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# 25 Ways to grow your email list

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## 1. Twitter

Allow readers to share your newsletter on Twitter, use this URL:

[http://twitter.com/home?status= add 140 char copy after =](http://twitter.com/home?status=add 140 char copy after)

Tweet about your newsletter:

Our monthly newsletter is about to go wild. Are you getting your dose of email tips and news? <http://campaignmonitor.com> - @campaignmonitor

Miss our newsletter this AM (shame on you) no worries here it is

<http://bit.ly/9u0v5i> - @eroi

## 2. Facebook

Add an opt-in form to Facebook, via the Facebook Static FBML application.

Alternatively, add a link to your wall that takes fans to a sign up page.

## 3. Mobile (SMS)

In Sep 09, Pier 1 Imports ran an SMS sweepstakes to capture email addresses. To enter, consumers text a keyword and their email address to win a Papasan chair. One benefit of SMS, is you can place your mobile call-to-action in offline channels.

You can also use SMS for in-store sign ups. Souplantation is moving exclusively to SMS, because of lower error rates.

## 4. Forward to a Friend opt-in

The forwarded version of your newsletter, should link to your sign up page. If your email gets shared on a social network, you will also benefit from a sign up link.

## 5. Share with your network (SWYN)

SWYN extends the reach of your newsletter. When 15 people shared, Jason Falls', "Exploring social media" newsletter, 427 people went on to view it - Bluesky Factory

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### 6. Incentivize readers with prizes

Giveaway a prize, to subscribers who forward or share your newsletter.

### 7. Contests

*Shop.com* gathered 3,000 entries + account, email sign-ups and 400+ Twitter followers; via their Feel Good Giveaway in just one week.

By sponsoring a blog contest, *1928 Jewelry* received 450 new email subscribers and increased sales.

### 8. Website

Add your email sign up call to action, to every page on your site. Can result in 10x increase in subscribers. #sherpaemail

### 9. Forms

Add a newsletter checkbox or entry to all your website and direct mail forms.

### 10. Sign-up Incentive

Offer a free download or trial to encourage opt-in.

### 11. Pop-up & light boxes

Pop-up boxes are evil, but I've read studies where they work. Light boxes are more subtle. They overlay the page content, rather than launch a new browser.

### 12. Customer Events

Push email sign-up at in-store events. Think of holidays that appeal to your customer base, or just make one up, a la "Girls' Night Out."

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### 13. Sign up language

When Mark Brownlow tweaked his sign up form and copy, list growth quadrupled.

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Andrew Palmer, Cabot's Director of Ecommerce Marketing, conducted an A/B test 'Send My Free Report,' button copy vs. 'Start My Free Subscription'.

Adding the word Subscription decreased sign-up by 23% - via WhichTestWon

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eROI shared on Twitter how using, "Learn More" garnered 18% more clicks:

Obama button test results: "Learn More" out performed 18% - "Join Us Now" Sign Up Now", "Sign Up" - hero shot plus copy works - @eROI

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AWeber's subscriber count chicklet, increased Carl Juneau's opt-in rate by 32.4%.

No counter? Try adding testimonials or "Social Proof", "Join three thousand women..."

### 14. Customer Support

Have your customer-support/phone center staff request email addresses. Familiarize them with your newsletter content.

### 15. Email Signature

Include a, "Join Our Email" link at the bottom of your email signature.

### 16. Subject Line

Try adding, "Pls. Forward" to the end of your newsletter subject line.

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## 17. In-store Sign-up

Last August, I visited ten retailers in-store and tried to opt-in to their newsletter. Here are my takeaways:

- \* Add a privacy statement.
- \* Place forms at checkout, but test other locations that don't hold up the queue.
- \* Prompt customers for their email address at the register.
- \* Design a form that matches your brand.
- \* State frequency and benefits.
- \* Add a sign to draw the eye. I can read it while waiting in line.
- \* Don't make the form long. Ask for email, name optional and forget address.
- \* Customers want to receive deals via email, without getting a store card.
- \* Place admin on back, alternatively *Lucy* have a tiny, "entered" tick box.
- \* Use color where appropriate. M.Fredric's yellow slip & sign was the easiest to spot.
- \* Offer a bonus to sales staff who gather the most addresses
- \* Consider SMS/electronic sign up to reduce errors.
- \* Include a postcard promoting your newsletter with purchases

Full article on in-store sign up with sign-up slip examples here »

## 18. Tradeshow/networking events

Run a contest, it's an opportunity to collect email addresses on entering. Place a sign up book in your booth.

## 19. Business card

The back of your business card is a great place to promote your newsletter, i.e. "Stay in touch via our monthly TechTips newsletter".

## 20. Transactional emails

Transactional emails get high open rates, add a newsletter opt-in.



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### 21. Cross-promotion

Promote your email in complementary newsletters.

### 22. Blog sidebar

Add a sign up form to your blog sidebar. You can also edit your RSS welcome copy, to promote email exclusive content.

### 23. Guest Blogging

Guest blogging introduces you to new audiences. Usually a short bio and link to your website is included with each post.

### 24. Bills, receipts and invoices

I read how a restaurant grew its email list by attaching a card to each bill. I've heard of businesses adding opt-in CTAs to invoices and stickers to store receipts.

### 25. Pay per click

Goggle ad words, can generate traffic quickly to a sign up landing page.



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