60 Ways to Grow Your Email List

Simple strategies to help attract new contacts and take your email marketing to the next level.
When it comes to email marketing, you know how valuable your email list can be. But coming up with new ways to get people to sign up for your emails isn’t always easy. That’s why we put together this collection of list growth ideas! Use this eBook to grow your list and take your email marketing to the next level! Whatever methods you use, be sure to start with a reason “why” someone should join your email list. What’s in it for them? This will make it more likely that people will say yes.

Find out...

• How to ask people to join your list “face-to-face”
• How to use social media to grow your list
• How to grow your list on your website or blog
• How to design your emails to help reach new contacts
• How to grow your list with email
• How to use print material to get people to sign up
• How to use events to help grow your list
• How to use Incentives and giveaways to grow your list
**1. USE A PAPER SIGN-UP SHEET**

**Join our mailing list**

**First**  **Last**  **Email**

Keep it simple. Sometimes a paper sign-up sheet is the best way to go.

**Learn more:** See how Four Firkins uses a paper sign-up sheet to grow its email list.
Just having a sign-up form available won’t always be enough. Train yourself and your employees to always be asking prospective contacts to sign up.

Learn more: Find out how Andy Crestodina, Principal of Orbit Media, got his first 1,000 subscribers through face-to-face interactions.
Don’t overlook the obvious. You probably already have a database of contacts who would love to join your list. Ask them to sign up.
Look to your personal network to help kick start your list growth.
Put a fishbowl on your counter and give customers an incentive to drop in their business cards to join your list.

Tip: Be sure to let people know they'll be receiving future emails from you as well.
“Ring, Ring”

Having a great conversation with a customer or supporter? Keep the conversation going—ask them to join your email list!
Using a sidewalk sign or sandwich board to bring in foot traffic? Tell passersby about all the great info, discounts, and news they’ll find by signing up for your emails.

Today’s Specials

- Heirloom Tomato Soup
- Grilled Cheese
- Arugula Salad
- Croque Madam

For daily updates, sign up for our weekly email list!
If there’s one day people are excited about finding new businesses it’s Small Business Saturday. Make sure you’re asking people to join your list when they come in for this special day.

Make it easy for fans to join your list by adding a sign-up form to your Facebook Page.

Tip: Constant Contact customers can use our free app to add a sign-up form right to their page and collect email addresses without doing any extra work. Find out how.
Learn more: New to Twitter? Find out how to get started!

Excited to be introducing a lot of new products this season! Get early access by joining our email list today. http://conta.cc/198jHtZ

Write yourself a note now: “Tweet about my email list once a week.” You should also post about your email list on your other social networks, but less frequently than you would on Twitter.

Insight provided by Constant Contact KnowHow
You can now include a call to action on the Cover Photo of your Facebook Page. Have some fun with it and ask people to join your list.

Get travel deals delivered right to your inbox. Join our email list below!

Learn more: New to Facebook? Find out how to get started!
Supercharge your Facebook list growth with a Facebook Ad. Add new fans and new subscribers by driving people to your Facebook sign-up form.

Get More Page Likes
Build a bigger audience.

Promote Page Posts
Get people to see and engage with your important messages.

Right Column Preview
Announcing the Marshall's Fenway email club! Sign up today.

www.constantcontact.com/learning-center
Making the leap into online video? Talk about your emails in a video and tell people where to sign up.

Learn more: New to YouTube? Find out how to get started!
Foursquare lets you update your business’s info and post alerts to people in the area. Try sharing a link to your sign-up form and see how it does.

Learn more: New to Foursquare? Find out how to get started!
Ryan Pinkham, Learn more about the new BlackBerry Z10 - follow BlackBerry for updates

When appropriate let members of the same LinkedIn Groups know about your email list.

Learn more: New to LinkedIn? Find out how to get started!

Social Media 101: 8 Steps to Social Media Marketing Success
Social media has taken the world by storm over the last few years. It not only serves as a great form of public relations for any...
Like LinkedIn Groups, Google+ Communities are the place Google+ users go to find information relevant to them. Share your latest email and ask members to join your list.
Tweet chats are a great way to boost engagement on Twitter. It can help you attract new followers and can give you a unique opportunity to grow your list.

Learn more: Find out how to run and participate in a Tweet Chat.
Tell people why they should sign up in 6 seconds or less. You can share your Vine video on Facebook or Twitter and can embed it on your blog.

Learn more: New to Vine? Find out more.
Allow social connections to easily find your email sign-up form by linking to it in your profiles. Try it on Facebook, Twitter, LinkedIn, Pinterest, or Google+.
Create a board on Pinterest and “pin” your email newsletter right when it comes out! Use an image from your email or take a screenshot of your entire newsletter to give readers a preview of your content.

Learn more: New to Pinterest? Find out how to get started!
Easily add a link to your sign-up form on your website and collect emails from people who visit your site. Give your sign-up form plenty of visibility by putting it on every page.
CREATE A "REASONS TO SIGN UP" PAGE

Ask your current contacts why they enjoy your emails and then create a page on your website highlighting the biggest benefits of signing up.
Don’t ask too many questions. You may miss chances to grow your email list. Keep your sign-up form short and simple. Only ask for the information that’s absolutely necessary. You can collect more information down the line.
If someone enjoys what you have to say on your blog, there’s a good chance they’d want to see your updates in their inbox.

**Tip:** Constant Contact customers using Wordpress can use our free Wordpress integration to create a sign-up form that adds email addresses directly to a Constant Contact email list. Find out how.
Writing for other blogs is a great way to get in front of a new audience. Include a link to your sign-up form in your author bio. If people like your post, they’ll want to get more information from you.
Participate in conversations about your area of expertise on your favorite blogs. When you leave a comment you’ll also be able to add a link back to your website as part of your identifying information. This can lead people to your website where they can sign up for your email list.

Learn more: New to blogging? Find out about blogging best practices.
Join our list to learn more about what we have to offer!

Join our list to receive exclusive discounts!

Over 1,000 people have signed up to receive our emails each month. Sign up today!

Don’t miss a thing! Join our email list to get updates sent to your inbox once a week.

Test different calls-to-action and see how your audience responds.
Collect email addresses when people are making a purchase. Be sure to indicate they’re opting-in to receive future emails from you.

**Tip:** Constant Contact customers can create payment forms with Formstack which integrates with their Constant Contact account. Find out how.

**What is Formstack?**
Formstack is an online form builder that allows users to collect data via embedded and hosted forms.

Insight provided by Constant Contact KnowHow
Did you know that 49% of small businesses have never updated their online listings? Keep your listing up-to-date and provide a link to join your email list.

Insight provided by Constant Contact KnowHow

www.constantcontact.com/learning-center
Mention your email newsletter during your podcast. (Have you listened to our weekly Speakeasy Marketing Roundtable Podcast? Check it out and while you’re there, subscribe to our Hints & Tips newsletter at the top of the page!)
Add a sign-up link to your next online survey. Let people share their feedback and join your email list.

Tip: You can use Online Survey from Constant Contact to collect feedback and grow your email list. Find out how.
Use Email Archive to promote your past emails. You can share your archive on your blog, website, and on social media.

Learn more: Find out how Peggy Sweeney, founder of the Sweeney Alliance, uses Email Archive to help grow her list.
You never know how people are going to find your emails. When new readers find them, make sure they have a way to sign up.

Sherrie Stersang

My name is Sherrie Stersang and I just wanted to take a minute to send you a note and follow up on our conversation from yesterday. It was great to finally connect in person!

I'll be your personal sales coach, so please don't hesitate to contact me with any questions or concerns.

Looking forward to working together!

Sincerely,

Sherrie Stersang
Northeast Regional Manager
Sometimes, the best way to grow your list is to extend the reach of your emails. Add social share buttons to make it easy for people to share your emails on their social networks.

Tip: If you want people to share your email, be sure to tell them directly, “Share this email.”
Add a “forward to a friend” button to your emails to help you reach your next subscribers.

Tip: If you want people to forward your emails more often be sure to create share-worthy content. Find out how.
Get more exposure for your email list by including a link in your regular emails.

**Tip:** Constant Contact customers can use the WiseStamp integration to add a branded email signature with a link to their sign-up form. Find out how.
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USE PICMONKEY TO MAKE EFFECTIVE CALLS-TO-ACTION

With PicMonkey, you can put text over images—a great way to ask people to join your list! Share your images on Facebook, Twitter, or hang them in your store.

Learn more: New to PicMonkey? Find out more.
There's an app for that

Download the Quickview app from Constant Contact so you can enter new emails on-the-go.
More than half of all Americans now have smartphones. Use Constant Contact’s Text-to-Join feature to let your people sign up via text message.
Add a QR code to a flyer, post, or brochure and make it easy for people to scan-to-join your email list.

Tip: Constant Contact customers can easily create a QR code right in their accounts. Find out more.
Wondering what to do with the new iPad? Use it to collect email addresses in-store or at your next event.

Tip: Constant Contact customers can use iCapture app to add email addresses directly to their accounts. Find out more.
Giving out flyers, brochures, or pamphlets at your store or office? Let people know your emails are the best source for up-to-date information.
RUN AN AD IN THE PAPER

Get the most out of your print advertising investment. Tell people to visit your website and join your list!

Insight provided by Constant Contact KnowHow
Work with your business card supplier to add a QR code with a call-to-action to join your email list.
ADD A QR CODE
TO YOUR MENU

Own a restaurant? Add a QR code on your menu and let people join your email list at the table.

Insight provided by Constant Contact KnowHow

www.constantcontact.com/learning-center
Shipping orders to customers who placed an order online? Put a QR code on your boxes and encourage customers to sign up.
Stay in touch before, during, and after your event by collecting email addresses when people register for your event.

**Tip: EventSpot from Constant Contact** lets you collect email addresses automatically when someone registers for your event. Find out more.
Collect email addresses at your event with a paper sign-up sheet, QR code, or even via text-message.
Work with other businesses and organizations in your community to host an event. It’s a great way to introduce your business (and your email list) to a whole new audience.
If people are interested in what you have to say, there’s a good chance they’ll be interested in what you write in your emails. Let people know you have a resource they can sign up to receive.
Do you use table tents in your restaurant or at your events? Add a QR code and make it easy for attendees to join your email list.
Raffle off a prize your customers will love and collect email addresses in the process.

**Tip:** Always let people know they’ll also be joining your email list and receiving follow-up emails from you.
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RUN A FACEBOOK SWEEPSTAKES

WIN an Ultimate Coffee Lovers Gift Set for YOU and a friend! IT'S EASY! Click the "LIKE" button above and enter to win on the next page!!

Learn more: Find out how Door County Coffee used a Facebook sweepstakes to attracts hundreds of new fans and email sign-ups.

With Social Campaigns from Constant Contact, you can run a contest on Facebook and collect email addresses in the process.
Look for ways to reward your customers and grow your email list in the process!
Create a club to help celebrate your customers’ birthdays and grow your email list.
If you want deal buyers to come back after the deal is over, you need to make it easy for people to join your list!

Tip: With SaveLocal from Constant Contact you can collect email addresses right when someone purchases your deal. Find out how.

Share here and get more.

Get $20 to spend at ProfessionalHomeCleaning when you share this deal.

www.constantcontact.com/learning-center
Testing your luck with one of the big-name deal providers? Don’t forget to ask new customers to join your mailing list when they redeem the offer.
Who doesn’t love a coupon? You can use Social Campaigns from Constant Contact to offer a coupon to encourage fans to join your email list.
Tip: Constant Contact customers can use a tool like Digioh to easily deliver the content and add new subscribers to their email lists. Find out how.

You can offer up a great piece of content—like a whitepaper, eBook, or guide—to entice people to join your list.
Get your employees excited about growing your email list. Offer a prize to the employee who collects the most email addresses.

Insight provided by Constant Contact KnowHow
Looking for more tips to grow your email list and improve your email marketing?
Visit the **Constant Contact Blog** to learn more!

Share it!
60 Ways to Grow Your Email List
Online Engagement Marketing tools & coaching to help small businesses and nonprofits grow.

Email Marketing
Build relationships from the inbox that keep customers coming back.

Social Campaigns
Turn Facebook “likes” and shares into real, measurable results.

EventSpot
Control every phase of the event process from one place.

SaveLocal
Create deals your way and find your next great customer.

SinglePlatform
Customize your online listings and stand out to new customers.

Visit ConstantContact.com
or call 1-866-289-2101 to learn more

Connect with Constant Contact. Everywhere.