

10 Techniques to Grow Your Subscriber List

A successful e-mail campaign begins and ends with a carefully constructed contact list. Building - and then continuing to grow - your list of subscribers requires careful planning and ongoing effort. Here are a few ideas to make sure you're on the right track.

- 1) **Include your sign up form on your company website.** Most e-mail service providers include ready-made code to add to your website for a reason – it works! Be sure that you've incorporated your sign up on areas of your site that customers visit the most.
- 2) **Bloggers take note.** If you operate a blog, whether independent from your website or integrated, be sure that a sign up is included here.
- 3) **Social media updates.** Add a link to your sign up in a posting on Facebook or on a Tweet. Be sure to include a call to action such as, "For more helpful tips sign up for our mailing list at www.yourwebsite.com/signup".
- 4) **Create a link in your e-mail signature.** If you're one of those people that include a standard e-mail signature on your messages, include a link to your sign up form here! It's a great way to ensure that customers you regularly correspond with have an opportunity to opt-in.
- 5) **Add a link to any transactional communications you have with customers.** Order confirmation notices, shipping notices, or other follow-up communications are prime locations for a note about your e-mail form. Even if you send these out hard copy rather than electronically, you can still print a quick note about how customers can sign up.
- 6) **Fish bowls aren't just for fish.** If you have a brick & mortar location, be sure you're putting up a notice at your checkout. This can be something as simple as having customers toss a business card into a fish bowl, or having them fill out a line in an address book.
- 7) **Add sign up information to printed materials.** Everything from business cards to the receipts that you provide to your customers can include a note directing them to sign up for your mailing list. Have a big supply of print materials already on hand? You can easily print out brightly-colored decals and stick them on so that customers will take note.

www.nfib.web.com

(866) 736-2011



- 8) Attend community events.** Getting out there in your community gives you the opportunity to broaden your reach...and your mailing list. You can collect business cards from others, and if you have a booth or display, you can set up an area collect sign ups from people that attend.

- 9) Employee education.** Be sure that your employees are aware that collecting subscribers is a goal, and why. Be sure that they're clear on the value that you intend to deliver to your customers that opt in and get them bought into the process. Running a contest between employees to see who can recruit the most subscribers can work wonders!

- 10) Just ask.** Whether you're talking to customers on the phone or in your store, take the opportunity to share that you would like to add them to our mailing list, and WHY. Share a little bit about what the benefits are to them – special savings and exclusive offers, valuable tips, or important information. Letting your customers know that you value them and you want to keep the lines of communication open goes a long way. Give it a try.

In the end, you know your business best. Take a few minutes to think about all of the various touch points you have with your customers and put your sign up in the spotlight.

www.nfib.web.com

(866) 736-2011

