

Tip #1 – Segment your contacts

Use click segmentation with links and apply tags to contacts.

- Send More Relevant Content
- Get More Opens

Tip #2 – Grow your list and ask permission

Select a sign-up form type

You can also create a WordPress Sign-up Form or utilize the Text to Sign-up tool

Pop-up
Display a pop-up form that prompts visitors to sign up.

Inline
Insert a form in the perfect spot on your site.

Landing Page
Generate a link to share on social media or on your site.

Tip#3 – Find out what people really want by creating an online survey

- Email
- Website
- Social Media

- Include Branding
- Keep it Short
- Promote the Survey

Constant Contact

Ask us for best practices to craft questions, increase responses, and track results in real-time.

Request from us the Email Marketing List Growth Checklist.