

FREE GUIDE

YOUR VA

HOW TO GROW
YOUR EMAIL LIST

WHY GROW YOUR EMAIL LIST?

Email marketing is still one of the most effective ways to market your business therefore maintaining a healthy list of engaged email subscribers is critical when it comes to delighting your clients, selling your services and promoting your online offers.

Investing time and energy into growing your email list can also improve your social reach, conversions, click-through rate (CTR) and ROI.

You may assume that social media may be more of a priority when it comes to marketing than email. However, the reach of email far outweighs social media. There are an estimated 4 billion accounts in the world, it's used almost universally (not to mention actively!). This means email has a wider reach, opening rate and conversion rate than all of the different social media channels combined.

So that's the **why**, now let's look at **how** you can grow this gold mine.



USE YOUR WEBSITE

- **Include CTA on Multiple Pages:** Don't make people have to search for ways to subscribe. Link to offers throughout your website that encourage email sign ups, like we do on our blog posts (don't forget about the About and Contact pages)
- **Create Hubs:** If you combine your popular blog topics into specific hubs, people can easily access the resources they need and subscribe through CTAs linked to the posts.
- **Identify High Traffic Pages:** Create resources to suit the needs of your audience according to what draws the most traffic.
- **Use a Double Opt-In:** In order to weed out poor quality subscribers, implement a double opt-in so that the user must confirm their subscription request twice, the second being through a confirmation email. Remember you are after quality, not quantity.

Other options that perform well are:

- **Guest Blogging:** If you write guest blog posts for other sites, you can reach out to new audiences and draw them in with a CTA.
- **Hosting a Webinar:** Webinars are a great way of bringing in new subscribers by way of registering.

Don't forget...

- When it comes to CTAs, include **trigger words** like you, yes, new, stop, how and instantly to encourage action.
- Ensure all web forms are **mobile friendly**, so that people browsing on the go can also easily sign up to your email list.

MAKE SIGNING UP SIMPLE

To attract people to your email list, you not only need to give people reasons to subscribe, but you also need to simplify the process of signing up.

Here are some features you can add to your website to boost sign ups:

- **Social Bar:** This sits over the top of your content to link your visitors to your social media channels.
- **Landing Page:** This is a dedicated page visitors land on when clicking on an SEO result created for a marketing campaign.
- **Pop-Ups:** These focus the visitor's attention on a specific offer. A word of warning - ensure you perfect the timing, message and targeting of the pop-up as they can quickly become annoying.
- **Slider:** A slider is a small box that slides into the bottom corner of a page, not as invasive as a pop-up.
- **Feature Box:** This is a large opt-in CTA that sits above posts and below headers.
- **Scrolling Header Bar:** This sits at the top of your screen and stays fixed while people scroll.
- **Checkout Forms:** As people are checking out, add a tickable box for them to sign up as they are purchasing a product or service.

HELPFUL TOOLS

- **Sniply:** Helps you add CTAs to any page.
- **Unbounce:** Platform for designing landing pages.
- **Sleeknote:** Allows you to integrate on-site engagement tools.
- **HelloBar:** Allows you to add in feature boxes or pop-ups.
- **Sumo:** Also helps you add feature boxes and other email capture features.

QUALITY CONTROL

- **Monitor Bounce Rate:** Investigate which emails bounce back and unsubscribe those users so your list is as accurate as possible.
- **Segment Mailing List:** Your mailing list probably has a specific demographic, but there are even more niche audiences to target within this demographic. If you segment by buyer persona (age, location, interests), you can send out more targeted content and improve the CTR of your emails.
- **Encourage Sharing:** If your subscribers share and forward your mail-outs, this can bring in new subscribers. Include social sharing buttons in your emails to encourage this.
- **Opt-In Campaign:** You can also upgrade your list with an opt-in campaign, by creating an engaging opt-in message and send that through to your list of subscribers before removing those who don't respond.

Split test your landing page conversions, your paid ad campaigns promoting your content and your email sequence performance.

By doing this, and constantly improving based on the data, you will ensure that the efforts you put into growing your email list pay dividends.

At the end of the day, your goal in growing your list is to convert prospects to clients, not to gather thousands of emails in a database.

BAD DATA

Effective email marketing isn't just a numbers game, it's important your list is 'good data'. Inactive, bouncing and unsubscribes affect how spam filters treat your emails.

Here are some tips we consider must do's when it comes to maintaining your email list [source <https://neilpatel.com/>]:

1 MAKE SURE YOUR EMAILS ARE RELEVANT

"I use current news and points of interest to provide my list with relevant information. If all they ever get are sales emails from me, they stop engaging because they know what is coming. Provide great content your readers want to see, and occasionally say, 'Oh, by the way, we have a solution for that.'"

*Brad Dixon
CC Studio*

2 DEFINE INACTIVES

Before we do anything to re-engage inactive leads, we must define an inactive lead on our list. The majority of marketers will gauge Inactives as anyone who has not responded, opened, clicked, or acted on any email sent in the past 6-12 months.

3 TRIM YOUR EMAIL LIST

"I recently cut deadwood from my email list – about 500 names. I sent them an email first that said, "Do I bore you?" and asked if they wanted to stay subscribed. 20 people responded to us...and we deleted the rest of that list. I loved cutting them...now I have better open rates. I give a lot of free stuff out to my list, so I didn't want to give free stuff to people who don't care."

*Carol Tice
Freeland Writers Den*

4 FIND OUT WHAT YOUR LIST THINKS OF YOU

“Recently, we were working with a mortgage company on re-engaging their list. The bank side had a large database, but they didn’t have a relationship with that data.

The question is how are we going to jump start this data? We look at things that will benefit people in the database. The first thing you need to understand is where the relationship status stands. If the answer is nowhere, you need to reinvigorate.

In this case, we did a survey to find out the relationship. In return, we gave a \$5 Starbucks card. The investment paid off, because the relationships came back. For this survey, 3268 total participants were invited, and 322 total participated. That is about 10%. We’re happy at a 3% level with some re-engagement campaigns, so this was a success.”

*Dean DeLisle
Forward Progress*

5 GIVE SUBSCRIBERS OPTIONS

“Give them two options. One option is do not miss out on breaking news that people get delivered to their email inbox every day. The second is for tech reviews and new products coming out to the market. That part of the email got most of the clicks.”

*Diana Primeau
Director, Member Services, CNET*

6 ASK CUSTOMERS TO UPDATE THEIR EMAIL INFORMATION

“Simply asking customers to update their email information can have surprising engagement results. This tactic gives the customer an opportunity to enter a new email address if hers has changed, customize her email settings, and sign up for mobile or social media updates, if it turns out that’s how she prefers to engage.”

*Rich Fleck
Responsys*



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YOUR EMAIL LIST?**

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