

Quick Tips to Grow Your Email List

Get the most value out of your email marketing efforts with a healthy and well-maintained email list. Proper list management and maintenance will ensure your messages reach subscribers' inboxes instead of being lost in spam folders.

Benefits of Building Your Email List



Builds relationships with your audience



Can segment and target based on audience interests



Bigger list = more opportunities



Higher engagement rates

Ways to grow your email list



Website lead capture forms and popups



Text-to-join sign-up



Running competitions or giveaways



Lead Magnets (i.e. ebook downloads, special discounts, webinars, etc.)



Loyalty and referral programs



Exclusive discounts and deals

Reasons people subscribe to email lists

1

To receive promotions or discounts

2

To receive exclusive content

3

To show support or interest

List Growth Best Practices

Digital marketing platform

- Using a digital marketing platform like Constant Contact allows you to easily manage your list across multiple marketing channels like email, SMS, social, and others.

Be proactive

- Create a sign-up form for when opportunities arise
- Participate in relevant conversations happening online and in person, and make sure you are present in the places that are important to your ideal audience.

Get visitors to your site first

- Attract visitors by driving traffic to your site with social and online ads.

Focus on providing value

- People are most likely to sign up for a mailing list if there's something in it for them, such as discounts or valuable content.

Consent is key

- Don't purchase email lists, as it can have potential legal repercussions and is a surefire way to ensure your emails end up in a spam folder.
- Permission makes email marketing powerful because people have the opportunity to opt-in and show interest in what you have to offer.

Use custom landing pages

- Create signup form landing pages and share them on social media, your about us page, etc.
- Customize landing pages for your specific audiences and offer something people will find valuable.

Use a variety of different tactics on different channels

- Mix and match tactics and channels to get the most traction, such as including embedded forms on your website while running a giveaway on social and a lead magnet ad on Google.
- Test each method to see which works best and focus on those.

Make signing up easy

- Make signing up easy — a simple name/email should suffice. You can always ask for further information in other interactions.
- Utilize text-to-join functionality which allows people to subscribe to your list by sending a simple text message.

Maintain your list and keep it healthy

- Keep your list healthy by removing or re-engaging unengaged subscribers and automatically removing bounced emails.
- Utilize integrations like ecommerce (Shopify, WooCommerce, Etsy), CRM (Microsoft, Google, Salesforce) to ensure your lists are always in sync and up-to-date.

Send a welcome email or series to help retain subscribers.

- A welcome email series is a great way to set expectations for your subscribers. You can also use this series to get more information and ask them to connect in other ways (like social media).

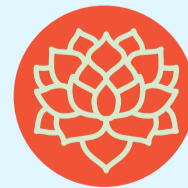
Healthy Mailing List Traits



Targeted to your ideal audience



Regularly cleaned of unengaged subscribers



Segmented