

## **Why List Building is Such an Important Part of Your Digital Marketing Strategy**

List building is one of those things that many digital marketers shy away from. Unfortunately, building lists will often just seem like too much work and can even feel a little 'spammy' (it isn't as long as you go about it in the right way).

In reality, list building is an incredibly important aspect of any digital marketing campaign though and if you aren't doing it, then you're seriously missing out on your full potential. Here are some reasons why you should reconsider...

### **It's Secure**

One of the great things about having a list is that it's forever. Of course people can unsubscribe but they won't tend to unless you really upset them. Of course they might change their contact details, but again this isn't that common.

As such, you can forget about your mailing list for years and come back to it and it will *still be there*. Search engine optimization is increasingly unreliable these days as Google are constantly changing their algorithms to update the way they choose which sites to show and thus it's *crucial* to have other means of reaching people. If you have a mailing list, then that's a guaranteed audience with no upkeep.

Who knows if Facebook will even be around in five years? You can almost guarantee that e-mail will be!

### **It Stands Out**

Getting noticed online is increasingly difficult these days with so many different sites and companies vying for our attention at all times. For this reason, the ability to reach someone directly in their inbox is a very useful ability.

And there are other reasons that an e-mail stands out too. For starters, it is an active form of marketing that can reach people anywhere and at any time. At the same time it can be highly timed so that your list receives your marketing messages at specific times of day so that it has the very maximum impact.

### **It's Personal**

E-mails are also very personal and they allow you to approach your fans in an entirely new way. If you send an e-mail to someone you can be colloquial and you can talk to them as though you were messaging them personally. This is great for building trust and familiarity with your audience and ultimately it can help you to be more persuasive when you try to sell something.

### **They're Valuable**

Even if you don't want your mailing list, you can use them for paid promotions or even sell them on (as long as you have the permission of your members). If you have a successful site or business and you *don't* have a mailing list then you're literally throwing money away!