



Building Your List Can Be a Thing of Beauty

A step-by-step guide to collecting customer and member email addresses

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BEST PRACTICES GUIDE | EMAIL MARKETING



Whether you're a bookstore, a nonprofit arts organization, a wine consultant, or an accountant, you need a steady stream of business, referrals, or response from the people that keep your doors open.

That starts with staying in regular communication with your audience. When you build an ongoing dialogue, you increase the trust and comfort level they have with you. They look forward to hearing from you. You'll stay top of mind with them.

As a result, they'll become more loyal, spend more on your products and services, donate more frequently, and be more likely to refer you to their friends or colleagues.

Sounds great, right? The easiest, most effective way to build that dialogue is with email marketing. And that's why it's so important for small businesses to have and grow an email contact list.

Ready to get started?

This guide will walk you through the steps to quickly and easily capture the email addresses you need to build your list, connect with customers, and take your email marketing to the next level.

In this guide, you will find...

How to build your list at your place of business

How to build your list online and with social media

How to build your list in the field

What to do with your list

Quick Tip #1

Want to build your list faster?

Start a contest for your employees, staff, or volunteers with a prize to the person who's collected the most email addresses from customers, clients, or members.

Get ready: Start building your list

Here are some things you can do to build a permission-based list, wherever you go, however your organization interacts with the public.

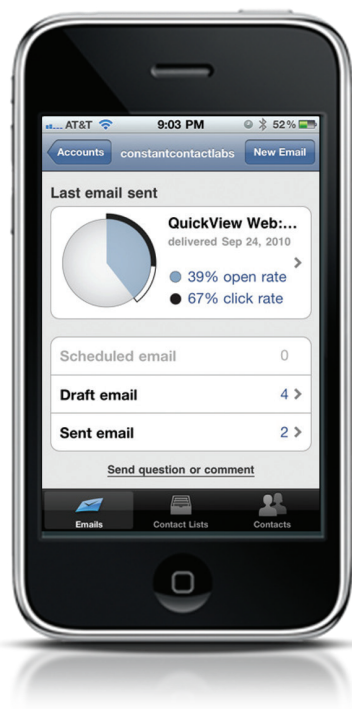
At your office or place of business

- Ask every customer if they want to receive your email newsletter.
- Request customer email addresses at POS, when ordering online, or when checking out.
- Use Constant Contact's desktop widget, the **Constant Capture tool**, to instantly record customer email addresses when they check out.
- Add space to your comment cards or surveys for people to sign up.
- Put tent cards, wall, or counter displays in your place of business. Use a teaser, if applicable, about getting the inside scoop or exclusive offers from you.
- Use a fishbowl on your counter to collect newsletter sign-up forms or business cards. Offer a weekly or monthly prize, like discounts or gifts from your establishment or other local vendors. Let everyone know they'll be added to your mailing list and announce the winners in your newsletter.



Quick Tip #2

Whenever you come in contact with a customer or member, ask if they're subscribed to your mailing list. If not, sign them up by text message or with our iPhone app.



If you're online and use social media

- Add **Constant Contact's "Join My Mailing List" app** to your website and your Facebook Page so people can join your list.
- Ask your Facebook fans and Twitter followers to sign up for your list by providing a link to your sign-up form on your website.
- Share your latest newsletter on your favorite social network and let everyone see the great content you're sending on a regular basis.
- Create a "teaser" about your upcoming newsletter and post it on social networks telling your fans, followers, and connections what they'll get if they subscribe.

When you're at events, in the field, or networking:

- If you have an iPhone or iPod Touch, get **Constant Contact's FREE QuickView app** so you can collect new contacts on the fly at tradeshow, networking events, seminars, or even when you least expect it.
- Bring a sign-up sheet to every public event you exhibit at or participate in: fairs, open houses, fundraising events, craft shows—any place where dozens of people are going to learn more about your business.
- Leave postage-paid email sign-up cards behind when you visit clients so they can mail them back to you. Just write or stamp your address on the back of the card so they can just drop it in the mail and it won't cost them a penny.
- With **Constant Contact's Text-to-Join feature** all you need to do is provide your special, customized keyword and your short code. The person will be prompted to send a text message with his or her email address to join your list.
- Our **Scan-to-Join feature** allows you to create a simple QR code that, when scanned by a smartphone, takes your customers, clients, members, and supporters to a mobile friendly Join My Mailing List page.

Get set: Here's what to do with your list!

- Ask your customers or members what they want to hear about from you—consider using **Online Survey from Constant Contact** to collect this information quickly and easily.
- Segment your master mailing list into smaller lists that group people together by their interests. It allows you to create truly targeted communications that speak directly to them.
- Host an event like a class, seminar, demonstration, client/member appreciation party, or fundraiser to establish a bigger presence in your community, get publicity, and attract new people. (Use **EventSpot from Constant Contact** to capture registrations and online payments easily.) Ask attendees if you can add them to your mailing list.
- Collect people's birthday or anniversary dates. Every month, send a special discount or offer to those celebrating their big day.



Quick Tip #3

Many businesses send birthday promotions offering customers a discount or gift on their big day. Why not offer an anniversary promotion? You'll attract couples who will be in a celebratory mood to splurge.