbar that enables members to cast a "thumbs up", "thumbs down," or a neutral vote for each stumble. The various links are displayed on the group's StumbleUpon page in order of popularity among the group members.

Once you're a member of StumbleUpon, it's a good idea for you to build strong online relationships with others in the group. Your StumbleUpon online "friends" will be sharing stumbles with you, and vice versa. When you have a history of stumbling intelligent and interesting links, you will become a trusted contributor to the group.

Without blatantly advertising your business, you can let others know about your products and services, offer your expert advice, and give them helpful information. Build your reputation as a professional, and others in your group will respect your opinion and may become interested in your business.

When you are able to generate interest in your business, the members of your StumbleUpon community will visit your Web site and will quite likely stumble your site and blog. This is a good way for other StumbleUpon members to learn about your business and for you to receive feedback about your Web site and blog. It is possible for you to stumble your own site and blog, but it is not recommended, as other members will question your motivation for being a part of their online group.

The members of your StumbleUpon community will have interests and goals similar to your own. Reviewing the stumbles that your group rates as important will give you a good idea of what your customers and prospective clients are looking for. You will always have an updated list of blogs and Web sites that are of interest to your group, and this can be valuable information for the growth of your business.

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