



Module 3 Cheat Sheet– Build an Email List of Engaged Subscribers

Key Takeaways:

- ✓ Stay in regular contact with your email subscribers to keep them engaged.
- ✓ By using specific tactics to boost engagement, your subscribers will do valuable word-of-mouth marketing for you.

Learning Objective:

- ✓ Use email to grow an engaged community, so you have advocates to spread your message for you

Maximize Your Email Lists

- ✓ A small but committed list can work wonders for your marketing
- ✓ If you don't have a list, start building one now
- ✓ Use your content to create a lead magnet
- ✓ Create a landing page with a sign-up form for people to submit their email in exchange for your lead magnet
- ✓ These leads will be added to your list and you can market to them
- ✓ Sign up to an email marketing platform which allows you to do what you need, e.g. segmenting your list





The Power of Your List

- ✓ Use specific tactics to keep subscribers engaged and you'll find that they will do valuable word-of-mouth marketing for you
- ✓ You have total control over what people receive and when, unlike on social media
- ✓ Personalize your messages and directly reach out to leads
- ✓ Start with existing customers and keep contact with them. Then use email marketing to warm up leads.

Optimize Your New Sign-Up Sequence

- ✓ You need an engaging series of emails for new sign-ups
- ✓ Review your sequence to ensure each email has a clear, compelling call to action
- ✓ Consult the analytics provided by your email marketing platform to see which emails are working better than others:
 - Open rates
 - Click rates (the percentage of people who click on a link or image within an email)
 - Unsubscribes
- ✓ If needed, make changes to your content and split test things like subject lines
- ✓ Split test one thing at a time





Quick Tactics

- ✓ Set up a professional email signature
- ✓ Ask existing customers for referrals
- ✓ Collect testimonials
- ✓ Share your new content with your list

Longer Tactics

- ✓ Start an affiliate program
- ✓ Offer loyalty programs
- ✓ Create email campaigns
- ✓ Design a survey for new leads
- ✓ Optimize your current opt-in pages
- ✓ Create a beta program and offer exclusive access

