Creating An Opt-In Automation For List Building

Moderator:Alaina Capasso
aecapasso@uri.edu
RI Small Business Development Center
Webinar Coordinator

Presentation by:
Amanda Basse

We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

What is List Building

List building is the process of collecting emails from your website visitors and potential or current clients.

Your clients and potential clients need to give you PERMISSION to add them to your list.

This allows you to use their emails for marketing purposes. These can include email marketing efforts to send your offer/ promotion to, or to segment an audience to see your ads.

Who is This For

If you sell a service or a product list building is for you.

List building allows you to communicate directly with individual contacts

without

1) Constantly posting on social media
2) Spending money ads
3) Relying on referrals

Why List Build

You don’t own your social media audiences or your website traffic.

Social media shuts down

Algorithm changes

Account is hijacked

Stats

Email User Stats

- 92% of online adults use email
- 61% of consumers prefer to be contacted by brands through email
- 99% of email users check their email every day, some as much as 20 times a day!
- 58% of users check their email before they check out social media or the news
- 50% of emails are read on a mobile device- This number is higher for a younger demographic

Email for Business Stats

- 59% of B2B marketers cite email as their top channel for revenue generation
- 59% of respondents say marketing emails influence their purchase decisions
- 42% of Americans subscribe to email lists to receive savings and discounts
- 60% of shoppers returned to complete their purchase after receiving a personalized abandoned cart email

Getting Started

Email Service Provider (ESP)

An email service provider is software that allows you to send email campaigns to a list of subscribers. It is a set of tools for email marketing that stores email addresses and sends emails.

Many ESP companies offer a variety of different functionalities.

Email and marketing automation

Audience Segmentation

Lead capture forms

Landing Pages

Pick an Email Service Provider

MailChimp

ConvertKit

Active Campaign

FloDesk

Klayvio

*every platform has its pros and cons. Do your research to find what is right for you.

Create an Offer (or a Freebie)

Value is the Name of the Game

Most people are not looking to give out their emails. You have to create an offer juicy enough for the user to happily give you their email.

e-Book
A Free Guide / Top Tips
How To
Pairing Guides (food, accessories, style, tech)
Template
Webinar / Masterclass
Coupon Code
Trial Offer
Giveaway
Mini-Course
Event Ticket

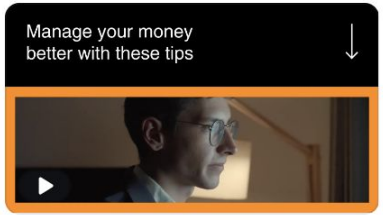
Design It

PDF

Worksheets

Videos (hosting)

Discount Codes



Opt-In Page

What is an Opt-In Page

An opt-in page uses a lead magnet — a practical gift that users want to get for free to entice your potential buyers to exchange their email address for your free gift.

An opt-in page converts users into leads

Three Requirements

1. **Create value**.

   Tell your future subscribers what they will get in exchange for joining your community. Make sure your value proposition is relevant.

2. **Add a lead form**. A lead form contains fields for providing personal info in exchange for your value proposition.

3. **Include a clear CTA**. A call to action should clarify the next step for users. For example, “Download a free guide” or “Grab my ebook.”

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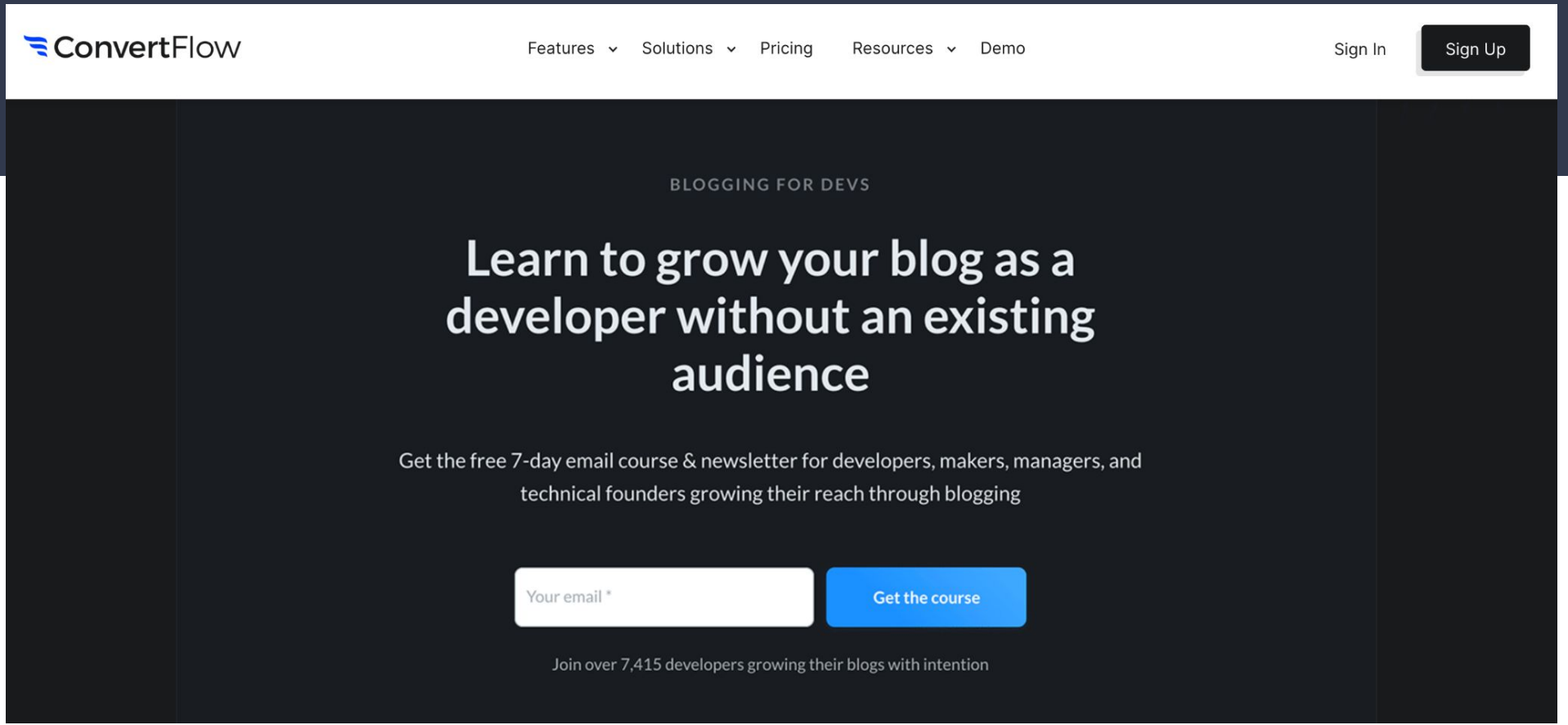
Without the customer insights gained by following Corey's advice, my business would not be where it is today.

Chris Spagnuolo
Founder of Jetboost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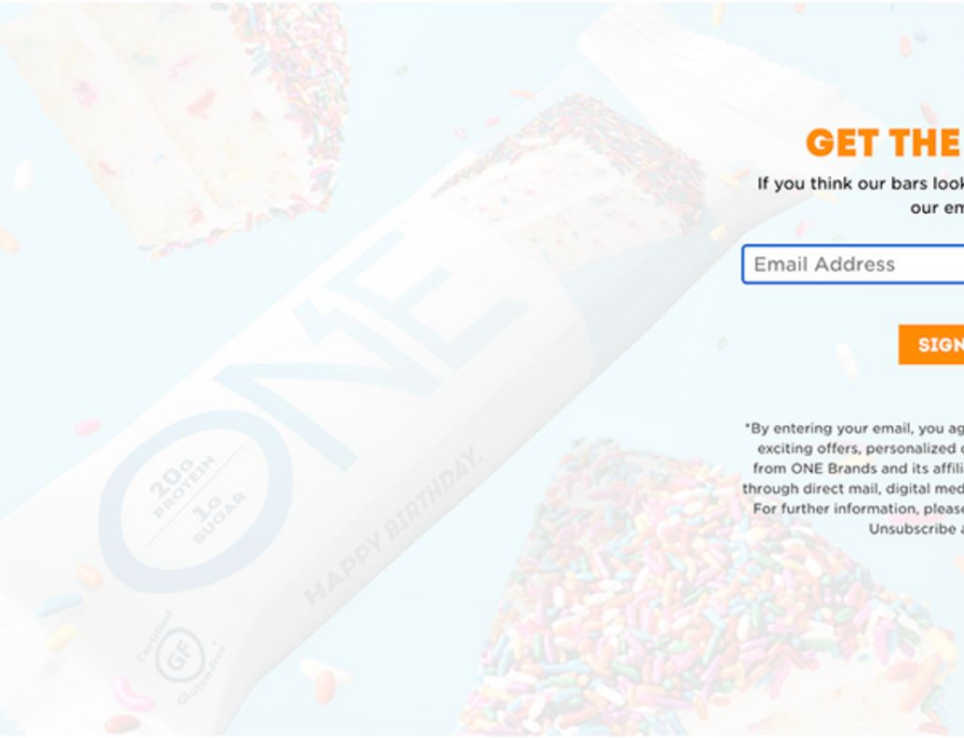


20G PROTEIN.
1G SUGAR.

A WHOLE LOT OF DECADENT FLAVORS.

We've taken our passion for flavor and shaped the perfect snacks. One with up to 20 grams of

Refer a Friend. Get 25% Off.*

Friends. Frenemies. Actual enemies. We'll give new customers you refer 25% off their first purchase, and you'll get 25% off after they've ordered. Save a friendship AND a wardrobe.

Enter your email to start sharing with friends:

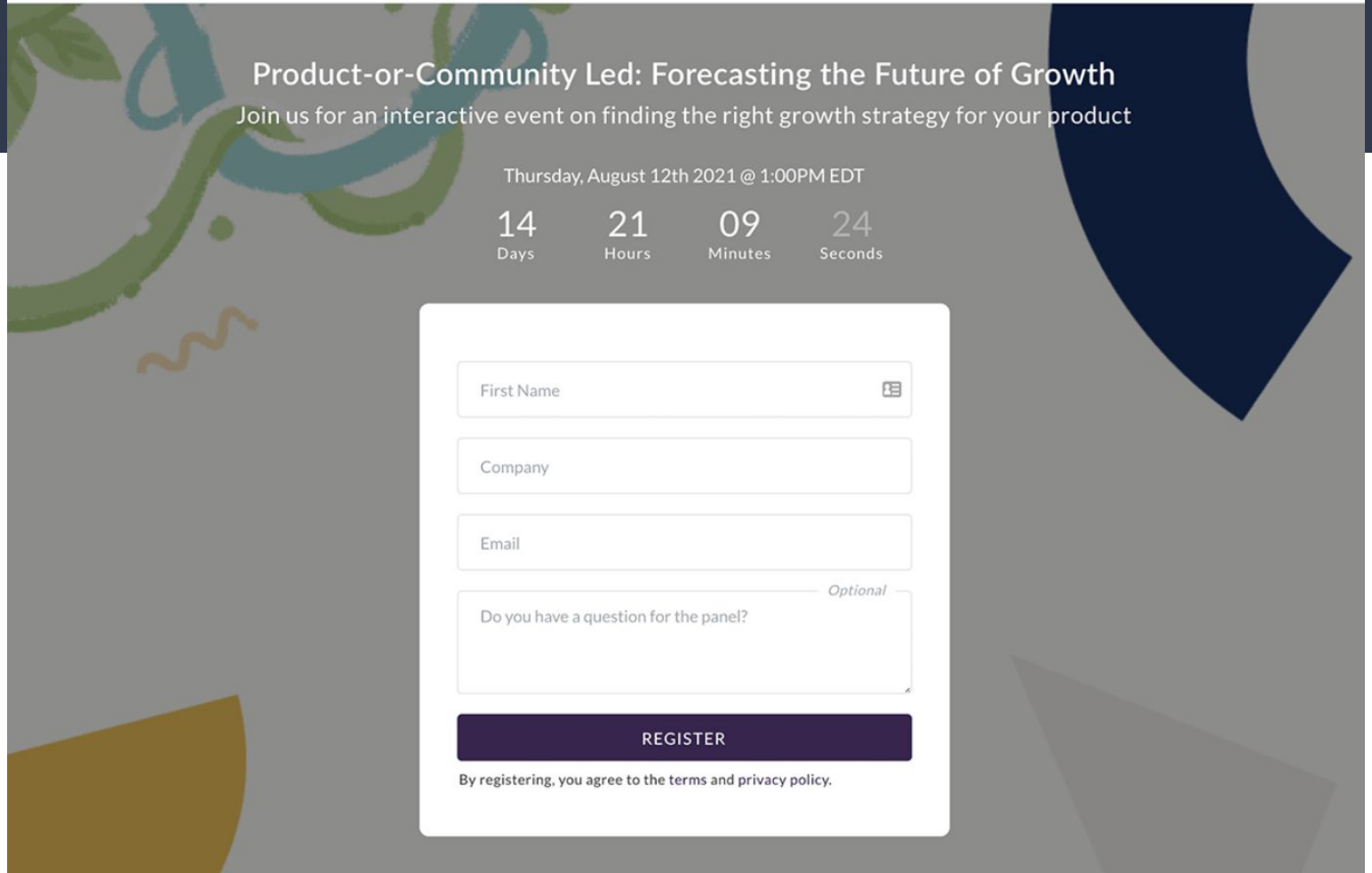
My email address...

Start Sharing

By entering your email, you agree to our Terms of Service + Privacy Policy, including receipt of emails and promotions. You can unsubscribe at any time.

*Restrictions apply. See Terms for details.

Terms friendbuy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Join us for an interactive event on finding the right growth strategy for your product
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21 Hours
09 Minutes
24 Seconds
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Do you have a question for the panel?
REGISTER
By registering, you agree to the terms and privacy policy.

A quick-start guide to building a brand

Maecenas faucibus mollis interdum. Sed posuere consectetur est at lobortis posuere.

First name

email@website.com

Get Instant Access

Sneaky Opt-Ins

Facebook Lead Ads

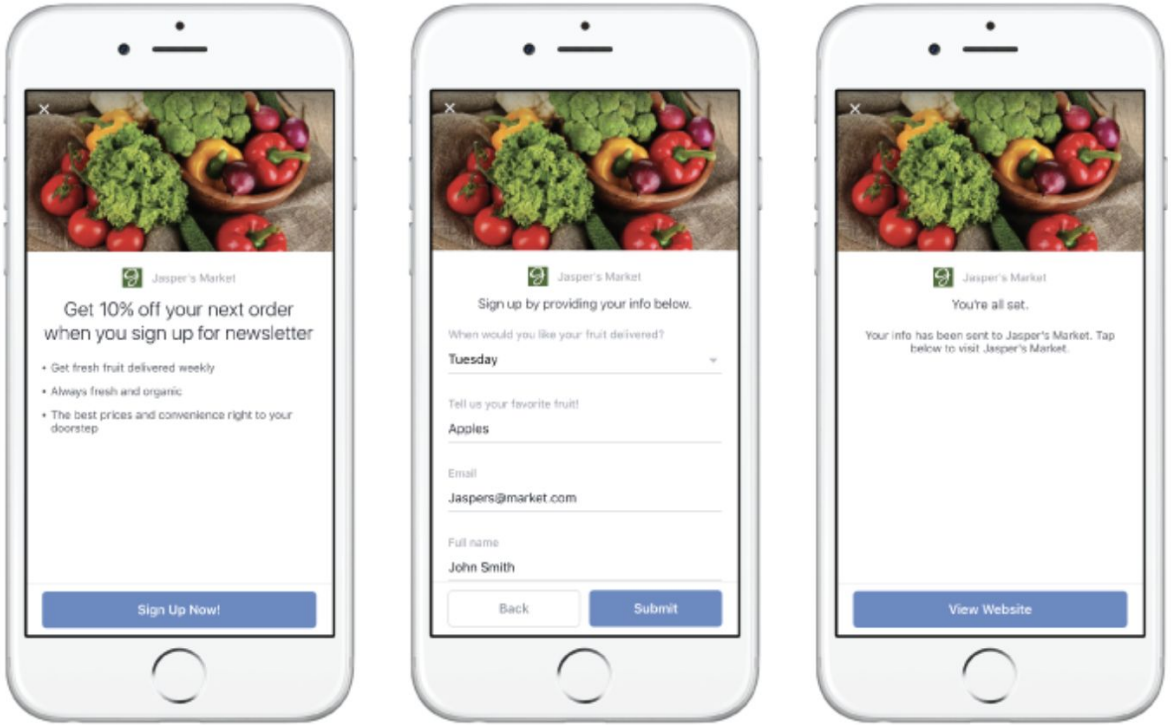


Image Source: [Hubspot]

Linkedin Lead Ads

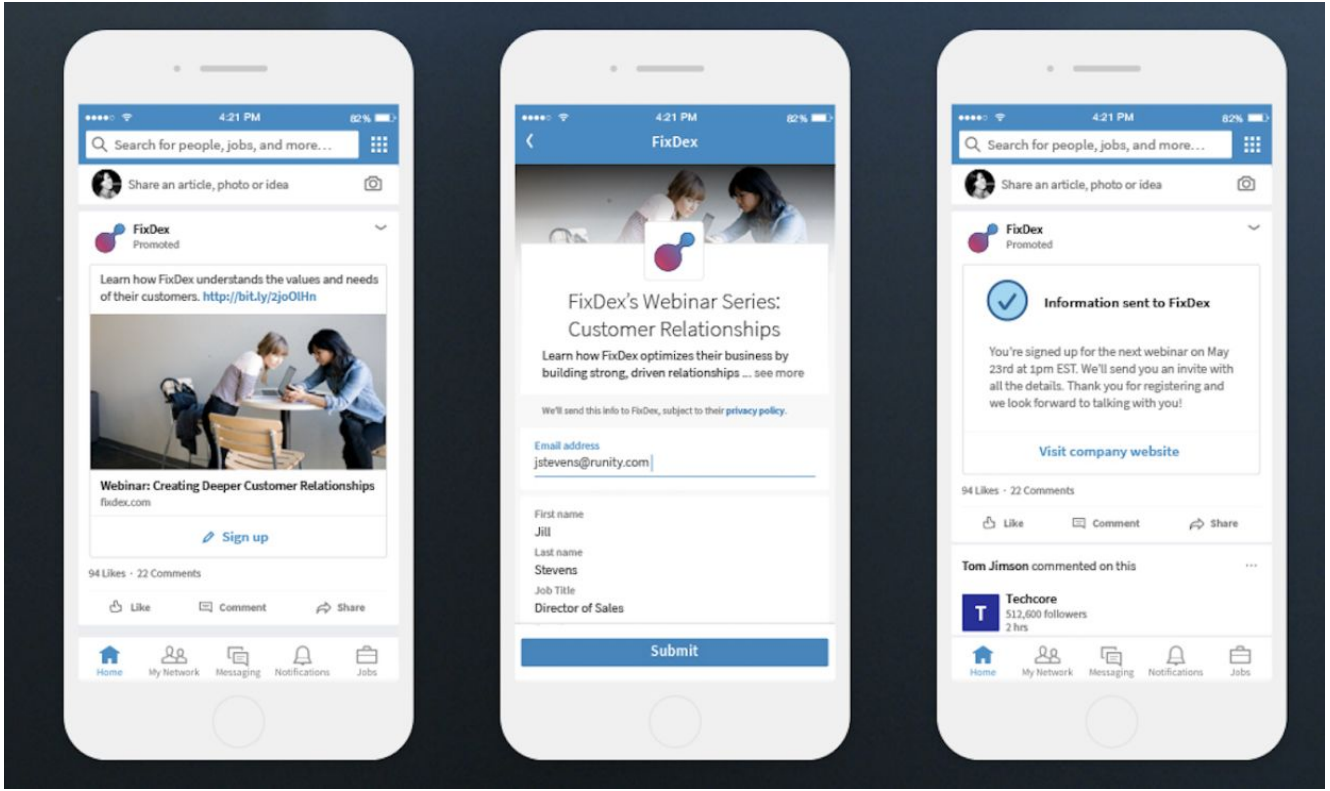


Image Source:
[Rockstar Marketing]

Google Lead Ads

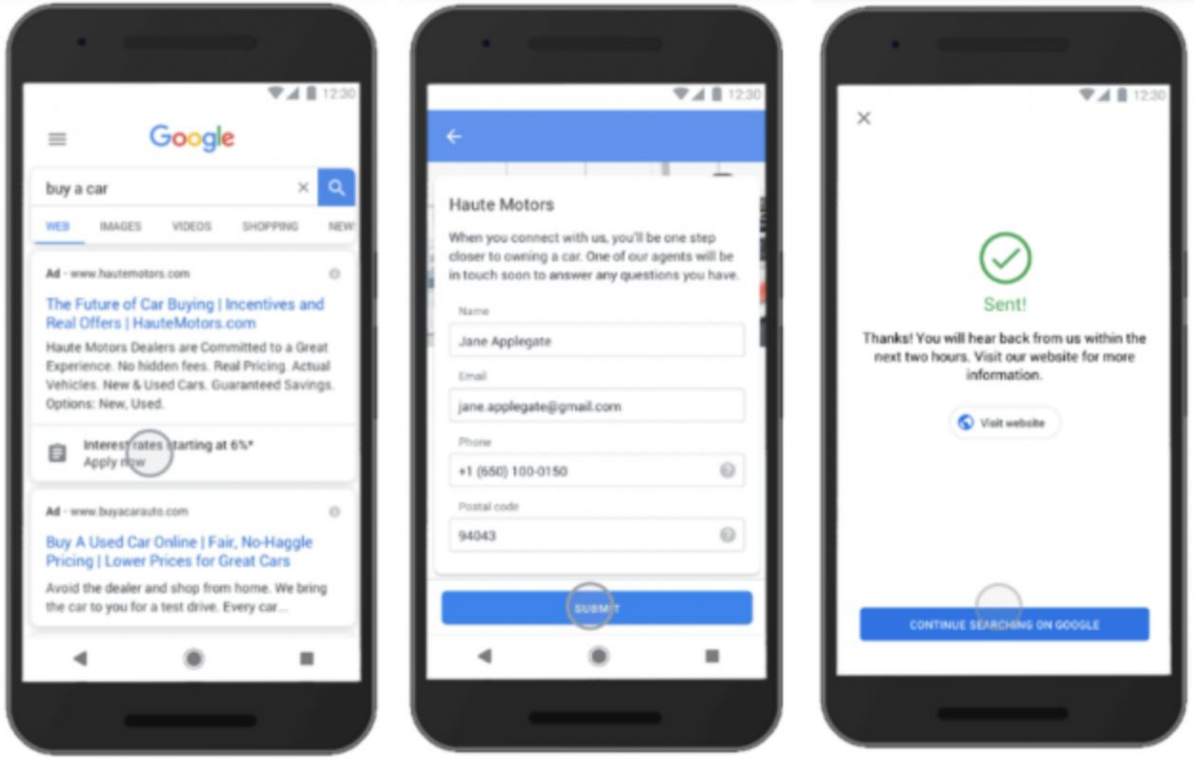
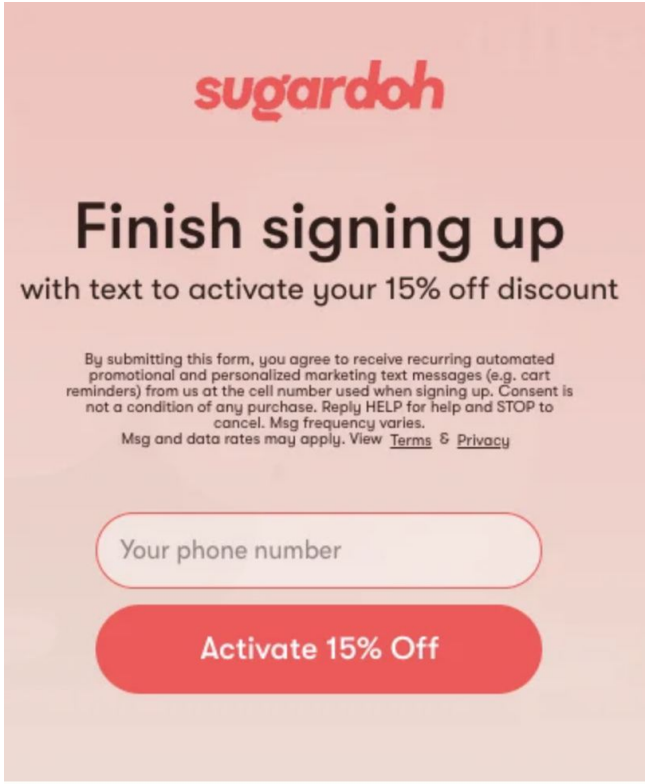


Image Source: Google

SMS Opt-In



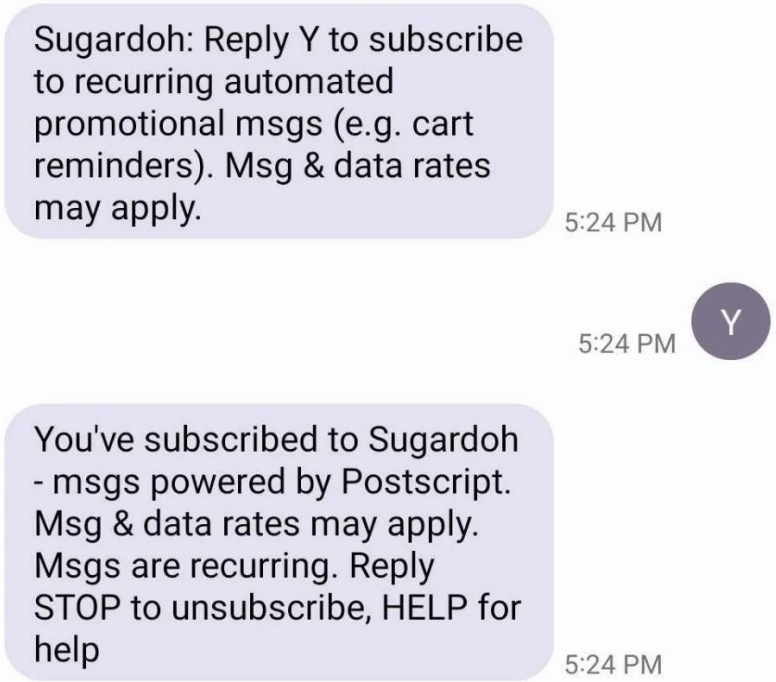


Image Source: Twilio

Deliver the Goods

Freebie Delivery

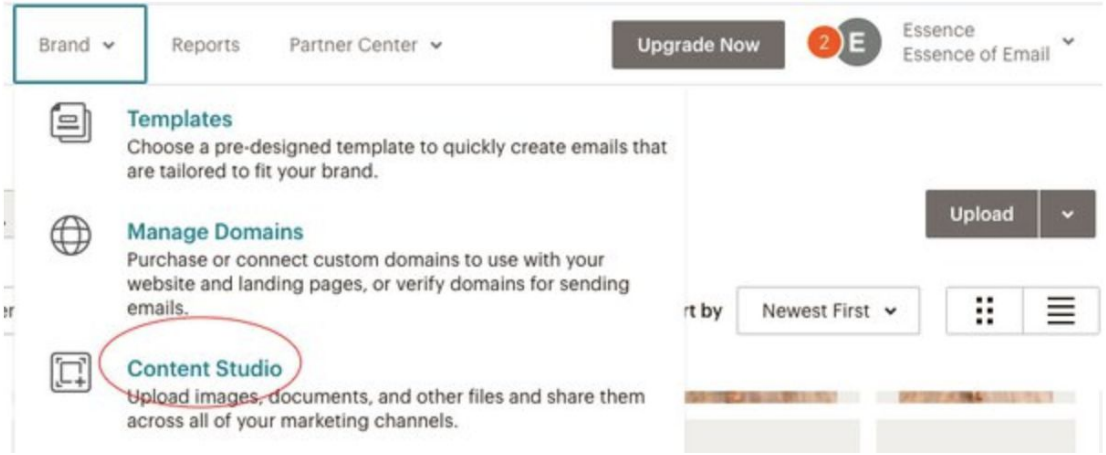
Once someone has opted in to your list, be sure you have an automation set up to deliver that freebie / code/ training.

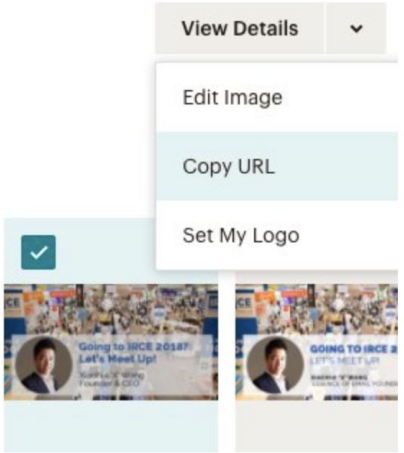
This can be set up by using ‘triggers’ in your ESP or for lead ads using something like Zapier to automate.

Get the user EXCITED to receive your gift. Do NOT make them wait!!

Attachment or Link

In some ESPs, you can’t attach a file in the traditional sense. You can upload your attachment into a ‘content studio’ and then take that file’s URL. You can then use that link to any text or image inside your email campaign.





Confirmation Page

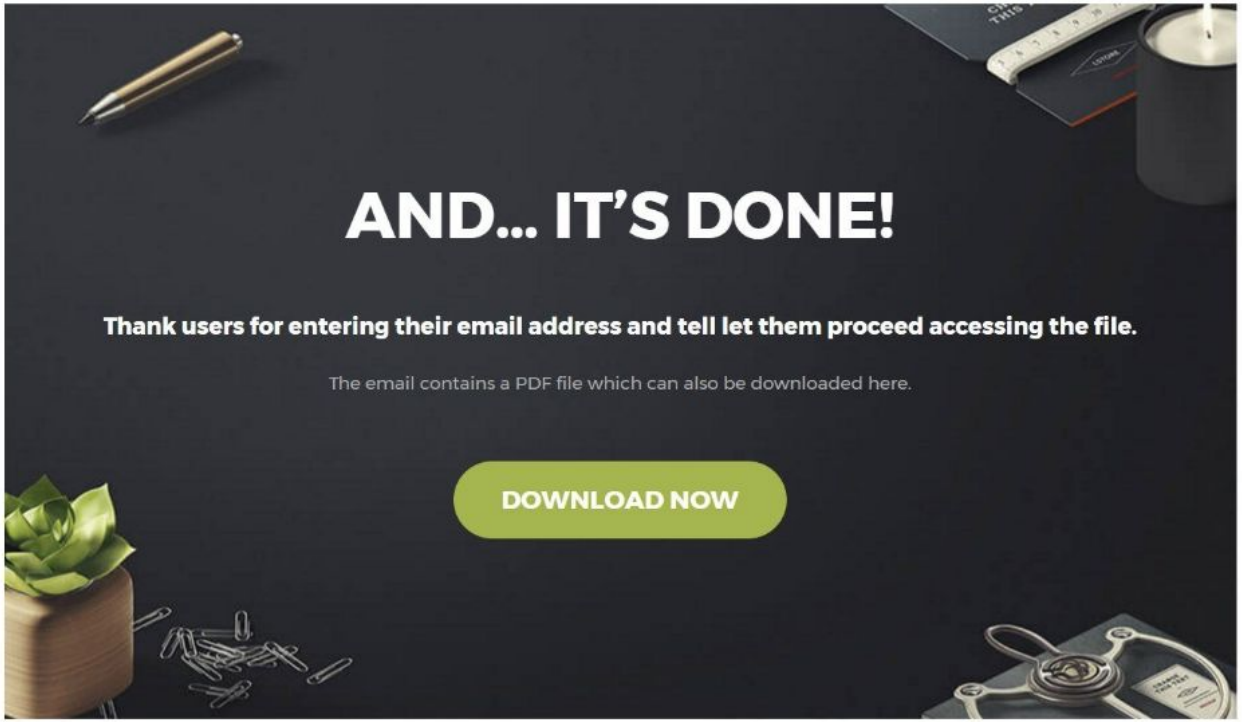


Image Source: A Dainty Beaver

Automation

Triggers

An trigger is the action that starts automation.

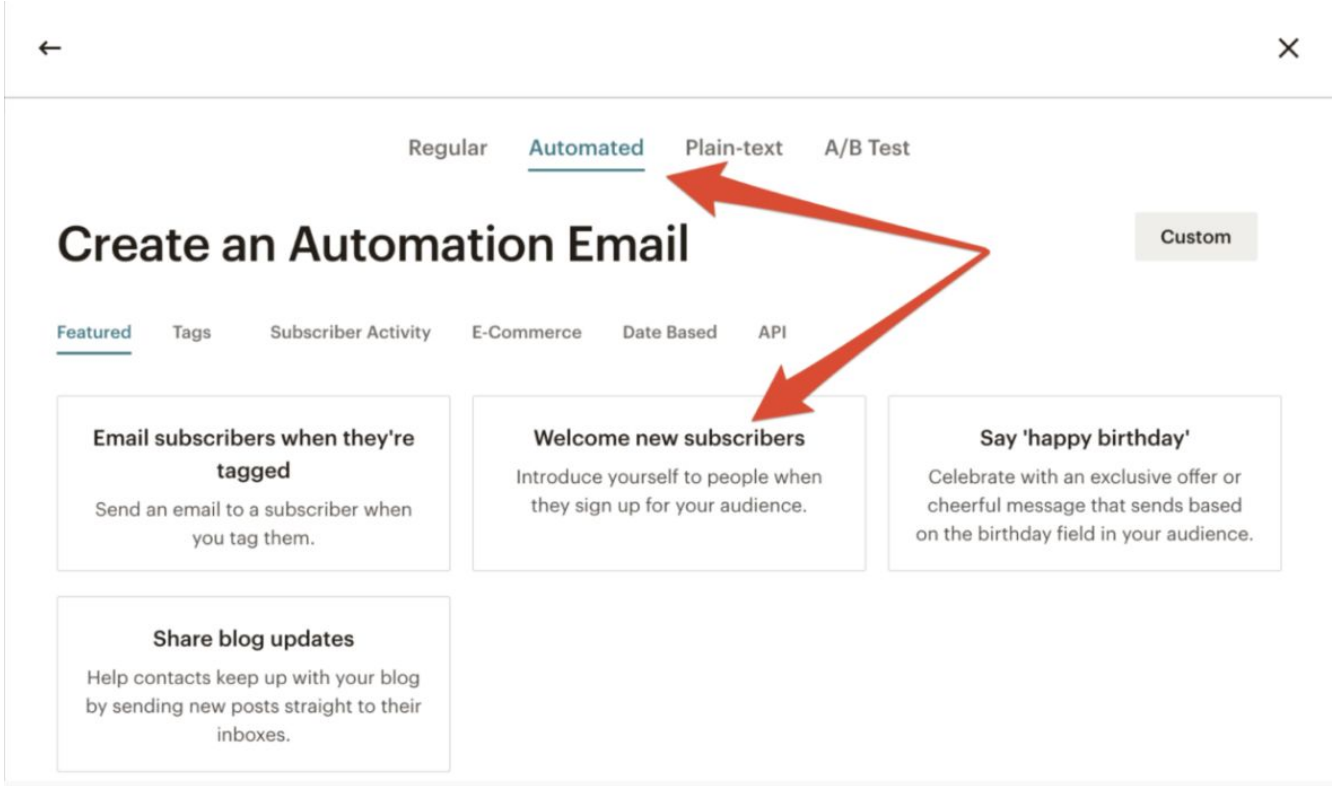
For example, an automated email when someone subscribes to your audience or purchases a certain product.

You can create a brand new, custom automation with your own triggers of pre-sets do not meet your marketing needs.

You can often change the trigger to suit your needs.

THE PURPOSE IS TO NURTURE YOUR LEADS ON AUTOPILOT!! CREATE ONCE AND DONE.

Creating an Automation



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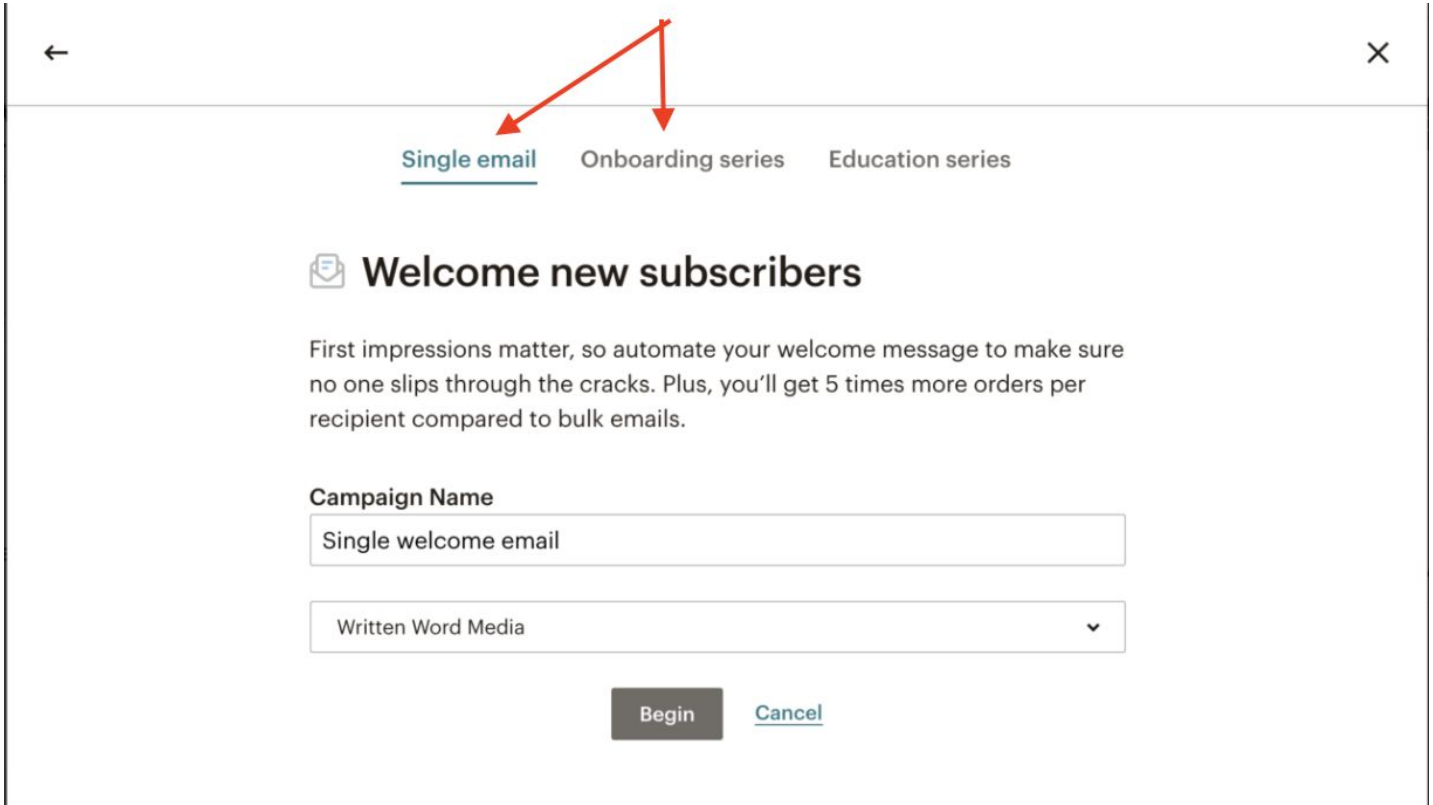
Single Email Vs Series



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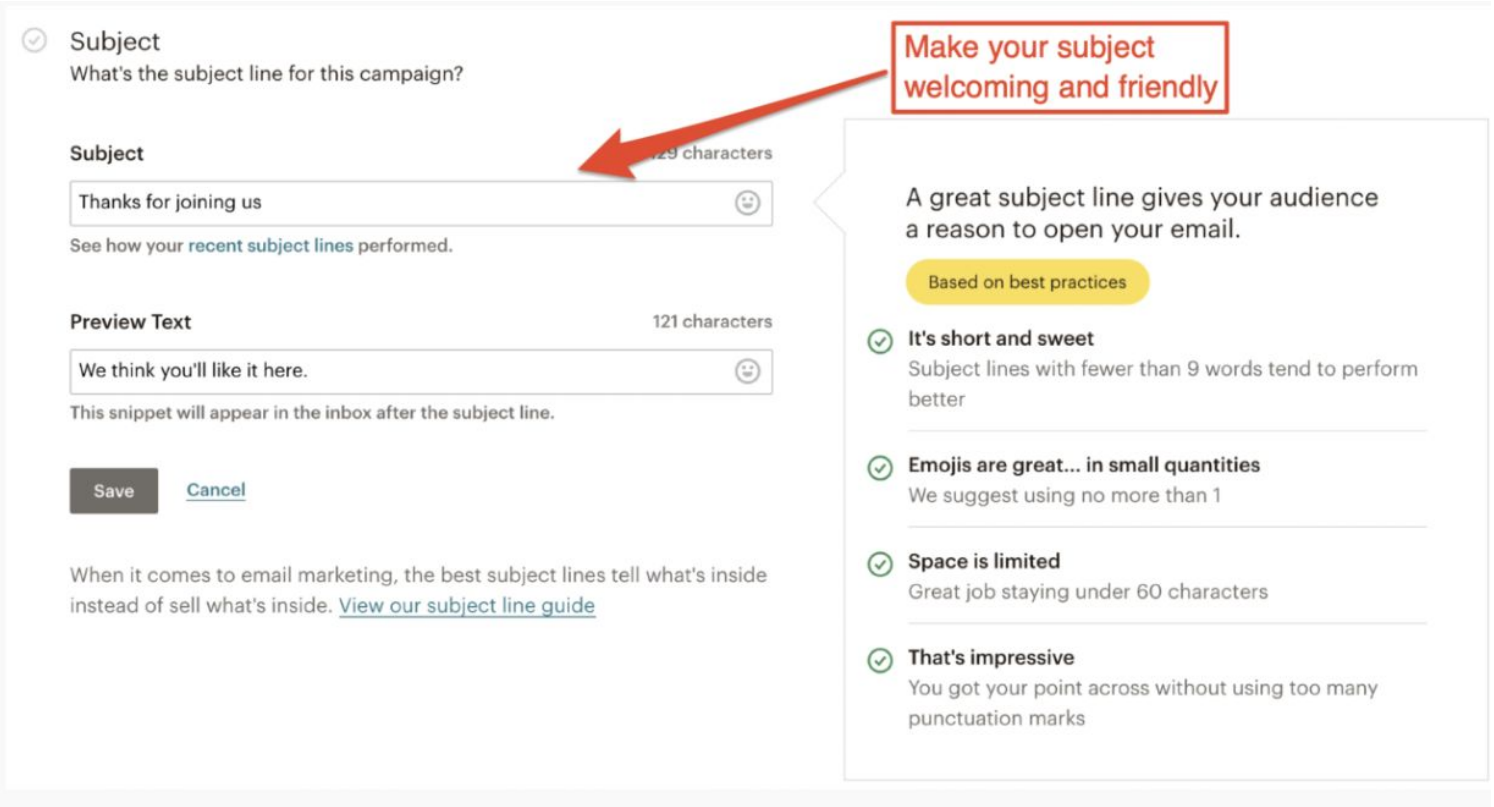
Email Content



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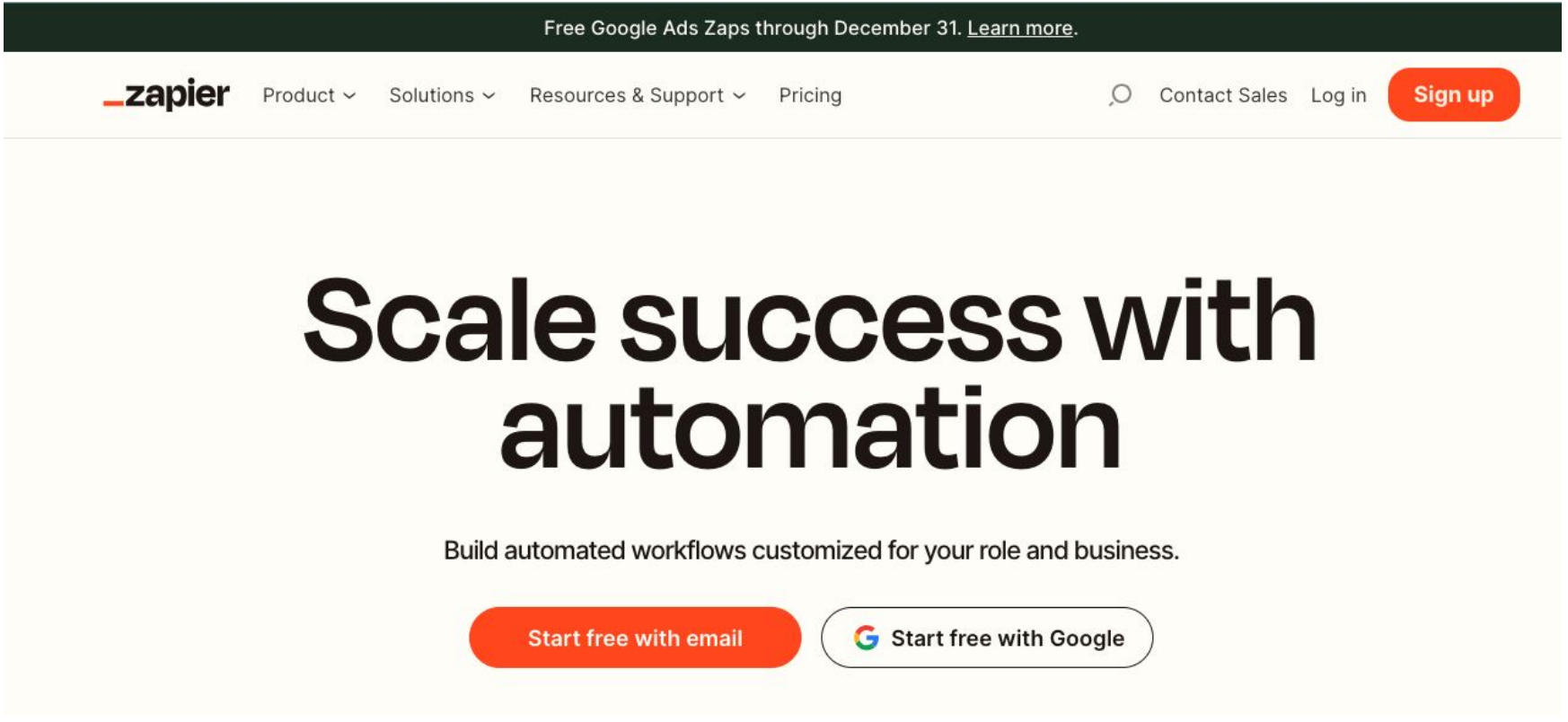
Zapier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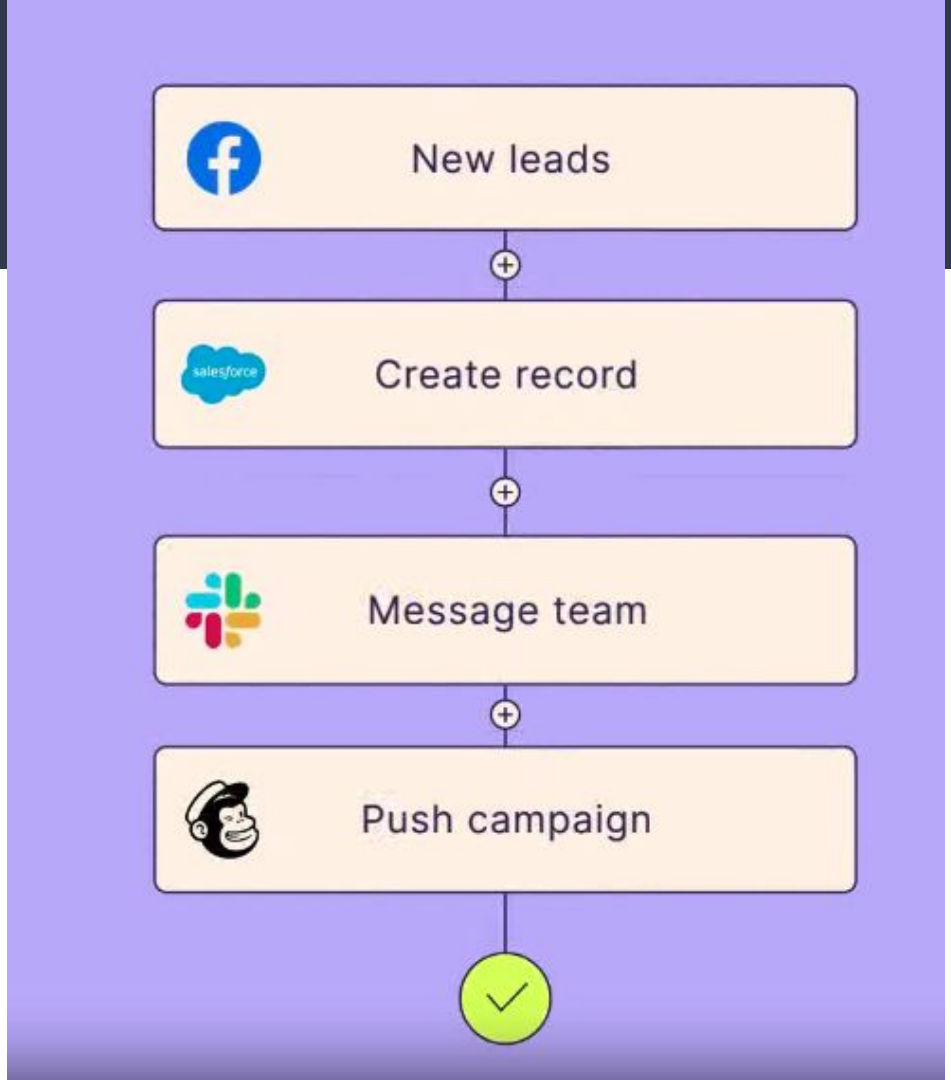
Scale success with automation
Build automated workflows customized for your role and business.
Start free with email
Start free with Google

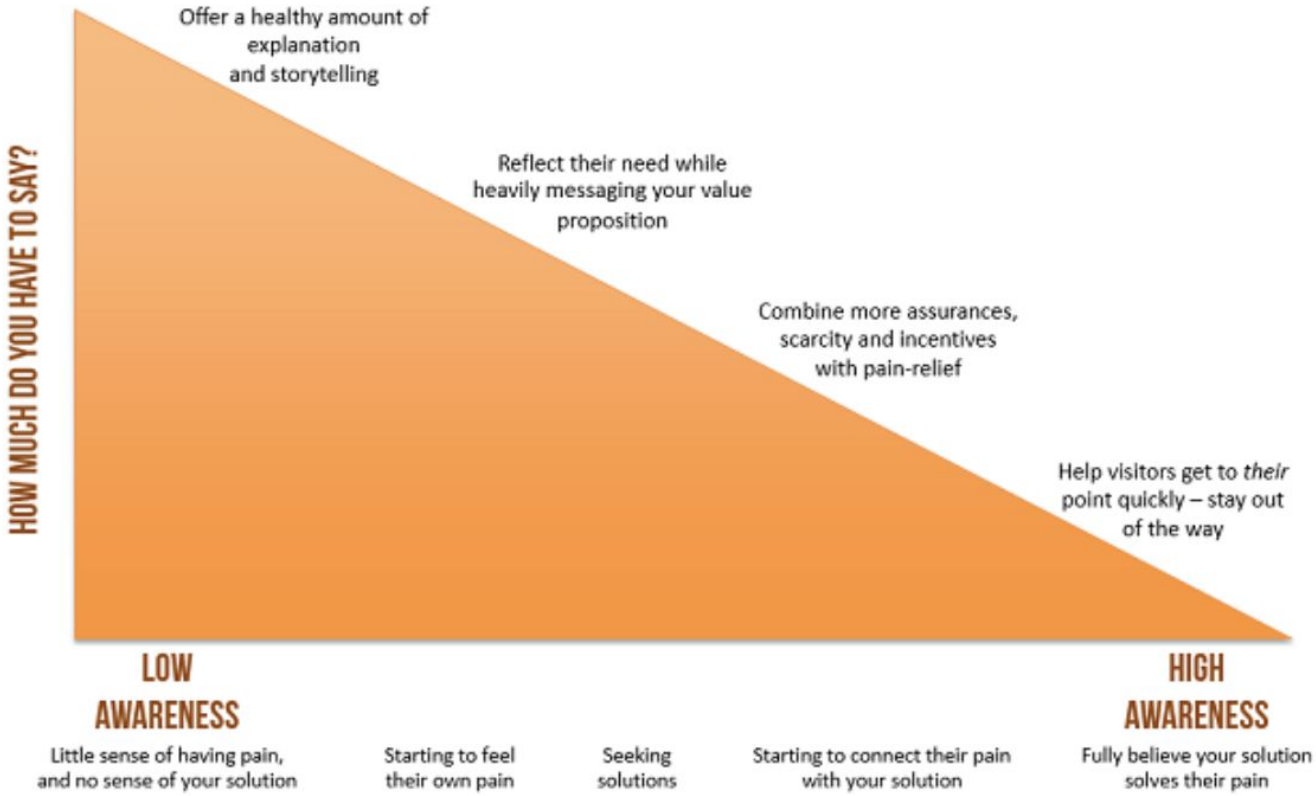

New leads
Create record
Message team
Push campaign

Engaging Emails

Email Sequence

How many emails you need are dependant on your business.

1. How much education your buyer needs to make a purchase
2. The price of your product
3. Where the person is on their buyer journey
4. Is this a new product / launch?
5. Is there a deadline to buy?



At each stage, you need to address a different pain point. That will help move your contacts to the next stage. (Source, CopyHackers)

How Many to Send

Welcome- Immediately

Indoctrination- 24-48 hrs

Escalation- 48-72 hrs

Next Steps- 72-96

Ongoing or Not?

Once you complete your series, you have to decide if you want to send ongoing emails.

(YES, is the answer)

Newsletter

Email when you launch a new product

Sales

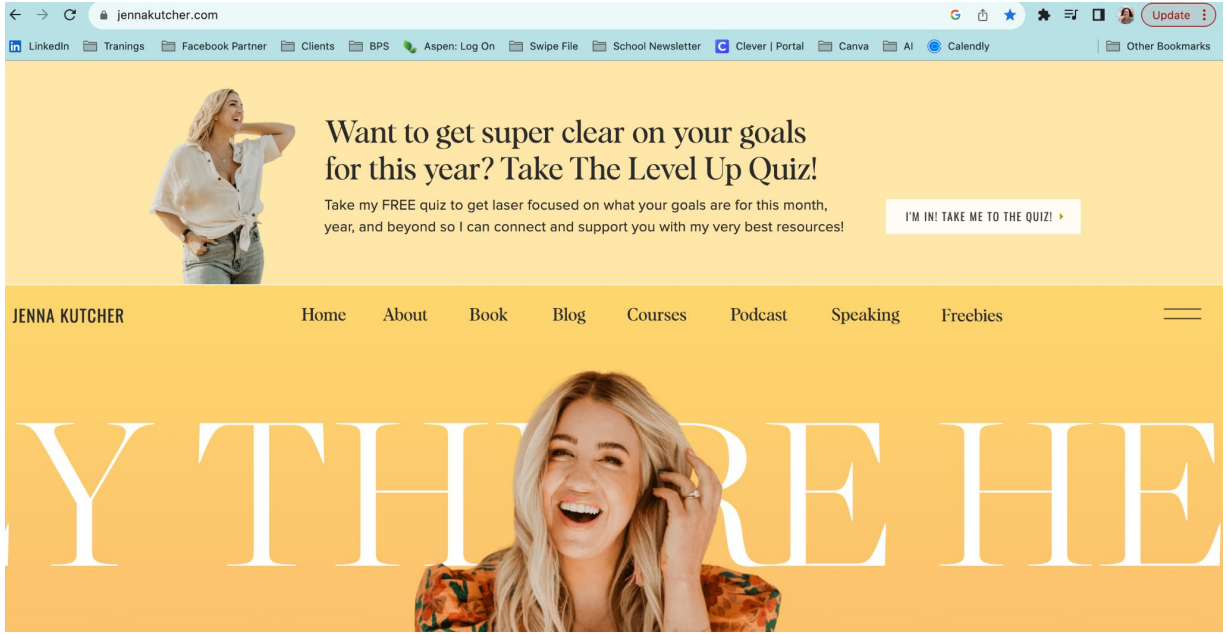
Holidays

Tips / Hacks

Promote

Leverage Current Audiences

Website pop ups or Opt-In Banners



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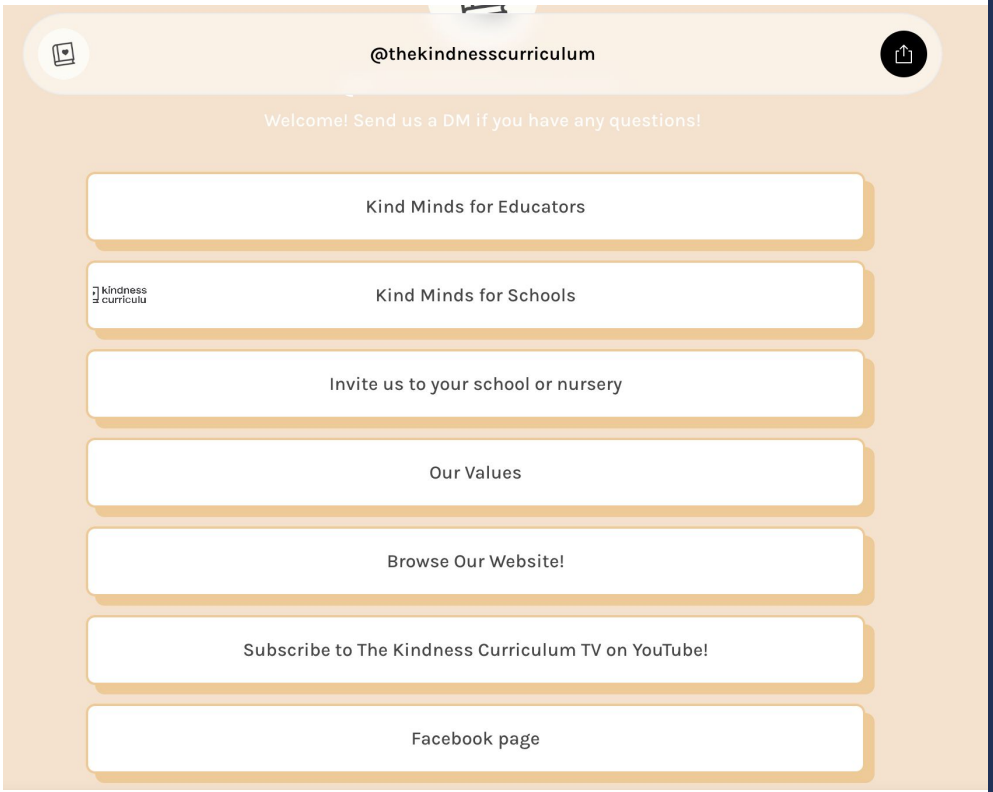
Social Media



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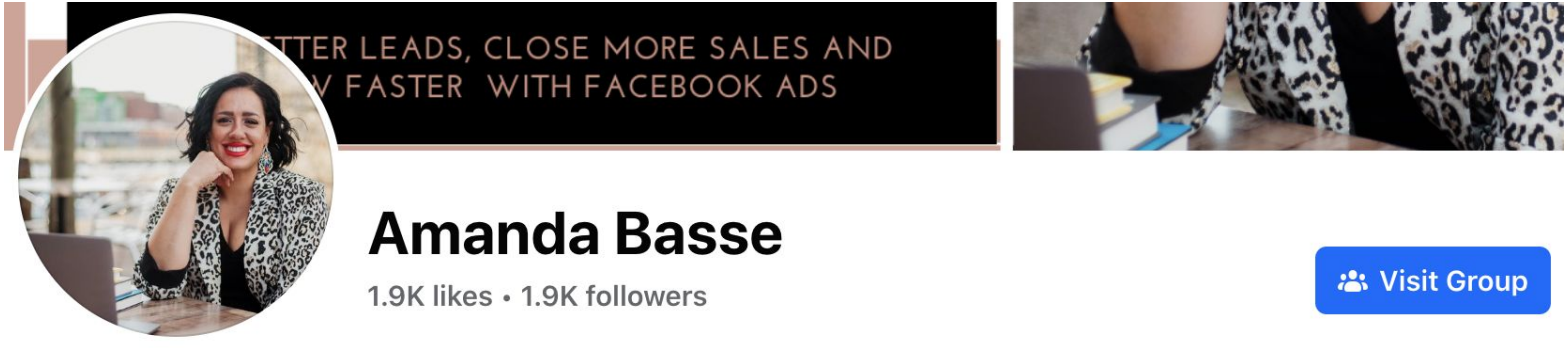
Email Signatures

Yeah Write Club

Bios and Headers



Conclusion

Longevity

List building is something you OWN in your business. It is an asset. Think of it as an extension to your book of business.

Always think of ways to grow your list because your ROI on email has been consistently higher than any other marketing effort.

This is one strategy that can amplify for efforts and works GREAT when combined.

Resources:

Email Marketing Stats

What is an Opt-In Page

Opt-In Page Examples

How to Create Facebook Lead Ads

CopyHackers

Zapier to Automate Attachments

Questions?

Type your question to the chat box

Contact Us:

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