**How to Use Free Gifts With Your Mailing List**

Free gifts are something that are highly under-utilized by a lot of e-mail marketers.

Of course e-mail marketers are *used* to using free gifts as incentives to sign up. It’s very common to see an offer for a free eBook that you can redeem by providing your e-mail address. But after this point, it’s a lot less common to see free gifts being used.

But this is a big mistake. Read on to see why free gifts should *definitely* be a part of your strategy.

**What is Meant by a Free Gift?**

First though, what do we mean by a free gift? Basically, we mean any gift such as an eBook, a report, an e-mail course etc. that is attached to an e-mail and sent to people who are *already* on your list. This isn’t an incentive and you’re not getting anything ‘in exchange’ – it is simply an unexpected gift.

**Why it Works**

Most mailing lists will have a certain amount of engagement but will also have a large number of subscribers who simply don’t open or read the messages they receive. These members may have signed up for the free eBook but never even read one of your e-mails! Other members might simply have forgotten about you or lost enthusiasm for your brand – it happens!

But when you send a free gift and it’s right there as an attachment, suddenly this can grab attention. People love getting something free and if the product is substantial *and* it is on the subject they find interesting, they will almost always open the e-mail.

This then gives you an entirely new opportunity to market to that audience and to impress them with your value and your knowledge.

At the same time, this is a great way to impress your audience and to improve feelings of good will – which can go an awful long way!