**4 Ways to Make Money with Email Marketing**

Over 90% of the population use email on a daily basis, and it is an opportunity for making money. Email is the connective tissue of the modern e-commerce landscape and building a robust emailing list is a way of building stronger relationships with your subscribers and through the provision of additional value, you can make a handsome residual income.

The modern subscriber wants to buy, without being pushed into making the buying decision and so many subscribers do not open many of the emails. In this guide, we look at four ways you can make money with email marketing.

Choose Your Niche

The niche you choose can either make you or break you, so it is important that you make an informed decision. Relationships, health, and wealth are some of the top niches that continue to make money. The next bit is to choose a sub-category, which is your niche. Choose a popular niche that is exciting and vibrant for the markets today. Also, choose a niche with high competition, which is also digital friendly people are willing to pay for information.

Single Page Website

Statistics show that a single page site you can make as much money as those with multiple page sites. The page should be an OPT-IN page, which entices people to subscribe by giving their email addresses. This OPT-IN page is at the heart of your email marketing, and the more people you have on your lists, the more money you can make.

Choose a Winning Affiliate Offer

Affiliate marketing is one of the easiest ways you can use your emailing list to make money. This takes a similar course as when you are choosing the right niche. Research widely on the best affiliate networks; review their marketing by acting as a customer at first, subscribe to their emails then read review their products. Some affiliate products sell easily, and some can take weeks or months to sell a single product.

Only consider the offers that will add value to your subscribers, and you will be able to create a genuine and lasting rapport with the people on your list.

Create an Awesome Gift

By now, you know that collecting email addresses for an effective email marketing campaign is not a walk in the park. You will need to offer something valuable to your potential subscribers in exchange for their email address. You get better conversion rates when you offer gifts, and your list will grow exponentially. Popular gifts include workbooks, eBooks, or reports all in PDF formats as well as videos or sound files.

In conclusion, always keep in touch with the individuals on your emailing list. It takes a considerable amount of time and resources to make at least $1 per month from each subscriber. You will have to develop an email strategy to increase the amount of money you make from each of your subscribers.