

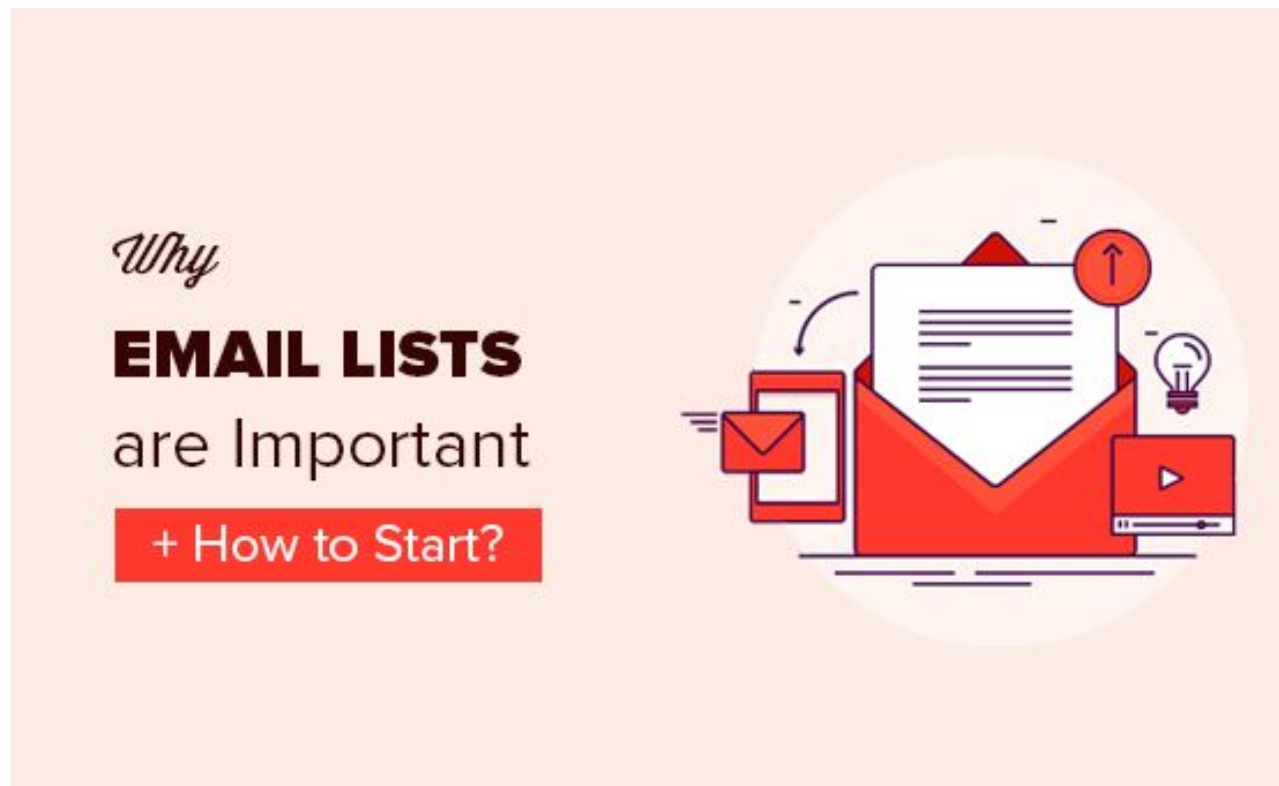


# Whitepaper: **How To Build An Email List**

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## Why You Need To Build An Email List

For some business owners, email marketing may seem archaic. With the prevalence of social media, and a hundred other forms of messaging, the traditional email format feels relatively old. However, it still remains one of the most powerful and thoroughly understood “modern” forms of communication. That’s why just about every social media platform requires you to have an email address.

For business owners, email lists can yield dramatic rewards. According to Direct Marketing Association, email marketing on average sees a 4300 percent return on investment (ROI) for businesses in the US. Can you say that about your social media marketing campaign?

## Why Email Marketing Is Still Effective

Email marketing has distinct advantages over other modern media. First, it's direct, meaning that every person on your list receives an email the same way that they would receive a piece of mail. It's much different than finding a piece of content in a newsfeed, even if it's personalized.

Second, email is necessary. You can go for a few days without checking social media or video chatting with our friends and family, but most people check their email several times a day.

Third, it's highly customizable. You can create an email campaign on an subject, and add an bells and whistles that you need to get the job done. It's also incredibly inexpensive and well documented by email marketing experts.



### **The secret to a Great Campaign: A Great List**

However, you can't just start emailing people randomly and expect to see great results.

The best campaigns start with the best lists, so building a targeted email list should be your number one priority. Even great email campaigns, with brilliant design, engaging copies, and unique value propositions can fall short if your list isn't in order.

You should have three main priorities for building a quality list. In order, these are:

- Quality. You want real information from real people who check their email frequently.
- Relevance. These people should be genuinely interested in our brand and industry.
- Volume. If the first two priorities are squared away, you can start focusing on quantity.



## A Word of Warning

Based on what we said in the preceding section, you might get ahead of yourself, thinking that the faster you build a big list, the better. You may even turn to an online source that promises you thousands of email subscribers for a relatively small amount of money. Don't do it. Buying email lists is a bad idea nearly 100 percent of the time. You rarely get what you pay for.

Most of the subscribers will have old or fake email addresses, and the few who don't probably aren't interested in our services. Add in the possibility of getting flagged as a spammer, and you can see plainly why it's almost always a bad investment.



## How to Build Your Email List (Step by Step)

Instead, you should build your list organically. Here's how to do it:

### **1: Start Early**

This isn't a formal step, but it's a practical piece of advice that you'll need if you want to be an effective email list builder.

With best practices and a visionary strategy in place, your email list should compound in growth as you spend more time developing it.

Accordingly, the sooner you start, the sooner this compounding can begin, and the faster you'll be able to build the list that you want.

### **2: Start With Who You Know**

The start of our list should be everyone you currently have on file. You may already have email lists from previous campaigns, but if you don't, you'll have to do some digging. Import all of our existing customers contact that you have in your CRM system. This should give you a decent working start for our email list.

For building our email list, you can use one of the man email marketing services available. Some that I recommend are MailChimp, AWeer, and Infusionsoft.

### **3: Build a Great Blog**

The best way to build a list of email subscribers is to offer unparalleled log content. This serves as a way to bring people into your site as well as an incentive to subscribe (to receive future content updates and/or exclusive content).

While content may take you some time to develop, it's worth it. Once complete, be sure to add multiple callouts for email subscription on your Blog, including a sidebar form, lightbox popup, and even in-line forms.

You should also limit the amount of information necessary to sign up. A name and email address should be all that you need to get started.

### **4: Add an Opt-in Incentive**

Finally, cater to the people who don't like sharing their personal information for free by offering something valuable in exchange for a signup also known as a lead magnet.

Many online marketers offer a free eBook download or a whitepaper in exchange for your email information. You may be able to offer a free trial, free sample, or a discount that can be used in our online store.

What is important is that you recognize the submission of personal information as a kind of currency exchange in its own right. You have to offer something of equal value if you want people to go through with it. Don't be afraid to change up your offer from time to time.

## **5: Get Your People Sharing**

Social sharing is powerful. For example, adding a “share” feature in the body of your email content can increase click-through rates 158 percent or more.

However, sharing isn’t just about getting more email subscribers to engage with your content, it’s also about getting more people interested in becoming subscribers.

Imagine that someone shares a feature of your email, like a coupon code or a piece of content. All of his or her social contacts will see this message, and if they enjoy it or profit from it, then they’ll have a natural inclination to join your email list for future offers (this also assumes that you have a valuable offer to begin with).

## **6: Experiment With New Calls-to-Action**

You can maximize your potential subscribers by pursuing multiple avenues of recruitment. This includes both internal and external sources.

For example, you could experiment with a pop-up that offers the possibility to sign up for email, or you could use a new external source to attract a new segment of your audience. Even after signing up, there are tons of options to consider. For example, do you want to do a single opt-in or a double opt-in?

What’s the difference between double opt-in vs. single opt-in?

The difference between double opt-in vs. single opt-in comes down to whether subscribers have to confirm signing up for your email list, or whether they’re signed up right after submitting their email address.

Double opt-in is when subscribers sign up via your subscription form, then get an email with a link they have to click to confirm that they want to get emails from you.

Single opt-in is when subscribers sign up via a subscription form, and are immediately added to your email list. There is no need for further confirmation, and they'll start getting your emails straight away.

One huge benefit of using double opt-in is that you have a more engaged list. Because subscribers have to confirm, you know that the people on your list really wanted to sign up. That should make them more responsive to your emails, and more likely to open and click. Since subscriber engagement is good for business, this is of huge importance.

Confirmed subscribers are less likely to report your emails as spam. Too many spam reports can really affect your sender reputation and hurt email deliverability.

This is something to avoid at all costs, as a poor sender reputation could stop your emails from reaching subscribers at all. According to Talos Intelligence, around 85% of global email volume is spam.

Using double opt-in is also a great way to keep your email list clean. The spammers who sometimes target single opt-in email lists won't get anywhere, because if they don't use real email addresses, they'll never get confirmation emails. And if they appear on spam blacklists, they won't get your emails at all.

One huge benefit of single opt-in is that when a subscriber signs up, they're immediately on the list. That allows you to grow your list fast, and connect with new subscribers more quickly.

This works for both you and them. You get quick results, while they get the instant gratification of immediate addition to your list. Plus you don't need to worry about unconfirmed subscribers lingering in limbo; everyone who signs up is on the list.



**MAILING LIST**

## Get Started!

Remember step one: the sooner you start, the better, so stop procrastinating, and start building your email list today!

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