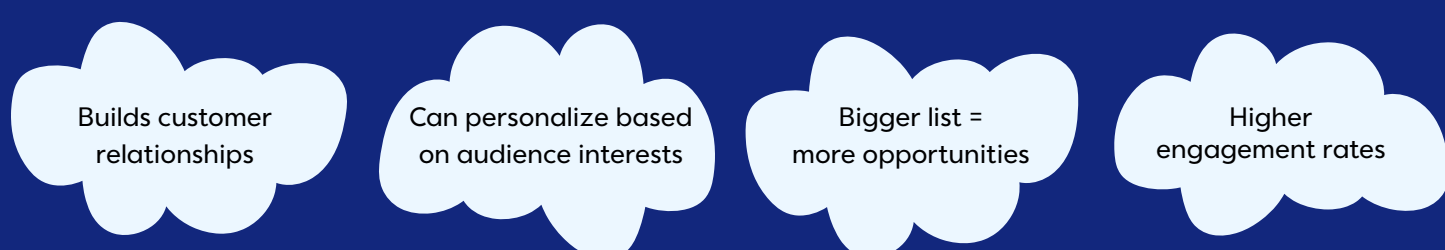


Quick Tips to Grow Your Email List

Your email list is one of your most valuable tools, and with the right strategies, your potential is limitless. Whether you're just starting out or adding to your existing list, now is the time to reach for the stars. Propel your business forward with these stellar tips to grow your list and keep subscribers engaged.



Benefits of building your email list



Ways to grow your email list



A healthy mailing list is

Targeted to your ideal audience

1

Regularly cleaned of unengaged subscribers

2

Segmented by preferences or demographics

3

Best practices for astronomical list growth

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- 01 Use a digital marketing platform to easily manage your list across multiple marketing channels
 - 02 Create a sign-up form to easily add customers to your list
 - 03 Focus on providing value with a discount or valuable content
 - 04 Consent is key — don't purchase email lists and be sure subscribers opt in
 - 05 Use custom landing pages and share them across multiple channels
 - 06 Use a variety of tactics across different channels, like using contests or incentives to encourage social followers to engage and subscribe
 - 07 Test strategies to find out what works and what doesn't
 - 08 Make signing up easy — a simple name/email should suffice
 - 09 Utilize text-to-join functionality to allow customers to subscribe by sending a text message
 - 10 Maintain your list and keep it healthy by removing or re-engaging unengaged subscribers
 - 11 Utilize integrations (like ecommerce or CRM) to ensure your lists are always in sync and up-to-date
 - 12 Send a welcome email or series to set expectations and help retain subscribers