Creating An Opt-In Automation For List Building

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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 on 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
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.”
Cutting edge, occasionally crazy marketing ideas to grow your SaaS

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

Chris Spagnuolo
Founder of Jetboost

Join 22038+ SaaS founders & marketers
BLOGGING FOR DEVS

Learn to grow your blog as a developer without an existing audience

Get the free 7-day email course & newsletter for developers, makers, managers, and technical founders growing their reach through blogging

Your email *

Get the course

Join over 7,415 developers growing their blogs with intention
GET THE LATEST

If you think our bars look good, you should see our emails.

Email Address

SIGN UP

*By entering your email, you agree to receive product news, exciting offers, personalized content, services, and more from ONE Brands and its affiliates and partners, including through direct mail, digital media or digital communications. For further information, please refer to our Privacy Policy. Unsubscribe at any time.
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.
Product-or-Community Led: Forecasting the Future of Growth
Join us for an interactive event on finding the right growth strategy for your product

Thursday, August 12th 2021 @ 1:00PM EDT

14 Days 21 Hours 09 Minutes 24 Seconds

First Name

Company

Email

Do you have a question for the panel? Optional

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

THE CONVERSION MARKETING PLAYBOOK FOR AGENCIES
Sneaky Opt-Ins
Facebook Lead Ads

Image Source: Hubspot
Linkedin Lead Ads

Image Source: Rockstar Marketing
Google Lead Ads
SMS Opt-In

Sugardoh: Reply Y to subscribe to recurring automated promotional msgs (e.g. cart reminders). Msg & data rates may apply.

You've subscribed to Sugardoh - msgs powered by Postscript. Msg & data rates may apply. Msrs are recurring. Reply STOP to unsubscribe, HELP for help.
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!!
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.
AND... IT’S DONE!

Thank users for entering their email address and tell them they can proceed to accessing the file.

The email contains a PDF file which can also be downloaded here.

DOWNLOAD NOW
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

Create an Automation Email

- **Email subscribers when they’re tagged**
  Send an email to a subscriber when you tag them.

- **Welcome new subscribers**
  Introduce yourself to people when they sign up for your audience.

- **Say ‘happy birthday’**
  Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.

- **Share blog updates**
  Help contacts keep up with your blog by sending new posts straight to their inboxes.

Image Source: WritenWordMedia
Single Email Vs Series

Welcome new subscribers

First impressions matter, so automate your welcome message to make sure no one slips through the cracks. Plus, you’ll get 5 times more orders per recipient compared to bulk emails.

Campaign Name

Single welcome email

Written Word Media

Begin  Cancel
Make your subject welcoming and friendly

Subject
What's the subject line for this campaign?

Subject
Thanks for joining us
See how your recent subject lines performed.

Preview Text
We think you'll like it here.
This snippet will appear in the inbox after the subject line.

A great subject line gives your audience a reason to open your email.

- It's short and sweet
  Subject lines with fewer than 9 words tend to perform better

- Emojis are great... in small quantities
  We suggest using no more than 1

- Space is limited
  Great job staying under 60 characters

- That's impressive
  You got your point across without using too many punctuation marks

When it comes to email marketing, the best subject lines tell what's inside instead of sell what's inside. View our subject line guide
Scale success with automation

Build automated workflows customized for your role and business.

Start free with email  Start free with Google
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
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
Social Media

@thekindnesscurriculum

Welcome! Send us a DM if you have any questions!

Kind Minds for Educators

Kind Minds for Schools

Invite us to your school or nursery

Our Values

Browse Our Website!

Subscribe to The Kindness Curriculum TV on YouTube!

Facebook page

FULL VIDEO ON YOUTUBE!
SEARCH HOOTSUITE LABS

Image Source: Kindness Curriculum and Hootesuite
Email Signatures

Kaleigh Moore
KaleighMoore.com
Twitter: @kaleighf

Love writing? Become part of Yeah Write Club.
Bios and Headers

Amanda Basse
1.9K likes • 1.9K followers

Join My Free Mastermind Group
Facebook Ads for Coaches, Consultants and Course Creators
JOIN NOW
Conclusion
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.
Questions?

Type your question to the chat box

Contact Us:

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