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Building Better Lists for E-Mail Marketing:

Three things to remember when building your e-mail marketing list: ask permission, use existing resources, and listen to your audience. Below are tips and tricks on how to start building your e-mail marketing list. Bigger is not necessarily better. Building a list doesn't happen overnight. Follow the steps below and you are on your way to a great list. Remember building a great list is an on-going process. You need to nurture your list, cultivate it and it will grow.

1. Start with your "House List". A house list is a list of all of your customers, clients, members and individuals who you have a business relationship with. Make sure the following are on your house list:
 - Current customers
 - People who call to request information
 - Local media members who you have established an relationship with (call them and ask if you can put them on your list)
 - Members of professional organizations that you have met
2. You want your list to be permission based. In other words, people have given you permission to email them. Facts:
 - Permission-based emails are reaching consumer inboxes about 75% of the time compared to just 49% for emails that aren't permission-based – *Lyris Q2 Email Advisory Report Card*
 - 63% of consumers review emails from companies that they know and trust – *Epsilon "Brand Survey" 08*
3. Make it a part of your networking process – ask your prospects, customers, and associates if they want to get information.
4. Partner with non-competitive businesses – promote each other's list. Examples would be:
 - Other technology companies (hardware, software)
 - Training centers
 - Headhunters and staffing companies

- Your insurance agent
 - Your banker
 - Your accountant
5. Use a physical sign-up sheet in a physical environment (trade shows, user conferences). Use the fishbowl from your last tradeshow where you collected business cards – call them and tell them what your newsletter offers. Ask if they would like to be included.
 6. Add an online sign up box on your website. Have it multiple places on your website (not at the bottom – people don't like to scroll) – make it visible.
 - Do you have a site visitor sign-up form?
You pick the text, font, and colors!

Forms:

Buttons:

Get Email Updates →

7. Have a text link in all of your emails: - Sign Up for our Email Newsletter
8. Provide a preview of newsletters – email archive of newsletters – The Partner Marketing Group can provide you with past email newsletters that you have done with us.
9. Post a privacy policy – “I am not going to sell or share your information, the only person using this information is me”. If you need help, use a simple tool called the “Privacy Policy Generator” on the Direct Marketing Association website at <http://www.dmaresponsibility.org/PPG/>.
10. Put a link in your social media networks (Linked In, Facebook profile – “sign up for my email tips”)
11. Your house list depletes itself 30% a year by natural attrition – *Return Path 08*. Make the effort to keep the people you have.
12. Send a welcome email once someone has signed up for your list. Sound excited, say thank you, establish your brand, make them feel genuinely welcome.
13. Companies that don't communicate within the first 60 days of a new list subscriber increase their chances of being labeled as SPAM over 50%.
14. Target your list. Define topics of interest and send only what appeals to each list (i.e. customers and prospects). Segmentation delivers, on average, a 7x increase in open rates and a 14x increase in click-through rates. – *Understanding IS-Level Email Filtering, Sept 2006*
15. Send a survey to your list. Find out –
 1. Why they subscribe?

2. What products, services are they interested in?
 3. What topics they would you to cover in the newsletter?
 4. What is their preferred frequency? Monthly? Quarterly?
- 16.** Send an incentive if they sign-up for your list (white paper, special report, discounts)
- 17.** Manage your list – if no opens or clicks for at least 6 months :
 1. Re-engage them with a conversation
 2. Send a “can’t refuse offer”
 3. Try different send times and days
 4. Try different subject lines
- 18.** If still nothing – take them off your list. Why spend time and money on individuals who do not want to hear from you?