

THREE WAYS TO GROW YOUR LIST **IN PERSON**

Turn casual conversations into lasting connections



Engaging your customers face-to-face is not mutually exclusive with engaging them online. In fact, in-person interactions and casual conversations should be seen as valuable opportunities to expand your email list and your digital efforts. Here are three ways you can leverage in-person activities to grow your online contact list:

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In-person sign up sheet:

Set up a [physical sign-up sheet](#) at your store or events for customers to write in their name and email address. Be sure to place it somewhere noticeable.

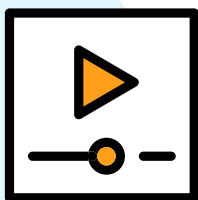


! Pro Tip

Use the printable template on page 2 to collect email addresses from your customers.

Leverage QR codes:

After creating a sign up [landing page](#), create and display QR codes linked to your email signup page. You can print these codes on all your marketing materials and in-store signage or display them at your register and event booth to encourage sign ups.



! Pro Tip

Include an incentive to join, like a free sample or exclusive discount.

Utilize text-to-join:

Add SMS to your plan and implement [text-to-join](#) functionality to allow subscribers to opt in via a simple text message. It's a quick and easy way for customers to join your list while they're already engaged with your brand. Like QR codes, you can promote this option through signage in-store or during live events.



Don't forget to ask at check out:

Your customers are already engaged when they are making a purchase. Seize the moment by training your staff to ask for email addresses during the checkout process.

! Fun Fact

Constant Contact customer [Parkleigh](#) grew their email list by 22% last year using this method!



See how Constant Contact can help you grow your email list:

constantcontact.com/list-growth-resources

