



## Checklist 14 - Developing An Email List

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Email marketing campaigns are a sure way of increasing your ROI. Therefore, building an email list is one effective strategy for online success. An email list allows you to send your content directly to your audience. As such, building an email list will go a long way in expanding your brand's reach and monetizing your blog. Here are tips that will go a long way infor building your email list:*

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Understand your target audience.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Select an email marketing service based on your personal preference or user recommendations. We recommend Aweber or Active Campaign. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Create an opt-in form on your site's landing page.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Strategic position the opt-in form around your blog.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Offer incentives such as freebies for readers who sign up.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Implement scroll mats (welcome mat) on your page to get more leads.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | After a subscriber signs up, direct them to a thank you page.  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 8 Include a link for people to join your list on your 'About Us 'page.
  
- 9 Develop a system of converting readers who comment on your content into subscribers.
  
- 10 Buy traffic and drive it to your landing page through platforms such as Pinterest, Facebook, YouTube and Google.
  
- 11 Use social media to drive traffic to your landing page.
  
- 12 Run a viral contest on Facebook with programs such as UpViral so build your list fast.
  
- 13 Test out different lead generation methods and see which one is working best for your business.

*Notes*