



Email List Explosion

Hot tactics for building
your list fast



Let's Build Your Email List!

- Important things to remember:
 - Email is not dead – it's still HOT in 2024!
 - The number of email users globally continues to grow every year
- If you want to build a successful online business, focus on building your email list



“Ok, but how do you actually build your list?”

We're going to show you a range of hot tactics and strategies....



List Building Tactic #1: Lead Magnets

- A kind of bait that seeks to attract your ideal customers and make them feel compelled to sign up for your emails
- Examples:
 - Free report, ebook or white paper
 - Free consultation
 - Online course
 - Email series
 - Checklist/cheat sheet/template
 - Free trial/demo
 - Access to recorded webinar



List Building Tactic #1: Lead Magnets (cont.)

- Other options – e.g. for an ecommerce business:
 - Discount coupon
 - Free shipping
 - Quiz
 - Contest or giveaway
 - Free sample
 - Exclusive access to loyalty program



List Building Tactic #1: Lead Magnets (cont.)

- Must deliver incredible value to your audience
- Add value to people's lives and provide something genuinely irresistible and useful
- **Value creates trust and more sales – “If the free stuff is this good, his or her paid products must be something else!”**



List Building Tactic #1: Lead Magnets (cont.)

- **Find out what your audience most wants/desires and give it to them**
- **How to research your audience:**
 - Look at any existing stats and find out what drives engagement
 - What are your most popular content pieces?
 - Check out social media, blogs, forums, online communities – anywhere you audience hangs out
 - Which content gets the most replies and reactions? What questions do people ask?
 - Ask your audience by creating surveys



Lead Magnet Creation

- **Create or source your own lead magnet** – a great option if you have the ability and time.
- **Outsource your lead magnet to a writer or content creator** – great if you have an idea but don't want to do the work yourself.
- **Use Private Label Rights (PLR) content** – a good option if you want to get a head start with creating your own lead magnet and don't want to start from scratch.
- **Ask AI for ideas** – or even get it to write your content for you. Just be sure to personalise it and add your own personality, etc. Also, don't forget to fact-check.



List Building Tactic #2: Landing Pages

- A basic web page that has the sole purpose of presenting an offer and (in this case) capturing the visitor's email address
- Key squeeze page elements:
 - Headline – the most important part of the page
 - Bulleted list/sub text – giving more information on your offer
 - Opt-in form – so that people can join your list
 - Call-to-action – telling people what to do
 - Privacy statement – giving info on how data is handled. Check the legal requirements in your country/region.



List Building Tactic #2: Landing Pages (cont.)

- Important things to consider:
 - Key value proposition
 - Focused call-to-action
 - Minimalistic design
 - Optimized form fields
 - Social proof and trust messages
 - Testing



List Building Tactic #3: Low-Ticket Products

- Build a list of buyers – people with a proven track record of spending money.
- Create a low-priced product and add buyers to your email list – e.g. a \$7 ebook
- Doesn't have to be a digital product – e.g. a physical book where the buyer only pays for the shipping



List Building Tactic #6: Low-Ticket Products (cont.)

- Let affiliates do all the hard work!
 - Create a low-priced offer on an affiliate marketing platform and give affiliates an attractive commission to encourage them to promote (e.g. 75% or even 100%)
 - Automatically add the buyer to your email list
- Consider creating a funnel with upsells/back-end products (e.g. a \$27 course with 50% affiliate commission, a \$97 membership with 25% affiliate commissions, etc)



List Building Tactic #4: Pop-Ups

- Another highly effective way to present your lead magnet
- Common types:
 - Exit-intent pop-ups
 - Timed pop-ups
 - Scroll-triggered pop-ups
 - Entry pop-ups
 - Content-upgrade pop-ups



List Building Tactic #3: Pop-Ups (cont.)

- Creating your pop-up:
 - OptinMonster
 - Sumo
 - Hello Bar
 - ConvertFlow
 - etc.



List Building Tactic #5: Content Upgrades

- For example – offering the reader an opportunity to get more content at the end of a blog in return for signing up to your email list
 - Related download – like a free cheat sheet or resource checklist
 - Offer additional value that enhances the original content
 - Builds trust
- Content upgrade tools include Optin Monster, Thrive Leads, etc.



List Building Tactic #6:

Contests and Giveaways

- Combine an attractive prize with the excitement and urgency of a competition, and this can be a brilliant way to attract a flood of new subscribers onto your list.
- Choose your prize carefully!
- Other top tips for a successful contest:
 - Create promo materials
 - Promote across multiple channels
 - Create a sense of urgency
 - Ensure legal compliance
 - Follow up and nurture leads



List Building Tactic #7: Blogging and Guest Blogging

- A great way to attract your audience and encourage them to sign up to your email list.
- Post high-quality articles centred on the things your audience is searching for.



List Building Tactic #7: Blogging and Guest Blogging (cont.)

- How-to guides
- Listicles
- Case studies
- FAQs
- Personal stories and experiences
- Behind-the-scenes content
- Industry news and updates
- Product reviews/comparisons



List Building Tactic #7: Blogging and Guest Blogging (cont.)

- Guest blogging
- Find other blogs or content sites in your niche and then write an article for that site, which can include a link to your landing page or website.



List Building Tactic #8: Social Media Marketing

- Share valuable content on a regular basis
- Find where your audience hangs out and concentrate on those platforms - no need to be 'everywhere.'
- Content marketing and/or paid ads



List Building Tactic #9:

Paid Ads

- Can provide faster results than organic tactics
- An element of risk involved – ie. You're spending money to run the ads
 - Have a well-designed strategy
 - Consider taking a cautious approach – e.g. launch a trial campaign with low spend and track your results
 - Scale up and increase spend ONLY when you know your offer converts and the campaign is profitable



List Building Tactic #10:

Social Media Ads

- Lead-generation ads
 - Retargeting ads
 - Lookalike audience ads
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- Platforms:
 - Facebook, Instagram, LinkedIn, Twitter/X, Pinterest, TikTok, etc



List Building Tactic #11:

Newsletter Ads and Solo Ads

- Newsletter ads – sponsoring or placing an ad inside another email newsletter
- Solo ads – similar, except the entire email is dedicated to promoting your offer



List Building Tactic #11: Newsletter Ads and Solo Ads (cont.)

- Finding advertising spots:
 - Solo ad marketplaces
 - Social media and online communities – Facebook groups, forums, etc.



Conclusion

- Email marketing is still hugely profitable in 2024
- Importance of an enticing lead magnet
- Get a regular flow of visitors to your front-end offers – lots of options including free and paid traffic methods
- Craft a great offer, choose the right strategies for your audience and take consistent action
- Track and test as you go

