

MODERN EMAIL

MARKETING AND SEGMENTATION



BUILD PROFITABLE LIST WITH THESE MODERN
E-MAIL MARKETING AND SEGMENTATION TECHNIQUES

Modern Email Marketing & Segmentation Resources Report

Step 1: Finding WHO to market to

Google Keyword Planner Tool

URL: <https://adwords.google.com/KeywordPlanner>

- current niche-targeted keywords' search volume
- advertiser bids/commercial value

Google Trends

URL: <https://trends.google.com/trends/>

- to determine if keyword search volume is growing, decreasing, or stabilized

Google Search

use this to get US results when using Chrome URL: <http://www.thesempost.com/force-google-chrome-to-use-google-com-not-country-version/>

- to determine competitor volume
- to find competitors

Audience location resources

Forum directory

URL: <http://www.findaforum.net/>

Facebook group finder/locator

URL: <https://www.facebook.com/directory/groups/>

Twitter – do hashtag searches using your keywords

URL: <http://www.twitter.com>

Instagram – do hashtag searches using your keywords

URL: <http://www.instagram.com>

Google+ - do keyword searches to find communities targeting your keywords

URL: <https://plus.google.com/discover>

Directory of sub-reddits

URL: <https://www.reddit.com/r/findareddit/wiki/directory>

URL: <http://redditlist.com/>

EMAIL MARKETING PLATFORMS

Key providers

* Aweber

URL: <http://www.aweber.com>

* Getresponse

URL: <http://www.getresponse.com>

* Constant Contact

URL: <http://www.constantcontent.com>

* MailChimp

URL: <http://www.mailchimp.com>

* Infusionsoft

URL: <http://www.infusionsoft.com>

SQUEEZE PAGE CREATION

Upwork : project-based or time-based outsourcing

URL: <http://www.upwork.com>

Fiverr: Global low cost outsourcing platform / project-based

URL: <http://www.fiverr.com>

SQUEEZEPAGE BUILDER ALTERNATIVE

Leadpages

URL: <http://www.leadpages.net>

Incentive Creation Tools

Cover designer for ebooks

Fiverr: Global low cost outsourcing platform / project-based

URL: <http://www.fiverr.com>

Software coders for free software incentives

Fiverr: Global low cost outsourcing platform / project-based

URL: <http://www.fiverr.com>

Booklet/Text-based incentives writers

Ozki.org: Native English speaker professional content

URL: <http://www.ozki.org>

Upwork : project-based or time-based outsourcing

URL: <http://www.upwork.com>

TWO-STEP INCENTIVE RECRUITMENT SYSTEM

Lead Pages

URL: <http://www.leadpages.net>

FREE TRAFFIC SOURCES

Twitter

URL: <http://www.twitter.com>

Facebook

URL: <http://www.facebook>

Google +

URL: <https://plus.google.com/discover>

Reddit

URL: <http://www.reddit.com>

Quora

URL: <http://www.quora.com>

Youtube

URL: <http://www.youtube.com> (create an account at gmail first)

PAID TRAFFIC SOURCES

Facebook ads

URL: <https://www.facebook.com/business/products/ads>

Google Adwords

URL: <http://www.google.com/AdWords>

Solo ads

URL: <https://soloadsx.com/>

Native Ads

Revcontent

URL: <http://www.revcontent.com>

Adnow

URL: <http://www.adnow.com>

Taboola

URL: <http://www.taboola.com>

Outbrain

URL: <http://www.outbrain.com>

STATISTICS TRACKING FOR OPTIMIZATION

Statcounter

URL: <http://www.statcounter.com>

Google Analytics

URL: <https://analytics.google.com/analytics/web/>