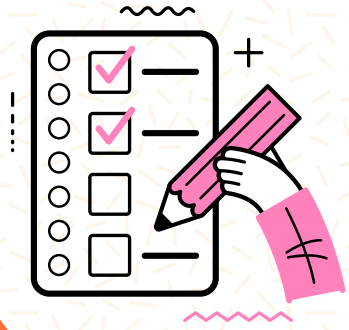
The Ultimate Checklist for Email List Growth

Get the most value out of your email marketing efforts with a healthy and well-maintained email list. Here are some practical and effective action items you can take to grow your email list and engage your audience.

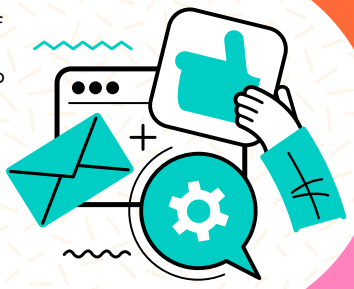


Capture sign ups on your website

- ☐ **Add sign up forms to your website:** Add a prominent sign up for your website to make it easy for your visitors to subscribe to your list. Be sure to make sign up easy — a simple name/email should suffice. You can always ask for further information in future interactions.
- ☐ **Offer something valuable:** Create a lead magnet or incentive, such as an ebook, whitepaper, or template that requires visitors to provide their email address in exchange for access.
- ☐ **Use custom landing pages:** Create a dedicated landing page for your lead magnet or email newsletter that highlights the benefits of subscribing and includes a clear call to action. Custom landing pages are powerful because they provide visitors with the opportunity to opt-in and show interest in what you have to offer. Don't forget to share them on social media, your about us page, etc.
- ☐ **Catch visitor attention with a popup form:** implement a pop-up form on your website to capture the attention of visitors and prompt them to subscribe to your email list.

Mobilize your social following

- ☐ **Leverage social media:** Promote your newsletter or email list on social media channels by sharing links to your landing page or lead magnet. Pin a post to the top of your social media pages and ask them to join your newsletter or feature your lead magnet. You can also link your CTA button on your Facebook or LinkedIn page to your sign up form.
- ☐ **Get a LinkTree landing page:** Create a LinkTree landing page to make it easy for people to access all of your important links (including a link to sign up for your email list).
- ☐ **Partner with other businesses:** Collaborate with other businesses in your community or industry to cross-promote your email lists. Consider offering joint promotions or hosting a webinar together to generate new leads.
- ☐ **Host a giveaway:** Run a contest or giveaway that requires participants to subscribe to your email list for a chance to win.



Leverage your events and in-person interactions

- ☐ **Utilize QR codes for print material and in-person events:** Create and display QR codes on your marketing materials that link to a sign up form.
- ☐ **Add an email list opt-in to your checkout process:** If you are selling online, be sure to include an email list opt-in check box to your checkout process.
- ☐ **Take advantage of sign up applications:** Use an app on your phone or tablet to encourage sign ups in person such as at events, trade shows, and in your office or store.

Build momentum

- ☐ **Use a variety of different tactics on different channels:** Mix and match tactics and channels to get the most traction, such as including embedded forms on your website while running a giveaway on social, and a lead magnet ad on Google. Be sure to test each method to see which works best and focus on those.
- ☐ **Optimize your emails:** Make sure your emails are optimized for deliverability, engagement, and conversions by using engaging subject lines, valuable content, and clear calls to action.
- ☐ **Dynamic content:** Get personal with segmentation, personalization, etc. Send a welcome email or series to help retain subscribers: A welcome email series is a great way to set expectations for your subscribers. You can also use this series to get more information and ask them to connect in other ways (like social media).
- ☐ **Remove or re-engage unengaged subscribers:** Maintain your list and keep it healthy by removing or re-engaging unengaged subscribers and automatically removing bounced emails.

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