

THE IMPORTANCE OF LIST BUILDING



Table of Contents

WHAT IS LIST BUILDING	3
THE IMPORTANCE OF LIST BUILDING IN MARKETING	6
LIST BUILDING TOOLS YOU NEED TO TRY FOR MASSIVE GROWTH	8
HOW TO GROW EMAIL LIST	16
USE YOUR WEBSITE TO GROW YOUR EMAIL LIST	18
HOW TO GROW YOUR EMAIL LIST USING SOCIAL MEDIA.....	20
GROWING YOUR LIST WITH OFFLINE METHODS	23
CONCLUSION	25

WHAT IS LIST BUILDING

There is so much talk about list building these days that it can be difficult to understand what it is and how it might assist your business. In today's marketing world, every business needs a list of clients and prospects, and it should be an integral part of any marketing strategy, particularly for those that want to make the most of their internet marketing efforts. But how many people fully understand what a "list" means in the context of online marketing?

And what is list building? List building, in a simple but accurate definition, is the process of creating an online database of like-minded people who are interested in the products or services that your company offers. In other words, your list is your most important market, where you might hope to sell the most.

The idea behind list building is that you can sell to a potential customer several times since they have permitted you to do so by opting in to receive your ongoing communications.

Once you've got someone on your list, you may keep sending them information about your products and services, as well as alert them about any specials or discounts you may be running. The more information about your site and the products accessible

there is exposed to a person, the more familiar your business will appear to them, even if only subconsciously, and the more likely they will be to buy from you when they need what you have to offer.

According to studies, just about 2% of people buy something from an online store the first time they see it. Do not be discouraged by this figure. It's a good thing. Every day, more people are buying more goods and services online, and online businesses are the ones that are least affected by the economic downturn and recession. So, if more goods are sold online every day, yet less than 2% of sales are made on the first contact, following up and long-term relationships are where an online business's money is created.

As a result, gaining the trust of complete strangers who will never meet you is vital to making your business profitable. It's not as difficult as it appears. If you keep sending information to the people on your list, whether it's about new product development, a special discount, a contest, or tidbits about you and your life, they'll get to know you and trust you. Soon, they'll link your name with the thing they're interested in, and they'll come to you when the time comes.

The goal is to offer your subscribers useful information. If you continue to *only* market and sell to them, they will most likely request to be removed from your mailing list. People are looking for information, tips, and techniques to help them improve their lives, and if you can be that conduit, continue to educate, and be a valued resource, your list will increase.

Prepare to start small; a list does not expand overnight. It will take time to develop, just like every other relationship. And keep in mind that the more useful content you can provide to your targeted list, the more effectively you will be able to develop your list and eventually sell your products and services.

THE IMPORTANCE OF LIST BUILDING IN MARKETING

Pitch New Products

A mailing list is usually a convenient venue to offer new products to potential buyers because it consists of people who trust an Internet marketer's services. Because users are more likely to open the marketer's email, they can benefit financially from a newly introduced product. Users freely opted into the mailing list, therefore whether the product is based on new software or an e-book package, sales are nearly guaranteed. Profit is usually determined by the marketer's ability to deliver an effective sales pitch.

Exclusive Offers

When launching special offers, a mailing list is also useful. For example, an Internet marketer could charge a set price for his current SEO tactics on his official website. By providing a separate purchasing link, he may drop the price in half for those who have opted onto the list. In this situation, the Internet marketer could make the same amount of money by increasing the number of people who take advantage of the offer.

General Updates

List-building necessitates maintenance. Internet marketers must be active not just in terms of product sales and offers, but also in terms of customer service. For example, if a social networking application encounters unexpected technical difficulties, a simple email can be issued to users informing them of the issue. The larger the list, the easier it is to communicate with devoted users at the same time.

Presentations & Events

When an Internet marketer schedules a live webinar, their current followers are usually the first to know. At predetermined intervals, an automatic email is sent out inviting users to attend the webinar and reminding them not to forget. In addition, if the marketer holds a seminar or event in person, the same method is followed. Along with the notification email, the marketer might offer everyone who attends a free product, among other benefits.

LIST BUILDING TOOLS YOU NEED TO TRY FOR MASSIVE GROWTH

You should keep in mind that buying email lists is not the same as building an email list. Users should voluntarily 'opt-in' to receive emails from your business.

But saying it is easier than doing it. So, each now and then, a little assistance is required. Here are the most effective list-building tools you can use to grow your business.

ConvertBox

Convertbox is a tool that allows you to add slide-ins and pop-ups to your website. They have one of the most effective popup generators on the market. You may simply change the look of your content without much effort.

Unique Features:

- Page-specific targeting: You can display personalized on-page messages to the right person, at the right place.
- Google policy-compliant: They follow Google's interstitials policy. This means you can turn your mobile visitors into email leads without attracting google penalties.

Outgrow

Do you recall engaging content? You should, because we can't quit gushing about how much we like it! Outgrow is one of the most powerful interactive content development platforms available. Quizzes, calculators, chatbots, surveys, e-commerce recommendations, and other interactive content types are available. The best aspect is that it is quite simple to use. They have a drag-and-drop interface that allows you to make interactive content without having to know how to code. It is, without a doubt, the most effective list-building tool you will ever come across.

Unique Features:

- **No-code platform:** This eliminates the need for coding. Even laymen can use their platform to build robust quizzes, calculators, etc.
- **Design & customization:** Outgrow offers a wide variety of templates that follow all modern design practices. You also get full flexibility to customize the designs to suit your business needs.
- **Embeds:** You can embed the interactive experience in popup, website, emails, greet bars, chatbots, and more. As a result, you can catch the attention of your audience at multiple touchpoints.

- Analytics: You can leverage their robust in-built analytics to gauge the performance of your content. Henceforth, you can use the report to better optimize your content and placements.

Pure Chat

Building a mailing list using live chats can be quite beneficial. Pure Chat is a freemium service for integrating live chat onto your website. It's simple to set up and can automatically collect leads.

Unique Features:

- Even if you don't have a CRM, it can save your visitors' contact information automatically. For improved customer service, you can also search for visitors and save chats.
- Analytics: You can follow users in real-time with their feature-rich analytics setup. As a result, you may reach out to promising visitors at the correct time based on their on-site activities.
- Pure Chat integrates with tens of thousands of third-party programs, like HubSpot, Google Analytics, and others.

AddThis

If you're looking for a free way to grow an email list, AddThis is the tool for you. List-building banners, pop-ups, and sliders may all be created using this free tool. The list-building banners cling to the top or bottom of the page, flashing the CTA at all times. However, it has no impact on the user experience. Similarly, because you can select trigger settings, the sliders and popups based on AddThis don't disturb the user.

Unique Features:

- Customizable: Customize your banners and popups to match your branding.
- Easy to use: You do not need any developer to use this tool. Simply place the code in the body of any web page and enjoy the perks.
- Analytics: It analyzes the performance of your content and sends you a weekly report.

LeadPages

If you're looking for a quick way to grow an email list, you'll need dedicated landing pages that are entirely focused on your opt-in. And LeadPages is one of the most effective landing page builders accessible. You may build opt-in texts, pop-ups, alert bars, and more in addition to landing pages.

Unique Features:

- Drag & Drop: Their drag and drop page builder makes your template customization very easy.
- Timing control: You can add a timer to your page and entice the visitor to make a quick decision.
- Analytics: Take optimization decisions based on your analytics report. Also, get a/b split test and real-time conversion tips.

Wishpond

Wishpond is an email marketing platform that lets you design contests, promotions, landing sites, pop-ups, and more. It also has a comprehensive lead management system that allows you to track, categorize, and manage your leads.

Unique Features:

- **Marketing Automation:** This allows you to nurture prospects and keep consumers on autopilot. Sending hot leads to your sales team in real-time is also a good idea.
- To improve user engagement, use the Referral Suite tool to host extra contests and embed leader boards.
- **Analytics:** This allows you to do a/b tests and analyze your campaigns in real-time.

Button Builder

CTA buttons are critical for capturing your audience's attention. Button Builder is a straightforward list-building tool that allows you to design bespoke CTA buttons. On your websites and emails, you may quickly build buttons that highlight the word "opt-in."

Unique Features:

- Free Tool: This is a completely free tool with no restricted features.
- Customizable: You can customize the button text, shape, color, font, and more.

MailMunch

MailMunch is a one-stop-shop for all of your list-building needs. It allows you to make popups, top bars, slide boxes, landing pages, and more. You can also insert opt-in forms anywhere on your page, including sidebars.

Unique Features:

- Page-level targeting: Target specific posts and pages on your site to improve lead capture.
- Entry/Exit targeting: You can create an entry or exit-intent popup for enhanced targeting.
- Analytics: Leverage the in-built analytics for better optimization. They also provide a/b testing features.

AdRoll

AdRoll allows you to retarget your visitors across many devices and platforms. Create and run dynamic adverts to remind visitors

who haven't signed up for your email services to do so. It also has an AI-driven platform that can tailor the user experience on your website automatically.

Unique Features:

- Geotargeting: Target or exclude users from specific cities, regions, and countries.
- Dayparting: Dayparting gives you the flexibility to set specific days of a week to run your ads.
- Frequency cap: Set the number of times your ads appear to a person on a single day.

HOW TO GROW AN EMAIL LIST

One of the most helpful things you can do for your business is to learn how to grow your email list.

Consumers check their email 99 percent of the time, according to the Data & Marketing Association. According to the Content Marketing Institute, 40% of marketers regard email marketing to be critical to their content marketing success.

While current marketing trends appear to be heavily focused on social media, research reveals that email is still far more effective than popular platforms like Facebook and Instagram at capturing online leads.

Email marketing provides one of the highest returns on investment when compared to other channels, with an average of \$42 for every \$1 spent.

However, how can you grow your email list?

Why Grow Your Email List?

Let's start with the basics before we get into the intricacies of how to grow your email list.

An email list is a collection of subscribers who are either site visitors or customers. This list allows a company to communicate content with those who have signed up to get information,

updates, announcements, discounts, and other data about the company straight in their email inbox.

You can miss out on potential clients if you don't have an email list. It's one of the finest ways to engage with leads, as email is 40 times more likely than Facebook or Twitter to bring in new customers.

Plus, you have complete control over your email list. There are no social algorithms to compete with, so you have complete control over how much you communicate with your target audience.

Last but not least, sending emails is an important part of establishing trust with your customers. People read their emails in the privacy of their inboxes. Because your message is not displayed publically on an ad or social media timeline, recipients are more comfortable engaging with you and more likely to become a paying customers.

USE YOUR WEBSITE TO GROW YOUR EMAIL LIST

Your website should be more than a set of pages that talk about your company.

Here are a few ideas on how to grow your email list through your website:

1. Include Sign-Up Forms Throughout Your Website

Your homepage should be the first place you put an email sign-up form. Visitors may come to other pages on your website first, such as a blog post, your services page, or the about page.

Consider all of the places on your website where sign-up forms would be useful. Make it simple for anyone who wants to join to do so.

2. Add a Call-to-Action in Every Blog Post

Include a call-to-action (CTA) in every blog post you publish if you have a business blog. Your visitors should be directed to a landing page where they may sign up for your email list via the CTA. You may also put a sign-up form and a preview of your lead magnet right in your blog post.

3. Use an Announcement Bar to Promote a Lead Magnet

The top of your website's announcement bar is a great place to promote your lead magnet. It's immediately visible whenever someone lands on your website because it's at the top of every page. Your announcement bar should link to your email list signup form or lead magnet landing page.

4. Offer Different Incentive Types To Segment Your List

Visitors to your website will not all be interested in the same thing. They won't be at the same stage of the buyer's journey, either.

To segment your email list based on your subscribers' interests or buying potential, use multiple lead magnets.

Segmenting your list helps you:

Grow your list faster:

Send targeted email campaigns, which will improve your open rates, click-through rates, and overall conversion rates.

5. Offer Exclusive Discounts During Holiday Sales

Holiday sales are a major source of revenue for many businesses. Furthermore, holiday sales can assist you in gaining a large number of email subscribers.

Here are a few tips on how to grow your email list during holiday sales:

- Offer an exclusive coupon code for visitors who join your list
- Make a super-secret product just for visitors who sign up for your email list
- Promise exclusive sales through your newsletter
- Give subscribers access to sale items before the general public

HOW TO GROW YOUR EMAIL LIST USING SOCIAL MEDIA

Your social media presence is ideal for promoting your email list and pushing your followers to sign up.

6. Promote Your Landing Page With a Link in Your Instagram Bio

In your Instagram bio, you can include a link to your website. Instead of linking to your homepage, link to the landing page for your lead magnet, which includes an email sign-up form.

Make it simple for your followers to join your email list by making it easy for them to click through.

Promote your lead magnet on your Instagram feed and Instagram Stories at least once a week. If you have Instagram Stories' swipe-up feature, you may utilize it to link to that landing page as well.

7. Add a Call-to-Action to Your Facebook Page

When deciding how to increase your email list, consider using all of Facebook's business tools. On your page, include a call-to-action button that directs your Facebook audience to a landing page where they can sign up for your email list.

You may use some tools to add an email sign-up form to your Facebook page. Some email marketing tools have this feature as standard, while others need the use of a third-party app such as Wishpond or ShortStack.

Here are some other tips on how to grow your email list through Facebook:

- Promote your lead magnet in Facebook groups
- Go live and mention your lead magnet

- Share your latest newsletter campaign and invite people to sign up

8. Include Share Buttons on Thank You Pages

Redirect visitors to a thank you page with social media share buttons once they join up for your mailing list. Invite your new subscribers to tell their friends about the fantastic lead magnet they've got.

Additional people will hear about your lead magnet as a result of their sharing, resulting in more sign-ups for your email list.

9. Run A Contest

Contests on social media can help you increase your engagement and earn new followers. They may also assist you in understanding how to grow your email list. Sweepstakes, photo captions, and comment-to-win are just a few examples of contests to consider.

On any social media platform, contests can be successful. Offer a valuable prize that is relevant to your core product offering for a successful contest. Encourage email signups by including current contest information in your newsletter.

GROWING YOUR LIST WITH OFFLINE METHODS

You can also find subscribers outside of the digital space.

Here's how to grow your email list with offline methods:

10. Use A Sign-up Sheet

Use a sign-up sheet to grow your email list if you have a physical storefront. Customers can be asked to sign up for emails during the checkout process, and if they do, you can give them a discount. Several pages strategically placed throughout your store may entice customers to sign up while they shop.

11. Collect Email Addresses at Events

Networking events and trade exhibits can be great places to grow your email list. Just like in your store, you can use a sign-up sheet. Some email marketing software even has a mobile app, allowing you to collect email addresses from event attendees using an iPad.

Virtual events are an excellent way to get people to sign up for your email list. You can add links to a landing page where guests can learn more about your company as a speaker or sponsor. A sign-up form with a download connected to your presentation should also be included on this landing page.

12. Encourage People to Text to Join Your List

Offer a text-to-join option to make it simple for your readers to join your mailing list. Some email marketing services, such as Constant Contact and Mailchimp, provide integrations that make enabling this feature simple. An example from the SimpleTexting service is as follows:

This option allows you to create a keyword (such as "JOIN") that users can input into a five-digit short code. Then all you have to do is promote the keyword, and everybody who texts the short code will be immediately added to your list.

CONCLUSION

In this book, we've covered email marketing tips that will help you grow your list using your social media accounts and your website. We've also shared tips on how to grow your email list with offline methods. A combination of these tactics can greatly help you increase your subscriber count and engagement.

Just keep in mind that growing your email subscriber list is a continuous process. Your email list should correctly represent changes in consumer interests and demands as they occur.

You must review your contact list regularly and use the results to improve your campaigns and establish a positive internet reputation.

So, if you want to see an increase in communication, loyalty, brand awareness, revenue, and customer retention, start using these techniques today, and your email list will grow like wildfire.