

Email Marketing 101: Make It Easy to Sign Up On Your Website!

Add a simple email subscription box in the footer of all your web pages.

Create a popup on your website that encourages visitors to subscribe.

Have your employees add a newsletter opt-in to their email signature.

Use Your Content: Ways to Leverage Content to Capture Emails!

Gate any longer form - or more valuable - content on your website, so visitors must at least submit an email address to get access! This could include:

Whitepapers and eBooks

Checklists and Templates

Pre-recorded videos and Online Courses

Start a blog on your website, and encourage visitors to sign up for new updates.

Leverage SEO best practices to optimize your website for organic traffic.

Host a live webinar event or panel, with an email opt-in to register.

Reach Subscribers Off Your Website: Leveraging Social Media!

Promote your website and original content across your social media channels!

Ask your followers and their network to share your content further!

Link your sign up forms on your social platforms, and post about them organically.

Run a paid lead generation ad on social media, leveraging original content or news.

Host a giveaway or contest that users sign up for by submitting their contact information.