

10 LOW-COST WAYS TO GROW YOUR EMAIL LIST

Introduction

Included below are 10 “thought-starters” to inspire you to grow the size of your database and make email the heart of your marketing strategy.

Remember, it’s not just about list growth. You also want quality and that means attracting as many of your ideal clients as possible.

There are 3 primary sources of leads for your email list:

- **Owned Traffic** (e.g. your website, your social media followers, your blog and other content, such as a podcast etc)
- **Earned Traffic** (e.g. media and press, guest speaking spots, client referrals, word of mouth, social mentions and shares, guest blogging and podcasting etc)
- **Paid Traffic** (e.g. Facebook Ads, Google Adwords, Affiliates, JVs, Print etc)

So how do we do that?

Owned Traffic

1. Add a Pop-Up to Your Website

Pop-Ups typically feature a lead magnet or some incentive to register in exchange for your prospect’s email address and name.

Pop-Ups have been proven to be as much as 1000% more effective than regular right side opt-in boxes.

Using Pop-Ups on your site means you stand a greater chance of turning more of your site visitors into paid clients.

They can be easily added to your site. Thought needs to be given to your Pop-Up strategy – what will trigger the Pop-Up? Will it be as your prospect arrives on your website, as they go to exit your site or based on specific content pages?



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2. Add Content Bonuses to Your Blog Posts

Consider creating short-form bonus content to accompany each of your blog posts or podcasts etc. so that readers who enjoy your content can opt-in to receive additional information specifically related to that article.

3. Host a Competition

Host a competition and invite all your existing customers and subscribers to take part. Once they have completed their entry, offer them 1 additional chance to win the competition prize, for every person they invite. This can create a viral buzz, depending on the prize. Prizes can be sourced from sponsors to keep costs down.

4. Post Opt-in Offers to Your Social Networks Regularly

Ideally you want to move as many of your social media subscribers as possible over to your email list (where you have more control).

Lead Magnets are a great incentive to add value to your social media subscribers whilst collecting their email addresses.

Earned Traffic

5. Keep an Up-to-Date List of “Influencers” in Your Market

In every market there are “Influencers” – they may be bloggers or podcasters with a large following, heads of associations, journalists, publishers, event organisers – anyone who may invite you to communicate with their audiences as a speaker, guest blogger, interview guest, subject of an article etc. You will also want to include anyone who could share and mention your lead magnet through their networks, thereby magnifying your traffic and potential for sales.

6. Systemise Asking For Referrals

According to Nielsen research, people are **4 times more likely to buy** when referred by a friend.

If you don't do this already, make sure you create a process for gathering referrals from clients and colleagues. This can be formal (e.g., at a specific point in every project) or informal.

7. Do something “Newsworthy”

Consider what sort of content may be of interest to the media in your industry. Survey results are often well received. You could send a survey to your community on a “hot topic” and compile the results into a report – you could then prepare a press release in order for media outlets to mention the results. The full survey report could be made available as a lead magnet, encouraging more opt-ins to your email list.



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Paid Traffic

8. Joint Ventures

Be on the lookout for strategic Joint Venture partners who have the same audience as you do – how can you create a win/win? What can you collaborate on to make the most of both your strengths?

9. Re-targeting

Place relevant tracking pixels on your site to be able to re-target website visitors based on their IP address. This means when someone visits your web page, they are “cookie’d” and now your ads can “follow” them around the internet, thereby being much more cost effective, because the ads are ONLY shown to people who have already demonstrated an interest in your product or service.

10. Facebook Custom Audience

Consider uploading a list of your current clients to Facebook – this will create a Custom Audience whereby any matching emails found on Facebook will be appended (usually around 60%, depending on your industry, age group of niche etc). Now you can create a lookalike audience based on your current buyers and apply a small budget to paid advertising in order to run advertisements promoting an optin offer / lead magnet to the lookalike audience.

All the best with your Email Marketing!



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