

## Viral Marketing Multiplies Your Email List

Social networking sites with huge audiences, like My Space and Digg, have taken the World Wide Web by storm. Incidentally, it is not too difficult to figure out why. The internet is a natural when it comes to social networking and building relationships. It's no wonder that so many people are flocking to these sites in colossal numbers. Registering for these sites is usually free and will enable you to make posts in an attempt to interest other members at the site.

Traditionally some webmasters have used promotional articles that promote the giving away of a valuable special report via email. This has often proved to be a fairly effective way of building an opt-in email list. All those who sign up to receive the free special report, are automatically included in the opt-in email list to receive regular relevant emails or an email newsletter.

The problem with this method, as effective as it is, is the fact that it is very slow. This is because it is usually very difficult to get a big enough audience for the articles. And without a sizeable audience it is highly unlikely that you will be able to speed up things.

## Social Networking Sites Dramatically Increase Your Audience

This is where social networking sites come in very handy. These sites have millions of members and most of them visit the site quite often to look for something of interest. With the right kind of promotional strategy, you can design your articles to harvest email opt-in names, it becomes very easy to find a huge audience for them.

Those people, who really become interested in your information, will refer their friends and colleagues to it. This is exactly how a campaign goes viral. This means that a very huge audience will be exposed to the special report you will be offering via email. Chances are that you could easily find yourself in a situation where you end up with thousands of new sign ups daily.

## Speeding Up The Viral Effect In Marketing For Opt-In Email Names

You will need to combine your promotions in social networking sites with incentives to your current sign ups to help you grow your list.

To be really successful with viral marketing, it is crucial that you understand human nature. Then go out of your way to use that information to motivate your current names to refer friends and acquaintances to your special report or whatever big attraction you are using to grow your list.

There are various ways you can do this. For instance you can offer a reward to those who successfully refer others to your opt-in email list. One way of doing this is to offer a relevant valuable for sale item or product and then give members the option for paying for it with referrals other than just cash.

With the combination of the two methods listed here, it is very possible to accumulate thousands of new names into your opt-in email list within a very short period of time. In fact what will happen is that it will suddenly look very easy.

Those who have attempted to build a list of opt-in email names know all too well how challenging it can prove to be. Many times, it will take webmasters and online entrepreneur's years just to get a list of only 100 names. The result is frustration over time and resources wasted when the names are that few. A small list is normally useless and can hardly yield many results for the list owner.

## About the Author

Terry P. Detty acknowledges that his [Email Marketing Campaign](#) and [Free Online Shopping Mall](#) programs are a couple of his passions in life.

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