



# 22 Ways to Increase Your Email Subscribers

One thing to bear in mind when thinking of ways to increase your email subscribers is to make it quick and easy to do, keep it short and not have ten clicks before they can subscribe as they will probably give up.

Get creative with the name of your newsletter rather than just calling it a newsletter think of something more breath-taking.

Think about the frequency of your newsletter and advise your subscribers how often you will be sending out emails. You could also give them the option of how often they would like to receive their emails: weekly, monthly, quarterly.

## Here is a list of different ways to increase your email subscribers

- On your website, you can have a pop-up box asking people to subscribe to your newsletter.
- You could also test various places on your website to ask for people to subscribe to your email list including the footer of your website, the contact us page, services pages etc. Test with different wording on different parts of your website, so it relates to that specific page. This could be ongoing by measuring the number of subscribers you receive on each page, and with different wording, you are testing.
- Create a landing page to offer a freebie it could be:
  - Download
  - Checklist
  - eBook
  - toolkit
  - resourcesPeople are required to enter their email address to receive the freebie via email.
- Offering an email sequence where subscribers can learn how to do something over X days for example: 'Learn how to write a compelling sales email in 5 days' or 'Learn how to make a dolls house in 3 days'

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## Continued...

- You can also have options 3 and 4 available on your website for people to download as a 'resources' page
- Run webinars for people to watch, they are required to register for the webinar with their name and email address
- At the end of your newsletters, you could have a link/button to 'refer a friend' who may be interested in receiving the newsletter. You could offer an incentive to do this - refer a friend to subscribe and receive 'X.'
- On your social media accounts - add a 'subscribe to newsletter' button
- Add the link of your recent newsletter in a social media post for them to view and then allow them to subscribe 'Like what you read why not subscribe.'
- Ad's on social media platforms with offers, for example, an offer could be a discount '20% off your first order.'
- On your shop checkout page on your website, most businesses give you the option to sign up to the newsletter as they are inputting their email address for the order anyway.
- Add a button/box at the end of your YouTube video, or in the corner of your video while it's playing
- Ask people to subscribe to your newsletter in your social media posts with an offer
- Add into your email signature asking people to subscribe to your email list
- Do a giveaway/competition/prize draw - make sure that your giveaway relates to your business; if not you will get people signing up who are not going to be interested in your services.

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## Continued....

- As part of the competitions/giveaway/prize draw, you could encourage people to share and refer others who would be interested to gain more entries the more people that sign up. Please note that these type of competitions should be done on your website rather than on social media as Facebook doesn't allow for competitions where you share or tag friends. If the competition is hosted on your website, then this is different from Facebook competitions.  
*More details on running Facebook competitions can be found here:*  
[www.thelittlemarketingcompany.com/facebook-competitions-for-small-businesses](http://www.thelittlemarketingcompany.com/facebook-competitions-for-small-businesses)
- Another way is 'Sneak Previews' so you could offer X amount of information on a blog and then receive the rest your audience need to sign up to your newsletter. For example, '20 tips for gardening' you can read 5 in the blog then the rest you can view by signing up to the newsletter.
- You could also offer bonus content, so at the end of your blog you could say: 'sign up to our newsletter to receive a toolkit to 'XYX' or an eBook on 'ABC.'
- Have a thank you page to confirm they have subscribed with social shares so they can share on their social media platforms for others to subscribe to your email.
- When you create a Facebook group, this is usually somewhere for your target audience to ask questions and gain content and tips from you. When people request to join the group, you can ask for their email address.
- Although not relevant right now in this current climate but thinking for the future obtaining email addresses at exhibitions/tradeshows/events/seminars etc. If you have a shop asking your customers at the check out when they purchase. Many shops are sending receipts via email now to save on paper and get you to subscribe to their email list.
- Segment your email lists into different categories – there are many ways of doing this from as simple as segmenting down your customers and leads to then segmenting your leads depending on where they subscribed or what they are interested in. Similar to customers, these could be segmented down to frequent customers, one-off customer or by product



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From all these ways, whatever you decide to test, please ensure that you make it clear how to opt-in and unsubscribe at any time to comply with the GDPR that came into place in 2018. If you want to read more about the GDPR, you can read more about this in my blog here: [www.thelittlemarketingcompany.com/benefit-new-gdpr-regulations](http://www.thelittlemarketingcompany.com/benefit-new-gdpr-regulations)

**If you would like some help and guidance with increasing your email subscribers, please do get in touch, take advantage of my 30 minute complimentary consultation call at no cost to you.**

**BOOK TODAY**

**<https://calendly.com/thelittlemarketingcompany/30-minute-consultation-call>**