

1. Twitter

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



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

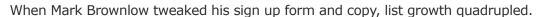
Pop-up boxes are evil, but I've read studies where they work. Light boxes are more subtle. They overlay the page content, rather than launch a new browser.

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."



13. Sign up language



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

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

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.



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.



21. Cross-promtion

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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