



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 3 – Build an Email List of Engaged Subscribers



Learning Objective:

Use email to grow an engaged community



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



If you don't have a list, start building one now!



- Create a landing page with sign-up form
- People 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



The Power of Your List

Keep subscribers engaged and they will be valuable word-of-mouth marketing



- You have total control over what people receive and when
- Personalise 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



Optimise 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





➤ Open rates



➤ Click rates



Unsubscribes



If needed, make changes to your content and split test things like subject lines



Split test one thing at a time



Quick Tactics:

Build an email
list of engaged
subscribers

- **Set up a Professional Email Signature**



Quick Tactics:

Build an email
list of engaged
subscribers

- Set up a Professional Email Signature
- **Ask Existing Customers for New Business**



Quick Tactics:

Build an email
list of engaged
subscribers

- Set up a Professional Email Signature
- Ask Existing Customers for New Business
- **Ask Existing Customers for Referrals**



Quick Tactics:
Build an email
list of engaged
subscribers

- Set up a Professional Email Signature
- Ask Existing Customers for New Business
- Ask Existing Customers for Referrals
- **Collect Testimonials**



Quick Tactics:

Build an email
list of engaged
subscribers

- Set up a Professional Email Signature
- Ask Existing Customers for New Business
- Ask Existing Customers for Referrals
- Collect Testimonials
- **Share Your New Content**



Longer Tactics:

Keep your
subscribers
engaged

- **Start an Affiliate Program**



Longer Tactics:

Keep your
subscribers
engaged

- Start an Affiliate Program
- **Offer Loyalty Programs**



Longer Tactics:

Keep your
subscribers
engaged

- Start an Affiliate Program
- Offer Loyalty Programs
- **Create a Beta Program**



Longer Tactics:

Keep your
subscribers
engaged

- Start an Affiliate Program
- Offer Loyalty Programs
- Create a Beta Program
- **Create Email Campaigns**



Longer Tactics:

Keep your
subscribers
engaged

- Start an Affiliate Program
- Offer Loyalty Programs
- Create a Beta Program
- Create Email Campaigns
- **Design a Survey for New Leads**



Longer Tactics:

Keep your
subscribers
engaged

- Start an Affiliate Program
- Offer Loyalty Programs
- Create a Beta Program
- Create Email Campaigns
- Design a Survey for New Leads
- **Optimize Your Opt-in Pages**



Action Steps:

1. Research email marketing platforms and make changes so you have what's right for your business.
2. Review your new subscriber email follow-up sequence.
3. Choose 3 quick tactics and 1 longer tactic which make most sense to your audience and your business.





What's Next?

Module 4

Be Sociable