



10 Ways to Gather Email Lists

Are you struggling to add people to your email list?

Email marketing is a fast, flexible, and cost-effective way to retain existing customers by encouraging repeat website visits.

On average, acquiring a new customer can cost FIVE times as much as retaining an existing customer. This means that increasing your customer retention by just 5% can increase your profits anywhere from 25 to 95%. A great way to increase your return customer rate is by sending marketing emails to your customers.

But, how do you get people on your list? Read on for 10 ways to collect those valuable emails.

1. At checkout, ask customers if they'd like to be included in your company's rewards program. Their email address is their sign up.
2. Add a pop-up on your website. In exchange for an email address, give a small percentage off or free shipping.
3. Do a giveaway: Each email address is an entry, and all email addresses are added to your list.
4. Offer a freebie. A downloadable, printable digital product works best. This could be a guide, a template, a cheatsheet, a short email course -- anything that's valuable to your customers.
5. Create a content upgrade within your blog posts. Writing a blog about landscaping in Zone 4? Include a free download (in exchange for an email address) with a checklist of hardy plans that are easy for newbies.
6. Include a compelling "subscribe to list" button at checkout so that new customers are automatically added (with their consent, of course). Be creative, but honest. Try "Sign up to receive a \$10 voucher on your birthday," or "Yes! Send me sneak peaks at new products and exclusive deals," rather than "Subscribe to our email newsletter."
7. Utilize the "Sign up" button on your facebook business page. Call attention to it by including an arrow and "sign up" in your cover image.
8. Ask people to share your emails. You can do this in a PS or by including a link to share in your footer.
9. Add a link to your signup form in your normal email signature. You never know if the plumber you're using also might be a customer one day.
10. Reach out to people one-on-one to ask them to join your list. This works best if it's an existing customer, family, or friend.

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