



# Building Your List Can be a Thing of Beauty

A guide to growing a permission-based contact list



Whether you're a bookshop, a not-for-profit arts organization, a consultant, or an accountant, you need a steady stream of business, referrals, or responses from the people that keep your doors open.

That starts with staying in regular communication with your audience. When you build an ongoing dialogue, you increase the trust and comfort level they have with you. They look forward to hearing from you. You'll stay top of mind with them.

As a result, they'll become more loyal, spend more on your products and services, donate more frequently, and be more likely to refer you to their friends or colleagues.

Sounds great, right? The easiest, most effective way to build that dialogue is with email marketing. And that's why it's so important for small businesses to have and grow a contact list.

## Ready to get started?

This guide will walk you through the steps to quickly and easily capture the email addresses you need to build your list, connect with clients or customers, and take your email marketing to the next level.

### In this guide, you will find...

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#### QUICK TIP #1

*Want to build your list faster?*

*Start a contest for your employees, staff, or volunteers with a prize to the person who's collected the most email addresses from customers, clients, or members.*



#### QUICK TIP #2

*Whatever methods you use, be sure to start with a reason "why" someone should join your email list. What's in it for them? This will make it more likely that people will say yes.*



## Start building your list.

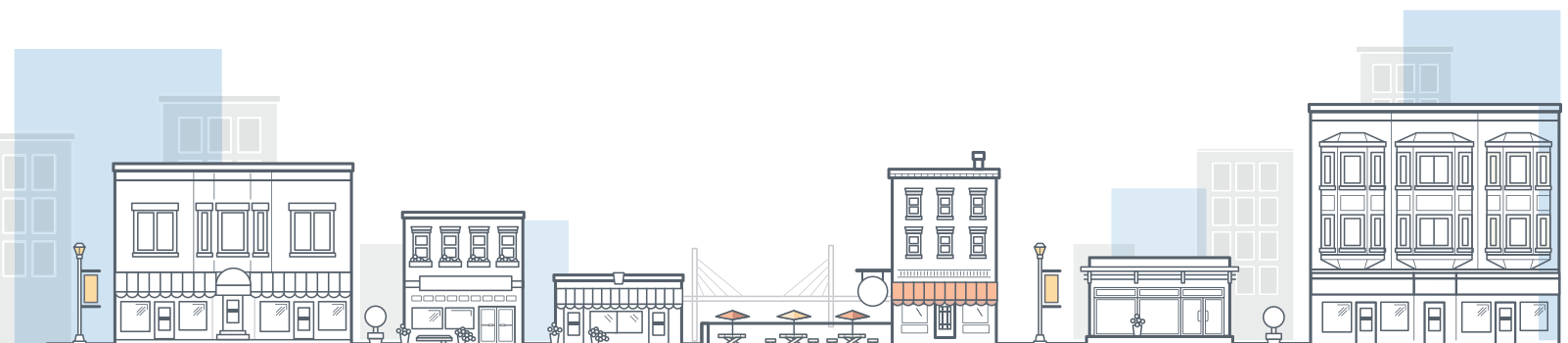
Here are some things you can do to build a permission-based list, wherever you go, however your organization interacts with the public.

### *At your office or place of business:*

- Ask every customer if they want to receive your email newsletter.
- Request customer email addresses at your point-of-sale, when ordering online, or when checking out.
- Add space to your comment cards or surveys for people to sign up.
- Put tent cards, wall, or counter displays in your place of business. Use a teaser, if applicable, about getting the inside scoop or exclusive offers from you.
- Use a fishbowl to collect newsletter sign-up forms or business cards. Offer a weekly or monthly prize, like discounts or gifts from your establishment or other local vendors. Let everyone know they'll be added to your mailing list and announce the winners in your newsletter.

### *If you use social media:*

- Ask your Facebook fans, LinkedIn group members, and Twitter followers to sign up for your list by providing a link to your sign-up form.
- Add a sign-up link to your social media bios to allow your social connections to easily sign up.
- Share your latest newsletter on your favorite social network and let everyone see the great content you're sending on a regular basis.
- Create a "teaser" about your upcoming newsletter and post it on social networks telling your fans, followers, and connections what they'll get if they subscribe.





## QUICK TIP #3



*Many businesses send birthday promotions offering customers a discount or gift on their big day. Why not offer an anniversary promotion?*

*You'll attract couples who will be in a celebratory mood to splurge.*



### On your website:

- Add Constant Contact's "Join My Mailing List" widget to your website and your Facebook Page so people can join your list.
- Add a sign-up link to your blog; if someone enjoys what you have to say on your blog, there's a good chance they'll want to see your updates in their inbox.
- Collect email addresses when people are making a purchase. Be sure to indicate they're opting-in to receive future emails from you.
- Conducting an online survey? Add a sign-up link to the survey to let people share their feedback and join your email list at the same time.

### When you're networking:

- Get more exposure for your email list by including a link in your regular emails via your email signature.
- Bring a sign-up sheet to every public event you exhibit at or participate in: fairs, open houses, fundraising events, craft shows—any place where dozens of people are going to learn more about your business.
- Stay in touch before, during, and after an event by collecting email addresses when people register for it.
- Constant Contact's Scan-to-Join feature allows you to create a simple QR code that, when scanned by a smartphone, takes your customers, clients, members, and supporters to a mobile friendly Join My Mailing List page.

## Here's what to do with your list...

- Ask your customers, clients, or members what they want to hear about from you—consider sending a Survey and Feedback campaign in the Constant Contact Toolkit to collect this information quickly and easily.
- Segment your master mailing list into smaller lists that group people together by their interests. It allows you to create truly targeted communications that speak directly to them.
- Collect people's birthday or anniversary dates. Every month, send a special discount or offer to those celebrating their big day.