

# Grow Your Email List

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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.



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# Do You Need Email Marketing

Email marketing is a proven way to build a relationship with your customers, and allows you the opportunity to nurture leads and convert them into long lasting customers.

## 5 Core Functions Explained



Every industry can benefit from building and nurturing an email list. Your email list offers a direct line of communication to promote products and services, build a relationship with current and potential clients, and build business evangelist for word of mouth marketing.

# Email Marketing ROI

1. Email marketing has the highest return for investment than any other form of marketing
2. For every \$1 you spend on email marketing, you can expect an average return between \$35-42
3. 99% of consumers check their email every day
4. Email is used by over 4 billion people worldwide
5. Your audience wants to hear from you, but doesn't want to receive be bombarded with emails.

**DISCLAIMER**

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# Service First

Email marketing is an incredible opportunity to connect with your audience....

# HOWEVER!!!!

As with ALL your marketing efforts, your communication needs to be client centered.

# Step 1: Your Offer

5 Ways to Grow Your Email List

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# Website Pop-Up

Pop-up forms provide visitors with a quick, convenient way to share contact information and subscribe to your list while they're browsing your site.

They're easy to add to your site, and they're proven to work.

Studies show that pop ups have, on average, a 3.9% conversion rate.





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# Opt-In Form

Attract high-value prospects with useful content.

The most important part of growing your database is creating original and valuable content for your potential client.

Blog Posts

Infographics

YouTube videos

Training

## Sign up for The Fortune Frenzy - 7 Day Email Course!

Wondering how to manage Blog Expense + Income as a Small Business or Blogger check out our 7 Day Free Email Course here!



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# Gated Content

Gated content is an extension on the Opt-In form. This is FREE information you give in exchange for their contact information. These pages are not crawled by Google and can not be found anywhere else unless they share their contact.

Industry reports

E-books

Guides

Courses

Masterclasses

# Pros and Cons of Gated Content

## **Pros of Gated Content**

Increases lead generation

Leads to more sales

Provides analytics and insight into your customers

Allows for email list segmentation

## **Cons of Gated Content**

Lack of page views and traffic

No SEO benefit

FREE

# Social Marketing Trends

THE DATA YOU'VE BEEN MISSING!

Need a new plan? Find out how thousands of marketers plan to change their social marketing activities in our 14th annual Social Media Marketing Industry Report. This **40-page report** reveals what marketers have planned for their organic social activities, video marketing, social ads, and more. Get this **free report** now and never miss another great article from Social Media Examiner.

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# Exclusive Deals

People love access to exclusive information. Offer something that they can't find anywhere else. This is the next step beyond gated content.

Limited-Time Offers

Sales Promotion Emails

Subscriber-Special Offers

Product Launch Emails

New Arrival Emails

Seasonal Campaigns

Giveaway Emails

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MARCH 22, 2018 AT 11:00 PM PT. THIS PRIVATE SALE IS AVAILABLE ONLY AT TORY BURCH.COM AND TORY BURCH.COM/US.

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NEWSLETTER

# First to Know

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& Dry Texturizing Spray

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# Quizzes

Quizzes are a fun and entertaining way to get to know your subscriber base from the beginning. This takes some of the guesswork out of defining your ideal avatar.

Quizzes are known for having high conversion rates, with some creators reporting average conversion rates of 50%!

Done well, a quiz can help you create customer avatars and segment your email list for targeted messaging.



Free 2-Minute Quiz!

## What's the \*ONE\* Thing Standing Between Success and Your Online Business?

Get a 3-step roadmap to help you fast-track your success so you can trade overwhelm for clarity, cash, and impact.

[START THE QUIZ](#)

# Bonus: Ads

Using Ads to grow your list is not a way to be substitute the other tactics.

Ads are a way to expedite the growth of your list.



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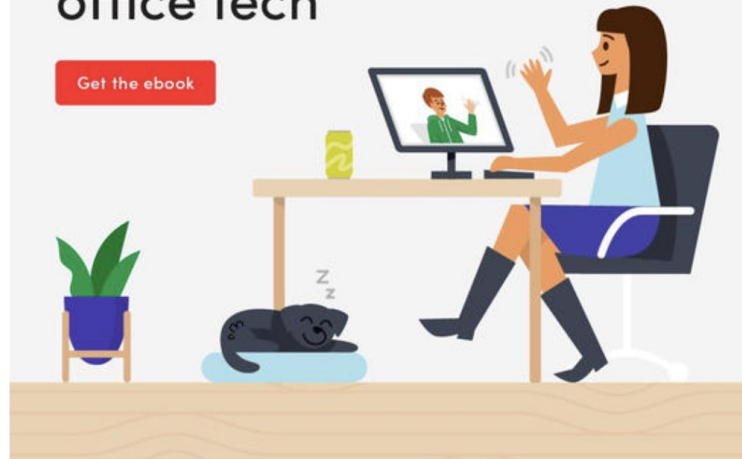


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# Step 2: Engage Your Subscribers

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# Welcome Them

Create a plan to nurture your new email subscribers. Make sure they received an email right away when they join your list. You will have wasted your time and effort if your subscribers leave soon after joining or never read your emails. Your unsubscribe rates affect your quality score in your email service provider! In fact, subscribers who read one welcome email go on to read 40% more content from the sender than those who don't!

## **Create a welcome sequence**

A welcome sequence is a set of automated emails that deliver to subscribers right after they join your list.

Welcome emails are important for setting the tone of the relationship right from the beginning, establishing expectations, creating a welcoming atmosphere, building trust, and reducing unsubscribes.

# Email Statistics

1. The average open rate for a welcome email is 50%. That makes it 86% more effective than standard newsletters.
2. 76% of people expect to receive a welcome email immediately after subscribing to your list.
3. Users who receive a welcome email show 40% more engagement with the brand



# Step 3: Add Value

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# Don't Let Your List Sit Idly

## **BRING SOMETHING TO THE TABLE**

Share something that will make your subscribers' days better, whether it's a story, lesson, or something else.

Here are some quick tips for ensuring value with every email:

1. Write content with a narrow focus instead of jumping from topic to topic
2. Pay attention to what your audience wants by tracking open rates and clicks
3. Don't just be promotional, give value more than you sell

# Conclusion

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It takes multiple interactions within a potential customer to make a purchase. Not everyone who visits your website or social media profile is immediately ready to buy. Building an email list allows you to begin that sales conversation with potential customers.

Without an email list, you might lose out on potential clients or customers just because they found you at the wrong time. Collect their email address, show up in their inbox at regular intervals to strategically educate them until they are ready to buy.

**BUILD A RELATIONSHIP WITH THEM!!**

# Resources:

[ALEX CHARFEN](#)

[Mailchimp: How to Build Your Email List](#)

[HubSpot: Gated Content](#)

[ConvertKit: Grow Your Email List for Free](#)

[Social Media Examiner: Grow Your List with Facebook Ads](#)

# Questions?

Type your question to the chat box

Contact Us:

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