

EMAIL 101:

# Building an Email Subscriber List *From Scratch*





# Why Every Email Marketer *Needs a List*

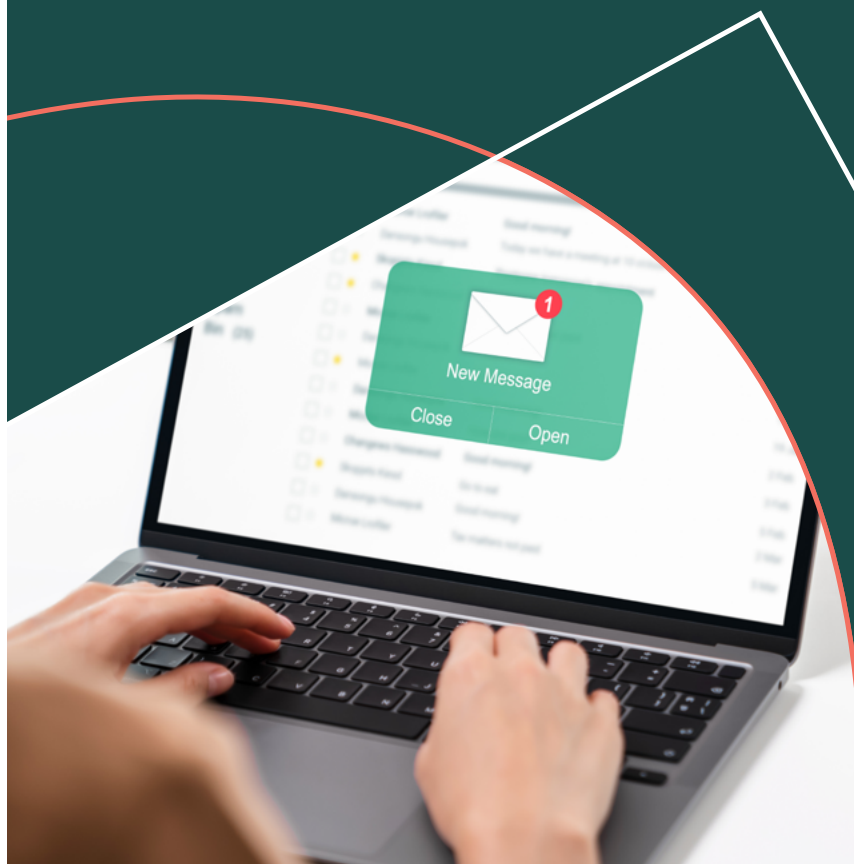
**Email is the most reliable channel for digital marketing, with nearly 60% of marketers getting their best ROI from email marketing.**

But, inboxes are becoming more and more crowded. In 2022, 333.2 billion emails were sent daily across the globe. The projected global email activity in the coming years — in 2025, for example, is expected to hit 376.4 billion.

**So, how do you build a subscriber list from scratch when you're constantly competing for space in the inbox?**

Every email marketer should have the knowledge necessary to build an effective and engaged subscriber list. **Subscriber list building** is an essential skill of email marketing, but if you don't have that skill yet, don't worry. We're here to help.

Attracting a new lead **costs five times more** than maintaining an existing one. "Ouch," says your budget, but still — growing an engaged subscriber list is crucial. Because even the most impressively crafted email campaigns are useless if they're not executed to a healthy subscriber list. If you're ready to build and grow an email list from scratch, this guide is for you!





# 4 Key Elements

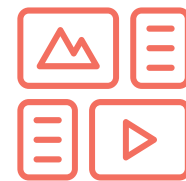
## FOR SUCCESSFULLY BUILDING AN ENGAGED SUBSCRIBER LIST

Before you can start successfully building a subscriber list, there are a few things you need first. These essential elements will guarantee that you do your best work collecting subscriber opt-ins, managing your list, and making the most of your marketing spend.



### A well-defined target audience

Who is your ideal subscriber? Before building a subscriber list, have an idea of whom you want to attract — have in mind a [buyer persona](#). Knowing your targeted subscriber persona will be instrumental in figuring out how and where to find people interested in subscribing.



### A website to host a landing page

[Fewer than 75%](#) of small businesses actually have a website. Relying on email marketing without a website is not unheard of, but we wouldn't recommend it. As the most convenient way to host your opt-in form, a website doesn't have to be difficult to create and doesn't require much more than a lead capture — it can simply be a single-page site, but be well-educated on the elements of [an effective landing page](#). Your landing page must be attractive enough to hold a person's interest and outline the benefits of opting in to your email list.



### An offer that's difficult to turn down

Don't expect soaring conversion rates at first. Even the promise of great content and useful brand updates won't provide an instant array of new subscribers. To truly make conversions, offer more — think about what your prospects want, and use those desires as [lead magnets](#). For example, would your audience like a coupon, a free ebook, a free email course offered through a drip campaign, a free trial of your product or service, or maybe something else altogether?



### A reliable email marketing platform

Managing a large email list without a marketing-centered [Email Service Provider \(ESP\)](#), one to provide you with all the latest features you need to market doesn't make much sense. Subscriber list building is the foundation of your strategy, but sending your content is what creates forward momentum. In the beginning, marketing on your own may be manageable, but as your list grows, you'll find functions like list [segmentation](#) and [email automation](#) necessary, and you'll be hard-pressed to find advanced features like these on general ESPs like Outlook or Gmail.



# 8 Email List *Growth Strategies*

**Once you know your target audience and create an opt-in form, you're set to start list building, but how do you begin to collect those opt-ins?**

Well, don't wait idly and let time pass by — speed up the process by marketing the idea of receiving brand emails to prospective subscribers. In addition to your main lead capture page, you can do the following to get prospects to opt-in to your email list.

1

## **Use a variety of popups**

This website element can “pop up” after a visitor spends a certain amount of time on a page or after scrolling through a certain percentage of it. [An opt-in form](#) can also appear after clicking a specific link.

2

## **Add email opt-in CTAs to every page on your website**

Add the form at the end of your blog posts, and post it to your website's sidebar or footer. Including CTAs throughout your website also works to integrate your content with your opt-in form. Plus, you can offer different lead magnets depending on the content of each page, too.





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### 3 Ask customers to sign up at each point of sale

Consider this a worthy strategy for both online and in-person situations. For online, you can ask customers if they'd like to subscribe to your email list in shopping confirmation emails, and instruct brick-and-mortar locations to ask for opt-ins as well. Your lead magnet can be as simple as a small discount applied to their current purchase.

### 4 Include email opt-in checkboxes

When people seek customer support or more information on your website, there should be a contact or request form. Add an option to subscribe to your email list near the submit button.

### 5 Link your opt-in form in a social media post

If you have a significant social following, the possibility of converting those interested followers into subscribers of your email is high, so it's worth investing effort into those users already interested in your brand.





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## 6 Promote opt-in form links in employee email signatures

If your brand is heavily dependent on email — routinely sending personalized, engaging emails to business contacts, prospects, and partners — including a link in those communications works great for collecting interested subscribers.

## 7 Collect business cards in stores

Consider including an offline element in your email list building. Leave a business card deck at your physical store, or set one up at an event booth. Manually input the email addresses collected from this practice and send a [double opt-in email](#) to confirm the subscription.

## 8 Don't buy a list of subscribers

Purchasing email lists and sending unsolicited messages will result in hard bounces and spam complaints, landing you in spam folders and killing your deliverability metrics and sender reputation.





# Start Reaching Subscribers With *Inbox-Worthy Emails*

**Now that you know how to build a strong subscriber list, you can focus on creating messages subscribers want to open.**

With Marigold's simple drag-and-drop builders, fully customizable templates and collaboration tools, designing engaging emails that convert is simple and enjoyable! Start building unforgettable messages today.



# Where *relationships* take root

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)



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