

TOP 10 TIPS for Building Your List of Email Addresses

10

Create a sign up form for your website

Give visitors the opportunity to sign up for your e-newsletters by entering their email address into the sign up form. Sell the value of what will be inside the e-newsletter, e.g. "Signup for Promotions".

9

Ask whenever you can

Collect email addresses when you're talking with a customer over the phone or in person. It only takes a moment and they will usually be more than happy to do so.

8

Tradeshows

Put a signup sheet at your table where people can enter their information. This is a great way to gather a number of new leads in a short period of time.

7

Get them back

Make a list of all your contacts that have invalid or bounced email addresses. Then give them a call to ask for their new address or just ask them the next time you talk to them.

6

Encourage employees

Motivate your employees to collect email addresses on calls or in person. For example, offer a \$10 gift card for every 100 valid email addresses that they collect.

5

Incentivize customers

Create an incentive to gain email addresses. Offer a small discount or free whitepaper or other helpful resources.

4

Thank your customers

After a purchase thank your customers and encourage them to join your mailing list.

3

Leverage social media

Put signup links on your social media pages and display your emails to encourage followers to sign up.

2

Event registrations

Ask for the clients email address and general information when they register for an event. This is one of the easiest ways to grow your list with minimal work.

1

Exclusive Email Deals

Have offerings that are only available to individuals on your email list. Tell them that they have to use a discount code or mention the email to receive the discount.