

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:

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 and text-to-join:

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. You can also implement [text-to-join](#) functionality to encourage opt-ins via a simple text message.

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



Use the ListBuilder App:

Take advantage of the [Constant Contact ListBuilder App](#) to collect names and email addresses through your tablet and add them to the list you choose within your account. This provides a seamless and efficient way to capture email addresses no matter where you are.



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!



To get help, resources or additional ways to grow your list visit:

constantcontact.com/list-growth-resources



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