

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.



THE
UNIVERSITY
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DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



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

A dark blue diagonal gradient bar that starts at the bottom left and extends towards the top right, covering the lower half of the page.

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

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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)

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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

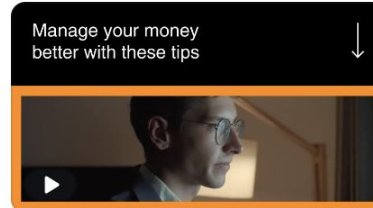
Design It

PDF

Worksheets

Videos (hosting)

Discount Codes



Opt-In Page

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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

Your email address



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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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*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.

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:

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



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.

Get Instant Access

THE CONVERSION MARKETING PLAYBOOK FOR AGENCIES

 ConvertFlow

Sneaky Opt-Ins

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Facebook Lead Ads

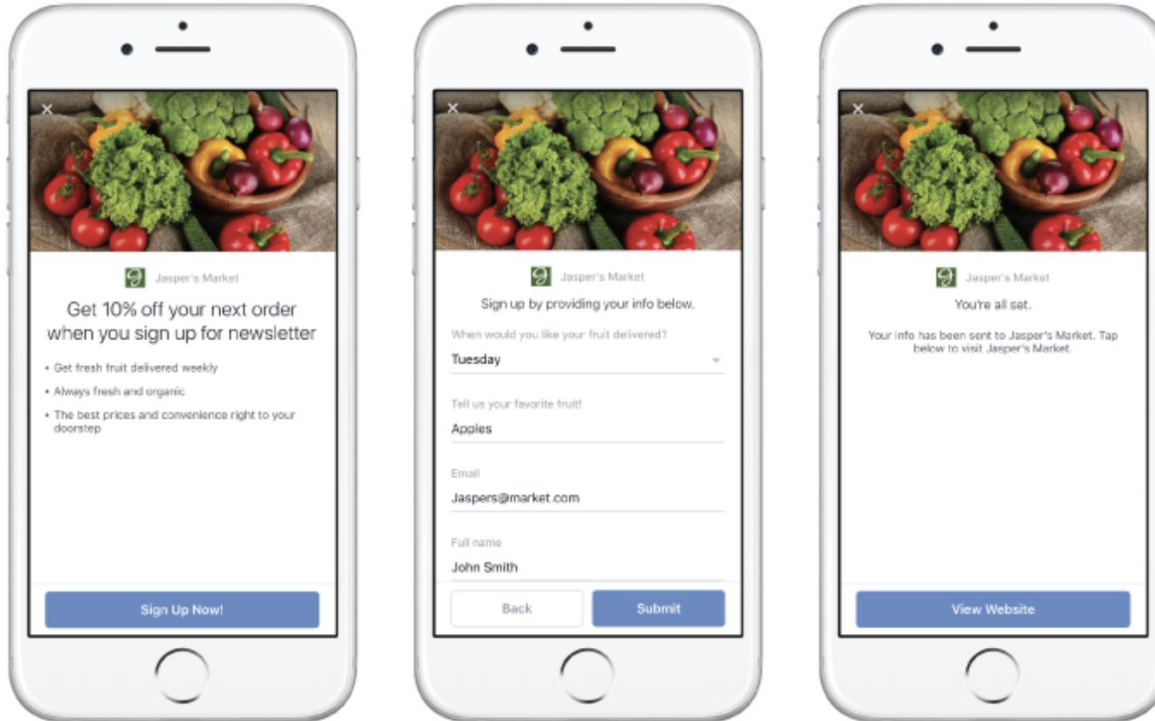


Image Source:
[Hubspot](#)

LinkedIn Lead Ads

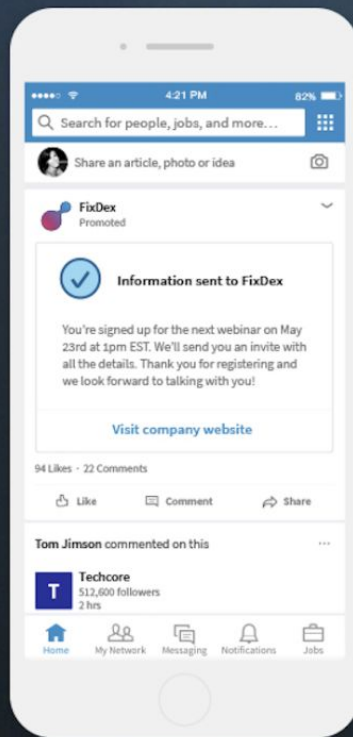
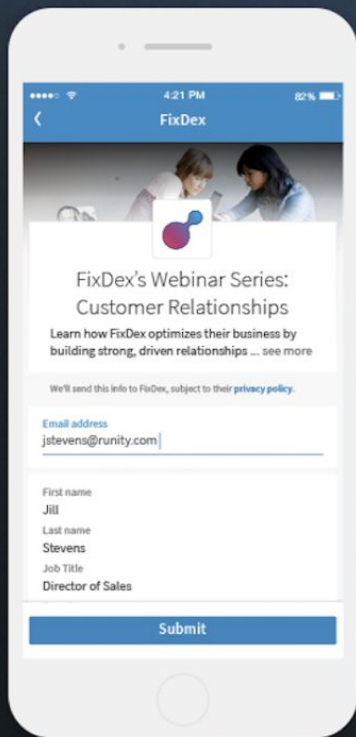
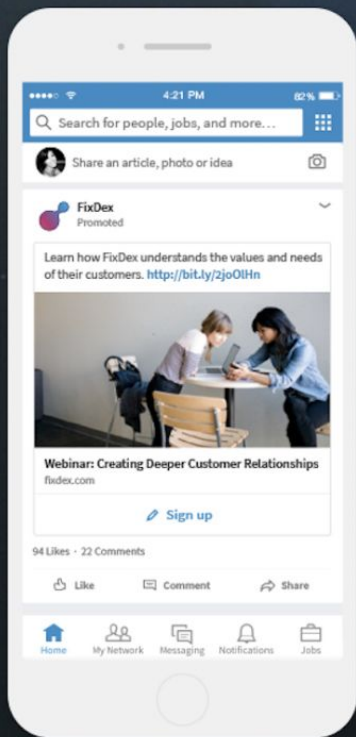
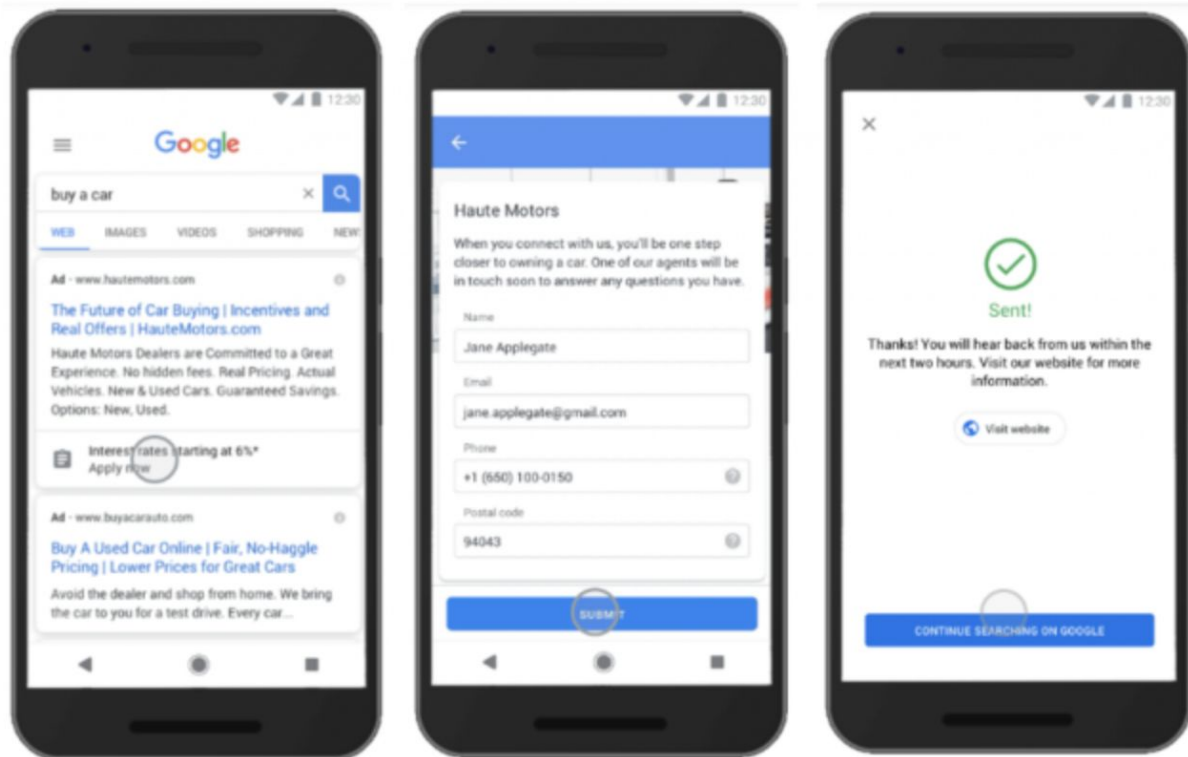
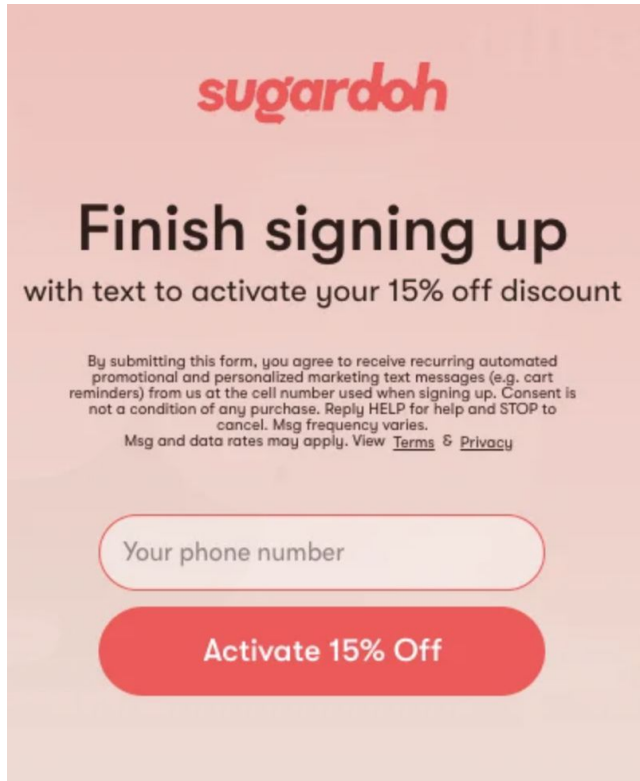


Image Source:
[Rockstar Marketing](#)

Google Lead Ads



SMS Opt-In



sugardoh

Finish signing up

with text to activate your 15% off discount

By submitting this form, you agree to receive recurring automated promotional and personalized marketing text messages (e.g. cart reminders) from us at the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg and data rates may apply. View [Terms](#) & [Privacy](#)

Activate 15% Off

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

5:24 PM

5:24 PM

Y

You've subscribed to Sugardoh - msgs powered by Postscript. Msg & data rates may apply. Msgs are recurring. Reply STOP to unsubscribe, HELP for help

5:24 PM

Image Source: [Twilio](#)

Deliver the Goods

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Freebie Delivery

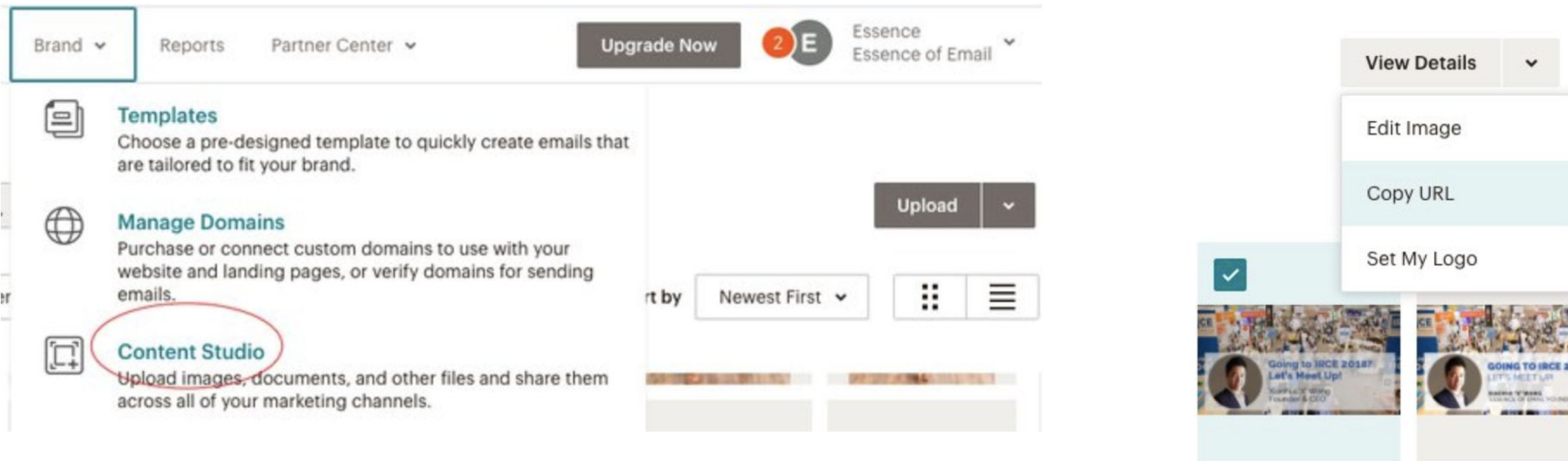
Once someone has opted in to your list, be sure you have an automation set up to deliver that freebie / code/ training.

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.



The screenshot displays the user interface of an Email Service Provider (ESP). At the top, there is a navigation bar with a 'Brand' dropdown menu, 'Reports', and 'Partner Center' links. A 'Upgrade Now' button is visible, along with a notification icon showing '2' and 'E', and the text 'Essence Essence of Email'. The main content area is divided into three sections: 'Templates' (Choose a pre-designed template to quickly create emails that are tailored to fit your brand.), 'Manage Domains' (Purchase or connect custom domains to use with your website and landing pages, or verify domains for sending emails.), and 'Content Studio' (Upload images, documents, and other files and share them across all of your marketing channels.). The 'Content Studio' section is circled in red. To the right, there is a 'View Details' dropdown menu with options: 'Edit Image', 'Copy URL', and 'Set My Logo'. Below this menu, two email campaign thumbnails are shown, each featuring a profile picture and the text 'Going to IRCE 2018? Let's Meet Up!'.

Confirmation Page

A confirmation page design set against a dark background with office-themed elements. In the top left, there is a gold pen. In the top right, a lit candle in a dark holder sits next to a notebook with a calculator on top. In the bottom left, a small potted plant with green leaves is next to several silver paper clips. In the bottom right, a pair of glasses and a small notebook are visible. The central text is white and bold, with a green button below it.

AND... IT'S DONE!

Thank users for entering their email address and tell let them proceed accessing the file.

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

DOWNLOAD NOW

Automation

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Triggers

An trigger is the action that starts automation.

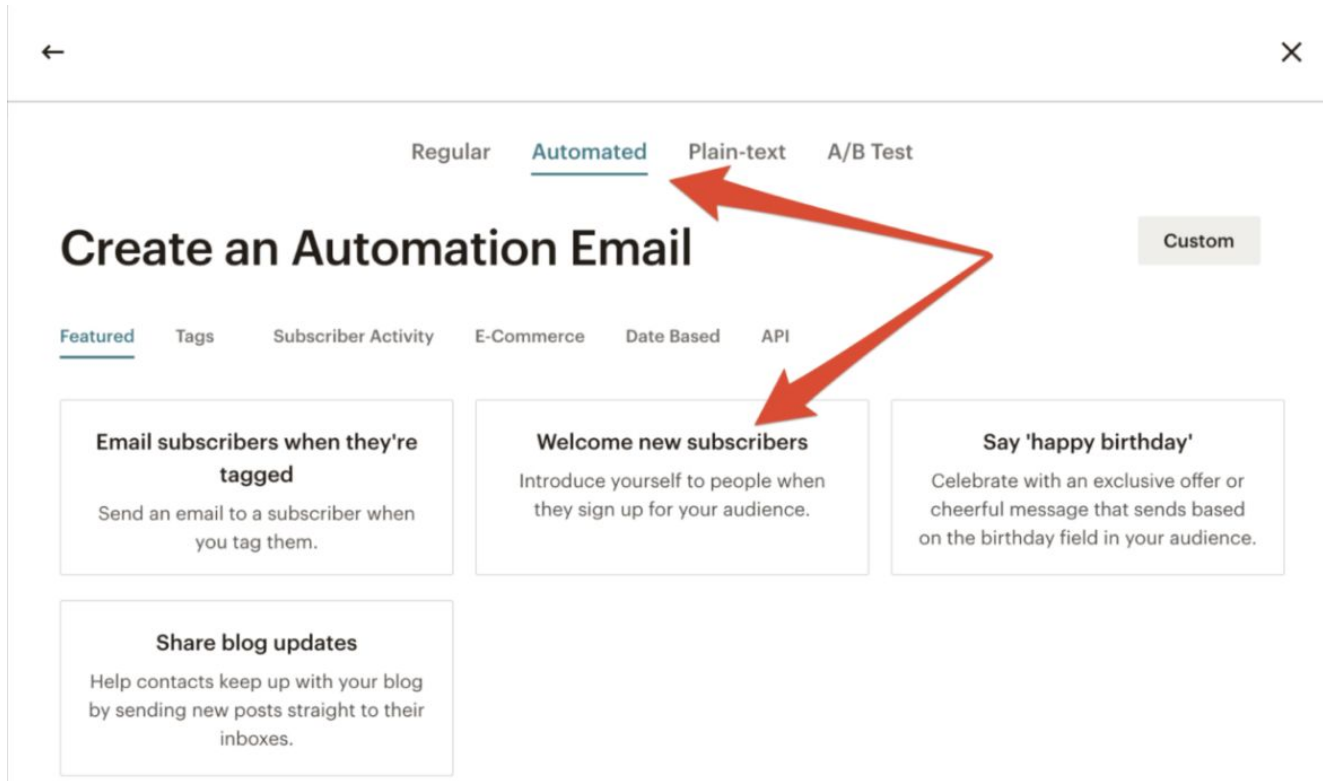
For example, an automated email when someone subscribes to your audience or purchases a certain product.

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



The screenshot shows a web interface for creating an automation email. At the top, there are navigation tabs: "Regular", "Automated" (which is underlined and has a red arrow pointing to it), "Plain-text", and "A/B Test". Below these tabs is the main heading "Create an Automation Email" and a "Custom" button. Underneath the heading, there are more category tabs: "Featured" (underlined), "Tags", "Subscriber Activity", "E-Commerce", "Date Based", and "API". Two red arrows originate from the "Automated" tab; one points to the "Automated" tab itself, and the other points to the "Welcome new subscribers" automation template card. This card is the first of four visible cards, each with a title and a brief description of the automation's purpose.

←

Regular Automated Plain-text A/B Test

Create an Automation Email

Custom

Featured Tags Subscriber Activity E-Commerce Date Based API

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

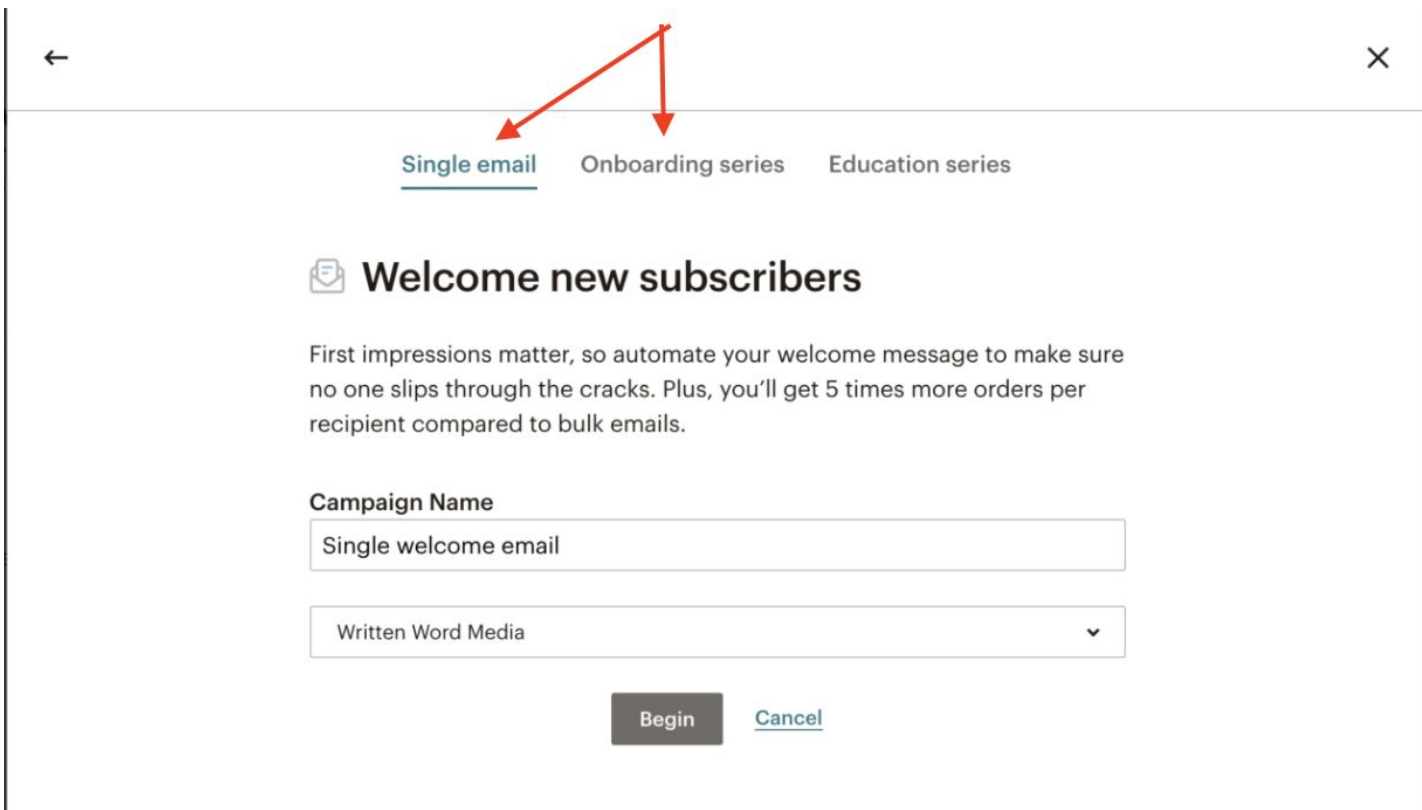
Welcome new subscribers
Introduce yourself to people when they sign up for your audience.

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: [WrittenWordMedia](https://www.writtenwordmedia.com)

Single Email Vs Series



Email Content

✓ Subject

What's the subject line for this campaign?

Subject

129 characters

Thanks for joining us



See how your [recent subject lines](#) performed.

Preview Text

121 characters

We think you'll like it here.



This snippet will appear in the inbox after the subject line.

Save

[Cancel](#)

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](#)

Make your subject
welcoming and friendly

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

Based on best practices

- ✓ **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

Free Google Ads Zaps through December 31. [Learn more.](#)



Product ▾

Solutions ▾

Resources & Support ▾

Pricing



Contact Sales

Log in

Sign up

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



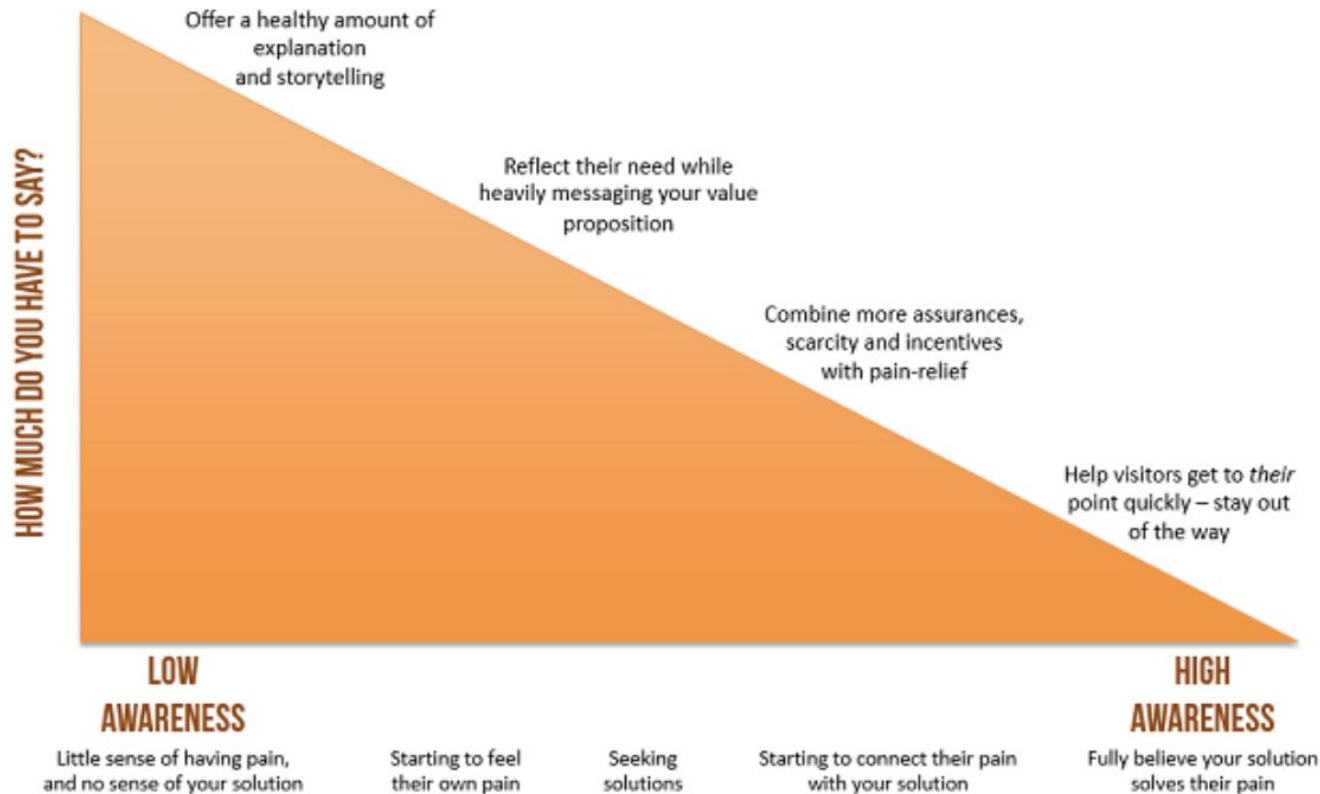
Engaging Emails

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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

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Leverage Current Audiences

Website pop ups or Opt-In Banners

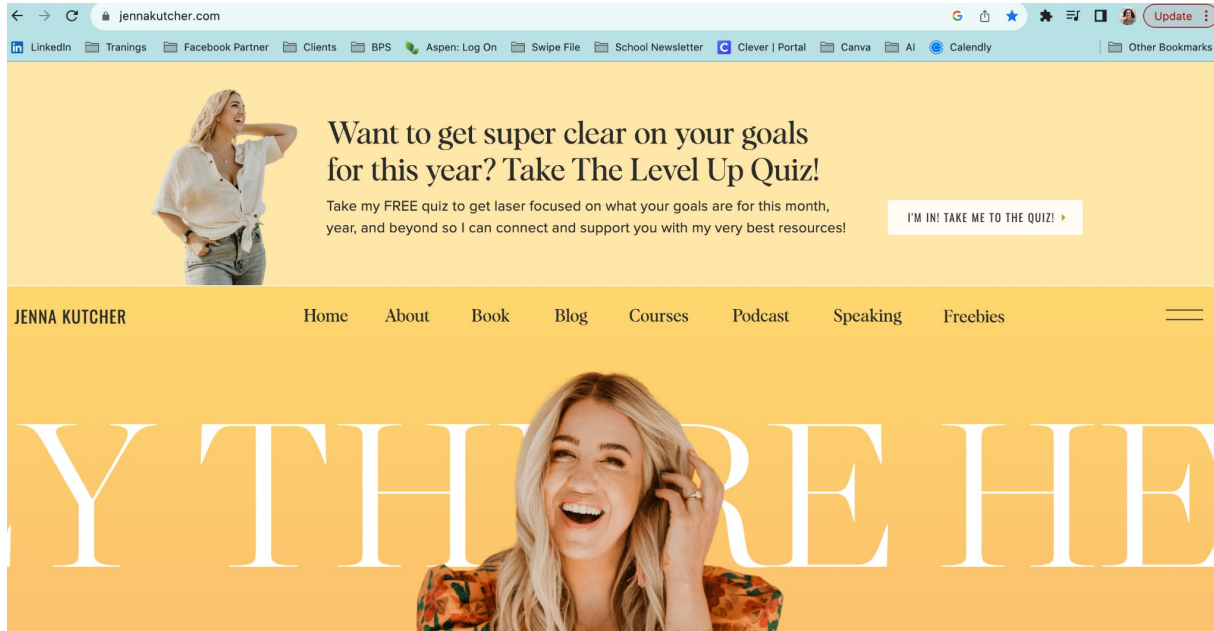


Image Source: [Jenna Kutcher](#)

Social Media

**FULL VIDEO ON YOUTUBE!
SEARCH *HOOTSUITE LABS***

A screenshot of the Instagram profile for @thekindnesscurriculum. The profile name is @thekindnesscurriculum. Below the name is a bio: "Welcome! Send us a DM if you have any questions!". There are seven menu items listed in white rounded rectangles on an orange background:

- Kind Minds for Educators
- Kind Minds for Schools (with a small "the kindness curriculum" logo icon)
- Invite us to your school or nursery
- Our Values
- Browse Our Website!
- Subscribe to The Kindness Curriculum TV on YouTube!
- Facebook page



 **learn now!**



Image Source:
[Kindness Curriculum](#) and
[Hootsuite](#)

Email Signatures

Kaleigh Moore

KaleighMoore.com

Twitter: [@kaleighf](https://twitter.com/kaleighf)

Love writing? Become part of [Yeah Write Club](#).



Bios and Headers



BETTER LEADS, CLOSE MORE SALES AND
BUY FASTER WITH FACEBOOK ADS



Amanda Basse

1.9K likes • 1.9K followers

 Visit Group



Join My Free Mastermind Group

FACEBOOK ADS FOR COACHES, CONSULTANTS
AND COURSE CREATORS

JOIN NOW



Conclusion

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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:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

