

# 100 List Building Methods

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Building a list is important for every business because the list is an asset that the business owns to give it special access to a customer's personal space. Besides, it is a cheap and authentic technique of building leads, delivering valuable content, and building trust and rapport with the customers. The following are some of the strategies people can use to grow their list of subscribers as fast as possible. In practice, multiple strategies can be used at the same time since one alone cannot effectively achieve the intended goal. Here we go...

## **1. Creating a Landing Page**

A landing page refers to the web page that the visitor arrives at or "lands" on when they visit a website. It is a standalone web page that is distinct from the main website. The land page should have no global navigation to tie it to the primary website so that it can limit the options available to visitors. The main purpose is to guide the visitors to the intended conversion goal.

## **2. Installing SumoMe**

SumoMe refers to an application that has tons of cool mini-apps and share buttons that help people grow their lists. It allows visitors to a site to easily share the content to other platforms or other people. In the process, there is a greater exposure which often leads to more people subscribing to the mailing list.

## **3. Changing the Call to Action Button**

Many people use common words such as “submit” or “sign up” as a call to action for people to submit their email address. However, these words and phrases are too common and have become outdated. It is important to create a call-to-action that is specific, enticing, and fun. As an example, Xo Sarah has a call to action in which she asks a question: Want to learn the top 10 tools I use to run my blog + biz every day? Inside the signup box, there is a phrase written “Hell yes- send me the list!” At least the call to action is enticing and fun. It encourages many users to share their email address for mailing purposes.

#### **4. Using Multiple Opt-Ins**

Most sites have only one opt-ins on the sidebar or at the footer. A site that attracts more subscribers should have 5 or more opt-ins to create opportunities for users to join the mailing list. The opt-ins should be located to the footer, headers, sidebar, under each blog post, and ScrollBox because no one will seek the email list.

#### **5. Use of Comment Forms**

People like to leave a comment or ask a question whenever they have read a given content. In practice, this creates an opportunity for one to collect contacts. Many people always use Disqus to manage comments on their sites. However, having a simple form at the bottom of the page can help in growing the mailing list. The form should have spaces for people to put in their email addresses so that a new subscriber can be captured.

#### **6. Speeding up the Website**

A study conducted by Walmart concluded that when the loading jumps from 1 second to 4 seconds, the conversion rate will decline. However, for each 1 second improvement in load time, a site will always report a 2% increase in its conversion rate.

As a result, a person seeking to build his list should first consider the speed of the website. The load time should be as short as possible to enable more subscribers provide their email addresses when prompted.

### **7. Guest Blogging**

Guest blogging has increasingly become a popular marketing tactic in the last four years. It involves leveraging the traffic, authority, and audience of the website belonging to another person. When implemented successfully, it can drive massive jump in the number of subscribers

### **8. Require Email Address for People to View Pricing**

The strategy is straightforward and relatively quick to implement. It involves putting a “gated” email opt-in requirement on the pricing page. Beyond growing the email list, requiring users to submit their email addresses before they can view prices accomplishes two strategic goals. First, it discourages jokers because they have to make a small commitment before they can access the price list. In this case, the people who submit their email addresses are deemed serious, and, therefore, the need to contact them later to discuss more about the product or services of the company. Second, it enables segmentation of subscribers so that the business can automatically follow up on inquiries.

### **9. Video Call-to-Action**

The video CTA is an advanced tactic mostly used by people who rely on videos to market their businesses. The JLBmedia reported that approximately 78% of internet users watch video each week and 55% watch the video at least each day. Videos are widely consumed, and, therefore, it makes sense when videos are included as part of the website’s sales funnel.

## **10. Target the Same Audience with Ads**

Marketing technology on the internet today makes it easier to drive high quality traffic into one's website. Facebook has a feature known as "Facebook Custom Audiences" which marketers can use to target the same audience. For instance, if a marketer has an email list of 500 people, the list can be uploaded on Facebook so that Facebook automatically target people similar to the matches found on the network. In addition, one can target ads to consumers who have liked competitors and have demonstrated certain purchasing interests recently.

## **11. Run a Challenge**

Organizing a challenge is a powerful method of list building because of two main reasons. First, it has the potential of massively boosting the email list size when properly implemented. Second, it helps in creating a bond between the marketer and subscribers. Before running a challenge, one can survey the targeted audience to determine a major issue they face. The identified issue should be the basis for running the challenge. It should be a requirement for interested persons to join the email list before they can participate in the challenge.

## **12. Host Giveaways**

Giveaways are a fantastic strategy to engage consumers with one's brand and build the email list. When implemented correctly, it is a sure-fire strategy in growing the list. Important components of any giveaway would include the following. First, it should have a compelling prize that the audience actually wants. Second, referred entrants should have access to bonus entries. Third, there should be guaranteed bonus incentives for all people who do not win anything. Despite being effective in growing a list, one

should be aware that giveaways can pick up tons of non-relevant subscribers who do not have an interest in the product.

### **13. Avoid Asking Much Information**

In the opt-in forms or sign-up forms, one should not request too much information from the targeted audience. In some cases, some people would ask for names, telephone contacts, email address, and physical addresses yet they do not need all the information. It is important to keep the information requested just simple. The less data one requests, the more likelihood of collecting more emails.

### **14. Sticky Widget**

One should have a fixed sidebar that always remains at the top of the page when a user scrolls the website. This ensures that the opt-in is always visible to remind the user of the need to register. The visibility of the opt-in can result in a subscription at any time and any point in the page.

### **15. Comment Redirect**

Comment redirect is a strategy commonly used to target the most engaged visitors. These are visitors who have already made an effort to share, comment, or ask a question regarding a given content. As such, they are a click away from opting-in if they are given the right push. The comment redirect can send these people to a customized landing page which appeals to them to subscribe to the mailing list.

### **16. Direct Mail**

Direct mailing service is an extremely flexible channel that gives a marketer the access to otherwise inaccessible prospects for various purposes such as selling products, generating leads, following up enquiries, getting more business from existing clients, and

keeping in touch with former clients. Through direct mails, a marketer can present each benefit of his product or service in a manner that is 100% consistent. When direct mails reach the right audience with the right message and offer, a marketer is likely to generate inquiries and sales.

### **17. Using Email Signatures**

Email signatures are ideal for people who spend lots of time communicating with customers through email. The email signature normally contains the logo of the business and various contacts a customer can use to communicate with a representative of the business. It drives subscriptions because it is appealing, and the target customers understand that they can easily stay in touch with someone from the organization.

### **18. Use of Social Media Platforms**

People have access to a wide range of social media platforms including Facebook, Twitter, Instagram, Periscope, and Snapchat among others. Since billions of people use these platforms, presence in two or more platforms gives an opportunity for one to access highly engaged audience that can subscribe to their mailing lists.

### **19. Referral Systems**

A referral is whereby existing customers recommend the brand or products/services to other people such as friends, family, and colleagues. It is more effective compared to dozens of presentations. List building through referral systems involve strategies such as reaching out to the hard-to-reach buyers, creating a reputation that opens closed doors, improving customer loyalty, and getting prospects to return calls.

### **20. Publication of Infographics**

Infographics refer to graphical representation of statistics or facts about something. According to Massplanner, infographics are often liked and shared on social media three times more than any other type of content especially pure text. Business can easily go viral with well-designed infographics that provide customers with in-depth overview about a product/service.

### **21. Effective Advertising**

Effective advertising involves an advertisement that does the job an effective sales associate can do in a face-to-face meeting with a customer. An effective advert is founded on proven principle and facts rather than a trial and error approach. Effective advertising should use channels capable of reaching sufficiently large population of the target market. In addition, the communication should focus on the needs of customer and offers them something appealing. Lastly, the advert should give the prospects sufficient information and education about the product/service.

### **22. Writing Long-Form Guides**

Guides are insanely valuable to many people. A guide includes things of the nature “a beginner’s guide to social media marketing.” Guides allow businesses to build their mailing list. This is possible because they are created from the point of view of the target audience. For this reason, guides will naturally attract more shares, likes, traffic, and links. The long-form guide should cover topics related to the company’s business to enable it attract the right audience.

### **23. Word-of-Mouth Marketing**

Word-of-mouth marketing refers to a persuasive marketing technique available to any business or seller. Users can driver prospects to try out new products/services. It



gives an opportunity for the seller to present the benefits of the product to customers as well as answer queries that may arise. Again, it is important in building relationships of trust with the customer.

#### **24. Using Cases Studies**

Case studies aimed at building a list always make the customer the hero of a given story. It involves featuring customers' results and testimonies in a superb way that compels new visitors to sign up of the firm's list. Through case studies, readers can relate the story of a customer to their own story. This type of case studies helps the business look authoritative and credible, and, therefore, ability to attract more prospects.

#### **25. Telemarketing**

Telemarketing is flexible in its scope, message, and objectives. It is more effective when used alongside direct mails because the marketer can identify customers and reach them immediately through the two channels. It is also useful in advancing and building relationships while gently convincing the target customers to make a purchasing decision. Telemarketing allows for immediate feedback from customers so that the marketer understands what the customers want and like.

#### **26. Host Beneficiary Relationships**

Host beneficiary relationship involves establishing good relationships with other businesses so that you can have access to their already existing customers. In practice, the other business is a non-competing business that has spent years attracting and building relationships with customers who are prime prospects for your product/services. It is a strategy that brings more customers and cash within a short period.

#### **27. Networking**

A business can grow its list through people it has already met in the past. For example, the people already in contact with the business have hundreds of other contacts that the business can contact. As such, effective networking is important in reaching out to these people. Besides, meeting new people and making new contacts also help in growing the list. Networking requires proper communication skills, ability to create a lasting impression, and the ability to manage contacts database effectively.

### **28. Qualified Lists**

The list of qualified prospects influences the marketing success of a business because it can eliminate all marketing waste. The list consists of people having proven interest in the product/service of a business. By focusing on the qualified list, the business can market its products/services to the right people, and, therefore, avoid wasting time on the wrong targets.

### **29. Public Relations and Publicity**

Businesses can use mainstream media to disseminate factual, interesting, and newsworthy information to their customers, employees, and other stakeholders. Examples of media a business can use include radio, television, magazines, trade journals, newsletters, and newspapers among others. Ability to approach PR correctly will enable a business to create a reputation for attracting customers. However, these channels are often costly, and, therefore, the need to balance them with other channels.

### **30. Circle of Leverage**

This is a step-by-step strategy dealing with the single most common and frustrating problem of gaining access to the correct audience. Circle of leverage helps the marketer through bureaucracy and identify they people they need to see. For instance, it

is possible to reach the desired prospects regardless of their positions or levels of experience. The strategy is fast and less expensive, yet it overcomes the challenge of getting through to the right persons.

### **31. Ecommerce**

Today, the internet is an essential element of business communication. People look for information by browsing the internet. Accordingly, every business needs a good website that can maximize their exposure. The website should be appealing, informative, and easy to navigate so that the business can obtain constant steam of new prospects.

### **32. Collecting Addresses from Twitter**

When using Twitter Lead Generation Cards, one can collect email addresses from Twitter and make it effortless for followers to subscribe. Setting up this functionality involves signing up for the Twitter Ads and putting a credit card on file. There are options for paid promotion, and, therefore, you should choose the right functionality that serves needs.

### **33. Invite Subscriptions through Instagram Posts**

In practice, Instagram does not give much list building leverage. However, there are creative ways an individual can use to grow the mailing list through the Instagram platform. For example, one should create a website link or landing page to the Instagram bio. Next, you should feature images that promote the lead magnets with easy links for followers to locate.

### **34. Turning Periscope into Email Signup Funnel**

Today, Periscope is the second fastest growing social media platforms, and, therefore, the need to start considering using it in marketing. It allows greater and deeper

level of connection and engagement with audience. Effective use of periscope requires one to deliver valuable and actionable content during their scope. One should ask the viewers to share the scope to viewers. In addition, it is important to provide an offer for freebies.

### **35. Collect Email Address on Snapchat**

Snapchat also grows fast and is very addictive for some demographics. It is important to post content on a regular basis if snapchat is being used as a primary platform. The stories should be interesting and a bit personal to encourage comments from followers. At this point, one should make an offer and request email addresses from people who would like to enjoy the offer. Thereafter, a link can be used to invite followers to sign up for the email list.

### **36. YouTube Cards**

In YouTube, videos get approximately four billion views each day. At least half of the views come from people using mobile devices. Accordingly, there is a huge potential for one to grow a mailing list on YouTube. This can be using YouTube Cards which help in driving traffic from the mobile videos to an intended site. When a person clicks on the YouTube Card, they are redirected to a certain page on which they can be requested to subscribe.

### **37. Publishing a Best Practices Post**

These are no ordinary posts because they introduce customers to best ways they can use product, service, or any other resource. It should include practical tips and examples that support the identified points. Many consumers love these types of posts because they learn more about different myths and help them identify some of the best

trends in the industry. In the past, Coca Cola released a best practice video in which it urged users of the plastic bottles to find various innovative ways of reusing their empty bottles.

### **38. Regular and Consistent Publishing**

People seeking to grow their mailing list must learn how to publish regularly and consistently. Depending with the nature of publication, one can publish several items in any day. In some cases, publications are done on a daily or weekly basis. Regular and consistent publishing attracts more readers who are likely to subscribe to the content so that they can always receive newly published contents.

### **39. Examining Taboo and Controversial Topics**

Depending on the nature of list a person would like to build, sometimes it is possible to explore topics that people consider taboo or controversial in a given field. Exploring these topics or issues has the potential of increasing one's visibility and reach to target audience. Even though there is a strong likelihood of negative criticism, there are segments of the target market who will respond positively.

### **40. Special Events & Promotions**

The strategy is common among high-end companies targeting a special group of cliental. The goal is to make the event special, memorable, exciting, informative, and educative so that participants can develop interest in the products/services of the hosting organization. Through events, businesses can educate potential customers about the benefits, advantages, and superior quality of a product compared to others. Besides, the event can be used to appreciate and recognize existing customers as being special.

### **41. Reaching Out to Influencers**

Every business should strive to reach out to an influential person to endorse or recommend its product or service. The endorsement can take place through sharing of the product on a social media page or any other platform. A single influencer who shares content can cause a 31.\*% increase in sharing of the same content. Accordingly, more influencer will lead to more shares, and, therefore, more leads and bigger list for the business.

#### **42. Optimizing the Search Engine**

Google is the recommended search engine that businesses should collaborate with to increase their leads. The channel will send a business' traffic on a consistent basis to enable companies attract traffic to their content sites. Search engines such as Google ensure greater exposure compared to some social media pages where content only becomes viral and visible for a few days.

#### **43. Colors make a Difference**

Many people overlook the colors or combination of colors they use on their sites. However, something as simple as a color can hugely impact the conversion rates of a product or opt-in. In this case, it is often important to consult a professional to come up with the right colors and combinations that will appeal to the audience.

#### **44. Making it Easier for Users to Share Content**

The people currently leading the content of a business are the best advocates to promote the content or products/services of an organization. These people are likely to share the post with other audience as long as it contains top-notch content. Accordingly, every business with a website or a page on social media platforms should make it easy for others to share the post to other platforms and with other people. A business can achieve

this by using click-to-tweet buttons, creating social sharing buttons, and installing image sharer software.

#### **45. Exploiting New Social Media Channels**

The social media industry is changing rapidly. Today, the most important social media platforms among teenagers and young adults (aged from 12-24 years) include Instagram (32%), Twitter (24%), Facebook (14%), Snapchat (13%), and Tumblr (4%). Business should survey new platforms with few competitors and many users to sell their products and services. Considering that these platforms support a wide range of activities, businesses can use them to grow their contact lists and generate new leads.

#### **46. Commenting on Popular Blogs**

Commenting on blogs is an area that many individuals and entities overlook. However, it is an effective strategy in connecting with blog owners as well as the blog users so that they can later promote one's content. Commenting on popular blogs should not be done for the sake of it. Instead, one should add value by asking genuine questions or making serious comments. By being genuine, the business can get conversations going with the blog owner and other users, and, therefore, creating new contacts and leads.

#### **47. Using Podcasts**

Podcasts are useful in promoting content, products, and services. Well-created podcasts can attract high quality traffic which often leads to higher sales. People appearing on podcasts should ensure they are well-designed and informative so that the target audience understands the message being sent by the marketer or business.

#### **48. Joining Webinars**

Webinars is another vital platform that most people tend to ignore or overlook in their attempts to grow the mailing list. Webinars are more valuable compared to other free offers. This is because subscribers have an opportunity to interact directly with the host. Besides building the email list, webinars are effective in converting for paid offers.

#### **49. Advertorials and News Stories**

Businesses can publish informative articles or stories related to customers' use of products and services and post them on media where customers and prospects can find the content. These are helpful in building reputation in a quick and easy way. The marketers have to research and come up with article ideas which they can successfully use for self-promotion. Through these articles, customers can respond to the business and the latter will use the opportunity to convince the former into buying its products/services.

#### **50. Brochures/Fliers**

Brochures refer to small booklets or magazines that contain pictures and information regarding an organization and its products/services. Business must involve professionals in creating brochures and fliers that help in bringing profitable business. The brochures should educate prospects by addressing their needs about a product/service.

#### **51. Newsletters**

A newsletter is a bulletin issued by a business on a periodic basis to its members or customers. It is a powerful technique to establishing and maintaining reputation with a specific audience and on a periodic basis. In most cases, the newsletters are free or paid for through subscription. Effective newsletters help in building closer relationships with



clients so that they continue transacting with the business as well as recommend it to other users.

### **52. Leaflet Drops**

This strategy involves physical dropping of leaflets into businesses and homes in a given geographical area. The technique is a low cost combination of letter and brochure advertising. The leaflet always contains information about a product/service as well as a contact for the seller. Well-designed leaflets always appeal to target markets and motivate them to contact the seller. It is cheaper and can be done on a regular basis.

### **53. Exhibitions and Trade Shows**

Exhibitions and trade shows are often used by already successful businesses. It involves displaying and selling products at fairs, trade shows, or exhibitions. In practice, only serious prospects always attend these gatherings hoping to find something they would purchase immediately. Businesses can use the event to meet hundreds of prospects in a short time. Moreover, it gives an opportunity to carry out research, collect opinions about products/services, and collect customers' personal information for future communication. Exhibitions also introduce existing customers to new products they were previously unaware of.

### **54. Card Deck Offers**

A card deck refers to a package of individual cards wrapped together and mailed to a customer. The deck consists of 30 or more cards, each competing for the attention of the prospect. Most card decks often generate leads, but the business can increase its responses by being generous with premium, free reports, or samples. Businesses should

carefully select the target prospects to avoid sending the cards to people who do not have an interest.

### **55. Place Testimonials**

Testimonials from current customers can be placed on the website to catch the attention of visitors. McKinsey studied that testimonials are responsible for about 20-50% of all purchasing decisions by customers. Therefore, a high-quality testimonial from a customer or influencer will boost the authority of a business and increase the number of subscribers as well as those subscribers who make a purchase.

### **56. Designing Persuasive Sign-Up Closer**

A sign-up closer serves the purpose of removing any friction that prevents visitors from taking action. The sign-up closer should be persuasive enough to enable a visitor leave his email and a few personal details on the website. As an example, intuit.com uses a signup closer that promises visitors a webinar recording. The signup closer should also allow visitors to unsubscribe at any time.

### **57. Adding Social Proof**

Social proof is anything showing that others are already using or doing something, and, therefore, that is the correct thing to do. Social proof can be anything including case studies, reviews, logos of known brands, or data/numbers showing current users. In practice, websites tend to have something such as “+10 million active subscribers” as a social proof showing that more than 10 million people follow the brand or use a certain product or service. Using social proof encourages customers to sign up to the mailing list.

### **58. Creating Multiple Email Subscriptions**

Creating multiple email subscription types allows a marketer to send more targeted content to specific segments of customers. In practice, the recipients are more likely to click through emails that are targeted at them. In such a case, they are more likely to subscribe to the emails and enable the business grow its list.

### **59. Conducting Quiz**

Quizzes are fast becoming popular on many online platforms. For example, you may have seen or taken a quiz such as “which celebrity is your look alike?” In social media, these quizzes are often shared by most people. As people continue sharing the quiz, chances are more and more are likely to visit the source of the quiz and sign up for more content.

### **60. Rewriting the “About Us” Page**

The “About Us” page is an important page that most visitors will always click on whenever they are using a given website. It is important to make it better and compelling so that it can attract more customers. About Us pages that are good tend to share a personal story, provide social proof, or show how a brand can help in changing lives.

### **61. Creating the “Thank You” Page**

Many people underestimate the “Thank You” page. In most websites, this page does not exist, yet it possesses the power to increase conversion rates. Therefore, businesses seeking to increase the number of subscribers should take time to create a good Thank You page that makes the visitor appreciated and convinced to share his or her email and other information.

### **62. Installing the Hello Bar**

The hello bar is a full-width span throughout the browser window that immediately attracts the attention of people using the website. Practically, the hello bar is a set it and forget it lead generation boxes because it will continue to generate subscribers even without being monitored. Through the hello bar, a business can achieve rapid increase in its conversion rate.

### **63. Install a Pop-up Box**

The Hubspot reported that 96% of website visitors often leave the site without making a purchase. It is important to convert the majority of these visitors into email subscribers. The installation of exit intent pop-up can help with the conversion. According to Michael Stelzner, founder of Social Media Examiner, exit intent pop-ups helped his site add 95,000 subscribers in only seven months.

### **64. Install a Footer Opt-in**

There are visitors who visit a site and read the entire content. In some cases, these visitors will go ahead to leave a comment or share the content. These are the actions of an interest fan, and, therefore, the need to turn him or her into a regular visitor. This is achievable by using the footer opt-in to enable the visitor sign up for a newsletter that they can continue enjoying.

### **65. Add a Sidebar Form**

The sidebar is a classic location for the opt-in form because most visitors expect to find it at that place. Having the sidebar form at this point will make it easier for interested visitors to sign up for communication with the organization.

### **66. Creating a Welcome Gate**

A welcome gate refers to an enticing and full-screen sign up form users see whenever they visit website. The welcome gate works effectively for the following reasons. First, it catches the user's eyes without being annoying. Readers can either scroll down and sign up or click the "close" button to avoid the welcome gate. Second, it is a full-screen form with the sole purpose of getting more subscribers. Lastly, the welcome gate can be used to send people to other linked pages.

### **67. Installing a Scroll Box**

The scroll box is an opt-in form that slides into the screen from one of the corners after the user has scrolled down a certain percentage of the page. The scroll box is gentle and eye catching. It is a great sign-in form that site owners can use to capture email subscribers without being pushy.

### **68. Adding a Feature Box**

The feature box is an alternative for people who may think that the exit intent pop-up is annoying. The feature box is large and sits above the site header. It helps in growing the list by displaying a gift or a lead magnet that requests the visitor to enter their email address.

### **69. Using Content Upgrade**

The content upgrade is a critical resource that is unique to blog posts. In this case, readers can access some content if they agree to share their email address with the blog site owner. Content upgrade is highly effective such that users often report unprecedented increase in the number of their subscribers.

### **70. Expanded Guest Posts**

The expanded guest post is similar to content upgrade except that it takes place in your guest post on a different blog. For example, the content upgrade is offered inside a guest post rather than directly through your blog. It is important to implement this strategy carefully to avoid potential failures such as the content being removed by the host.

### **71. Creating Gated Content**

Gated content refers to the use of content lockers to restrict access to a piece of content that always get continuous flow of traffic. The content locker will restrict a user's access to the content until the user provides his email address. Gated content or content locker often generates more subscribers on a daily basis. As an example, online version of the New York Times always requires visitors to subscribe so that they can access some news articles.

### **72. Installing Custom Designed Form**

A custom designed form serves the purpose of attracting more subscribers as well as giving the site a professional look. Customization of the sign up form is a perfect example of staying above-the-fold. Derek Halpern who is the founder of the Social Triggers has a custom designed sign-up form for the header of his blog. He uses it to attract more subscribers to the blog.

### **73. Install WordPress Plugins**

WordPress plugins are amazing and effective in attracting more email subscribers because they get people deeper into one's content. For example, WWSGD (What Would Seth Godin Do) is a cool plugin that places a little dialogue box at the top of posts. It works by welcoming people based on cookies. For instance, the message that new and

old users get from the plugin are completely different. A new user from Twitter might get a message such as “Hey there Facebook user! Kindly check out our articles on getting the most out of Facebook.” The plugin is attractive and appeals to new users to subscribe to the site.

#### **74. Creating Email Course**

The email course is a lead magnet used to deliver bite-sized tips regularly through the email. Businesses or blogs can repurpose their old content to create an email course that will attract more subscribers.

#### **75. Redesign the Homepage**

All users who access a given site must visit the homepage. However, many site owners tend to overlook the importance of the homepage in attracting subscriptions. Poorly designed homepages cause sites to lose out on potential subscribers and the business to throw money away. It is important to redesign the homepage into something that builds instant relationship with readers and get them to subscribe to the mailing list. Important sections of the homepage include:

- Visuals elements to make it easy to explain products or services
- A section for Frequently Asked Questions (FAQs)
- Social proofs such as testimonials to build credibility
- A call-to-action to encourage the visitors to sign-up

#### **76. Sharing Content with your Audience**

Sharing content or post with one’s audience results in traffic, social shares, and comments. All the three things are helpful in building social proof. Social proof is important when one seeks to promote content or posts to other bloggers and influencers

in a given industry. Sites with quick social shares and comments stand a greater chance of being respected by users.

### **77. Create a Popup**

A popup refers to the window that appears in the foreground of the webpage. Popups can be a full-page takeover or mid-screen popups. In most cases, they seem annoying to users, but they are very effective in attracting subscriptions. Given the annoying nature of the popups, sites using them must get the point across quickly and efficiently before the user feels frustrated. As such, great headlines, a description, and a call to sign up should be the carriers of the popup strategy.

### **78. Create an Email Field in the Checkout Process**

For ecommerce stores, there is always an opportunity to ask customers to share their email addresses and other contacts when they are checking out of the store. Online customers are a highly engaged segment of the market, and, therefore, the need to solicit their email addresses. In practice, the majority of the online shoppers will willingly share their email addresses because they would like to know about new products, existing discounts, or any other thing related to purchases. It is important to integrate the cart with the email service provider to that the collection of the emails is automated.

### **79. Offer Discounts or Freebies in Exchange for Email Addresses**

The strategy is an ethical bribery that is highly effective. Offering of discounts, freebies, or coupon codes for the visitor's email is an easy task. It works properly because many people would like to get something from the business. Once the customer has entered the email address, there should be an app that redirects them to a page with the coupon code to enable them enjoy the discount or collect their gift.



## **80. Ask for Referrals from Friends**

Every person has the ability to grow their list by hundred each day, but more than 95% people will choose not to. Growing the list at this pace is possible because of the huge group of people we know. They include family members, friends, and other acquaintances we meet on a daily basis. These people can recommend people to our sites or share the sites to their friends so that the list continues to grow.

## **81. Image Opt-ins**

Image opt-ins are similar to “leadboxes” except that the targeted user does not see the opt-in box until they click on an image on the at the side bar. Delaying the visibility of the opt-in box ensures that it is not annoying to the user. Once they click the image on the sidebar, the appearance of the opt-in box will not be annoying since the user already expects something to appear.

## **82. Using the Incentive Link**

The links in the menu bar are one of the most clicked links on any site. Some of the standards on different sites include homepage link, contact page, or start here page. Adding the incentive link is strategic and can help increase number of subscribers because it gives the readers something extra special. The text for the link should appeal to users to click through. An example of an incentive link would be “Warren Buffets #1 stock pick” or “How to get your first 10,000 subscribers.” The link should be placed on the menu and then direct to a simple landing page where the user can download a free report after entering a valid name and email address.

## **83. Retargeting the Pixel**

Retargeting helps in optimizing every visitor that enters the site. For example, retargeting achieves this by allowing the site owner to bring back visitors to the site if they did not convert on the first visit. Retargeting the pixel is done by placing a small code on the website.

#### **84. Using Current Subscribers**

A person with the intention to grow his or her mailing list should encourage the existing email subscribers to share and forward the mails they receive to friends, families, and other people they know. The strategy allows one to gain access to fresh networks who are likely to sign up for the list depending on the relationship they have with the person who shared the mail.

#### **85. Free Online Tools/Resources**

Free online tools and resources can also attract new subscriptions if one has to access them only after sharing their mail addresses. For instance, many people will easily share their email addresses when the tool or resource has some relevance to their needs. With respect to students, many will always share their email addresses whenever they want to access free plagiarism software.

#### **86. New Lead Gen Offer**

New lead gen offer such as a free eBook or whitepaper can also increase the size of mailing lists when visitors submit their email addresses to download a copy. In practice, this is an easy and cost effective strategy to implement.

#### **87. CTA Button on Facebook Business Page**

Many Facebook pages are extremely underutilized towards attracting new subscribers. It is important to add a call-to-action button to the top of one's Facebook

Business Page. The CTA button should be linked to a landing page that would prompt the visitor to enter their name and email addresses before they can continue.

### **88. Using Facebook Page to Promote Offers**

It is possible to use the Facebook page to promote an offer that will require an email address submission from the visitors. Marketers should learn and practice promoting offers on their Facebook timeliness. Such promotions should have social sharing buttons linked to the right landing and thank-you pages. Given that Facebook has more than one billion subscribers, well-designed offers can result in viral increases in the number of subscribers.

### **89. Run Promotions on Partner Websites**

Every business tends to have partner business. It is important to run promotions on the websites of partner businesses as a means of targeting new but appropriate audience. In most cases, loyal customers to other business are likely to sign-up because they believe that any business associated with the other business would serve their needs in the same manner.

### **90. Offline Events**

Besides online platforms, one can successfully collect many email addresses at online events such as trade shows, exhibitions, and fairs. The new addresses can then be imported to the database for further action. It is always important to send the new contacts a welcome email to confirm their opt-in status to the mailing list.

### **91. Accepting Criticism**

Not all people are always pleased with one's content. Some may give subjective criticism while others will give objective criticism. Criticism and backlash is an

indication that one's work is gaining greater visibility and reach to the audience. It tends to indicate that a person is on the right track, and, therefore, the need embrace all criticism and use them as springboard for exponential growth.

### **92. Strengthening things that Work**

When there is something that works well, it is important to continue strengthening it while at the same time improving on other areas. When people respond or comment on a content, it is important to provide feedback because it gives more status and authority.

### **93. Republishing Content across the Web**

Once a person has established content on a given platform, it is important to branch out so that the content can be re-published on other platforms. Republishing content across the web has the magic of increasing the exposure of the same content, and, therefore, helpful in building audience. In the same manner, the list continues to grow as people from different platforms comment on the content.

### **94. Building Social Media Following**

Social media has become the number one platform for different people to interact with each other as well as seek information. There are different platforms whose popularities differ across demographics. Accordingly, one should identify where his or her target audience hang out so that the can start building a following on each of the platforms identified. It ensures there are effective ways of communicating with different types of audience. Greater following on social media always provides an opportunity for one to grow their lists with the right type of audience.

### **95. Avoid Rushing at the Expense of Trust**

When attempting to build a list, it is important to establish greater trust with the targeted audience. This is because many people want others to succeed only when they sense that the person is there to support them. It is not advisable to rush into developing a list from which many people will unsubscribe or avoid engaging in any discussions posted. However, once trust is built, many people would automatically respond positively to mails as well as activities of the marketer.

#### **96. Avoid Compromising on Ideas for the Sake of Majority**

Great ideas should not be compromised for the sake of people who think otherwise. The act of building an online community or an email list does not require one to shy away from being himself or herself. People tend to develop a liking for those who remain stuck to their guns regardless of the amount of criticism they face in the process. As an example, Erika L. James of the 50 Shades of Grey managed to establish a group of extremely loyal and happy readers even after being removed from the fan fiction website where she faced constant criticism for controversial subjects.

#### **97. Give People what they Seek**

Many people always subscribe to a given list only if they can get what they seek and want. It is important to carry out surveys aimed at identifying these needs so that they can be offered in exchange of emails. Besides, the survey can give insights into spin off products that can increase one's subscriptions.

#### **98. Target People in Different Segments**

It is important to create multiple segments which allow visitors to access different pages. For example, one landing page should lead people to subscribe for updates while another landing page should allow people to subscribe to specific rather than general

updates. The strategy allows an individual to target offers so that he can go after selective sources of traffic.

### **99. Avoid Selling too Early**

Some people have a tendency to sell their websites or blogs after reaching a certain level of subscribers. Continuing to grow the list of subscribers will definitely increase the value of the blog or website while early selling may damage reputation. Accordingly, sticking to the blog or website is important to continue growing the list and understand the needs of the subscribers so that they can be served effectively.

### **100. Embracing Change**

There are different occasions when change may be necessary depending on different factors. Such changes can take place with respect to goals or strategies. Accordingly, one should always consider changing whenever it is necessary to change in order to continue growing the subscription list.

## **Conclusion**

In précis, business listing is vital for today's organizations because it provides the platform through which the business is able to engage with its customers. Through list building, organizations are able to court users of their company products or services. The advantage for the company is that the available methods such as are discussed in this report are cheap, generally. What's more, the list building methods are an authentic means of courting people and thus enable businesses build trust. The 100 methods that are described and discussed in this report are not exhaustive but are selected on basis of importance and popularity. Nonetheless, they cover a majority of the most important list building methods being used by organizations today.