

12 Ways to Grow Your Email Subscriber List

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.