



# 60 Ways to Grow Your Email List

Simple strategies to help attract new contacts and take your email marketing to the next level.



BEST PRACTICES GUIDE | EMAIL MARKETING



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.

# 2 ASK

FACE  
TO  
FACE



**Learn more:** Find out how Andy Crestodina, Principal of Orbit Media, got his first 1,000 subscribers through face-to-face interactions.

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.

# 3 LOOK AT YOUR DATABASE



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.

# 4 ASK YOUR FAMILY & FRIENDS

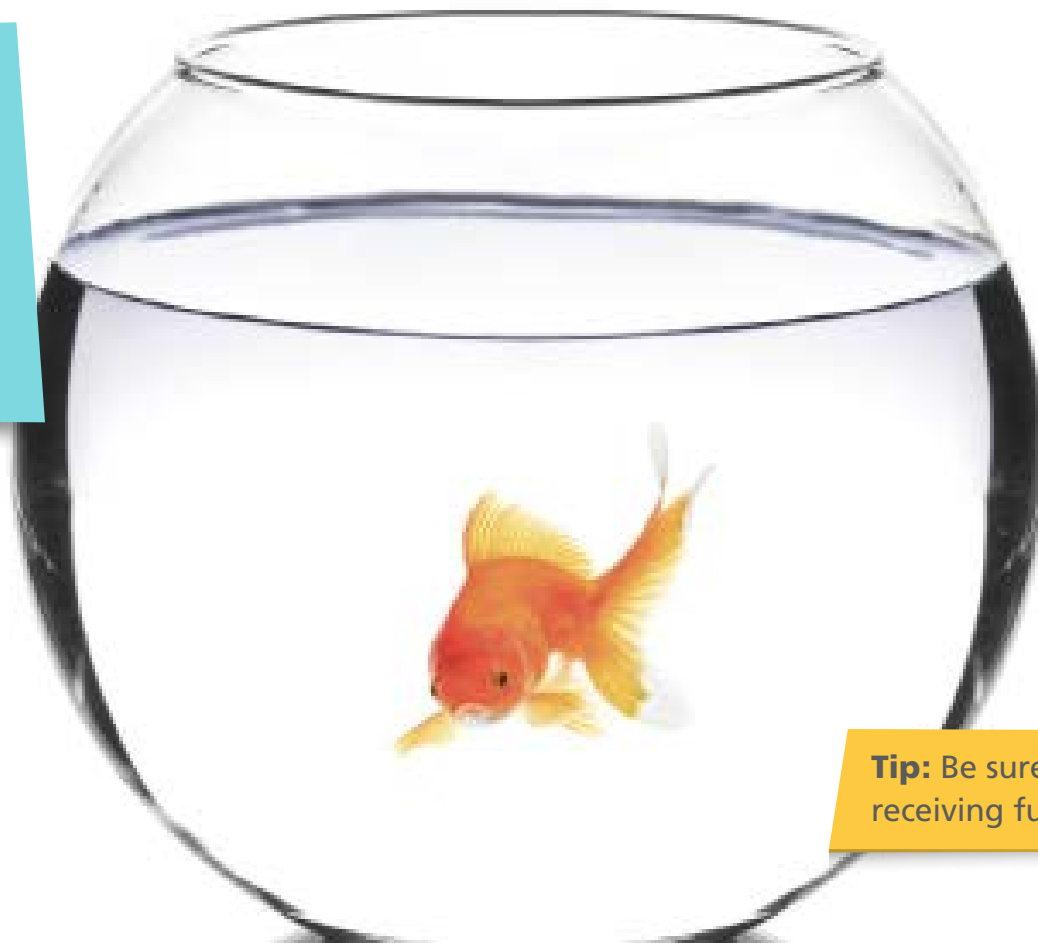


Look to your personal network to help kick start your list growth.

# 5 PUT A *FISHBOWL* ON YOUR COUNTER



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.

# 6 OVER THE PHONE



## “Ring, Ring”

Having a great conversation with a customer or supporter? Keep the conversation going—ask them to join your email list!



# 7 SANDWICH BOARDS

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!

# 8 PARTICIPATE IN *SMALL BUSINESS* **SATURDAY**



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.



**OPEN**

**Learn more:** Need help getting ready for Small Business Saturday? Visit our Small Business Saturday Resource Center.

# 9 ADD A SIGNUP FORM TO YOUR FACEBOOK PAGE



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



## Awesome Merchandise

14,110 likes · 275 talking about this

**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.

ating &  
out



About – Suggest an Edit

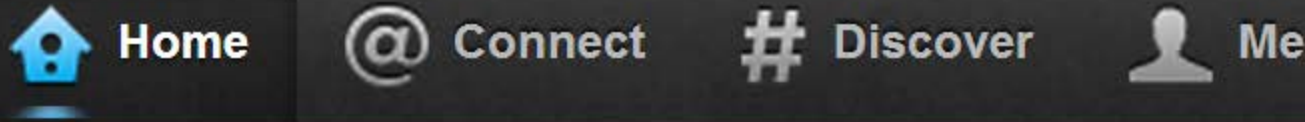
Photos

Join Our Mailing List

Twitter



# 10 TWEET IT!



**Marshall's Farm**

View my profile page

**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>

**Tweets**

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.

**Andrew Zimmern** @



# 11 UPDATE YOUR FACEBOOK COVER PHOTO



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!



## Sunset Travel

14 likes

Tours/Sightseeing  
Waltham, Massachusetts  
<http://www.sunsettravelonline.com/>

About – Suggest an Edit



Photos



Connect With Us



Constant Contact Ev...



Join My List

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

# 12 USE A FACEBOOK AD



## Get More Page Likes

Build a bigger audience.



## Promote Page Posts

Get people to see and engage with your important messages.

Supercharge your Facebook list growth with a Facebook Ad. Add new fans and new subscribers by driving people to your Facebook sign-up form.

### Right Column Preview

#### Marshall's Fenway Farm



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

424 people like Marshall's Fenway Farm Stand

Text: [?]

31 characters left

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

# 13 USE YOUR YOUTUBE CHANNEL



Constant Contact



Subscribe

2,518

Featured

Browse videos

Uploads

Playlists

Likes

Feed

Comments

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!



Grow Your Business with Email M...



Google I/O 2013: Our Thoughts [S...



Constant Contact API webinar

# 14<sup>USE</sup> FOUR SQUARE



**foursquare** I'm looking for... LOG IN SIGN UP

**LOBSTERLAND**  
Seafood Restaurant in Gloucester

**Address** 84 Causeway St  
Gloucester, MA 01930 →

**Phone** (978) 281-0415

**Hours** Likely open (See when people check in)

**6.8** /10 Popular with out-of-towners

**Total Visitors** 344 **Total Check-ins** 580

<http://4sq.com/9vAeMW> SHARE

**Charlie's Place**  
83 Bass Ave

**Captain Hook's**  
406 Washington St

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



# JOIN 15 LINKEDIN GROUPS



[Ryan Pinkham, Learn more about the new BlackBerry Z10 - follow BlackBerry for updates](#) 140,446 Profess

Technology Marketing

## B2B Technology Marketing Community

Discussions Members Promotions Jobs Search More...



Start: Discussion Poll

Start a discussion or share something with the group...

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 - 5 days ago

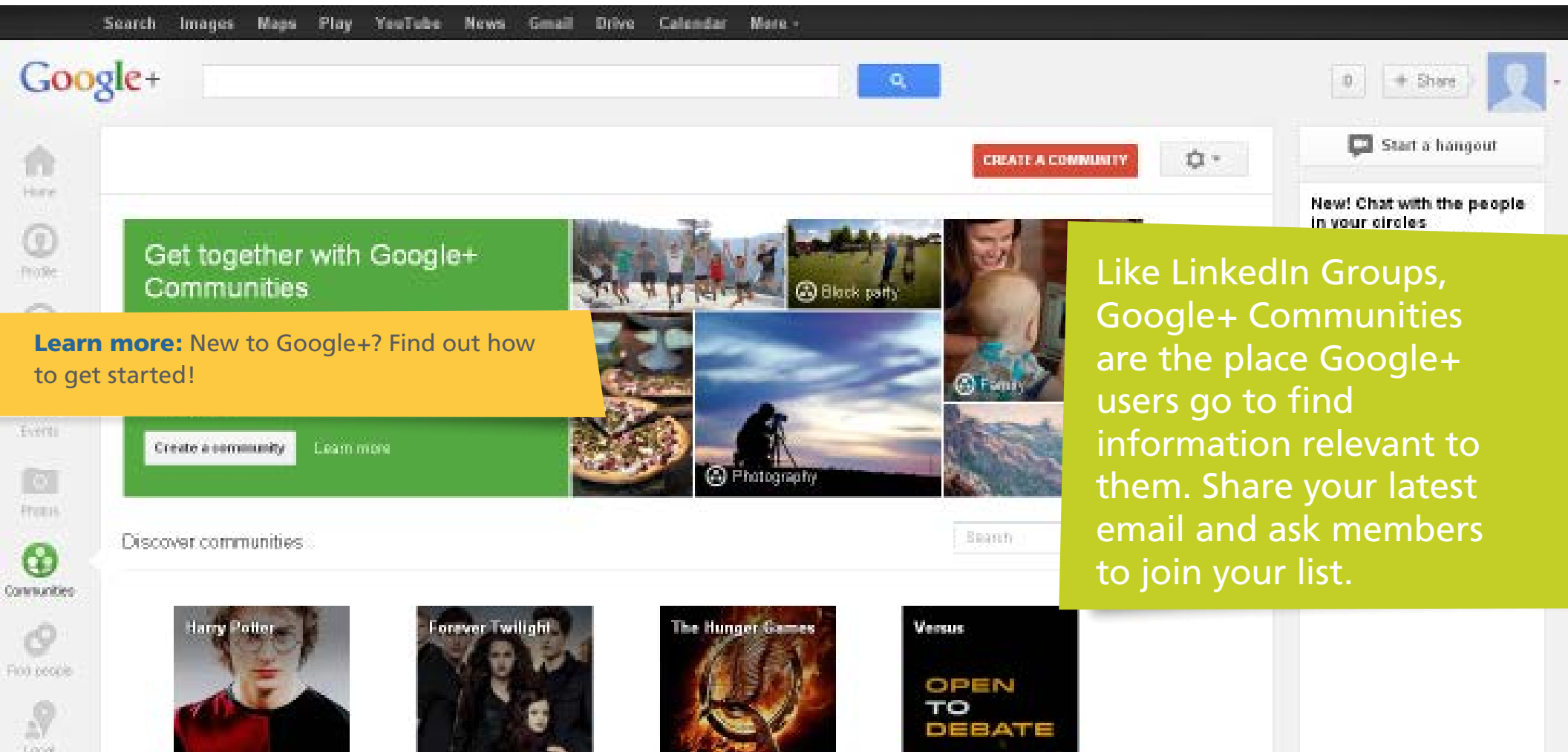
Social media has taken the world by storm over the last few years. It not only serves as a great form of public relations for any...

#### Latest Updates

 33 people have joined including [Donna E Veith](#) and [rolf vett](#)  
3 minutes ago

 [Kfir Pravda](#) voted

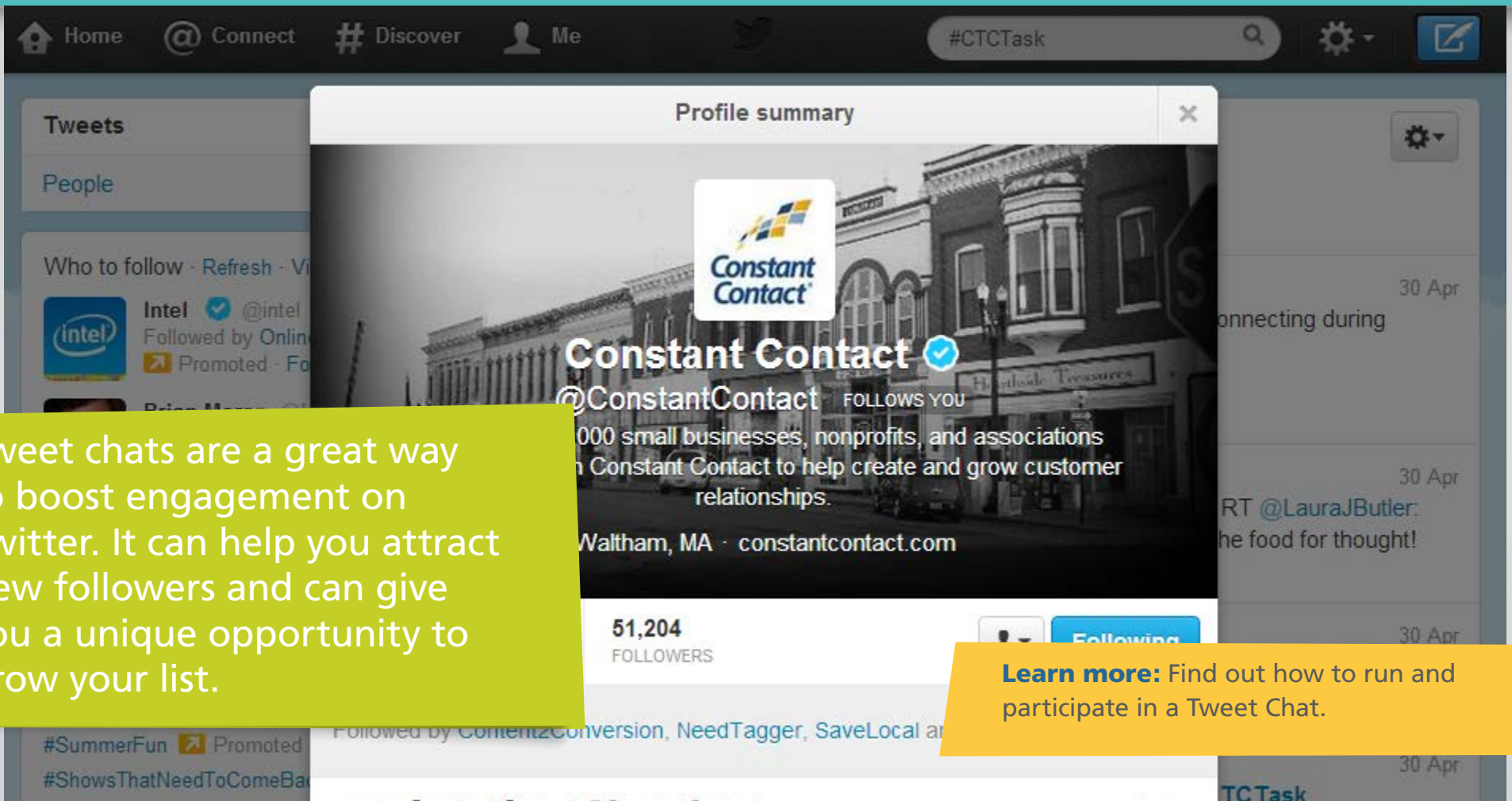
# 16 JOIN A GOOGLE+ COMMUNITY



**Learn more:** New to Google+? Find out how to get started!

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.

# 17 HOST A TWEET CHAT



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.

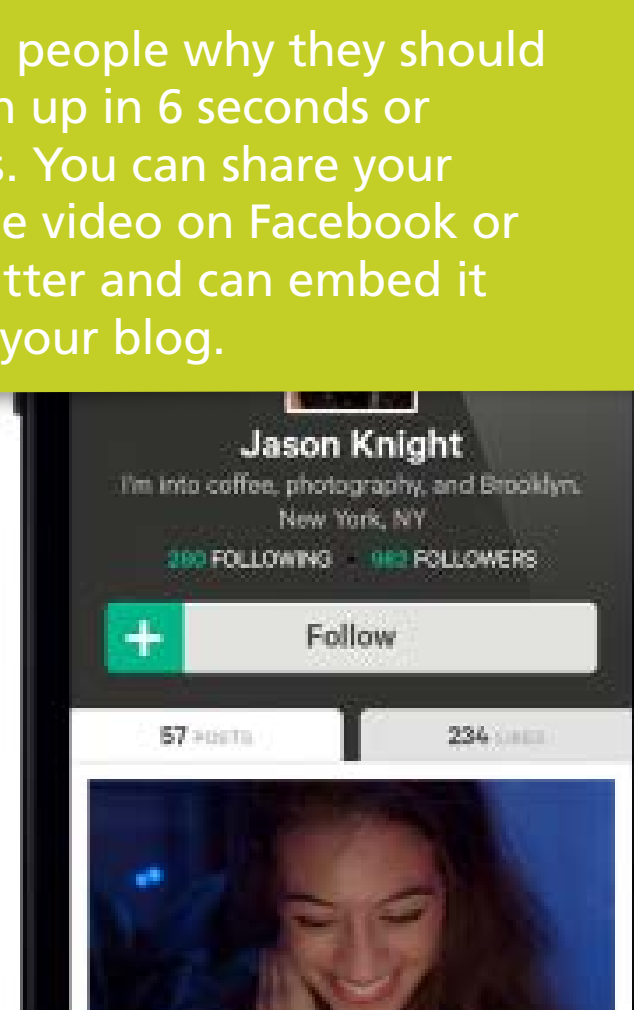
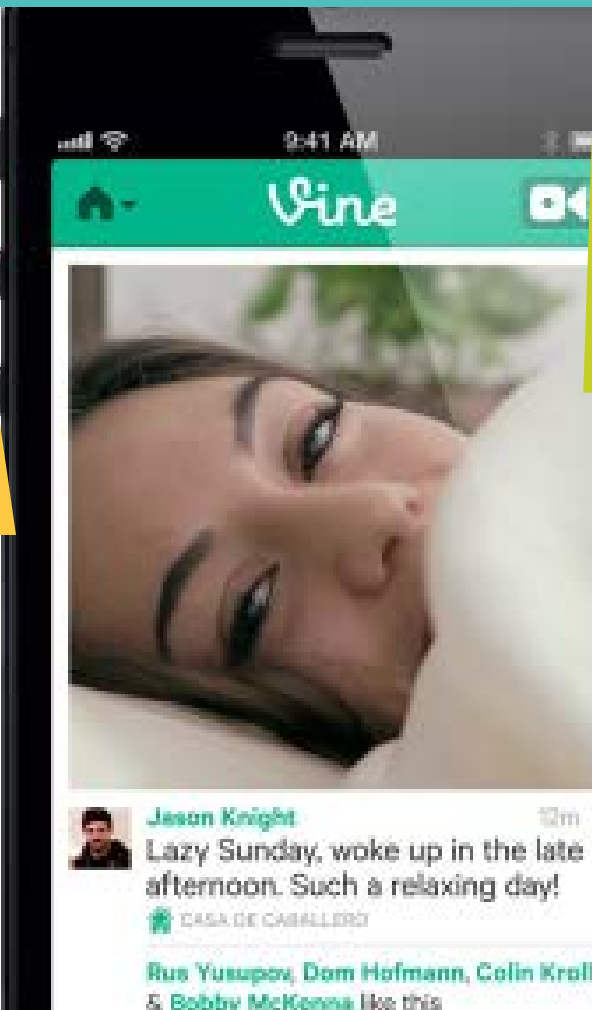
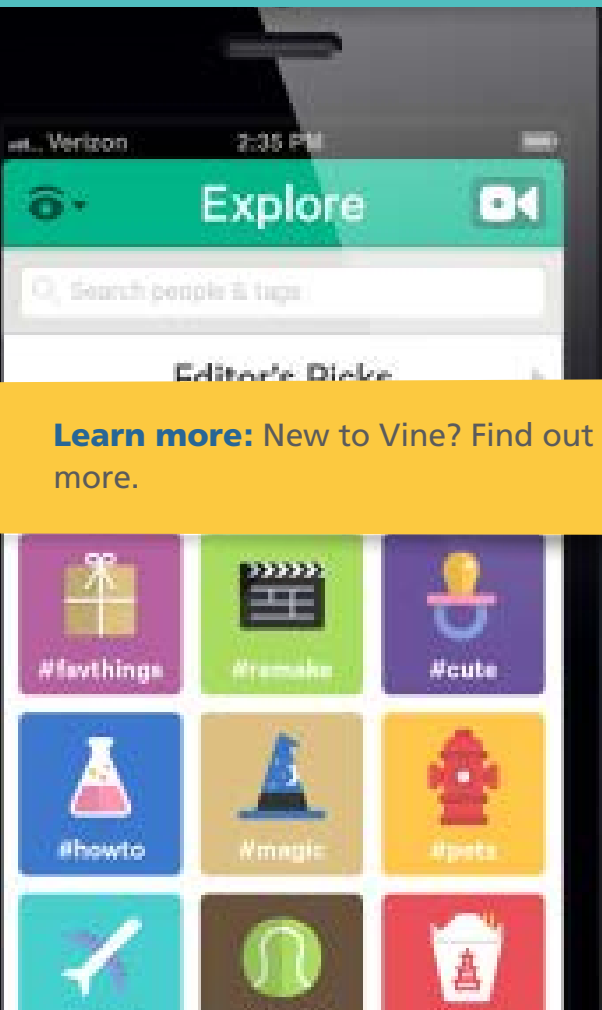
**Learn more:** Find out how to run and participate in a Tweet Chat.

# USE 18 VINE



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.



# 19 ADD A *SIGN-UP LINK* TO YOUR SOCIAL BIOS



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+.



**boloco**  
**@boloco**

Serving up globally inspired burritos & bowls, smoothies, & more.

We believe even a burrito aspires :) Tweets by @CassidyQuinn

@BolocoCEO @DrewLitavis @ambdoyle

New England, MD, DC & RI - <http://www.boloco.com>

# 20 SAMPLE YOUR CONTENT ON PINTEREST



84 Boards

3,697 Pins

67 Likes

Activity

Unfollow All

Quotes for Small Busines...  
204 pins

Constant Contact  
21 pins

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!



# 21 ADD A SIGN-UP FORM TO YOUR WEBSITE



Sign-up for Alchemy's email list and get great offers!

**Get Offers!**



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.

# 22 *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.

- 7.
- 2.
- 3.
- 4



# KEEP YOUR SIGN-UP FORM 23 SHORT



# SUBSCRIBE?

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.

s Please

No Thanks

# 24 ADD A SIGN-UP FORM TO YOUR BLOG



HOME FRESH INSIGHTS OUR EXPERTISE TUTORIALS

## FEATURED POSTS



**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.](#)

## When is the Best Time to Post on

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.

Join over 465,000 people who get our monthly *Hints & Tips* newsletter.

Enter email address

Sign Me Up!

## FOLLOW US!



See all of our social media channels >>



# 25 GUEST BLOG



**Email Marketing** Everything email, in one place.

## Email Marketing Strategies: Small List, Big Engagement

BY ANDY CRESTODINA [LEAVE A COMMENT \(EDIT\)](#)

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.



### FREE MARKETING INSPIRATION.

Join over 465,000 people who get our monthly *Hints & Tips* newsletter.

### AUTHOR SPOTLIGHT



**Andy Crestodina**  
<http://www.orbitmedia.com>

Andy Crestodina is a co-founder and the Strategic Director of Orbit Media, an award-winning 30-person web design company in Chicago. Over the past 12 years, Andy has provided web strategy and advice to more than 1000 businesses. But more than anything, Andy loves to teach web marketing. Andy writes about email marketing, search optimization, social media

# 26 COMMENT ON BLOG POSTS



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.

# 27 TEST

DIFFERENT  
CALLS TO  
ACTION



*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.*



# 28 ONLINE PAYMENT FORMS



Which form would you like to build?



Payment Form



Donation Form

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.

Constant Contact and Formstack have teamed up to give you payment and donation forms in your campaigns.

## What is Formstack?

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

# 29 OPTIMIZE ONLINE LISTINGS



Find tacos, cheap dinner, Max's

Near gloucester, ma



Home About Me Write a Review Find Friends Messages Talk Events

## Blinkers Tavern

★★★★☆ 41 reviews Rating Details

Categories: American (New), Bars, Steakhouses [Edit]

318 Greenup St



Add Photos



View Larger Map/Directions

Browse Nearby:

Restaurants | Nightlife | Shop

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.

**Takes Reservations:** Yes  
**Accepts Credit Cards:** Yes  
**Parking:** Street, Private Lot

**Outdoor Seating:** Yes  
**Wi-Fi:** Free  
**Good For:** Dinner

**Alcohol:** Full Bar  
**Smoking:** Outdoor Area/ Patio Only  
**Coat Check:** No  
**Noise Level:** Loud  
**Good For Dancing:** No  
**Ambience:** Casual  
**Has TV:** Yes



# 30 USE YOUR PODCAST



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!)



# 31

COLLECT EMAILS WITH AN ONLINE

# SURVEY



## *Pizza, Pasta, Piano*

### Pizza Feedback 2013

1. Are you a member of Leonardo's Email Club?

2. How long have you been a customer of Leonardos?

- 6 months to less than 1 year
- 1 year to less than 3 years
- 3 years to less than 5 years

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.

# 32 PROMOTE YOUR EMAIL ARCHIVE



Use Email Archive to promote your past emails. You can share your archive on your blog, website, and on social media.

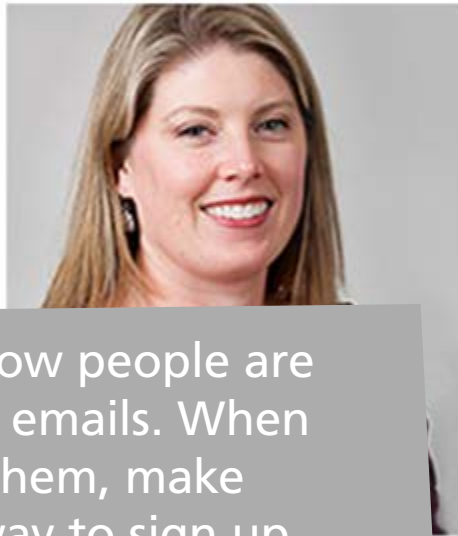
**Learn more:** Find out how Peggy Sweeney, founder of the Sweeney Alliance, uses Email Archive to help grow her list.

# 33 PUT A SIGN-UP LINK IN YOUR NEWSLETTER



**Salesy\$ales**  
*Your Trusty Sales Team*

*Want to stay in touch?* Sign up for our newsletter »



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!

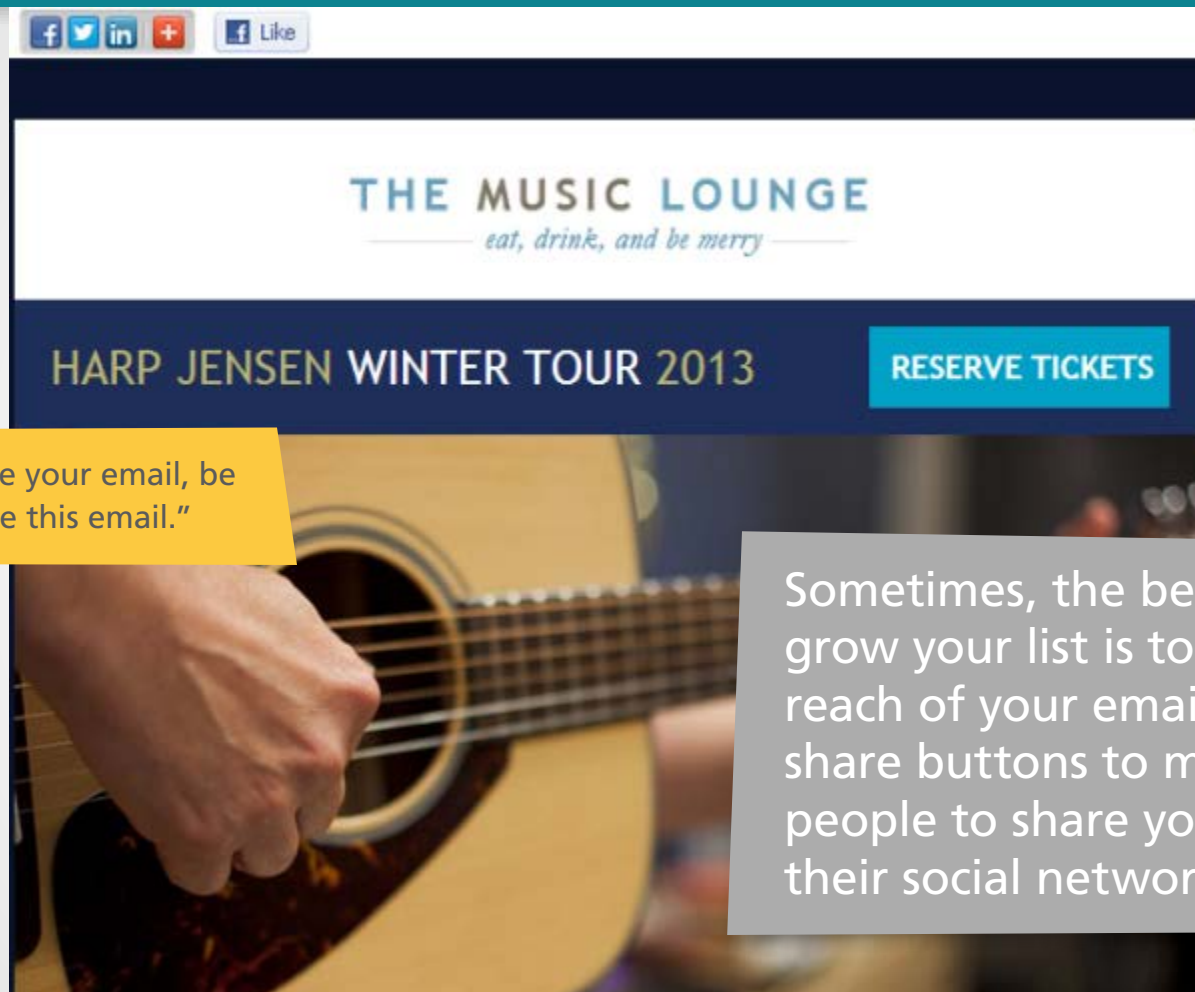
Sincerely,

Sherrie Stersang  
Northeast Regional Manager

Sherrie Stersang

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.

# 34 ADD SOCIAL SHARE BUTTONS TO YOUR EMAILS



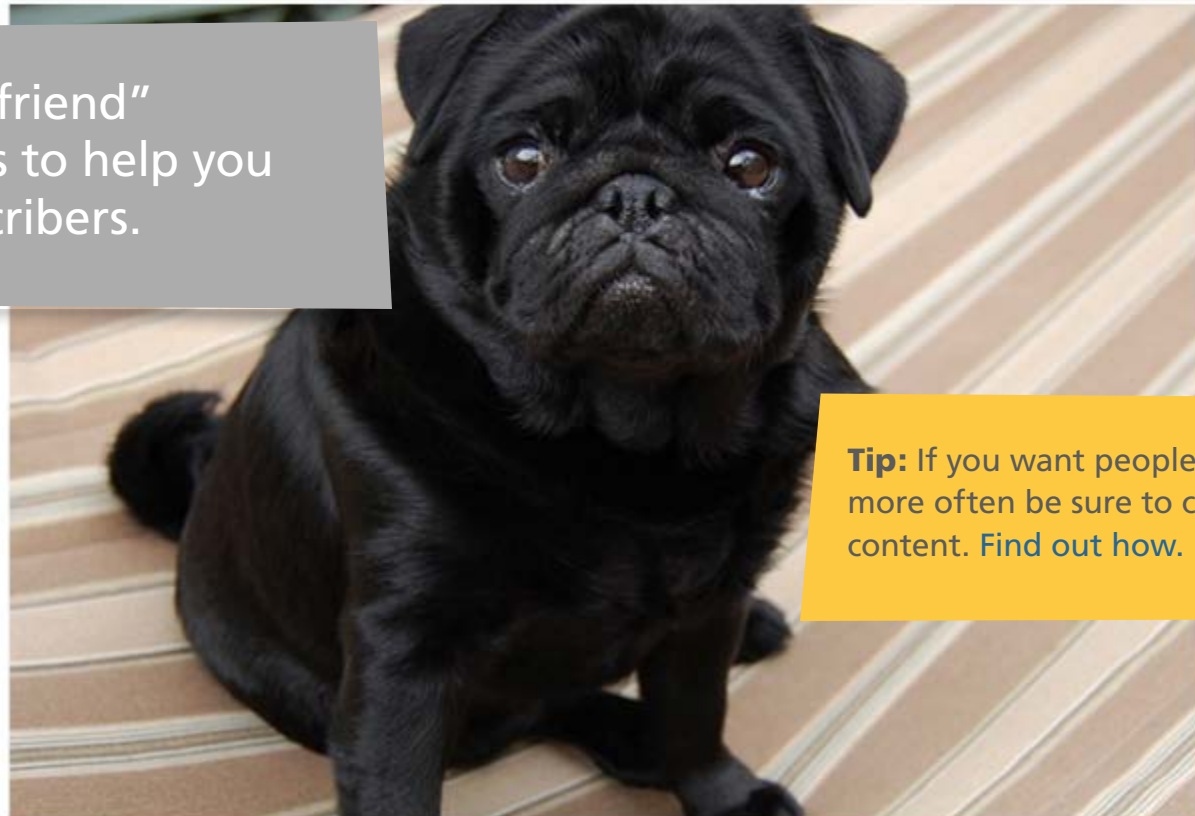
**Tip:** If you want people to share your email, be sure to tell them directly, "Share this email."

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.

# LET READERS 35 *FORWARD* TO A FRIEND



## 3rd Annual Pet Adoptathon



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.

# 36 ADD A SIGN-UP LINK TO YOUR EMAIL SIGNATURE



## WiseStamp

Welcome Azure C

Settings | Help | Signature Examples | **Go Pro**

Personal



**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.

Get more exposure for your email list by including a link in your regular emails.



Azure Collier

<http://azurecollier.com>

# 37

# 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.

Want to get away?  
Join our mailing list for exclusive travel deals!

Shadows Into Light Two

One Trick Tony 

Bradley Hand ITC

BrushTip Travis 

Schoolbell

Brush-tip Texe 

PencilPete 

Eraser Dust

# 38 *THERE'S AN* APP *FOR* THAT



Download the **Quickview** app from Constant Contact so you can enter new emails on-the-go.

Find a contact by email address

mycontact@example.com

Add Contact

Import from Address Book




# 39 COLLECT EMAILS VIA TEXT



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.



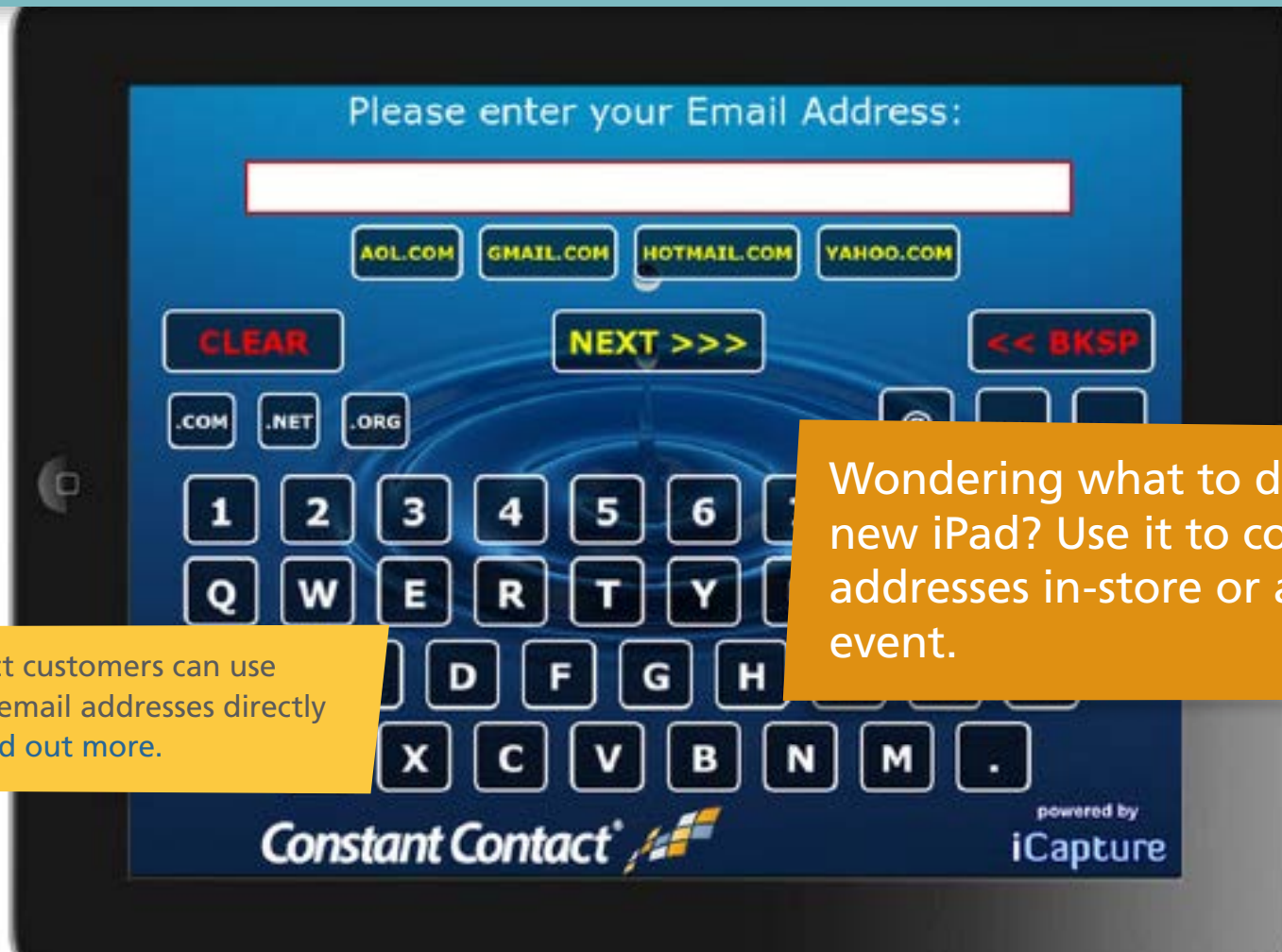
# 40 USE A QR CODE



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.

# 41 <sup>USE</sup> AN iPad



**Tip:** Constant Contact customers can use iCapture app to add email addresses directly to 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.

# 42 USE A BROCHURE



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.

# 43 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!

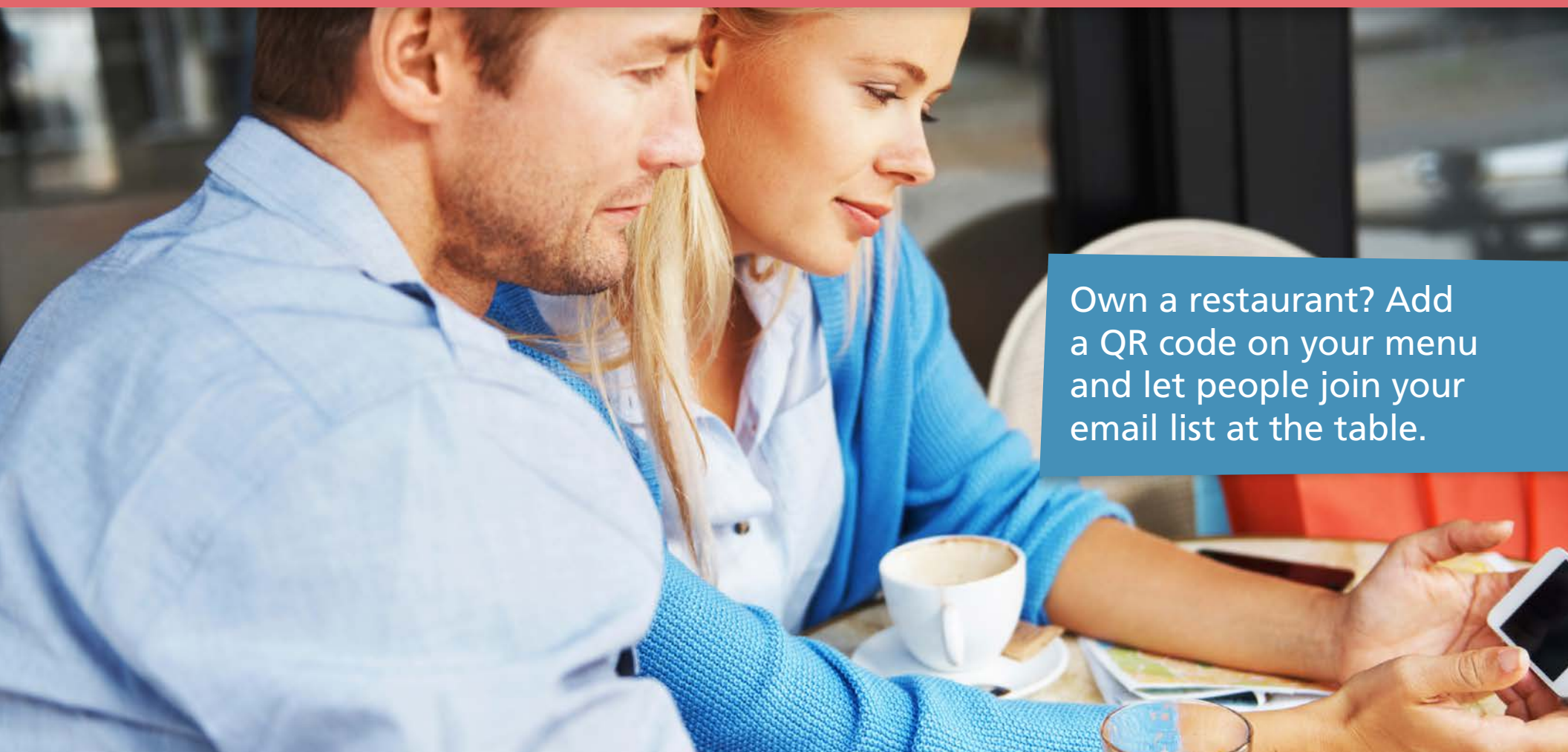
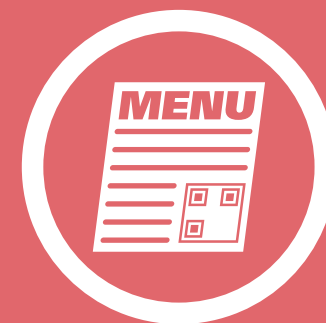


# 44 USE YOUR BUSINESS CARD



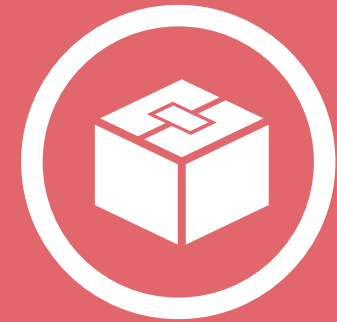
Work with your business card supplier to add a QR code with a call-to-action to join your email list.

# 45 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.

# 46 USE YOUR SHIPPING BOXES



Shipping orders to customers who placed an order online? Put a QR code on your boxes and encourage customers to sign up.

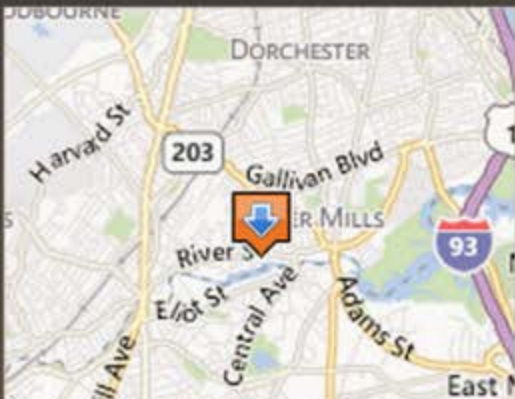


# 47 EVENT REGISTRATION



## Where

Harbor Hotel  
Riverdale  
Massachusetts, MA



**Tip: EventSpot from Constant Contact** lets you collect email addresses automatically when someone registers for your event. [Find out more.](#)

## Personal Information

• First Name:

• Last Name:

• Email Address:

• Confirm Email Address:

Yes, I would like to receive your email newsletters

Stay in touch before, during, and after your event by collecting email addresses when people register for your event.

Register

# 48 COLLECT EMAIL ADDRESSES AT YOUR EVENT



Collect email addresses at your event with a paper sign-up sheet, QR code, or even via text-message.

# BE A 49 SPONSOR



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.

# 50 **BOOK A SPEAKING** *ENGAGEMENT*



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.



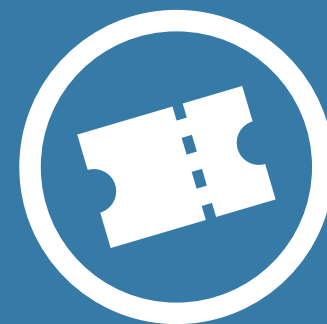
# 51 USE YOUR TABLE TENTS



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.



# 52 RUN AN IN-STORE RAFFLE



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.

# 53 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!!

With **Social Campaigns from Constant Contact**, you can run a contest on Facebook and collect email addresses in the process.

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

# 54 *START A LOYALTY PROGRAM*



## **Leonardo's Pizza**



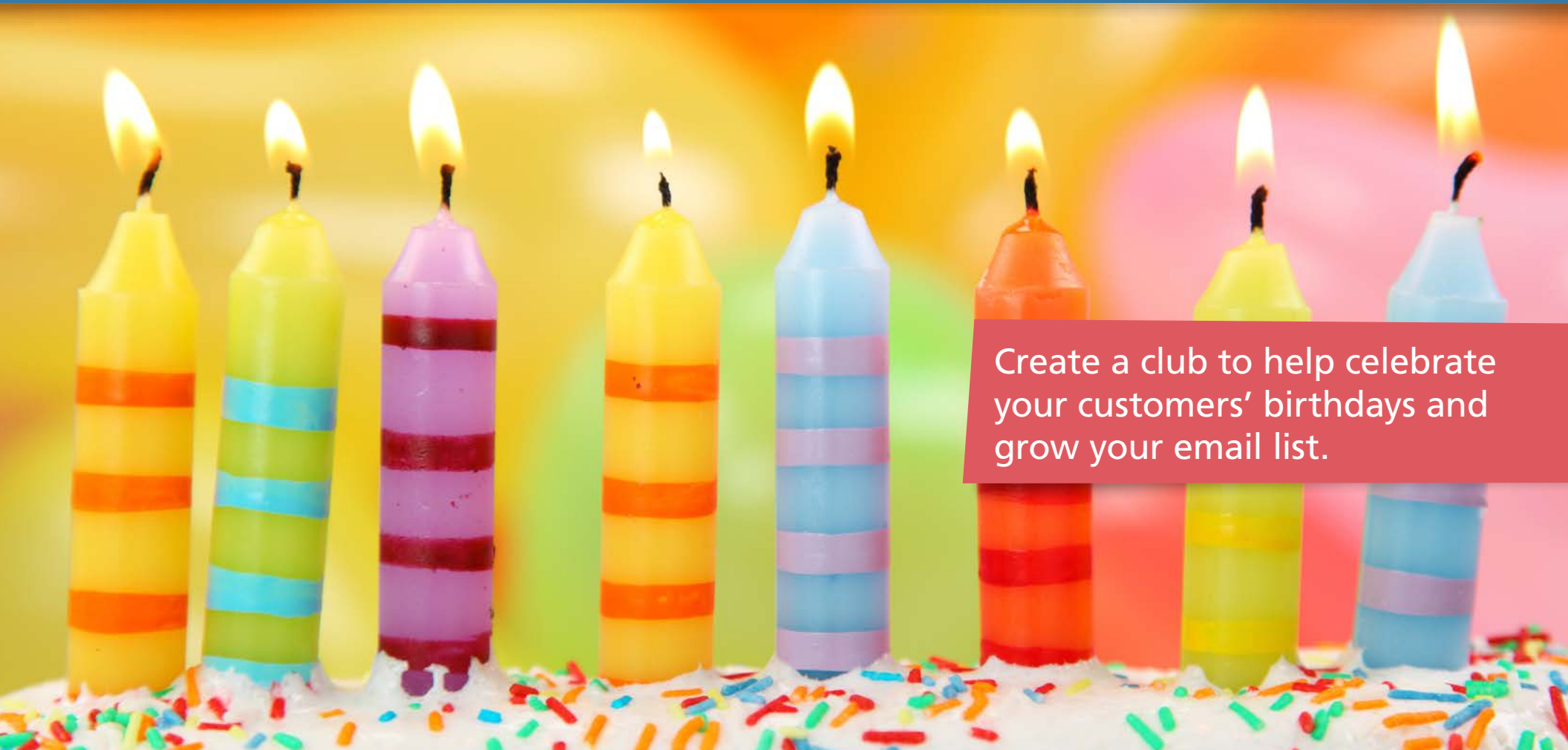
**Buy 5 Slices, Get 1 Free**

Look for ways to reward your customers and grow your email list in the process!



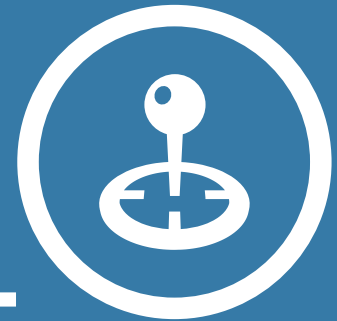


# 55 START A BIRTHDAY CLUB



Create a club to help celebrate your customers' birthdays and grow your email list.

# 56 RUN A LOCAL DEAL



**\$59 for \$140 worth of House Cleaning Up To 2,500 Sq. Ft**



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



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!

**Buy Now**



**Share here and get more.**

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



# 57

## ASK *WHEN SOMEONE* REDEEMS AN OFFER



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.



# 58 OFFER A COUPON ON FACEBOOK



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.

# USE A PIECE OF 59 CONTENT



Please download your free PDF below!



You can offer up a great piece of content—like a whitepaper, eBook, or guide—to entice people to join your 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.

Whitepaper quarterly report.pdf (4  
pared for ben.parnau+constantcontact2@gmail.com

Download

# 60 OFFER AN INCENTIVE TO YOUR EMPLOYEES



Get your employees excited about growing your email list. Offer a prize to the employee who collects the most email addresses.



# GET THE HELP YOU NEED

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

# Constant Contact<sup>®</sup>

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](http://ConstantContact.com)

or call 1-866-289-2101 to learn more

Connect with Constant Contact. Everywhere.

