

30 Ways to Grow Your List

Get Back to Business



Welcome



Karen Wucher

Title: President, Red Mango Marketing

Email: karen@redmangomarketing.com

Questions after the event?



facebook.com/RedMangoMarketing



1

Use a paper sign-up sheet

Keep it simple.
Sometimes a paper
sign-up sheet is the
best way to go.



Join Our Mailing List

Email

First Name

Last Name

2

Ask face-to-face & on the phone



Just having a sign-up form available won't always be enough. Train yourself and your employees to ask for contact info.

3

Start with the people you know

Use your database of existing contacts and ask family and friends to join your mailing list.



4

Use a sidewalk sign

Using a sidewalk sign or sandwich board to bring in foot traffic? Promote all the great info, discounts, and news they'll get by signing up for your emails.

Today's Specials

Heirloom Tomato Soup
Grilled Cheese
Arugula Salad
Croque Madam

For daily updates, sign up for our
weekly email list!

5

Participate in Small Business Saturday



If there's one day people are excited about finding new businesses it's **small Business Saturday**. Make sure you're asking people to join your list on this heavy traffic day.

6

Offer an incentive to your employees

Get your employees excited about growing your email list. Offer a prize to the employee who collects the most email addresses.



7

Promote a sign-up link on social media

Ask your social media contacts to join your list. You can place a sign-up link on your profile pages, in a post, and even in groups and forums.



8

Install the app on your Facebook page



Jack's
Backyard Bar B
Que

Home

About

Photos

Coupon

Reviews

Join My List



Like More

Status Photo / Video



Write something on this Page...

Collect email addresses from those who visit your Facebook page by adding a sign-up tab.

[tip: Constant Contact customers can use our free app to add a sign-up form right to their page and collect email addresses without doing any extra work. Find out how.](#)

Barbecue Restaurant · Waltham, Massachusetts

4.7 ★★★★★ OPEN

Search for posts on this Page

9

Use the Facebook call-to-action button



Hearts & Tails
Animal Rescue

Create Page @Username

Home

About

Services



Like Liked ▾ ... More ▾

+ Add a Button

Facebook lets you add a button to the top of your business page. Use it to link directly to your online sign-up form.

Join My List

See All

Search for posts on this Page

7 likes 0 this week


See Pages Feed

10

Share your emails on social media

- Photos
- Coupon
- Reviews
- Likes
- Videos
- Connect_With_Us
- Welcome L1
- Join My List
- Posts
- [Create a Page](#)

Status Photo / Video



Write something on this Page...

Barbecue Restaurant · Waltham, Massachusetts

4.7 ★★★★★ OPEN NOW

 **Jack's Backyard Bar B Que**
June 24 · 🌐

Can You Conquer Our Cook Out Contest on July 4th? Read this email for details on becoming our cook master!




Can You Conquer the Cook Out Contest on July 4th?

Can You Conquer Our Cook Out Contest on July 4th? Read this email for details on becoming our cook master!

CONTA.CC

Like Comment Share

Show your followers what they're missing by sharing your latest email on social media. They can sign-up when they view your email.

 Invite friends to like this Page

4.7 ★ 4.7 of 5 stars · 3 reviews
[View Reviews](#)

ABOUT

11

Buy a social media ad

Supercharge your social media list growth with social media ads. Get new subscribers by driving people to your sign-up form.

Boost Post



Your customers are on Facebook.
Boost your post so they **know about your business.**

AUDIENCE

Default Audience

[Edit](#)

Location - Living In: United States: Colorado
Age: 18 - 65+

[Create New Audience](#)

BUDGET AND DURATION



Hearts & Tails Animal Rescue

Sponsored ·



We need your support! Join us for our May Open House to learn how you can help!



12

Add a form to your website

Travels

HOME

DESTINATIONS

HOTELS

BLOG

SOCIAL



Easily add a link to your sign-up form on your website and collect emails from people who visit your site. Give your sign-up form plenty of visibility by putting it on every page.

Sign up to stay in touch!

Sign up to get travel news and deals. Where are you planning to travel?

* Email Address

* First Name

Address

Zip Code

Birthday

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BOOK YOUR TRAVEL NOW!

[Constant Contact customers can customize a sign-up form within their account to add to their website.](#)

13

Promote on blogs

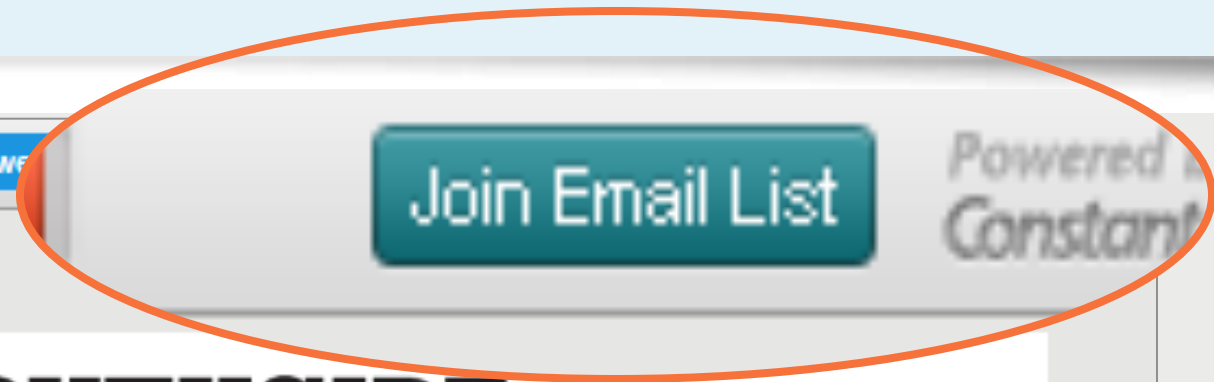
If someone enjoys what you have to say on your blog, there's a good chance they'd want to see your updates in their inbox.

The screenshot shows a comment section on a blog. At the top, there is a 'Pin it' button with a count of 33 and a 'Like 1' button. Below these are '2 Comments' and the name 'Unruly Bliss'. There are also 'Recommend' and 'Share' buttons, and a 'Sort by Newest' dropdown. A comment from a user with a grey profile picture reads: 'This information is great! Thanks for sharing. You can find additional healthy recipes by joining our mailing list: <http://bit.ly/2bgycN>.' Below the comment is a login/sign-up form with 'LOG IN WITH' and 'OR SIGN UP WITH DISCUS' options, featuring icons for Disqus, Facebook, Twitter, and Google+. A text input field labeled 'Name' is also present. At the bottom, a comment from 'brock - 4 years ago' asks: 'I must ask did you mean for it to say 1 1/2 pounds lean, ground turkey AND 1 teaspoon lean, ground turkey?' with 'Reply' and 'Share' options.

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p _____
: _____
[Constant Contact customers using](#)
W _____
o _____

14

Share past emails



SOUTHSIDE •CYCLING•

Healthy & Cycle

Help your family to be physically active and healthy. Almost any
protect your health from series issues, like mental illness,
arthritis, obesity, and heart disease.

Promote archived emails anywhere online. This gives fans an idea of what they're missing, and prompts them to join your mailing list.

Cycling can be enjoyed by just about anyone. It only takes about 2 to 4 hours each week to improve your health. Cycling is:



15

Collect emails with an online survey



Olivia's Salon

Olivia's Salon Satisfaction Survey

1. How long have you been purchasing our services?

- Less than 6 months
- 6 months to less than 1 year
- 1 year to less than 3 years
- 3 years to less than 5 years
- 5 years or more

2. Please enter the information indicated below.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:

Email Address:

emailaddress@xyz.com

Add a sign-up link to your next online survey. Let people share their feedback and join your email list.

[t](#)
[i](#)
[p](#)
[:](#)

[Constant Contact customers can use the survey campaign in their account to collect the contact information.](#)

16

Your email signature

The image shows a screenshot of an email signature editor. At the top is a toolbar with various icons for text formatting (font face, size, bold, italic, underline, color), alignment, and other features. Below the toolbar, the signature text is displayed: "Jill Johnson" in a brown, italicized font, followed by "Owner" in a plain black font. Below the name is a brown button with the text "Join Our Mailing List" in white, underlined. At the bottom is a logo for "SOUTHSIDE CYCLING" in a brown-bordered box. To the right of the signature editor is an orange callout box with white text.

Jill Johnson
Owner

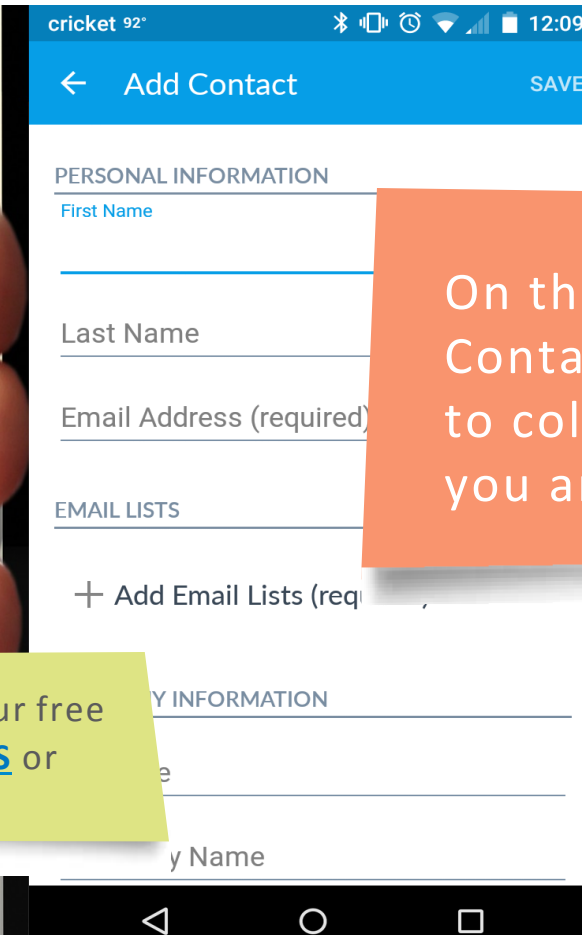
[Join Our Mailing List](#)

SOUTHSIDE
•CYCLING•

Get more out of your daily email communications by including a link to your list in your regular email signature

17

There's an app for that

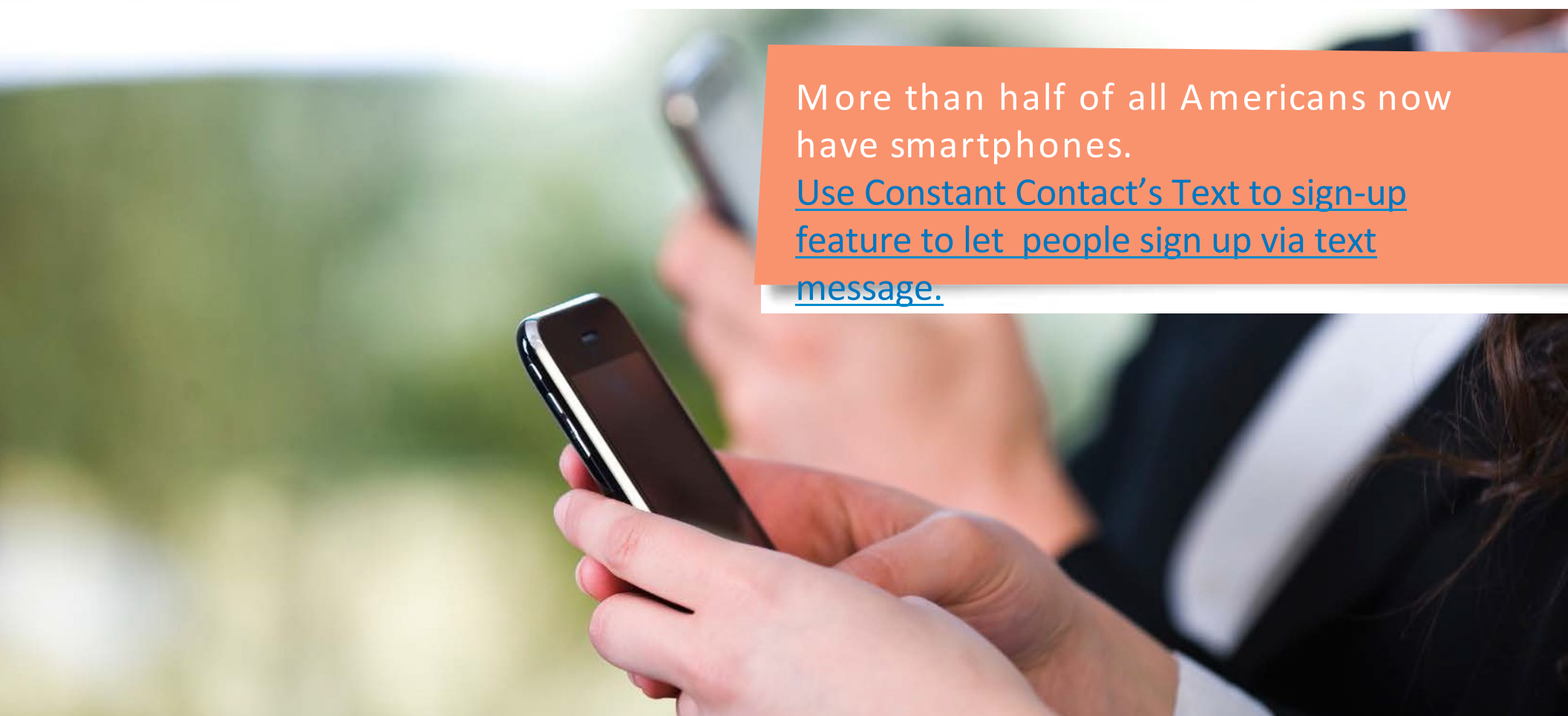


On the go? Add the Constant Contact app to your smart phone to collect email addresses when you are out and about.

tip: Constant Contact customers can use our free app to collect email addresses from an [iOS](#) or [Android](#) device.

18

Use text to sign-up



More than half of all Americans now have smartphones.

[Use Constant Contact's Text to sign-up feature to let people sign up via text message.](#)

19

Use a QR Code

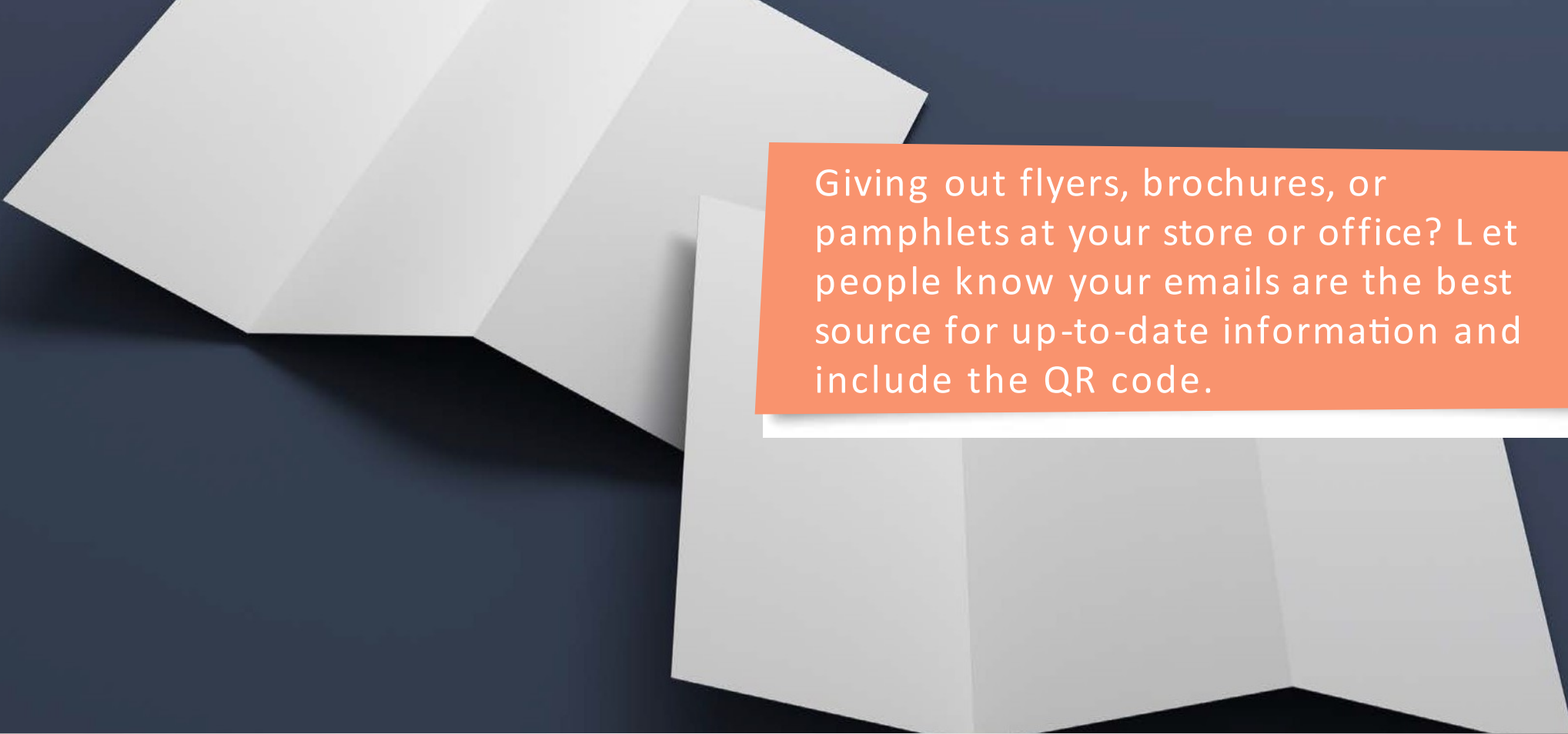


Add a QR code to a flyer, post, or brochure and make it easy for people to sign up right from their smartphone.

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Use a brochure



Giving out flyers, brochures, or pamphlets at your store or office? Let people know your emails are the best source for up-to-date information and include the QR code.

21

Use menus and table tents

Do you use table tents at your location or at events? Add a QR code or text to sign-up so fans can join your email list.



22

Use an iPad



Wondering what to do with the new iPad? Install the app to collect email addresses in-store or at your next event.


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Constant Contact customers can use the iCapture app to add email a

Constant Contact  powered by iCapture

23

Use your packaging

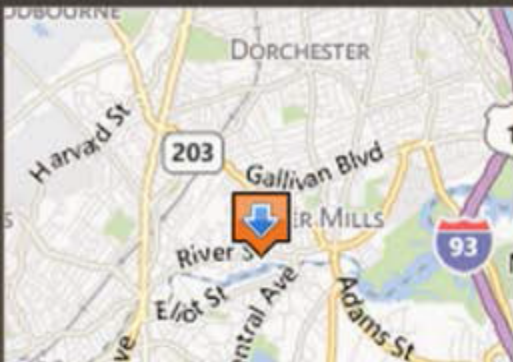


Shipping orders to customers or using take-out boxes? Put a QR code on your packaging.

24

During event registration

Harbor Hotel
Riverdale
Massachusetts, MA



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[Constant Contact customers can use the “Collect Event Registrations” campaign to collect and track registration for their event.](#)

• First Name:

• Last Name:

• Email Address:

• Confirm Email Address:

Yes, I would like to receive your email newsletters

Register

Stay in touch before, during, and after your event by collecting email addresses when people at registration.

25

Start a loyalty program

Leonardo's Pizza



Buy 5 Slices, Get 1 Free

Reward your customers and grow your list! Collect email address when they sign-up for the loyalty program.



26

Run a birthday club

A row of lit birthday candles on a cake with sprinkles. The candles are in various colors: yellow, green, purple, yellow, blue, orange, yellow, and blue. The background is a soft, out-of-focus mix of yellow and pink. The candles are lit, and their flames are bright yellow. The cake is covered in white frosting and colorful sprinkles.

Encourage people to sign up for your emails by offering birthday incentives.

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[Constant Contact customers can set up a birthday automated email that will send on or before a contact's birthdate.](#)

27

Experiment with website pop-ups

SOUTHSIDE
•CYCLING•

SHOP

ABOUT

BLOG

EVENTS

SIGN-UP FOR OUR EMAIL LIST
AND GET

10% OFF

YOUR NEXT PURCHASE.

Consider adding a pop-up to your website or blog that prompts visitors to sign-up right there.

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[Check out the Constant Contact MARKETPLACE to search for tools like Privy that will help you to implement a pop-up on your website.](#)

Enter Your Email

GET MY CODE

28

Use online payment forms



Collect email addresses in your online purchase flow. Be sure to indicate they're opting in to receive future emails from you.

29

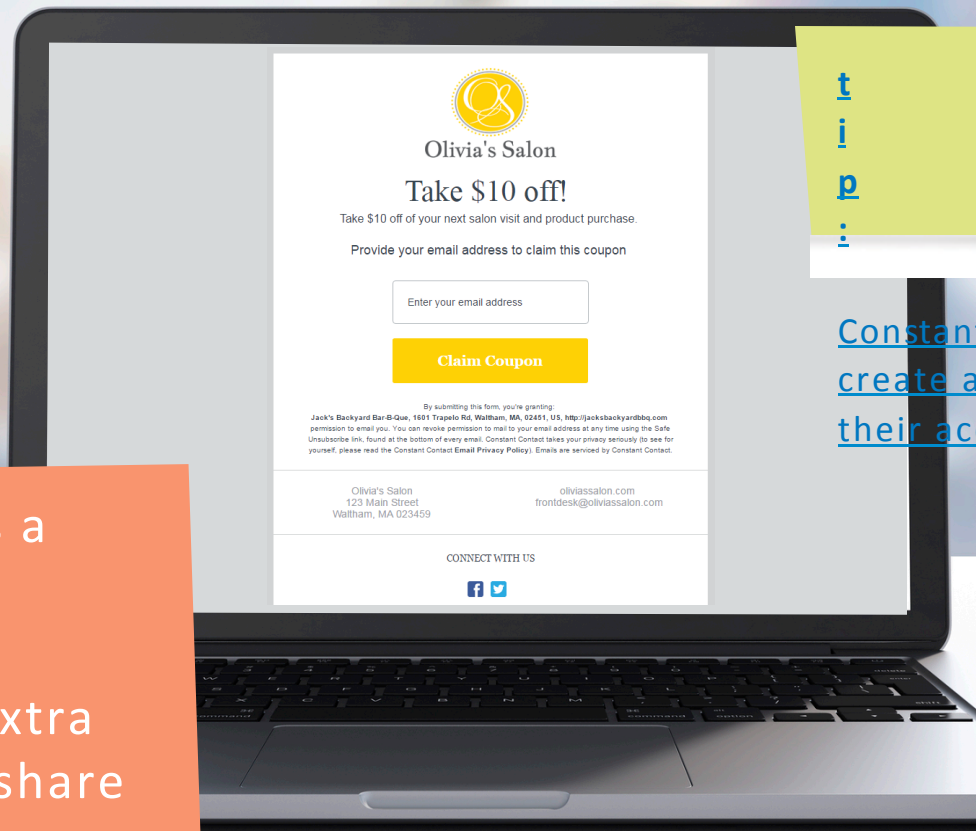
Book appointments



Are you giving clients the ability to schedule appointments online? Offer a convenient way for people to join your email list when signing up.

30

Offer an online coupon



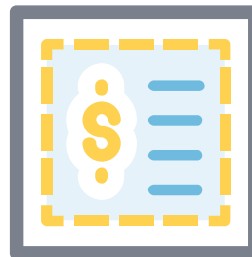
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[Constant Contact customers can create an online coupon from within their account.](#)

Offer new subscribers a discount that can be redeemed in-store or online. Plus, add an extra bonus for those who share with their friends!



Grow with Constant Contact



All the marketing tools you need,
together in one place.



Campaigns

Contacts

Reporting

Contacts Growth Tools

Library



Untitled Car



Save

Undo

Redo

Preview

Continue

Build

Images

Colors



Image



Text



Button



Divider

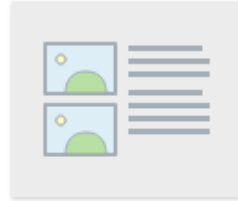
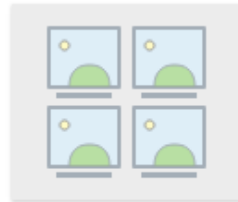
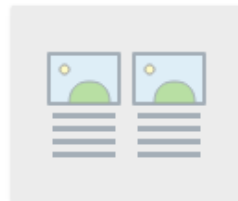


Spacer



Social

Layouts



From: Jack's Backyard Bar-B-Que<kmccue@roving.com>

Reply: kmccue@roving.com

Subject: **Enjoy summer with this great deal!**

A refreshing dining deal is waiting for you.

Brickyard

Summer Savings:

Enjoy [X% OFF] your next visit with us.



There's so much to enjoy about summer—particularly our delicious summer menu items! Come enjoy refreshing items that take super advantage of the best this season has to offer like [MENU ITEM 1] and [MENU ITEM 2]. And now, when you visit us [BETWEEN 5 AND 6:30,

MONDAY-THURSDAY], you can [GET A FREE APPETIZER]

Call us to make a reservation at [PHONE]

Reserve Your Spot

Follow Up



Karen Wucher

Title: President, Red Mango Marketing

Email: karen@redmangomarketing.com

Questions or need help with any of these?

Call or email: 214-789-4967

