

List Building Unleashed

Build a massive email list
from scratch



The Money Is in the List!

- Email marketing is still highly effective in 2024...
- Yet it is often ignored by newbies who chase shiny objects.
- For many marketers, email IS their business!



Why Build an Email List?

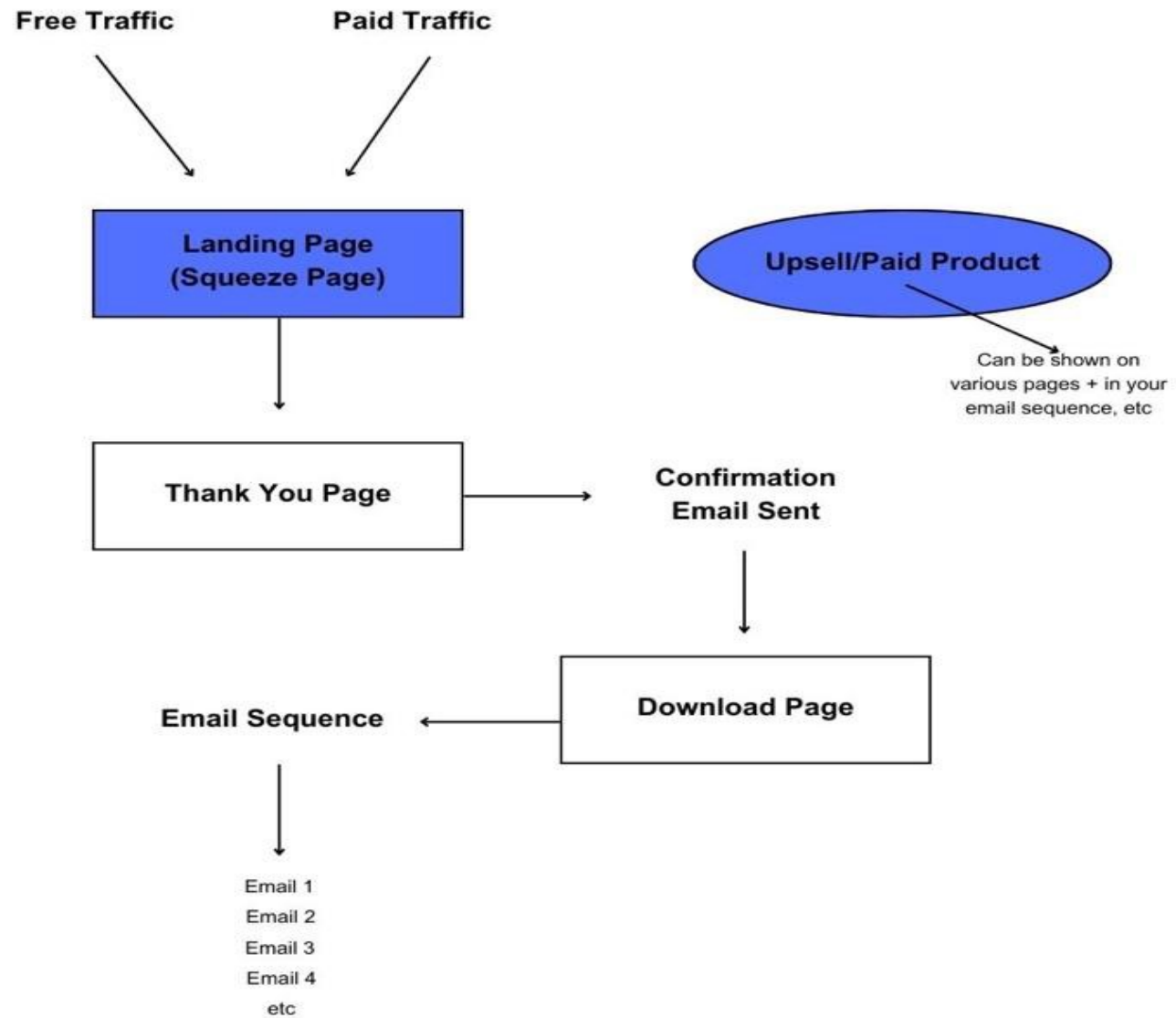
- Generate results on tap!
- Highly effective –generating an average Return on Investment (ROI) of \$30+ for every \$1 spent.
- Unlike social media, you own your list.
- Email marketing can be automated – giving you the potential to make sales while you sleep.



How it Works

- We'll be setting up a simple opt-in funnel to capture subscribers and put them on our email list.
- You will need:
 - An enticing lead magnet
 - Landing/squeeze page
 - Confirmation page
 - Upsell (optional)





STEP 1: Choose an Autoresponder

- Quite simply, this is the tool you will use to create your email campaigns as well as capture, store and manage your subscribers.
- Popular options include:
 - Aweber
 - GetResponse
 - ConvertKit
 - MailerLite
 - etc.

STEP 2: Create or Source a Lead Magnet

- Something you will give away for free to entice people to subscribe
- **Must be something valuable!**
 - Higher conversion rate
 - More likely to engage with your other content

Create or Source a Lead Magnet (cont.)

- Lead magnet ideas:
 - Downloadable ebook or report
 - Video or audio course
 - Email course
 - Online webinar or workshop
 - Access to a private community/group
 - Checklists
 - Cheat sheets
 - Templates
 - Discounts/coupons
 - Free trials/samples



Create or Source a Lead Magnet (cont.)

- Must be something:
 - Valuable
 - Relevant to your target audience
- **“What would you sign up for?”**

STEP 3: Create Your Landing/Squeeze Page

- Very important!
- Needs to grab people's attention and "sell" your free offer
- Should be optimized for conversions
- Test, test and test again!
 - Higher conversions = more subscribers from the same traffic

Create Your Landing/Squeeze Page (cont.)

- Key components:
 - Headline and subheading (very important)
 - Bullet points/text (to give more detail)
 - Engaging visuals
 - Social proof
 - Sign-up form
 - GDPR compliance/privacy statement (Always conduct due diligence and check legal requirements and responsibilities)

STEP 4: Going Beyond the Landing Page

- Other options:
 - Opt-in form on your website – e.g. homepage, website header/footer, etc
 - Opt-in form in blog posts
 - Content upgrades
 - Pop-up, exit or slide-in forms
 - Contact page
 - Social media
 - Thank you page
 - Email signature



STEP 5: Create Confirmation/Thank You/Download Pages

- Double opt-in usually recommended
- Gives people access to their freebie
- Consider replacing default autoresponder pages with your own
 - opportunity to present an upsell offer

Upsells

- Make money as you build your list!
- Low-priced products can work well – but test what works for you
- Make it something relevant and enticing

Email Deliverability Changes – February 2024

- Google/Gmail and Yahoo now require all bulk email senders to adhere to a few basic rules:
 - Stay below a spam rate threshold of 0.3%
 - Allow one-click unsubscribes
 - Authenticate your sending domain name with SPF and DKIM
 - Publish a DMARC Policy
- The rules apply to all senders, no matter what email marketing platform you are using.



STEP 6: Create Email Welcome Sequence

- Introduces you/your business/your brand
- Tells them what they should expect to receive
- Promotes your products or services

Crafting Compelling Emails

- Provide value through content
- Importance of storytelling
- Engaging subject lines
 - Avoid clickbait but helps if you create intrigue, urgency, etc
- Personalization
- Images
- Test, test, test!

Traffic Generation

- Free traffic:
 - Social media
 - Facebook
 - X/Twitter
 - TikTok
 - Pinterest
 - YouTube
 - Blogging and content marketing
 - Adswaps
 - Webinars and online workshops

Traffic Generation (cont.)

- Paid traffic:
 - Start small and scale! Keep a close eye on your metrics to ensure campaign is successful before scaling up.
 - Social media ads
 - Solo ads, etc

Conclusion

- List building and email marketing still highly effective if you do it right
- Focus on what your audience wants/desires
- Spend time creating an irresistible lead magnet and opt-in page
- Keep a close eye on your metrics and test