

1

Use paper sign-up sheet



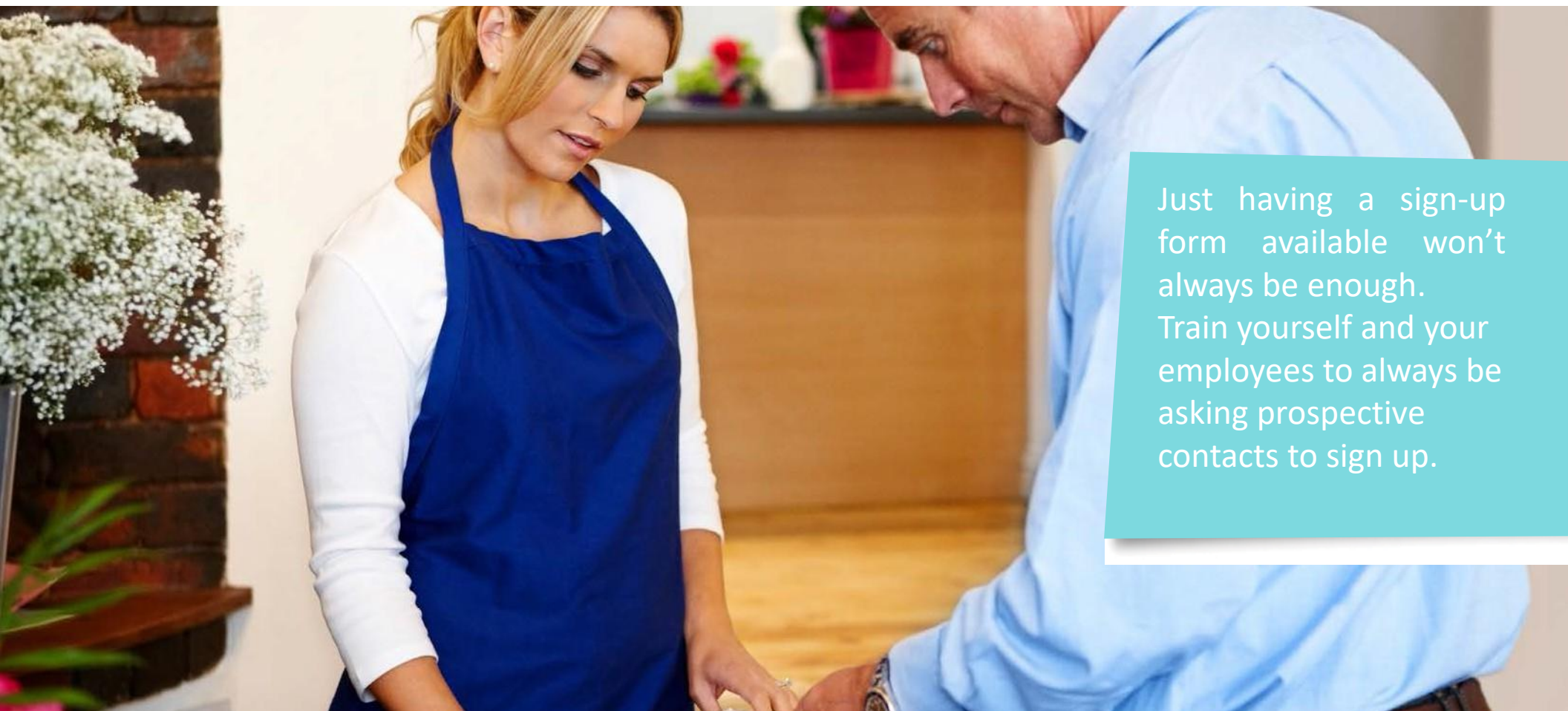
Join our mailing
list

First	Last	Email
-------	------	-------

Keep it simple.
Sometimes a paper
sign-up sheet is the
best way to go.

2

Ask face to face



Just having a sign-up form available won't always be enough. Train yourself and your employees to always be asking prospective contacts to sign up.

3

Check your database



Don't overlook the obvious. You probably already have a database of contacts who would love to join your list. Ask them to sign up.



4

Ask friends and family



Look to your personal
network to help kick
start your list growth.

5

Put a fishbowl on the counter

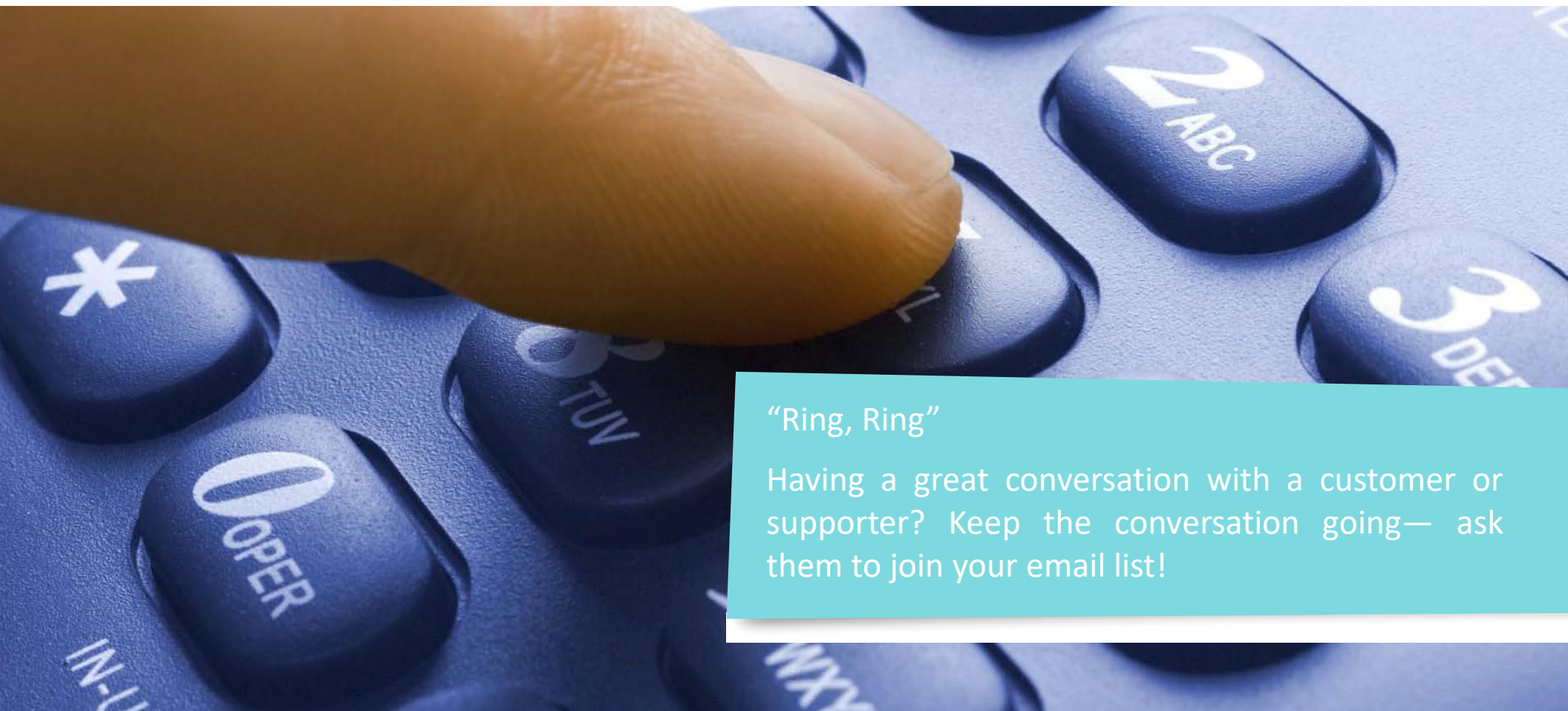


Put a fishbowl on your counter and give customers an incentive to drop in their business cards to join your list.



6

Over the phone



“Ring, Ring”

Having a great conversation with a customer or supporter? Keep the conversation going— ask them to join your email list!

7

Use your sidewalk sign



Using a sidewalk sign or sandwich board to bring in foot traffic? Tell passersby about all the great info, discounts, and news they'll find by signing up for your emails.

Today's Specials

Heirloom Tomato Soup
Grilled Cheese
Arugula Salad
Croque Madam

For daily updates, sign up for our
weekly email list!

8

Participate in Small Business Saturday



If there's one day people are excited about finding new businesses it's [small Business saturday.](#) make sure you're asking people to join your list when they come in for this special day.

9

Add a sign-up form to your Facebook page



make it easy for fans to join your list by adding a sign-up form to your Facebook Page.



Awesome Merchandise

14,110 likes · 275 talking about this

tip: [Constant Contact customers can use our free app to add a sign-up form right to their page and collect email addresses without doing any extra work. Find out how.](#)

ting &
out



Follow
t

About – Suggest an Edit

Photos

Join Our Mailing List

Twitter

10

Tweet it!



11

Update your Facebook page cover photo



You can now include a call to action on the Cover Photo of your Facebook Page. Have some fun with it and ask people to join your list.

Get travel deals delivered right to your inbox. Join our email list below!



Sunset Travel

14 likes

✓ Liked

Message

Tours/Sightseeing
Waltham, Massachusetts
<http://www.sunsettravelonline.com/>

About – Suggest an Edit



Photos



Connect With Us



Constant Contact Ev...



Join My List

12

Buy a Facebook ad



Get More Page Likes

Build a bigger audience.



Promote Page Posts

Get people to see and engage with your important messages.



Supercharge your Facebook list growth with a Facebook Ad. Add new fans and new subscribers by driving people to your Facebook sign-up form.

Right Column Preview

Marshall's Fenway Farm



Announcing the Marshall's Fenway email club! Sign up today.

424 people like Marshall's Fenway Farm Stand

Text: [?]

31 characters left

Announcing the Marshall's Fenway email club! Sign up today.

13 Use your Youtube channel



Constant Contact



Subscribe

2,518

Featured

Browse videos

Uploads

Playlists

Likes

Feed

Comments

Making the leap into online video? Talk about your emails in a video and tell people where to sign up.



ConstantContact.com/Try

0:16

Grow Your Business with Email M...



19:43

Google I/O 2013: Our Thoughts [S...



37:35

Constant Contact API webinar

14

Use Foursquare



Foursquare lets you update your business's info and post alerts to people in the area. Try sharing a link to your sign-up form and see how it does.

Seaford Restaurant in Gloucester

Address: 84 Causeway St
Gloucester, MA 01930 →
Phone: (978) 281-0415

Hours: Likely open (See when people check in)

6.8 /10 Popular with out-of-towners

Total Visitors: 344
Total Check-ins: 580

<http://4sq.com/9vAeMW> SHARE

Charlie's Place
83 Bass Ave

Captain Hook's
406 Washington St

[Learn more: New to Foursquare? Find out how to get started!](#)

15

Join a LinkedIn group



[Ryan Pinkham, Learn more about the new BlackBerry Z10 - follow BlackBerry for updates](#) 140,446 Profess

Technology
Marketing

B2B Technology Marketing Community

Discussions

Members

Promotions

Jobs

Search

More...



Start:

Discussion



Poll

Start a discussion or share something with the group...

When appropriate let members of the same LinkedIn Groups know about your email list.

[Learn more: New to LinkedIn? Find out how to get started!](#)



Social Media 101: 8 Steps to Social Media Marketing Success • 5 days ago

Social media has taken the world by storm over the last few years. It not only serves as a great form of public relations for any...

Latest Updates



33 people have joined including [Donna E Veith](#) and [rolf vet](#)

3 minutes ago



[Kfir Pravda](#) voted

16

Join a Google+ Community



A screenshot of the Google+ homepage. The interface includes a top navigation bar with the Google+ logo, a search bar, and a 'Share' button. A left sidebar contains icons for Home, Profile, Explore, Events, Photos, and Communities. The main content area features a large green banner titled 'Get together with Google+ Communities' with a list of bullet points: 'Join public communities around your interests', 'Start private communities with just the right people', and 'Plan events, start hangouts, and share from anywhere'. Below the banner are several community thumbnails, including 'Black party', 'Family', and 'Photography'. A 'Discover communities' section at the bottom displays movie posters for 'Harry Potter', 'Forever Twilight', 'The Hunger Games', and 'Versus'. A yellow callout box on the right side of the page contains text about the purpose of Google+ Communities.

Like LinkedIn Groups, Google+ Communities are the place Google+ users go to find information relevant to them. Share your latest email and ask members to join your list.

17

Host a Tweet chat



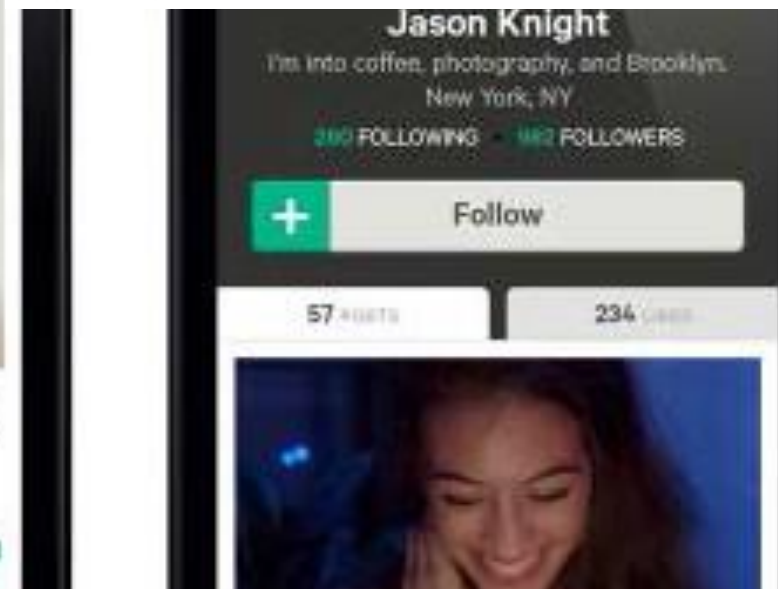
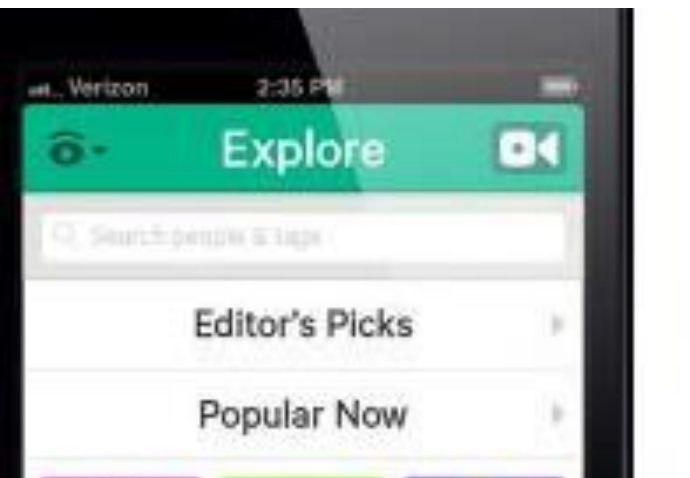
Tweet chats are a great way to boost engagement on Twitter. It can help you attract new followers and can give you a unique opportunity to grow your list.

18

Use Vine



Tell people why they should sign up in 6 seconds or less. You can share your Vine video on Facebook or Twitter and can embed it on your blog.



19

Add a sign-up link to your social bios



Allow social connections to easily find your email sign-up form by linking to it in your profiles. Try it on Facebook, Twitter, LinkedIn, Pinterest, or Google+.



boloco
@boloco

Serving up globally inspired burritos & bowls, smoothies, & more.
We believe even a burrito aspires :) Tweets by @CassidyQuinn
@BolocoCEO @DrewLitavis @ambdoyle
New England, MD, DC & RI - <http://www.boloco.com>

20

Sample your content on Pinterest



84 Boards

3,697 Pins

67 Likes

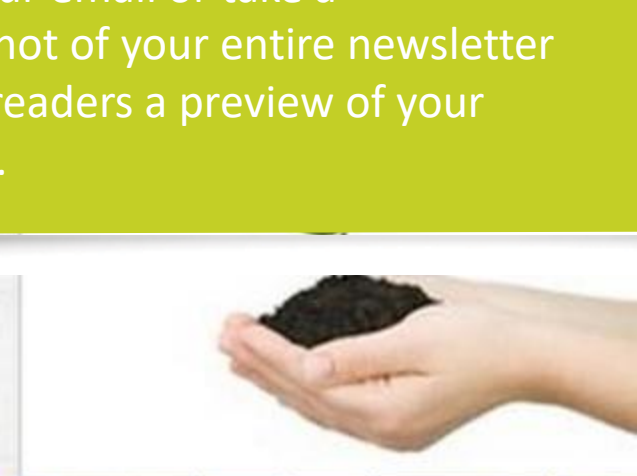
Activity

Unfollow All

Quotes for Small Business...
204 pins

Constant Contact
21 pins

Create a board on Pinterest and “pin” your email newsletter right when it comes out! Use an image from your email or take a screenshot of your entire newsletter to give readers a preview of your content.



21

Add sign-up form to your website



Sign-up for Alchemy's email list and get great offers!

Get Offers!



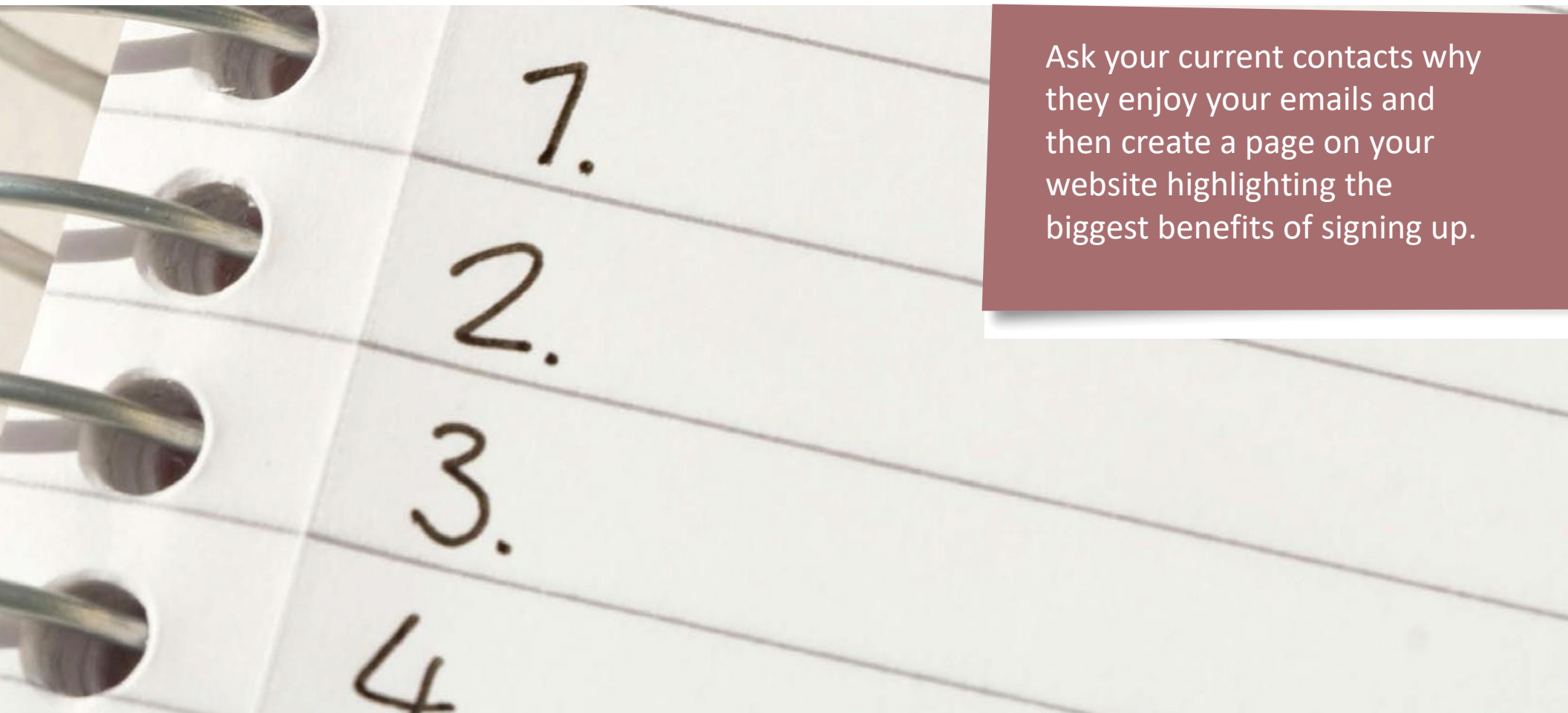
Easily add a link to your sign-up form on your website and collect emails from people who visit your site. Give your sign-up form plenty of visibility by putting it on every page.

22

Create a “reasons to sign-up” page



Ask your current contacts why they enjoy your emails and then create a page on your website highlighting the biggest benefits of signing up.



23

Keep your sign-up form short



Don't ask too many questions. You may miss chances to grow your email list. Keep your sign-up form short and simple. Only ask for the information that's absolutely necessary. You can collect more information down the line.

SUBSCRIBE?

s Please



No Thanks



24

Add to your blog



Constant Contact
BLOGS

HOME

FRESH INSIGHTS

OUR EXPERTISE ▾

TUTORIALS ▾

FEATURED POSTS



When is the Best Time to Post on

If someone enjoys what you have to say on your blog, there's a good chance they'd want to see your updates in their inbox.

Join over 400,000 people who get our monthly *Hints & Tips* newsletter.

Sign Me Up!

FOLLOW US!



See all of our social media channels >>

25

Guest blog



 Email Marketing Everything email, in one place.

Email Marketing Strategies: Small List, Big Engagement

BY ANDY CRESTODINA [LEAVE A COMMENT \(EDIT\)](#)

Writing for other blogs is a great way to get in front of a new audience. Include a link to your sign-up form in your author bio. If people like your post, they'll want to get more information from you.



INSPIRATION.

Join over 465,000 people who get our monthly *Hints & Tips* newsletter.

[Sign Me Up!](#)

AUTHOR SPOTLIGHT



Andy Crestodina

<http://www.orbitmedia.com>

Andy Crestodina is a co-founder and the Strategic Director of Orbit Media, an award-winning 30-person web design company in Chicago. Over the past 12 years, Andy has provided web strategy and advice to more than 1000 businesses. But more than anything, Andy loves to teach web marketing. Andy writes about email marketing, search optimization, social media

26

Comment on blog posts



Participate in conversations about your area of expertise on your favorite blogs. When you leave a comment you'll also be able to add a link back to your website as part of your identifying information. This can lead people to your website where they can sign up for your email list.

27

Test different calls to action



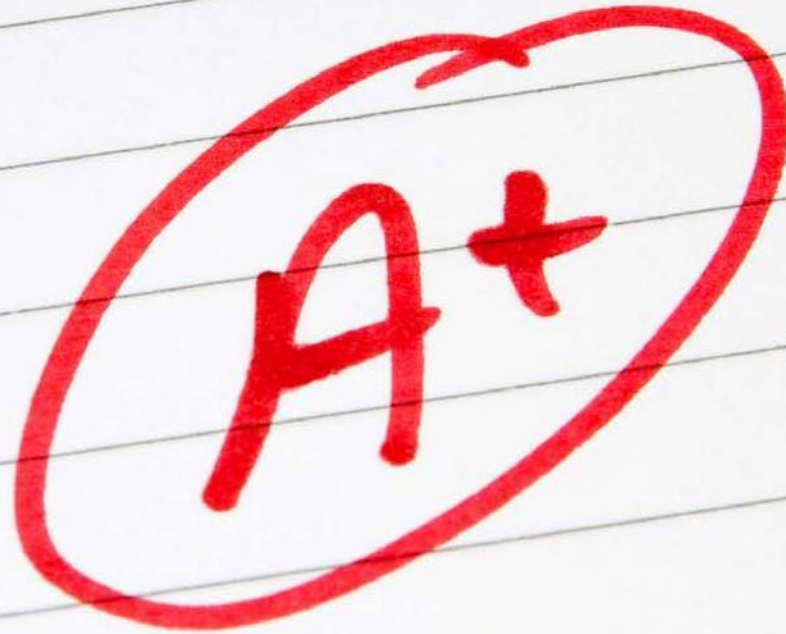
Join our list to learn more about what we have to offer!

Join our list to receive exclusive discounts!

Over 1,000 people have signed up to receive our emails each month. Sign up today!

Don't miss a thing! Join our email list to get updates sent to your inbox once a week.

Test different calls-to-action and see how your audience responds.



28

Online payment forms



Which form would you like to build?



Payment Form



Donation Form

Collect email addresses when people are making a purchase. Be sure to indicate they're opting-in to receive future emails from you.

Constant Contact 



Formstack

Constant Contact and Formstack have teamed up to give you the power of payment and donation forms in your campaigns.

What is Formstack?

Formstack is an online form builder that allows users to collect data via embedded and hosted forms.

29

Optimize online listings



Find tacos, cheap dinner, Max's

Near gloucester, ma



Home

About Me

Write a Review

Find Friends

Messages

Talk

Events

Blinkers Tavern

★★★★☆ 41 reviews [Rating Details](#)

Categories: American (New), Bars, Steakhouses [\[Edit\]](#)

318 Greenup St

Did you know that 49% of small businesses have never updated their online listings? Keep your listing up-to-date and provide a link to join your email list.

Accepts Credit Cards: Yes
Parking: Street, Private Lot

Wi-Fi: Free
Good For: Dinner



[Add Photos](#)

Alcohol: Full Bar
Smoking: Outdoor Area/ Patio Only
Coat Check: No
Noise Level: Loud
Good For Dancing: No
Ambience: Casual
Has TV: Yes



[View Larger Map/Directions](#)

Browse Nearby:

[Restaurants](#) | [Nightlife](#) | [Shop](#)

30

Use your podcast



Mention your email newsletter during your podcast. (Have you listened to our weekly [speakeasy Marketing Roundtable](#) Podcast? Check it out and while you're there, subscribe to our Hints & Tips newsletter at the top of the page!)

31

Collect emails with an online survey



Pizza, Pasta, Piano

Pizza Feedback 2013

1. Are you a member of Leonardo's Email Club?

Add a sign-up link to your next online survey. Let people share their feedback and join your email list.

2. How long have you been a customer of Leonardos?

- ☐ months to less than 1 year
- ☐ 1 year to less than 3 years
- ☐ 3 years to less than 5 years

32

Promote your email archive



Use Email Archive to promote your past emails. You can share your archive on your blog, website, and on social media.

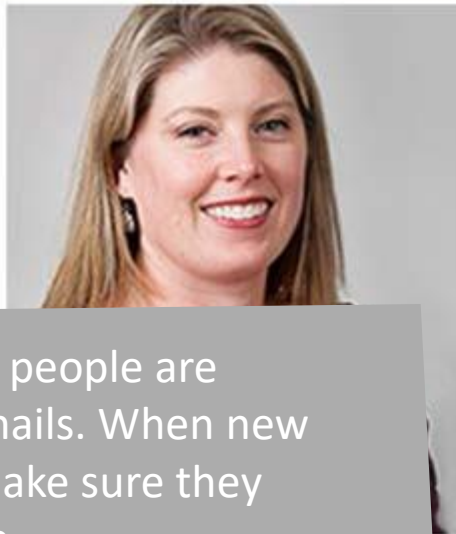
33

Put a sign-up link in your newsletter



Salesy\$ales
Your Trusty Sales Team

Want to stay in touch? Sign up for our newsletter »



My name is Sherrie Stersang and I just wanted to take a minute to send you a note and follow up on our conversation from yesterday. It was great to finally connect in person!

I'll be your personal sales coach, so please don't hesitate to [contact me](#) with any questions or concerns.

Looking forward to working together!

Sincerely,

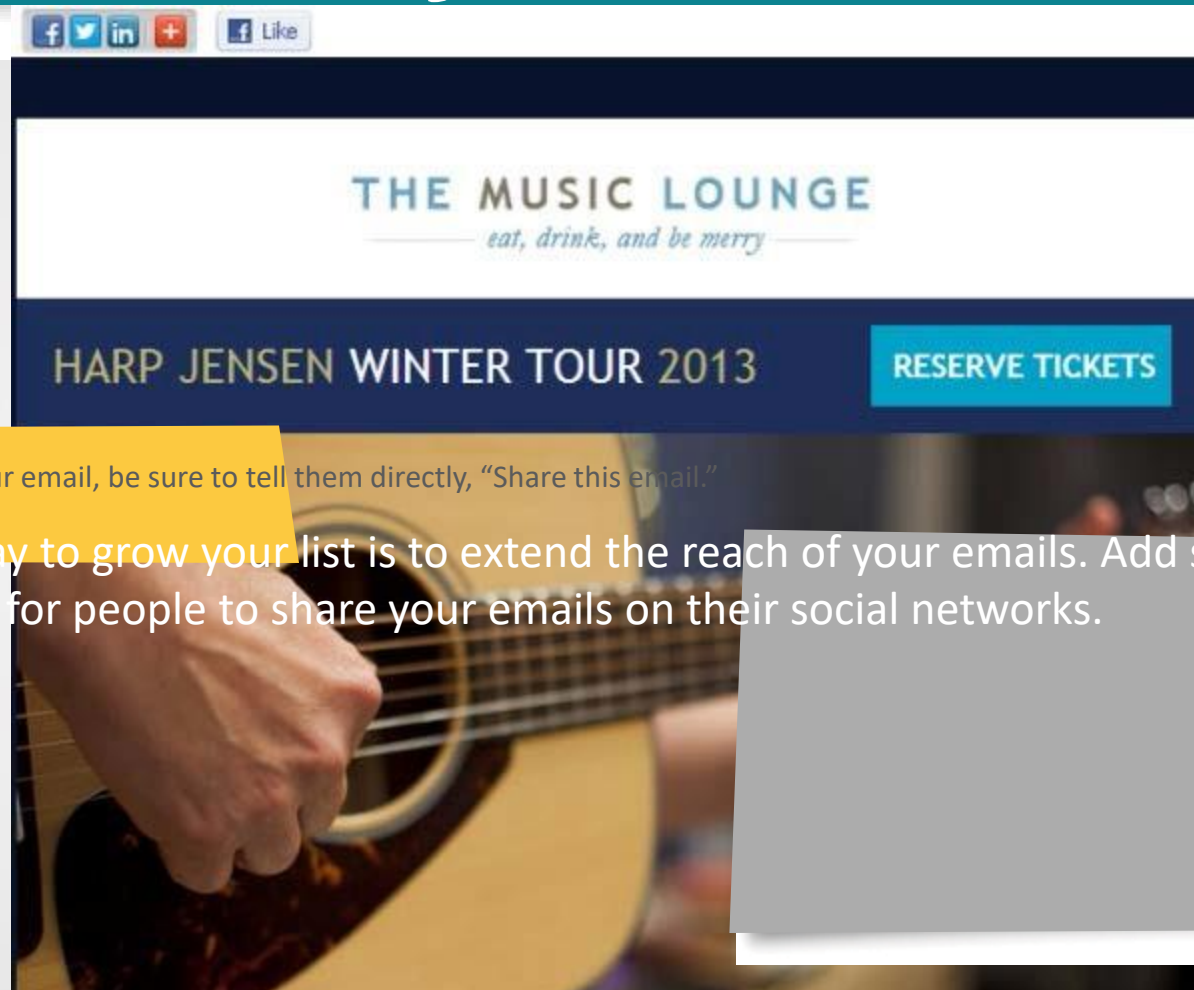
Sherrie Stersang
Northeast Regional Manager

Sherrie Stersang

You never know how people are going to find your emails. When new readers find them, make sure they have a way to sign up.

34

Add social share buttons to your email



tip: If you want people to share your email, be sure to tell them directly, "Share this email."

Sometimes, the best way to grow your list is to extend the reach of your emails. Add social share buttons to make it easy for people to share your emails on their social networks.

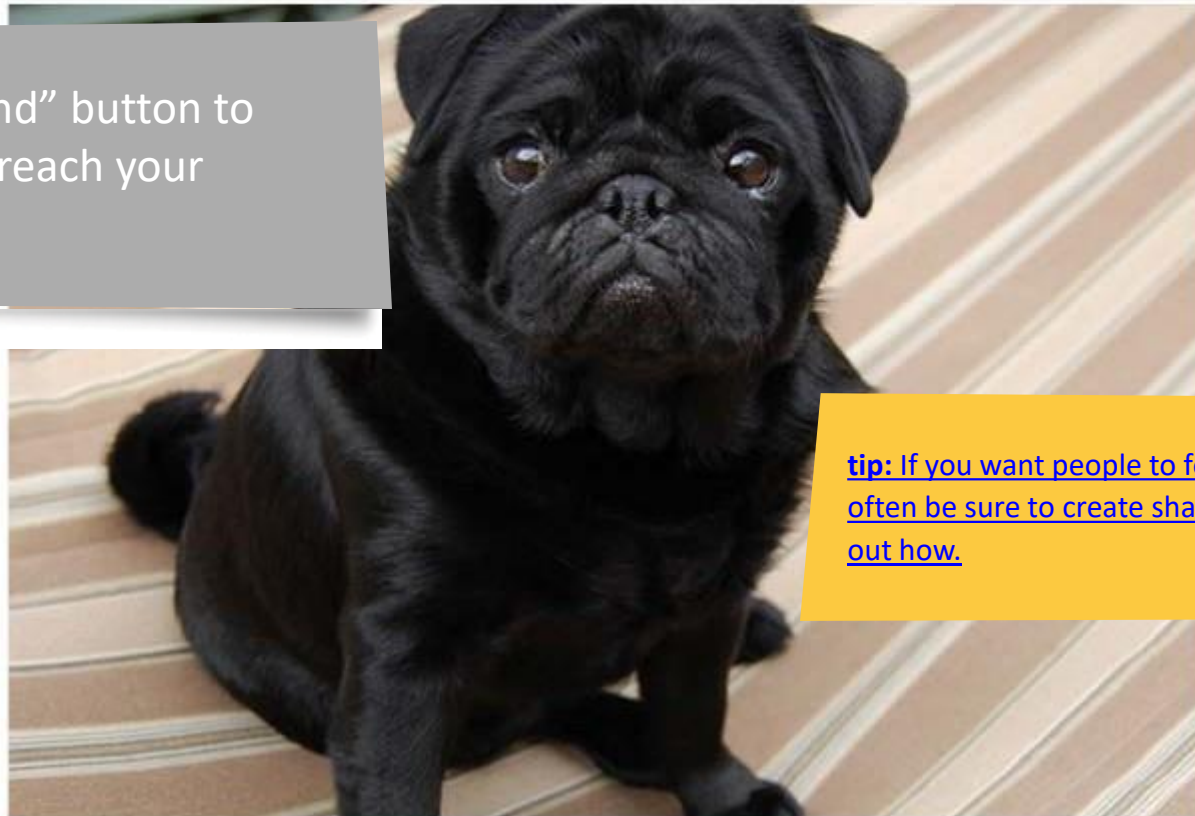
35

Use forward to a friend



3rd Annual Pet Adoptathon

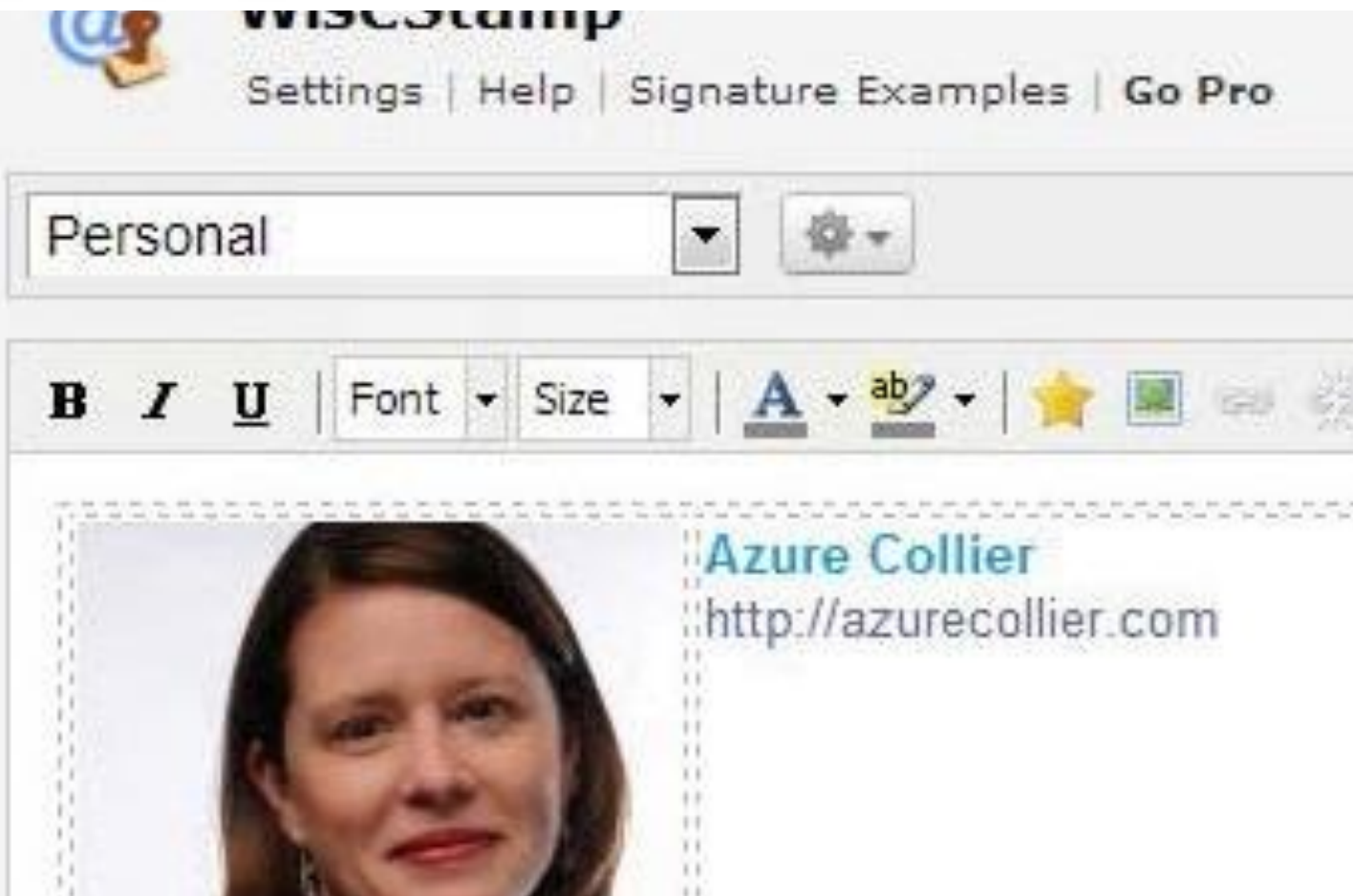
Add a “forward to a friend” button to your emails to help you reach your next subscribers.



[tip: If you want people to forward your emails more often be sure to create share-worthy content. Find out how.](#)

36

Your email signature



Get more exposure for your email list by including a link in your regular emails.

37

Use PicMonkey



With **picMonkey**, you can put text over images—a great way to ask people to join your list! Share your images on Facebook, Twitter, or hang them in your store.

[Learn more: New to Picmonkey? Find out more.](#)

SHADOWS INTO LIGHT TWO

One Trick Tony 

Bradley Hand ITC

Brush-tip Travis 

Schoolbell

Brush-tip Texe 

PencilPete 

Eraser Dust

Want to get away?
Join our mailing list for exclusive travel deals!

38

There's an
app for that



[Download](#) the [Quickview app](#)
from [Constant Contact](#) so you can
[enter new emails on- the-go.](#)

Find a contact by email address

mycontact@example.com

Add Contact

Import from Address Book

39

Use text to join




More than half of all Americans now have smartphones. [use](#) Constant Contact's Text- [to- Join](#) feature to let your people sign up [via text message](#).



40

Use a QR Code

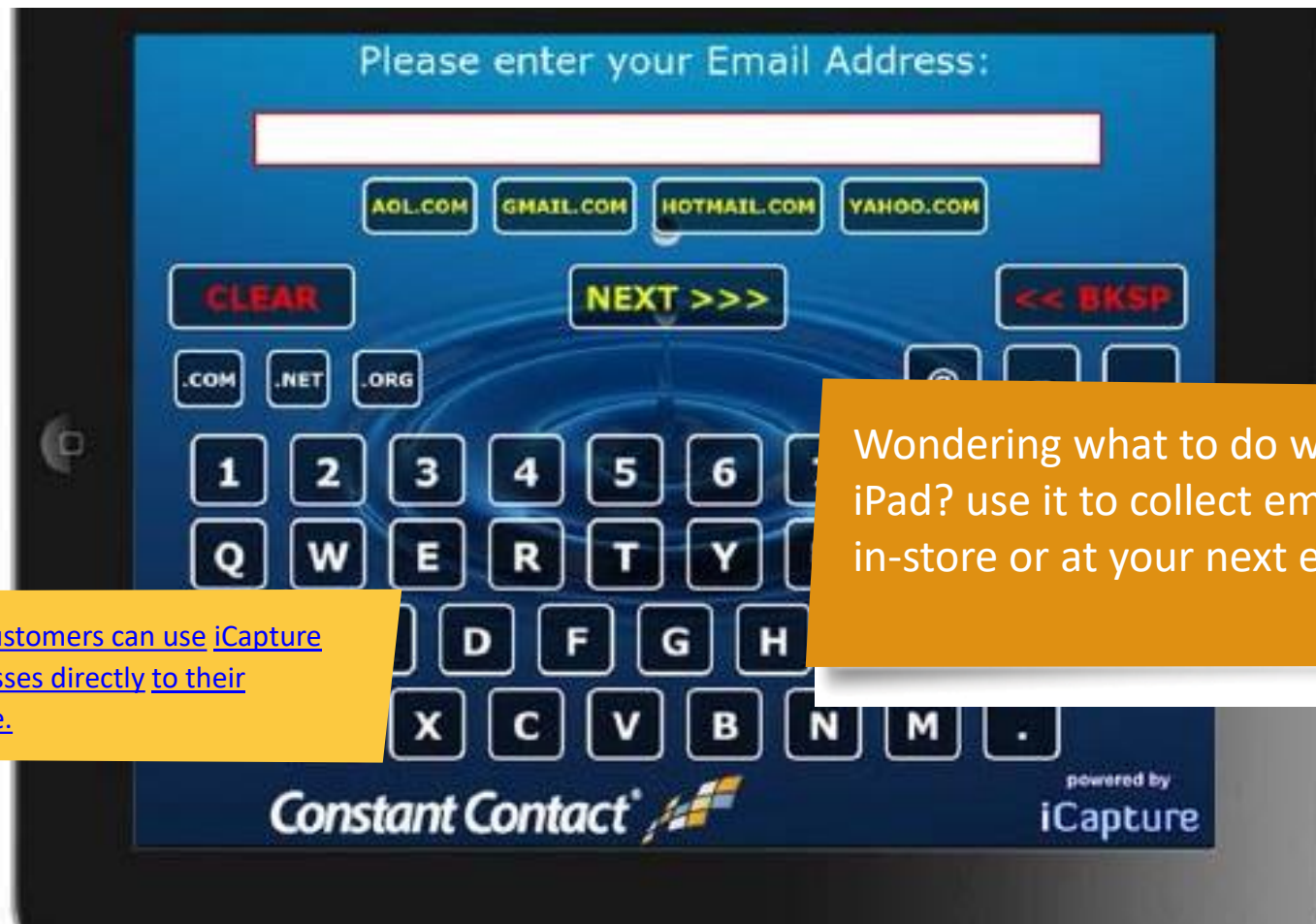
A hand holds a black smartphone, scanning a QR code on a flyer. The flyer has text like 'MINI RESUME 1 500' and '100'. The phone screen shows a 'Scanning...' message and a 'SCAN THIS QR CODE TO VISIT A MOBILE SITE' instruction. The background is a blurred green field.

Add a QR code to a flyer, post, or brochure and make it easy for people to scan-to-join your email list.

tip: [Constant Contact customers can easily create a QR code right in their accounts. Find out more.](#)

41

Use an ipad



Wondering what to do with the new iPad? use it to collect email addresses in-store or at your next event.

[tip: Constant Contact customers can use iCapture app to add email addresses directly to their accounts. Find out more.](#)

42

Use a brochure



Giving out flyers, brochures, or pamphlets at your store or office? Let people know your emails are the best source for up-to- date information.

43

Run an ad in the paper



Get the most out of your print advertising investment. Tell people to visit your website and join your list!



44

On your business cards



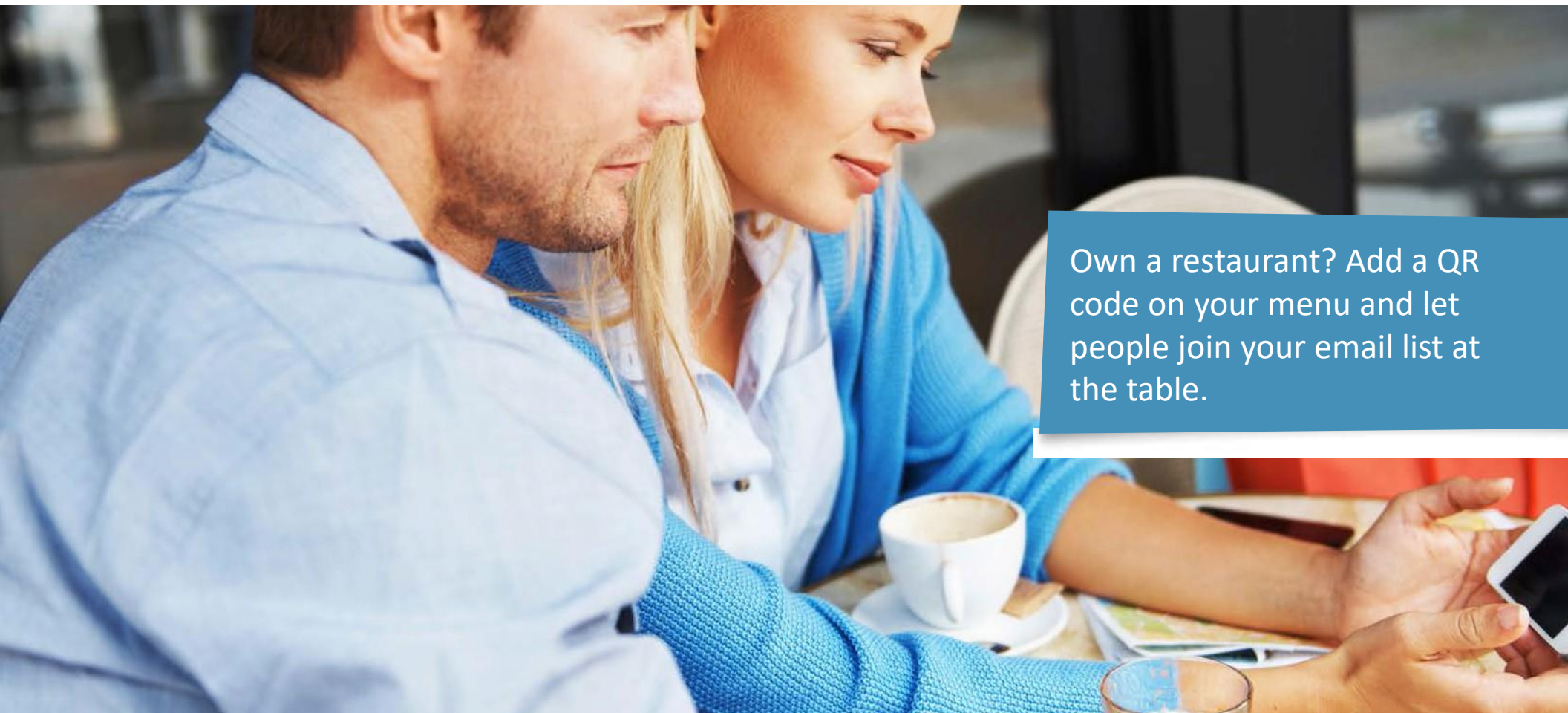
Work with your business card supplier to add a QR code with a call-to-action to join your email list.

45

Add to your menu

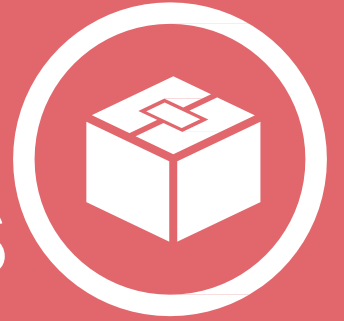


Own a restaurant? Add a QR code on your menu and let people join your email list at the table.

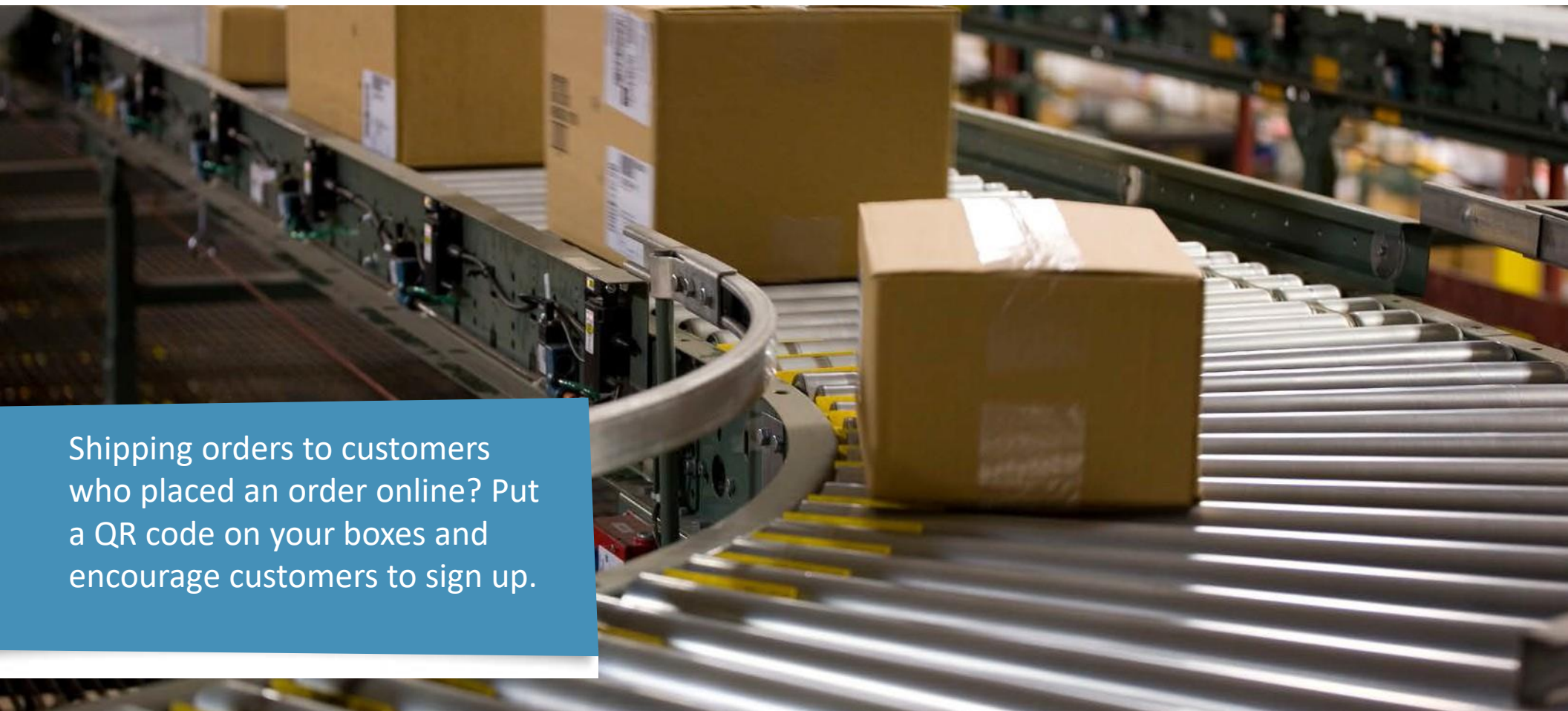


46

Use your shipping boxes



Shipping orders to customers who placed an order online? Put a QR code on your boxes and encourage customers to sign up.



47

During event registration



Where

Harbor Hotel
Riverdale
Massachusetts, MA



Driving Directions

Personal Information

First Name:

Last Name:

Email Address:

Confirm Email Address:

☒ Yes, I would like to receive your email newsletters

Stay in touch before, during, and after your event by collecting email addresses when people register for your event.

Register

48

Collect email addresses at your event



Collect email addresses at your event with a paper sign-up sheet, QR code, or even via text-message.



49

Be a sponsor



Work with other businesses and organizations in your community to host an event. It's a great way to introduce your business (and your email list) to a whole new audience.

50

Book a speaking engagement



If people are interested in what you have to say, there's a good chance they'll be interested in what you write in your emails. Let people know you have a resource they can sign up to receive.



51

Use your table tents

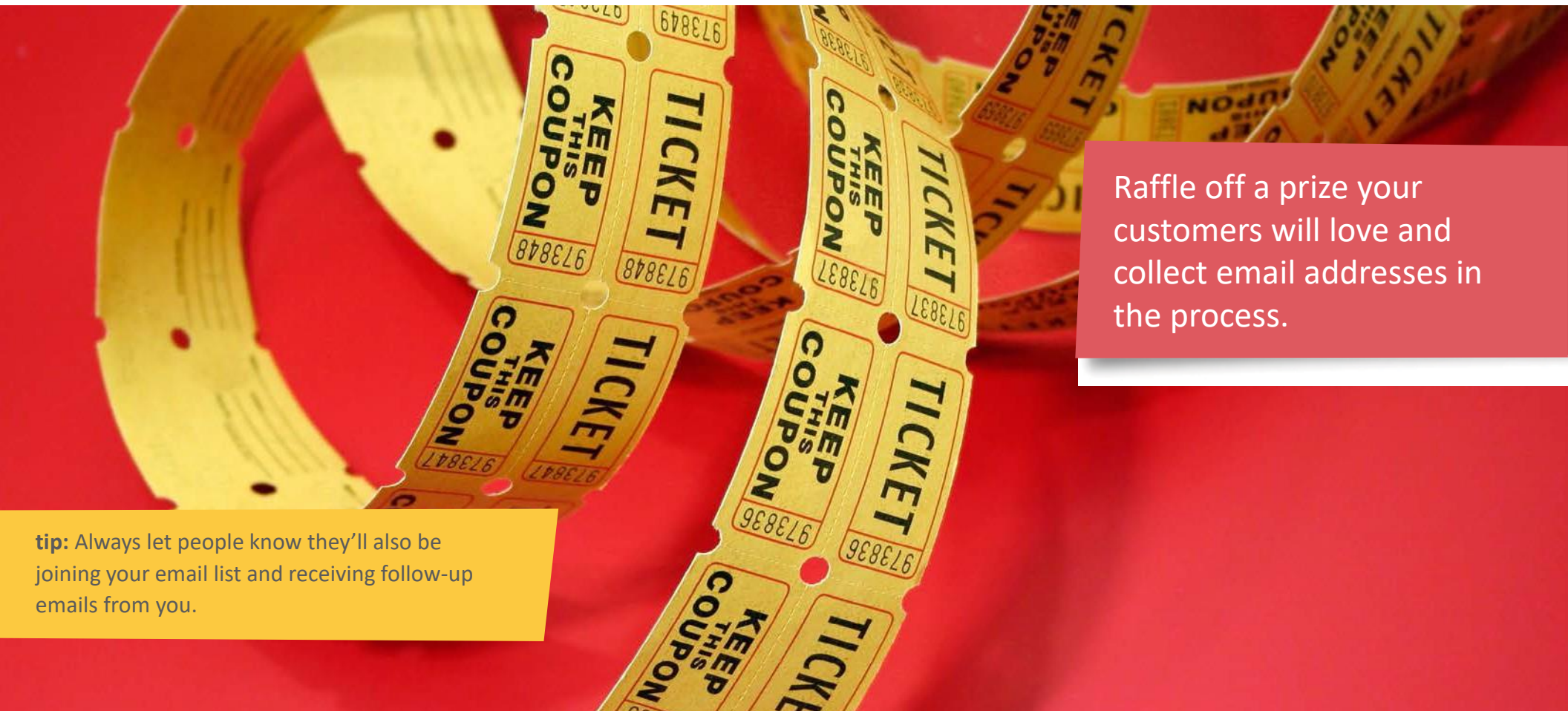


Do you use table tents in your restaurant or at your events? Add a QR code and make it easy for attendees to join your email list.



52

Run an in-store raffle



Raffle off a prize your customers will love and collect email addresses in the process.

tip: Always let people know they'll also be joining your email list and receiving follow-up emails from you.

53

Run a Facebook sweepstakes



**WIN an Ultimate Coffee Lovers
Gift Set for YOU and a friend!**
IT'S EASY! Click the "LIKE" button above
and enter to win on the next page!!

With [social campaigns from constant contact](#), you can run a contest on Facebook and collect email addresses in the process.

54

Start a loyalty program



Leonardo's Pizza



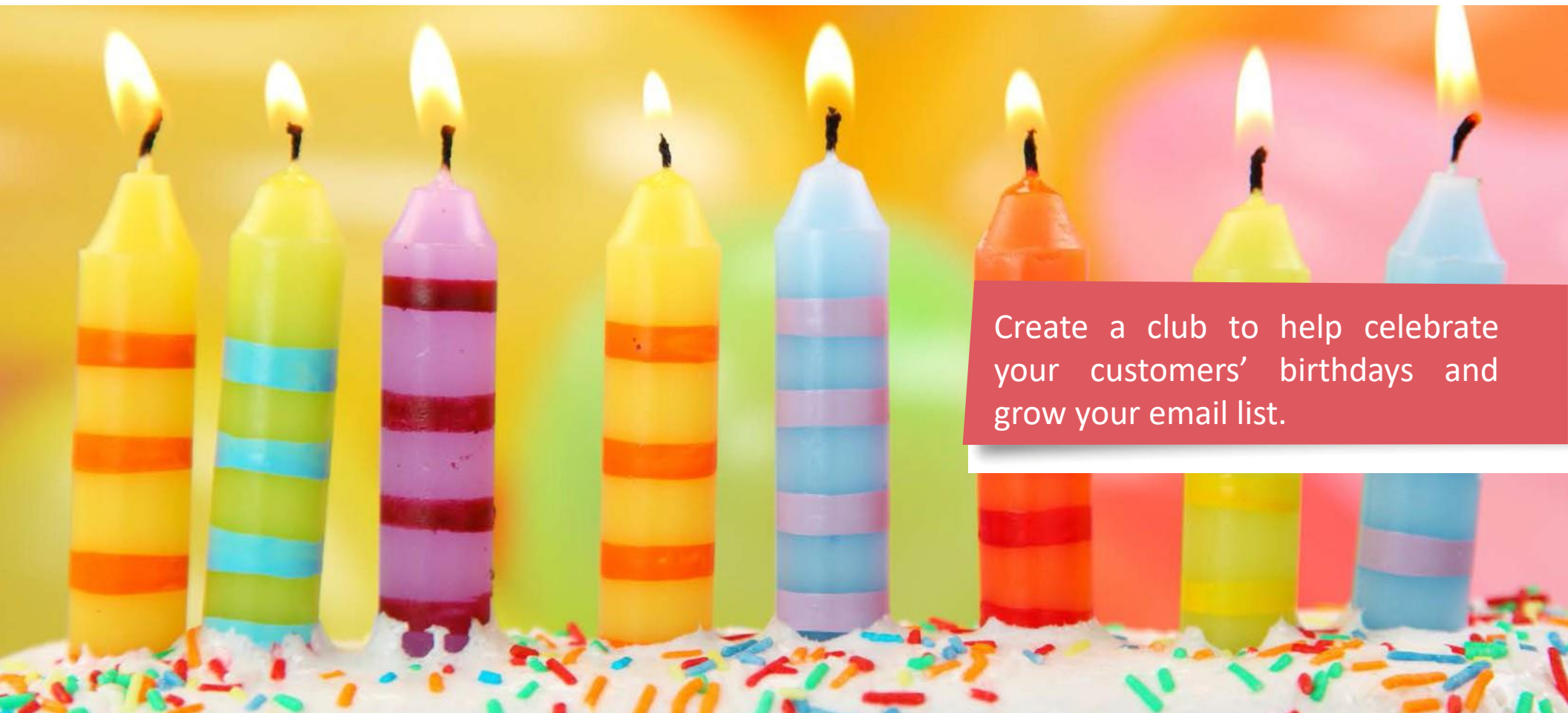
Buy 5 Slices, Get 1 Free

Look for ways to reward your customers and grow your email list in the process!



55

Run a birthday club



Create a club to help celebrate your customers' birthdays and grow your email list.

56

Run a local deal



\$59 for \$140 worth of House Cleaning Up To 2,500 Sq. Ft



tip: With [saveLocal from constant contact](#) you can collect email addresses right when someone purchases your deal. Find out [how](#).

If you want deal buyers to come back after the deal is over, you need to make it easy for people to join your list!

Buy Now



Share here and get more.

Get \$20 to spend at ProfessionalHomeCleaning when you share this deal.



57 Ask when someone redeems an offer



Testing your luck with one of the big-name deal providers? Don't forget to ask new customers to join your mailing list when they redeem the offer.

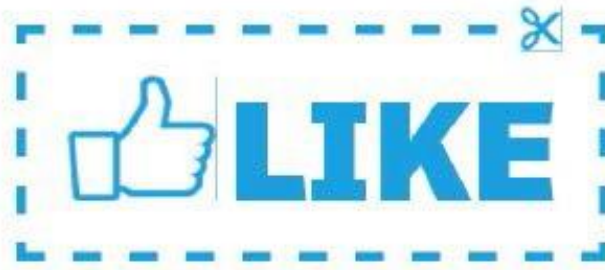


58

Offer a coupon on Facebook



**Celebrate Earth Day with a free AspenClean Natural Cleaner
from Island Natural!**



59

Offer a piece of content



Please download your free PDF below!



Whitepaper quarterly report.pdf (4

Prepared for ben.parnau+constantcontact2@gmail

Download

You can offer up a great piece of content—like a whitepaper, eBook, or guide—to entice people to join your list

60

Offer an incentive to your employees



Get your employees excited about growing your email list. Offer a prize to the employee who collects the most email addresses.

