

Top 11 Proven Ways To Grow Your Email Marketing List



by Andrew Lutts, CEO Net Atlantic, Inc.

Increase the number of people who you reach

One of the best ways to grow your business is with email marketing, and one of the most important things to do in email marketing is to grow your subscriber list. More subscribers on your list means more potential new customers and business, and email is a great way to keep both clients and prospects current on your business offerings.

Top Eleven Proven Methods:

1. Optimize current customer communications
2. Convert offline prospects to online prospects
3. Make use of industry email newsletters
4. Use an email appending service
5. Consider coregistration vendors
6. Sponsor an online event, or use an online tie-in
7. Make use of online marketing resources
8. Give your subscribers the tools to share
9. Send a postcard and convert people to online
10. Set up co-marketing and cross promotions
11. Become an online subject matter expert

Try these strategies to get more subscribers and do more business online. Only you can determine how much time and effort to spend on these endeavors, but these tactics can help you grow your business and separate you from your competition.

Proven Method #1:**Optimize current customer communications**

Here are several ways to make use of various customer communication contact points and opportunities in order to help you grow your list:

- 1) Put email newsletter signup forms on your home page and all other web pages on your web site. Also near your web page signup forms create a link to your privacy policy, etc. to assure visitors that you will not sell or rent their email address to anyone. Use a nice colorful icon newsletter graphic. You can even include a screen capture of your newsletter to show how your newsletter is professional, interesting and desirable.
- 2) In the email signatures of you and all your employees, add a link to get the company email newsletter. Be sure that salespeople and customer service people use this strategy, as they normally generate a lot of outgoing email.
- 3) At the receptionist desk of your office, or at your cash register, etc., have a clipboard where people can sign up to get your free email newsletter.
- 4) At your tradeshow booth, put a sign up which enters people for a free giveaway, and also subscribes them to your free email newsletter
- 5) Include a small colorful paper insert with all outgoing postal mail from your business which invites people to get your email newsletter. Set up an easy to type in landing page address, and offer a premium for signing up.
- 6) On your monthly billing statements, invoices and receipts, include a line at the bottom which tells visitors how to get your free email newsletter
- 7) If someone on your web site orders an item or fills out any form, mention your email newsletter on your thank you web page and encourage them to subscribe to it.
- 8) When someone exchanges business cards with you, ask them if they would like to get on your email list. When you get back to your office, add them to your list.
- 9) Include a link to the free newsletter in the contact us section of your web site, handouts, and more
- 10) Be sure to indicate the mailing frequency of your newsletter (weekly, monthly), so that people know how many newsletters to expect from you
- 11) At the section of your web pages where people sign up for your newsletter, list the types of articles and information you usually include in your newsletters so that people will know what they are getting. Also, include a quote from a happy subscriber like “your newsletter is great, I look forward to it every month!”

Proven Method #2:**Convert offlines prospects to online prospects**

If you are looking to grow and expand your email newsletter and online prospect database, advertise to a specific vertical market or business group that you want to reach. You could do a space advertisement or direct mail piece. Send them to your web site, or a specific focused landing page with a bonus premium, or give them an email address to reply to for more information and to get on the email distribution list.

Also, as your sales team takes incoming telephone calls, they should ask the callers if they would like to be added to the email mailing list for service updates.

Proven Method #3:**Make use of industry email newsletters**

Put your information or advertisement in someone else's existing email newsletter, and get people to come to your web site and subscribe to your newsletter. Industry email newsletters are great places to advertise in, in fact they provide you with an implicit endorsement of your company by running your ad or whitepaper. So if there is a good trade or industry publication in your vertical market, consider advertising in it.

Less common but sometimes used, an industry email newsletter will let you run a "solo ad" in which only your promotion is sent in their email to their subscribers. This can be a bit expensive, but can provide great returns.

Often the newsletter message will start with full disclosure, with something like:

"As a member of the Newsletter Association of America email list, you indicated that you would like to receive information about business promotions and ideas on how to grow your business. "

For best results, offer something of value, like a free whitepaper download, free report, free trial, initial consultation, coupon discount, or other item of value that starts the relationship with your company.

Proven Method #4:**Use an email appending service**

You can easily turn over your lead database (without email addresses) to an email appending company, and get a list of updated records with email addresses in return. Use this for both your current prospect list and former clients who have not heard from you for some time.

Some of our favorite email appending services include:

FreshAddress

<http://www.freshaddress.com>

MarketOne

<http://www.marketone.com>

Reachforce

<http://www.reachforce.com>

Proven Method #5:**Consider coregistration vendors**

Buying or renting mailing lists can be a risky proposition. That said, there are reputable vendors who can and do provide list owners with opt-in subscribers who are interested in receiving email on specific topics. One of the best ways to do this is with co-registration. Always considered to be a very effective way to build your mailing list, co-registration is something every mailing list owner and newsletter publisher should consider.

Definition: True co-registration is simply an agreement between you and another newsletter publisher for cross promotion. This can sometimes be done without cost to either party.

How It Works: You simply place a description of each other's newsletter on your "thank you for subscribing" web page. Each time a person subscribes to your partner's newsletter, he or she is also given the chance to subscribe to yours at the same time. Once the subscription is confirmed (with a confirmed opt-in email), you've got a new subscriber.

Costs: Some people pay from 50 cents to \$3 per name for a consumer (B2C) email address. Business email contacts (B2B) can sell for \$10 - \$12 and up.

Various Coregistration Vendors:

Pontiflex

<http://www.pontiflex.com>

CPL (cost per lead) marketplace for companies that want to place digital ads.

Opt-Intelligence

<http://www.opt-intelligence.com>

Premiere hosted network for the facilitation of explicit, real-time, consumer opt-ins.

OptMedia

<http://opt-media.com>

Leading co-registrations providers, supplying over 4,000 leads a day to our top buyers.

eTargetMedia.com

<http://www.etailargetmedia.com>

Online direct marketing solutions with focus on customer acquisition goals and return on investment.

CoregMedia

<http://www.coregmedia.com>

End to End Co-Registration and Lead Generation Network for online publishers and advertisers.

Proven Method #6:**Sponsor an online event**

In the past, event marketing has meant getting visibility at conferences, sporting events, seminars, or non-profit or social causes. Now these same opportunities can be performed online.

- Sponsor an online event of a company with a closely related service or business. So, for example, if you sell car parts then consider sponsoring an online auto show or auto enthusiast online discussion forum.
- Support a public television online auction or other similar non-profit fundraising event. Donate services, money or employee time to help the organization achieve its goal. Have fun knowing that your efforts are all for the common good, and that it might bring you new business.
- Try sponsoring an online webinar from a strategic partner, and share the leads generated.
- Become a premier sponsor of a virtual trade show, and develop leads and prospects with other vendors and sponsors of the show.
- Keep an eye out for product placement opportunities online, where free or paid mentions or exposure to your services are just a mouse click away.

Proven Method #7:**Make use of online marketing resources**

Coregistration, TellAFriend, Lead Generation and Affiliate Marketing Resources can all bring in new leads, prospects and clients. Here's a list of resources to check out:

Focalex / TAFmaster (tell-a-friend) service - <http://www.focalex.com>

LinkShare - <http://www.linkshare.com>

Azoogole - <http://www.azoogole.com>

Link Connector - <http://www.linkconnector.com>

Click Bank - <http://www.clickbank.com>

Shareasale - <http://www.shareasale.com>

OnResponse - <http://www.onresponse.com>

WebSponsors - <http://www.webclients.net>

Commission Junction - <http://www.cj.com>

Being a key contributor or sponsor to a worthwhile cause can help put you right in front of your targeted audience. Don't forget to write some press releases on your community involvement.

Proven Method #8:**Give your subscribers the tools to share your message**

Encourage readers of your online publications and web sites to Forward-To-A-Friend, promote to Digg, del.icio.us, reddit, and other places. In the body content of your messages be sure to suggest that “if they like what they are reading to forward to others”. Make sure all your newsletters have a subscribe link or instructions in case someone gave them the newsletter.

Proven Method #9:**Send a postcard to convert people to online**

Send a postcard out and offer a premium gift as an incentive. Offer one hour of consulting to “qualified” prospects. Present people with an offer they simply can’t refuse.

Again, the response to any of these promotions will probably be highest if you can offer something of value. Whether your promotion invites people to visit your home page, or links directly to a special promotional landing page, make sure that page also includes a clear and appealing invitation to subscribe to your newsletter.

Proven Method #10:**Set up co-marketing and cross promotions**

Partner with other companies that have a strategic product or service. Combine budgets to create cross-promotional online advertising beyond what you might normally do on your own. Try to choose partners who have similar reputations and scope of that as your own.

Compile shared leads between companies, as partners, and cross promote your solution. This will make it a softer sell, since you are not simply promoting your own solution, but those of a trusted friend.

Sometimes co-marketing is a paid arrangement, other times you can set it up to be more of a reciprocal arrangement.

Proven Method #11:**Become an online subject matter expert**

You can build your reputation and traffic to your online properties by being a subject matter expert. How? Post to blogs, forums, and provide useful relevant content. Submit articles to online publications, and include a link or email address to your online newsletter.

About Net Atlantic

Founded in 1995, Net Atlantic, Inc. is a global email service provider (ESP) offering email marketing solutions, branded reseller programs and dedicated email marketing servers. Net Atlantic's goal is to help businesses maximize ROI with email tools like A/B/N split testing, triggered and sequential mailings, custom surveys, click streaming, spam analysis tools, open database connectivity, and an open API (application program interface for even further customization). Net Atlantic was one of the first email marketing companies.

Visit www.netatlantic.com, or contact an account executive toll-free at **877-263-8285**.