

CHEATSHEET

Email essentials: how to grow your mailing list



dotdigital
engagement cloud

How to grow your mailing list

Growing your mailing list is a central part of your email marketing strategy.

Marketing lists decay at about 22.5% every year. Whether it's because contacts change their email address when they move companies, abandon old accounts, or opt out of your email communications, it's important to have a strategy to make up for these lost contacts.

If you don't, your list is going to grow smaller every year. You won't generate enough new leads and your sales will begin to decline. Unless you're constantly adding fresh high-quality leads to your mailing list, your email marketing won't be returning the revenue it has the potential to generate.

Why Is list growth important?

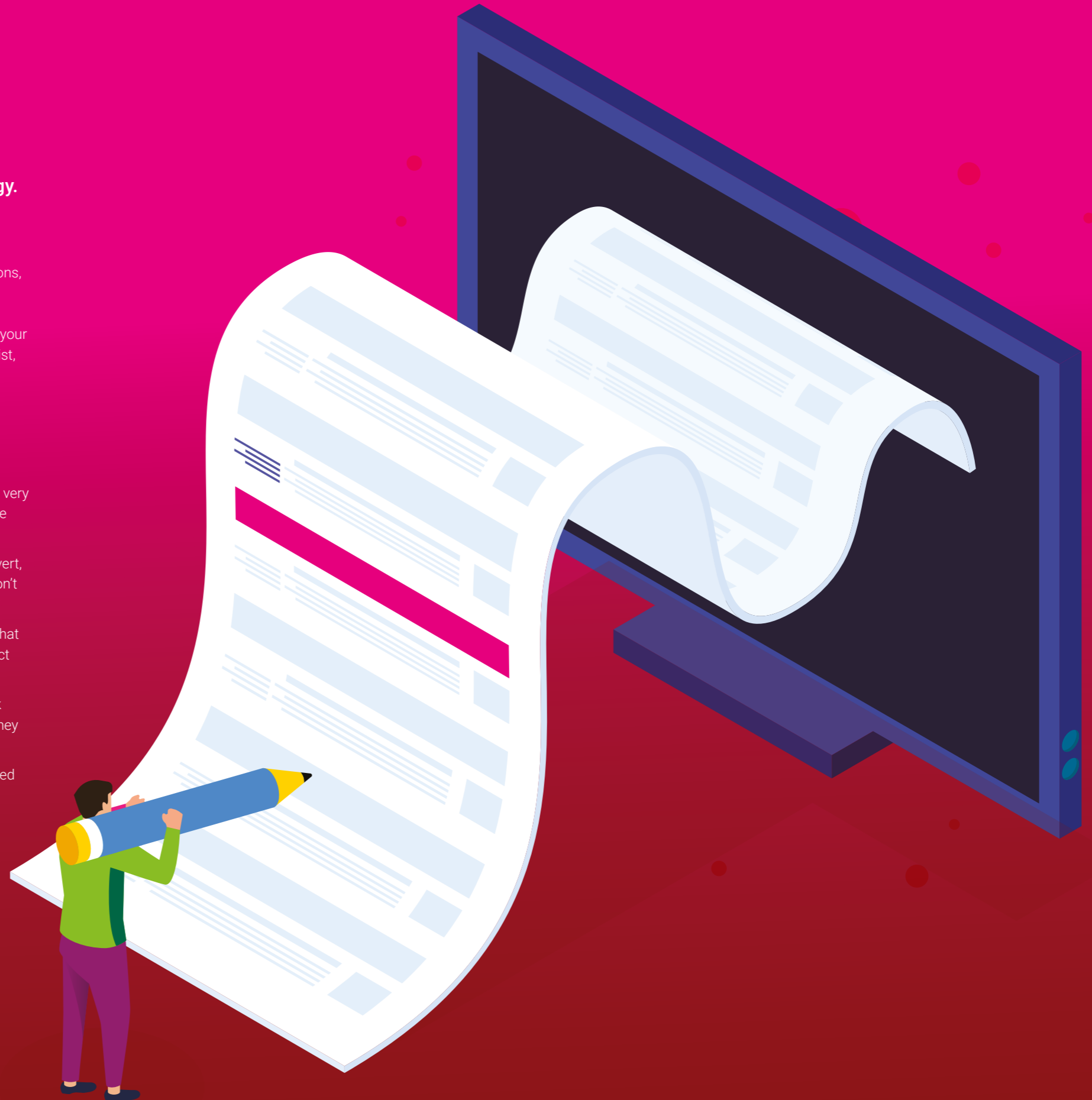
Brands spend a great deal of effort, time, and money getting traffic to their websites. As a result, it's very tempting for marketers to focus on converting a first-time visitor immediately. But this should not be your top priority.

Obviously, you want a website with a strong user experiences, making it easy for customers to convert, but the difference between a good user experience and a good customer experience is time. You don't want to rush the shopper before they're ready to make a purchase.

Modern consumers will visit your website on average 3.4 times before they're ready to buy. During that time, they're looking around, getting to know your brand, making sure they're getting the best product and deal possible. That's why it's imperative you introduce yourself properly.

By collecting the email addresses of prospective customers, you're offering them a much lower-risk transaction with your brand. This is your opportunity to prove to the shopper that you're the brand they should be doing business with.

Ultimately, this will leave you with a bigger and stronger database of high-quality leads, more engaged with your brand, and ready to convert.



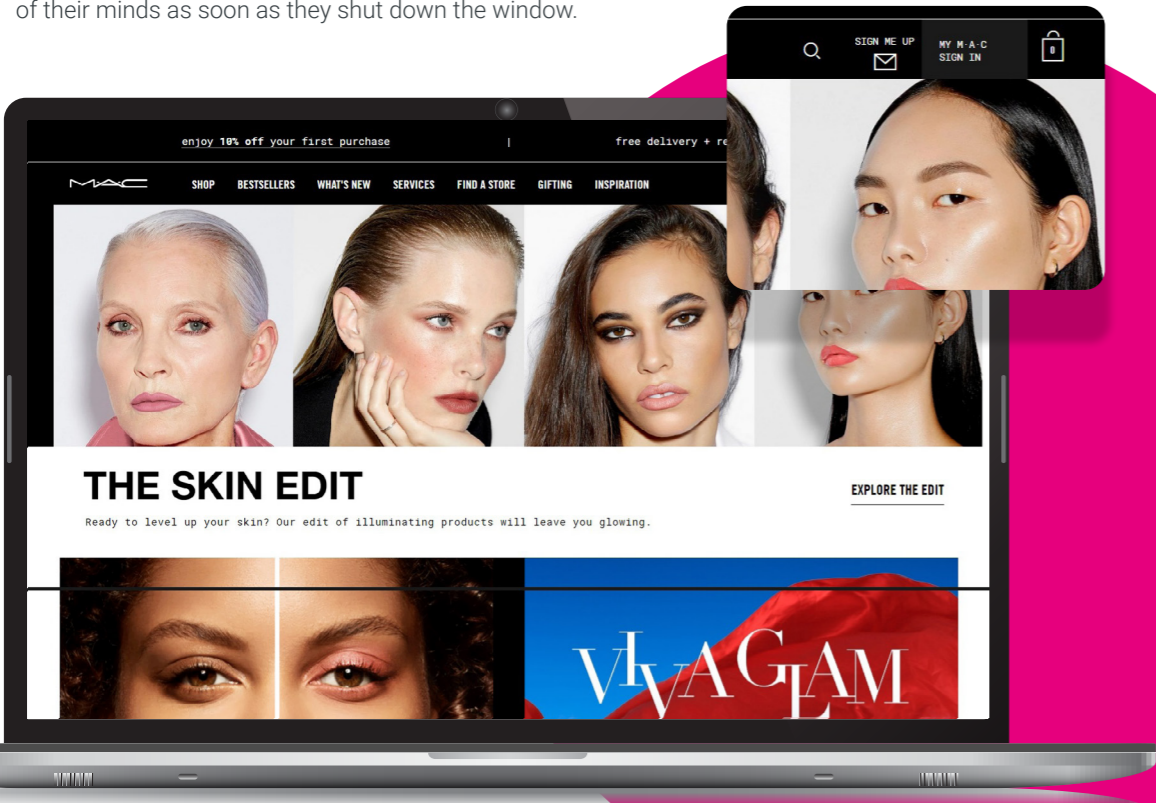
How to get new email sign-ups

The tactics you can adopt are many and varied. Depending on your industry, audience, products, and services some tactics will work better than others. It's important you test and optimize your customer acquisition strategy regularly to ensure it's achieving the results you need.

1) Above the fold sign-up

Make it as easy as possible for subscribers to sign-up by placing your subscribe button near the top of your homepage.

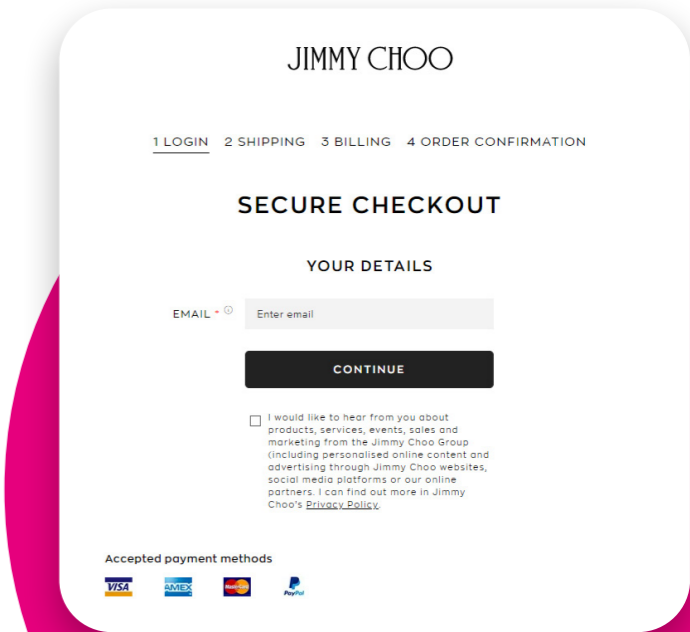
If you keep it hidden in your footer, first-time visitors might not think to scroll all the way to the bottom to find your CTA. If they're completely new to your brand and you fail to get them to subscribe immediately, you risk dropping out of their minds as soon as they shut down the window.



2) Checkout opt-in

Your homepage doesn't have to be the only place you collect email addresses on your website. Every checkout needs to collect the shopper's email in order to provide receipts and delivery updates. Optimize the checkout process by adding an option for customers to opt-in to your email marketing.

This works particularly well when you offer a guest checkout. New customers may not always have the time to set up a full account. Allowing them to opt-in to your email marketing empowers the shopper to engage with your brand at a more convenient time.

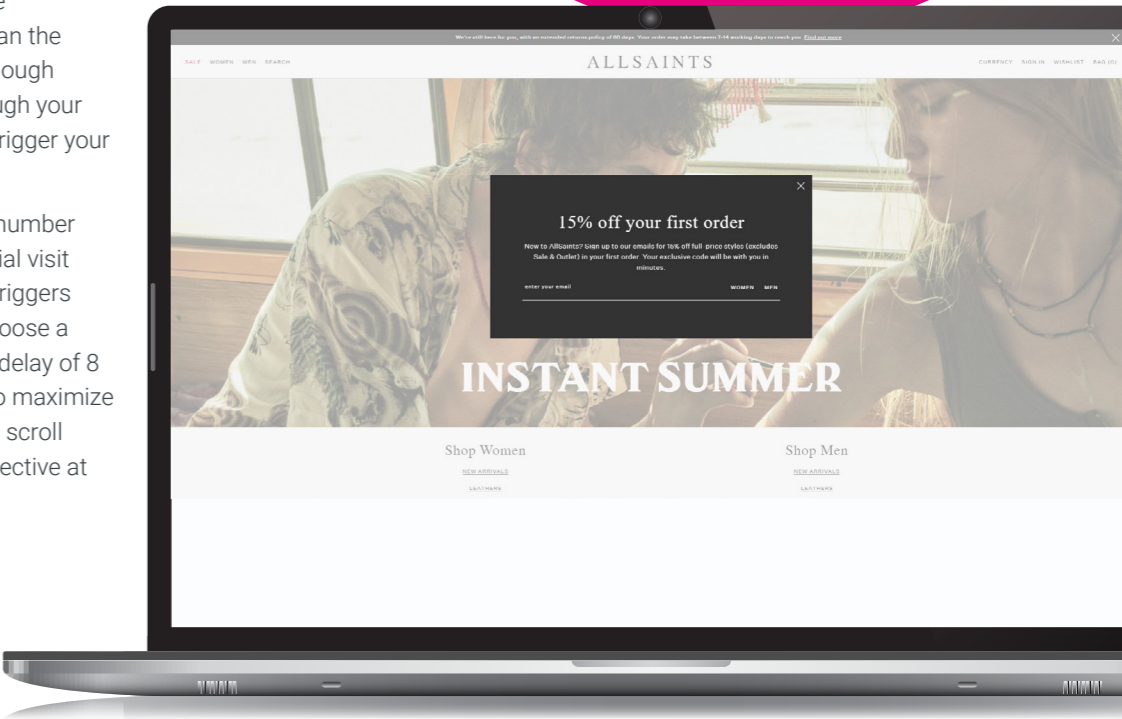


3) The triggered popover

Popovers are no longer the annoyance they used to be. When used smartly they receive no more complaints and result in the same number of bounces than a page without a popover.

Shoppers today consume more information through images than the written word. Give them just enough time to take in your brand through your homepage visuals before you trigger your popover.

You can trigger a popover in a number of ways, but on a browser's initial visit to your site, timed or scrolling triggers work particularly well. If you choose a time delay, we'd recommend a delay of 8 seconds then test and adjust to maximize your list growth. Alternatively, a scroll trigger is usually at its most effective at around 35% of the way down your homepage.



4) Incentivized sign-ups

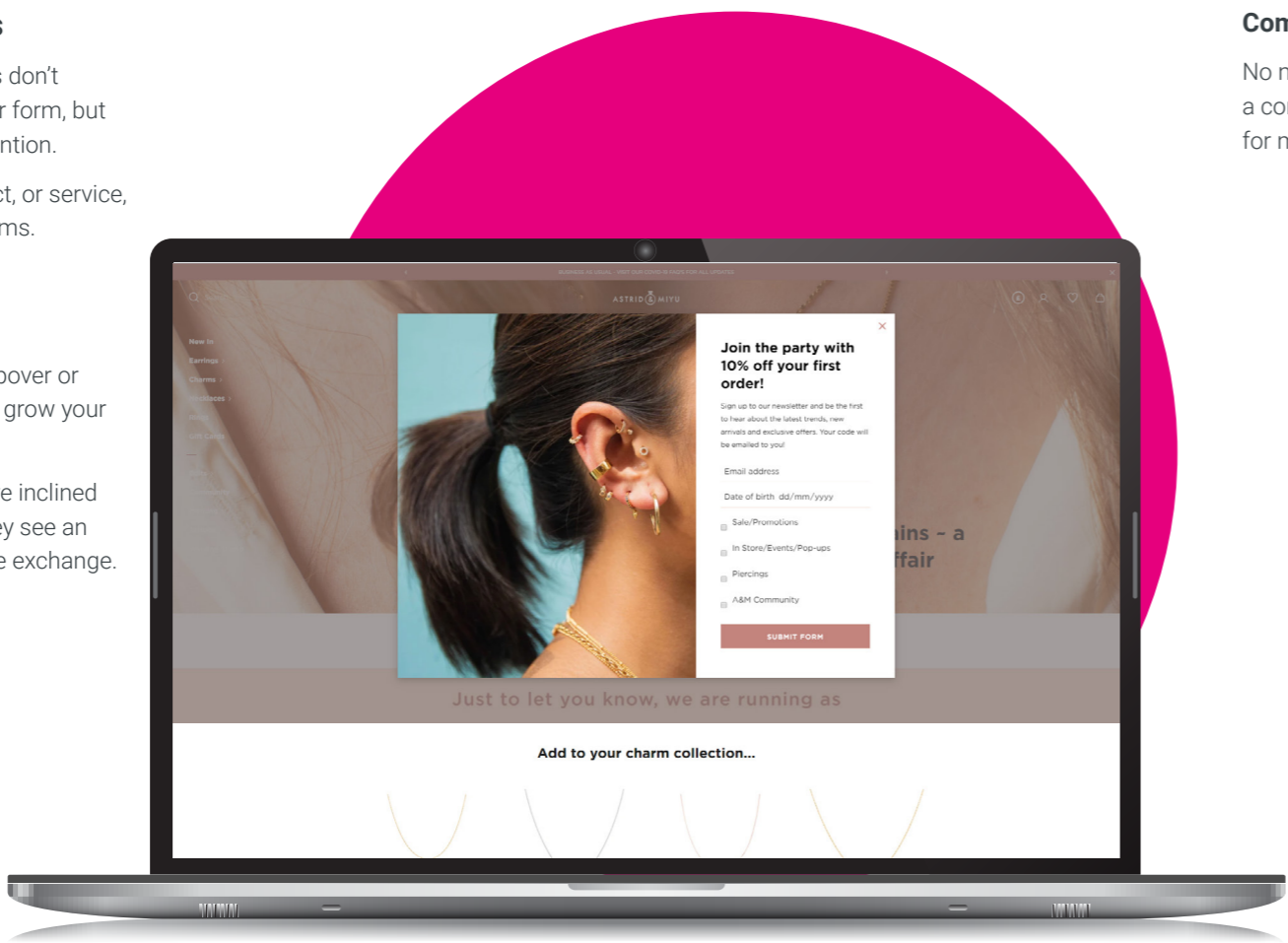
Exclusive offers for new sign-ups don't necessarily need to be in popover form, but they'll definitely attract more attention.

Depending on your brand, product, or service, your incentive can take many forms.

First order discount

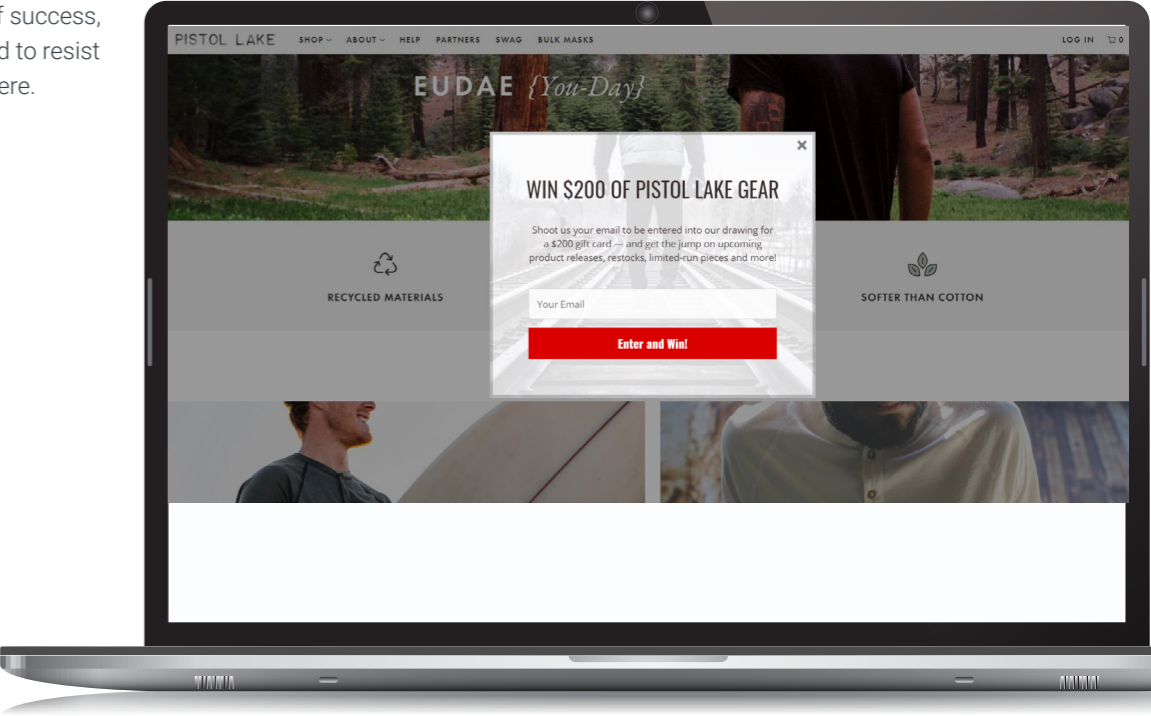
Whether you choose to use a popover or not, discounts are a great way to grow your marketing lists.

After all, savvy-shoppers are more inclined to share their personal data if they see an immediate benefit for them in the exchange.



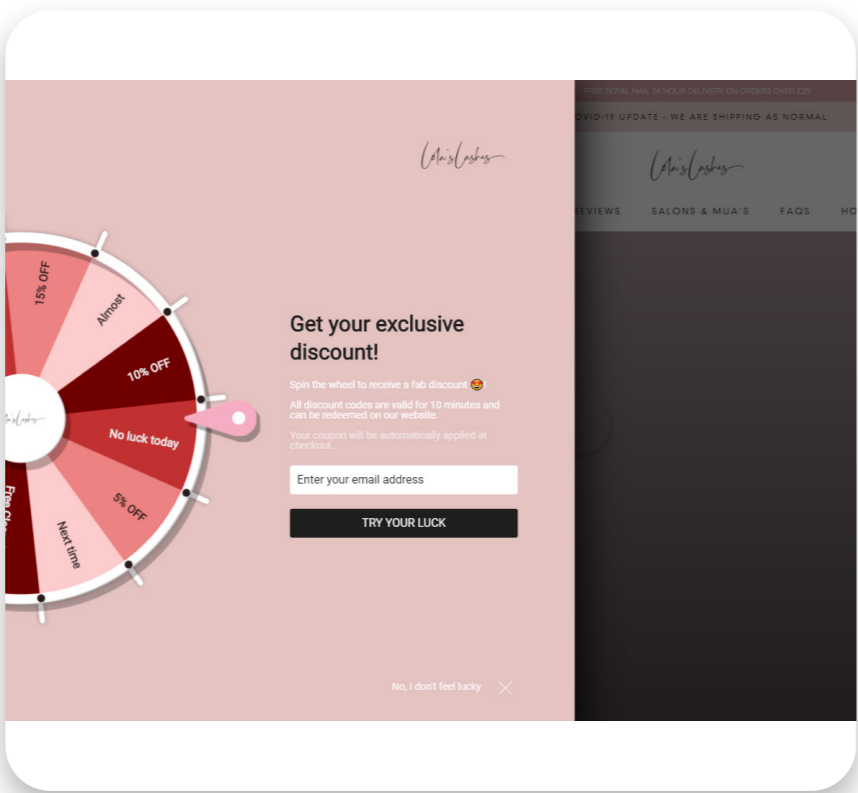
Competitions

No matter the chances of success, a competition can be hard to resist for most shoppers out there.



Gamification

Adding a gaming element will help you stay in shoppers' minds for longer and send them straight to their inboxes to discover what they've won.

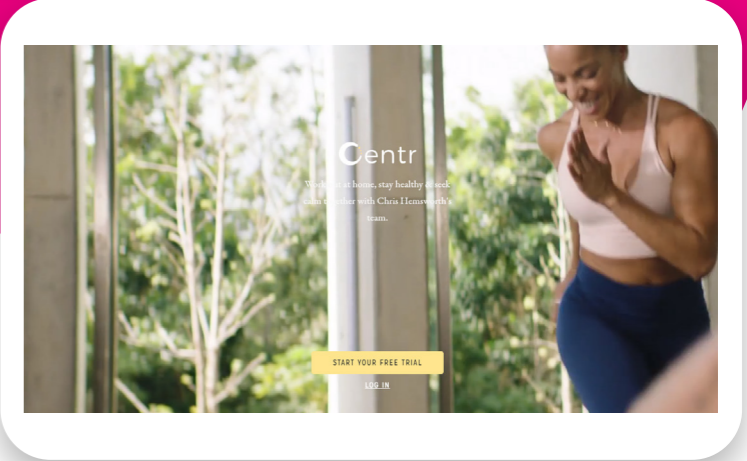
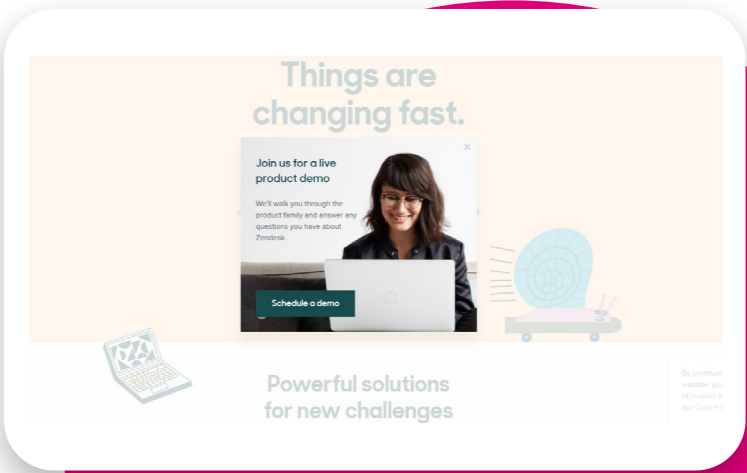


Free content

If you're a service that relies on monthly subscriptions or annual payments, discounts won't always work for you. Instead, think about the services you can offer to new visitors.

A live demo or free trial are great ways to capture customer data.

B2B brands in particular can thrive using this tactic. Free content downloads and exclusive access to educational material are also a great way to drive new subscribes.



5) Email signatures

If your brand communicates directly with customers, such as real estate developers or travel agents, try adding a subscription CTA to your email signature.



6) Paid social

Social media is one of your strongest channels for increasing brand awareness. That's what makes it a perfect channel for lead acquisition.

With a simple 'Sign Up' or 'Subscribe' button on your paid social ads you'll not only increase brand awareness, but significantly increase your list size. And with the targeting capabilities of paid social ads, you can ensure you're attracting the customers most likely to convert.



7) Social media pages and profiles

Paid social isn't the only way to use social media to grow your list. Organic growth on social can be just as quick as its paid counterpart with just a few retweets, shares, and likes. When customers find you through peers and influencers, it's vital you maximize the opportunity to add them to your marketing list.

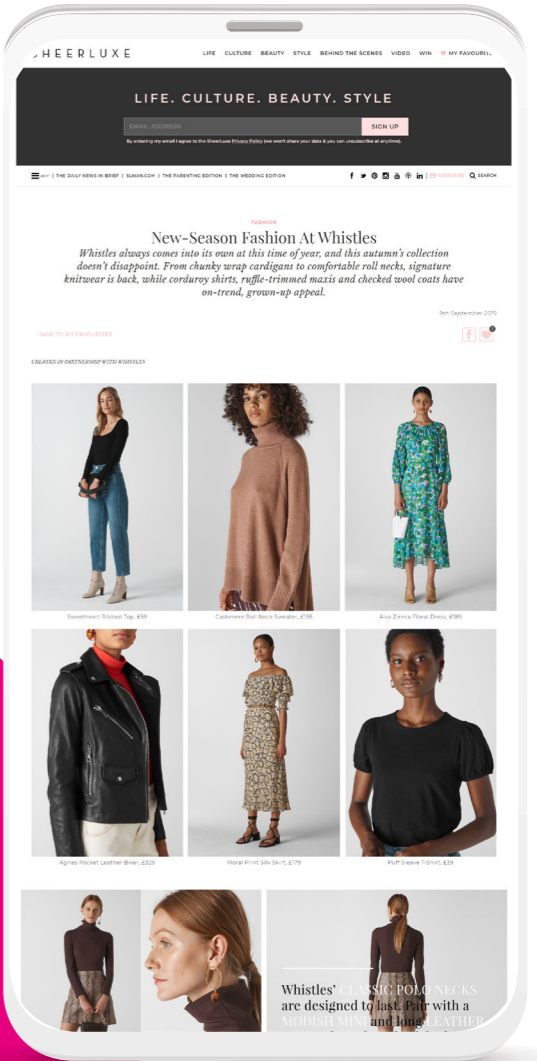
Add a 'Sign Up' CTA to your business page to ensure you don't let these engaged browsers slip away.



8) Collaboration

A particularly successful tactic, especially for B2B brands, collaborating with partners on content such as blogs, articles and events can significantly increase your audience base.

Whether you're a B2B or B2C brand, collaboration will increase your exposure. Sharing leads generated from content downloads or clicks-throughs will expand your lists to include previously untapped audiences.



Grow faster, grow smarter

Testing is essential for continual list growth. To ensure that your list grows more than it declines year on year, you should be trying new tactics and optimizing your subscription process.

Tracking the success of each tactic you use will help you know when to test a new tactic for acquisition. Keeping an eye out for plateaus or dips in your reporting metrics will help you identify when it's time to try something new.

The key to success is the willingness to try new things. Break away from the norm and embrace all your successes and failures as learning opportunities. Email marketing is a staple of marketing strategies because of its flexibility. If you try something new and it doesn't work, adapt and move on.

There's no secret formula, so make sure you're testing and optimizing at every stage of your journey.



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