



Building Your List Can Be a Thing of Beauty

A step-by-step guide to collecting
customer and member email addresses



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Get the steady response you need to keep your business growing.

Whether you're a bookstore, a nonprofit arts organization, a wine consultant, or an accountant, you need a steady stream of business, referrals, or response from the people that keep your doors open.

That starts with staying in regular communication with your audience. **When you build an ongoing dialogue with them, you increase the trust and comfort level they have with you.** They look forward to hearing from you. It becomes second nature for them to think of you. You'll stay top of mind with them.

As a result, they'll **become more loyal to you, spend more with you, donate more frequently, and be more likely to refer you** to their friends or colleagues.

Sounds great, right? **The easiest, most effective way to build that dialogue is with email marketing** — by using email newsletters and promotions that you send regularly.

That's why you should have **a list of your customers', clients', or members' email addresses**: it's a real asset to your business. And it's so easy to quickly build it and at little cost.

We'll show you how you can do it!

Quick Tip #1

Hold a monthly drawing for a gift certificate from among the new people who provide their email addresses to you that month.



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Quick Tip #2

Want to get a lot of addresses fast?

Start a contest for your employees, staff, or volunteers with a prize to the person who's collected the most email addresses from customers, clients, or members. Reward them with a day off, a gift certificate, a free meal, or a cash bonus!

Get ready:

Start building your list

Here are some things you can do to build a **permission-based** list, wherever you go, however your organization interacts with the public.

At your office or place of business:

- **Ask every customer** if they want to receive your **email newsletter**.
- **Request customer email addresses** on your POS, online ordering, or checkout system.
- Use Constant Contact's desktop widget, **the Contact Capture Tool**, to instantly record customer email addresses when they check out.
- Add space to your **comment cards or surveys** for people to sign up.
- Put **tent cards, wall, or counter displays** in your place of business. Use a teaser, if applicable, about getting the inside scoop or exclusive offers from you. (Need some? Visit printingforless.com/listbuildkit.)
- Use a **fishbowl on your counter** to collect newsletter sign-up forms or business cards. Offer a weekly or monthly prize, like discounts or gifts from your establishment or other local vendors. Announce the winners in your newsletter, and add everyone in the bowl to your mailing list.



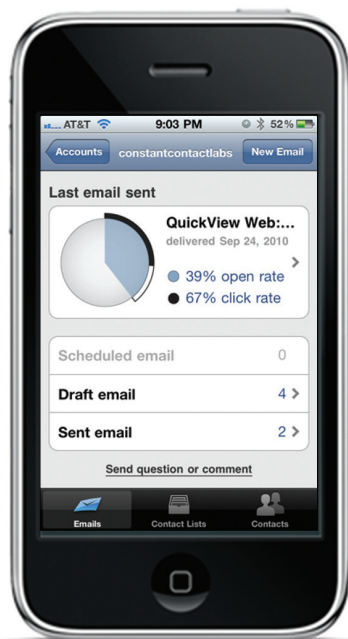
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If you're online and use social media:

- Add Constant Contact's **"Join My Mailing List" app** to your website and your **Facebook Page** so people can join your list.
- Ask your **Facebook fans and Twitter followers to sign up** for your list by providing a link to your sign-up form on your website.
- Share your latest issue on your favorite social network and let those not on your mailing list see the great content you're sending on a regular basis.
- Tease your latest issue on social networks telling your fans, followers, and connections what they'll get if they're subscribed.

Quick Tip #3

Whenever you come in contact with a customer or member, ask if they're subscribed to your mailing list. **If not, sign them up by text message or with our iPhone app.**



When you're at events, in the field, or networking:

- If you have an iPhone or iPod Touch, get **Constant Contact's FREE QuickView app** so you can collect new contacts on the fly at tradeshows, networking events, seminars, or even when you least expect it — like when you're in line at the grocery store.
- **Bring a sign-up sheet** to every public event you exhibit at or participate in: fairs, open houses, fundraising events, craft shows — any place where dozens of people will encounter you.
- **Leave postage-paid sign-up cards** behind when you visit clients so they can mail it back to you. Just write your address on the back and stamp it — it won't cost them a penny to join.
- **Tell people it's just as simple as sending an SMS message.** Provide your special, customized keyword and your short code. The person will be prompted to send a text message with his or her email address. You can even send a one-time offer as a reward for signing up this way.



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If you already use email marketing or other outgoing communications:

- Make it easy for recipients to tell their friends about your emails with a **“forward to a friend”** link.
- **Staple a sign-up card to customers’ receipts**, or include it in the envelope if you mail them bills.
- Share your latest issue on your favorite social network and let those not on your mailing list see the great content you’re sending on a regular basis.
- Constant Contact can **integrate** with many small business, fundraising, and accounting **software** packages, providing a seamless way to have updated contact information in both places. Check yours to see! Or visit developer.constantcontact.com to learn more.

Quick Tip #4

Use our **Simple Share** feature to extend the reach of your email campaigns. Post them to Facebook, Twitter, and other networks, and let your fans, followers, and **others tell their networks** about your newsletter.



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Get set:

Here's what to do with your list!

- **Ask your customers or members** what they want to hear about from you — consider using a **Constant Contact Online Survey** to collect this information quickly and easily.
- **Segmenting** lets you subdivide your master mailing list into smaller lists that group people together by their interests. It allows you to create truly **targeted communications** that speak directly to them.
- **Host an event** like a class, seminar, demonstration, client/member appreciation party, or fundraiser to establish a bigger presence in your community, get publicity, and attract new people. (Use **Constant Contact Event Marketing** to capture registrations and online payments easily.) Ask attendees if you can add them to your mailing list.
- Collect people's **birthday or anniversary dates**. Every month, send a special discount or offer to those celebrating their big day.



Quick Tip #5

Many businesses send **birthday promotions** offering customers a discount or gift on their day. Why not offer an **anniversary promotion**? You'll attract couples who will be in a celebratory mood to splurge.

Now you're ready:

Go get 'em!

- If you're new to Constant Contact Email Marketing, make sure you get a copy of our guide, **"Creating Your First Email Campaign with Constant Contact."** [Click here to get the guide.](#)
- **We're with you every step of the way** when you need help and support: just call one of our **dedicated Communications Consultants**.
- Get more list-building and email tips by browsing around our **Learning Center**. Read articles and blog posts, watch videos and tutorials, listen to podcast and webinars, and much more. Visit constantcontact.com/learning-center.
- **Want to learn list-building tips from your peers?** Visit our Community at <http://community.constantcontact.com> and share your thoughts with other businesses and organizations just like yours.

