

## Go For Free or Pro Safelists

Free and Pro Safelists are two different types of safelist subscriptions.

Free safelists are a good way to test your product before assigning a budget to your marketing campaign. All you have to do is create an effective ad, sign-up for a free subscription, insert your ad where directed, and with one click, your message will be sent to thousands of other free members on the safelist.

You can usually only send your ad once a week with a free membership, and you will receive emails from all members on the free safelist. But it couldn't be easier to update your ad weekly, and you will reach thousands of potential prospects with the ease of a single click.

Because of the amount of email you will receive with a Free membership, you must be sure that your email server has sufficient space, or your mail will be bounced back, effectively closing you out of the safelist until you clear your inbox. Some free safelists will remove you from the list entirely if you bounce mail more than a certain number of times.

Also, be aware that many free safelists do not allow hotmail and other free email accounts. It's important to understand and follow the rules of any safelist. But remember, Free subscriptions means free advertising, with the guarantee of safe mailing because your mail will never be viewed as spam.

Pro membership is a paid subscription and offers additional benefits. You are allowed to send your ads more frequently, usually around three or four times per week. Some Pro memberships allow you to update your mail daily, which also means you can change the product or service you are promoting regularly. Additionally, you will only receive mail from other paid members, substantially reducing the amount of ads in your inbox.

Some safelists let you personalize your messages by adding headers and footers, and the character count of your email is usually substantially greater with a Pro membership than with a free membership. Some additional benefits with a Pro subscription include:

- Free link tracking to other paid members, which includes tracking hits, browser type, and operating systems, etc.
- One-click submission of ads
- Virus protection
- banner advertising
- activate or deactivate vacation mode
- affiliate programs
- ads saved in list's database
- greatly reduce the number of emails you receive daily
- extra bonus downloads
- send ads in text or html format
- auto email cleaners
- URL trackers

It is sometimes a good idea to test your ad out in a free membership. Try out different headlines, copy, graphics, and text, and then when you have discovered what works for your product or service, upgrade to a Pro membership.

Try out a few different Free safelists first, and track your responses. You will find that some lists work better for your needs than others. Keep track for the first few weeks, and upgrade only to those lists that you have received a good response from.

Different safelists have different benefits and extras, so check out dozens before you begin signing up. Once you do, you'll be on your way to an extremely effective marketing campaign as long as you monitor your safelists accounts carefully.

## About the Author

Article Written By: Tom Dahne For more free tips and tricks about safelist marketing please visit <http://www.safelist-marketing.com> If you run a website related to Safelist Marketing then please submit it to our Link Directory <http://www.linkdirectory.com>