

Other Uses for Mailing Lists

Mostly it is assumed that list building will be used with marketing in mind. E-mail marketing is a highly effective way to reach people right in their inboxes and to market directly to an audience that have already shown an interest in your business. Really it's the 'perfect storm' as far as marketing goes.

But that's far from all a mailing list can be useful for. If all you're doing is using your mailing list to sell things, then you're also *selling yourself* short.

Here we will look at some of the other great things you can do with a mailing list.

Data

Getting e-mails is a great way to get data. While we're tracking all sorts of information through Google Analytics and other tools a lot of the time, this often doesn't really tell us anything regarding how engaged our audience is or how genuinely interested they are in what we're selling.

But when someone signs up for a mailing list, it generally tells us that they must have a real interest in our content – enough to actually invite people into our site. This is a fantastic measure of engagement then and could be seen as a rough estimate of the number of 'actual fans' your site has. It's great for testing the effectiveness of your content marketing too.

Better yet, if you make your email form a little more detailed then you can collect additional information at the same time – including things like gender, age and even income. This then gives you a much better idea as to your demographic and all this data can only be used to improve the effectiveness of your site and your marketing.

Crowdsourcing

The other great thing about mailing lists is that you can use them to encourage communication. Rather than just writing a 'newsletter' in a corporate fashion, you can instead make it personal and actually ask for responses. This then makes it a very useful tool for getting feedback from your members who can help you to come up with names for your products, ideas for your articles and a range of other things. If you're wondering how to please your audience... wouldn't it be great to just ask them?

Building Good Will

But most important of all, you can use a mailing list to give your users a 'VIP' experience, to share information with them and to build trust and good will that will serve you *very* well going forward.