

BUILDING AN EMAIL SUBSCRIBER BASE



Firstly, why build up your subscriber base?

There's a reason why we recommend an email marketing plan as part of your overall strategy.

- + Email is effective and cost-effective, with an ROI of \$44 for every \$1 spent – dwarfing every other form of communication.
- + More than 4 billion people use email every day.
- + The average email open rate is 28 per cent.

The only way to get these amazing results is by building and maintaining your email list.

An up-to-date subscriber base allows you to segment your lists to create and send tailored, personalised, effective communications at a time that works best for your audience.

How to build your email list

Think about the last time you signed up for an email list – what made you do it? Chances are you were offered something of value, such as a free e-book, a discount code, a free resource, relevant information, or access to a sale or release.

Now, think about your organisation's target audience: how could you solve a problem for them in exchange for an email sign-up? Try:

- + Creating a resource or offer just for subscribers
- + Running a competition
- + Providing a free online course for subscribers.



TOP 10 TIPS

Completely new to email marketing?
Download our step-by-step guide here!

1



Make the sign-up process quick and easy

2



Don't overlook channels to onboard subscribers such as your YouTube channel, email signature and LinkedIn

3



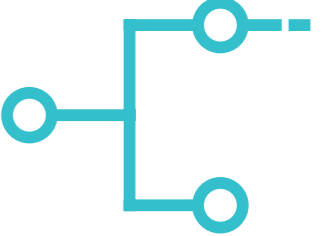
Create sign up opportunities in all your digital communications

4



Be aware of privacy issues ([you can see ours here](#)). In Australia, The Office of the Australian Information Commissioner lays out an [organisation's privacy policies responsibilities](#).

5




Run A/B testing to make your email is as enticing as possible

6




Check your email is mobile-friendly as the majority of people are reading on a smartphone

7



Double-check all links, especially any CTAs (call to actions)

8



Using automation services provides you a world of data that allows you to provide an even better email experience for your reader. It can show time of day opened, device used, as well as any emails that may been sent to spam

9



Don't overlook accessibility for people with differing abilities.

10



Ensure your sign up is in a visible spot on your website. Adding twice is sensible: having it in a prominent position on the banner on top right-hand side, as well as on the footer, ensures it won't be missed.