



# Top 10 Tips for Creating a Deeper Bond with Your Subscribers

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# #1: Ask What You Can Do

Asking readers for suggestions for future mailings lets them know that their needs are important to you.

And when they respond, it gives you the information you need to create more relevant and targeted campaigns.



## #2: Take Questions



Another way to get your subscribers more involved is to ask them to send in their questions.

You can answer them in future mailings to benefit not only the sender, but all of your subscribers.

## #3: Invite to Connect through Social Media

Social media makes it possible for marketers to connect with their audiences in ways that once were not possible. So why not promote your social media pages through your newsletter?



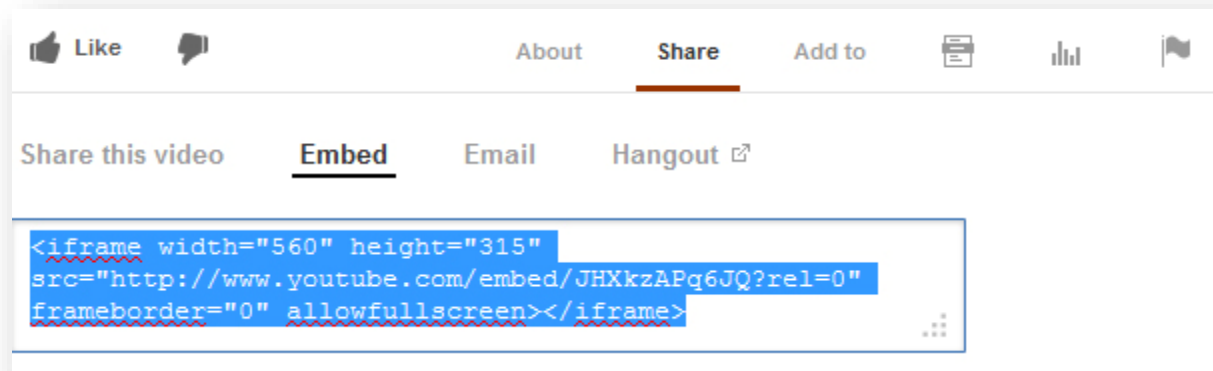
## #4: Continue the Discussion



Send your reader to an excerpt or a brief synopsis of your latest post along with a link where they can read and comment.

By replying to their comments, you can strengthen your bond even more.

## #5: Link to YouTube



YouTube videos are excellent marketing tools. You can use them to put a face to your marketing campaigns and make yourself more accessible.

## #6: Use Their Comments

When you pay attention to your audience, you are rewarded with increased loyalty.

Using their comments in your newsletter lets them know that you are listening.



## #7: Private Webinar Invites



Exclusive events are great for creating a deeper bond with subscribers.

One of the easiest and least expensive ways to hold such an event is to have a webinar. I personally like to use [Google Hangouts](#) for this purpose



## #8: Exclusive Discounts



Want to increase your sales and make your subscribers feel special at the same time?

Offer them an exclusive discount on your products or services.

## #9: Personalized Offers

*A Special Offer for  
Your Birthday...*



Another way to increase sales while keeping your subscribers happy is to send them personalized offers. For instance, send them a special offer in honor of their birthday.

## #10: Run a Survey



Give your more silent subscribers the opportunity to voice their opinions in an anonymous survey.