POWER MOVES

TO GROW YOUR LIST

Your Expert

Aaron Wesley Means

CEO

ACTIVATE Business Solutions

aaron@activatebiz.com

Award Winning Marketing Services

Constant Contact® MASTER CERTIFIED

Alignable

Alignable Discount + Bonus Package

20-40% OFF Constant Contact

- **+ FREE** Trial
- **+ FREE** Pro-Branded Email Template
- **+ FREE** Coaching on Zoom
- **+ FREE** Integration with your Marketing Systems

www.GetEventPromo.com

What does it cost?

starts at **only ~~$12.00~~ $7.60/mo**

ACTIVATE

What are my online Marketing Options?

Believe it or not, the **whole** internet boils down into only three buckets!

Websites

1

Social

2

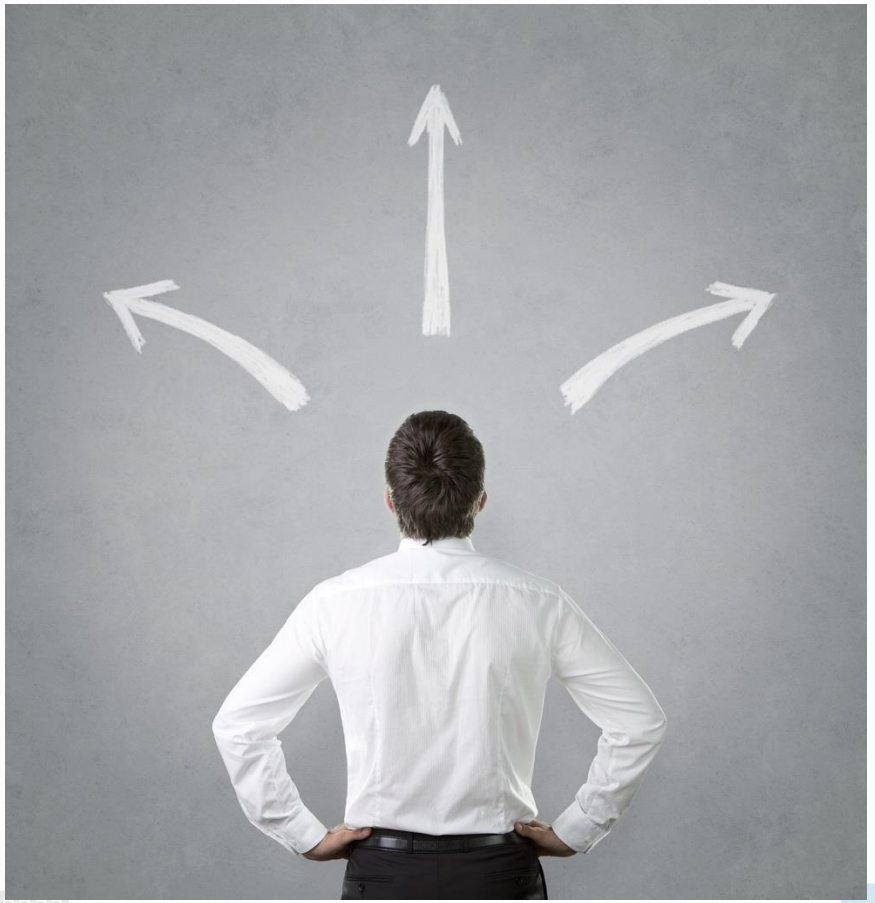
E-mail

3

© Constant Contact 2015

What do people visit online **most frequently**?

- Websites
- Social
- Email



© Constant Contact 2015

When they visit these channels, will they see **your** content?

- Website – **N/A**
- Social Media – **not likely**
- Inbox – **high probability**

© Constant Contact 2015

Growing your Subscriber Base

A Practical Strategy for Successful Email Marketing

Here’s what we’ll cover today:

- How to build a permission-based list
- How to entice people to sign-up
- Live Demo including how to use Constant Contact sign-up tools

Get BIG marketing results for your small business

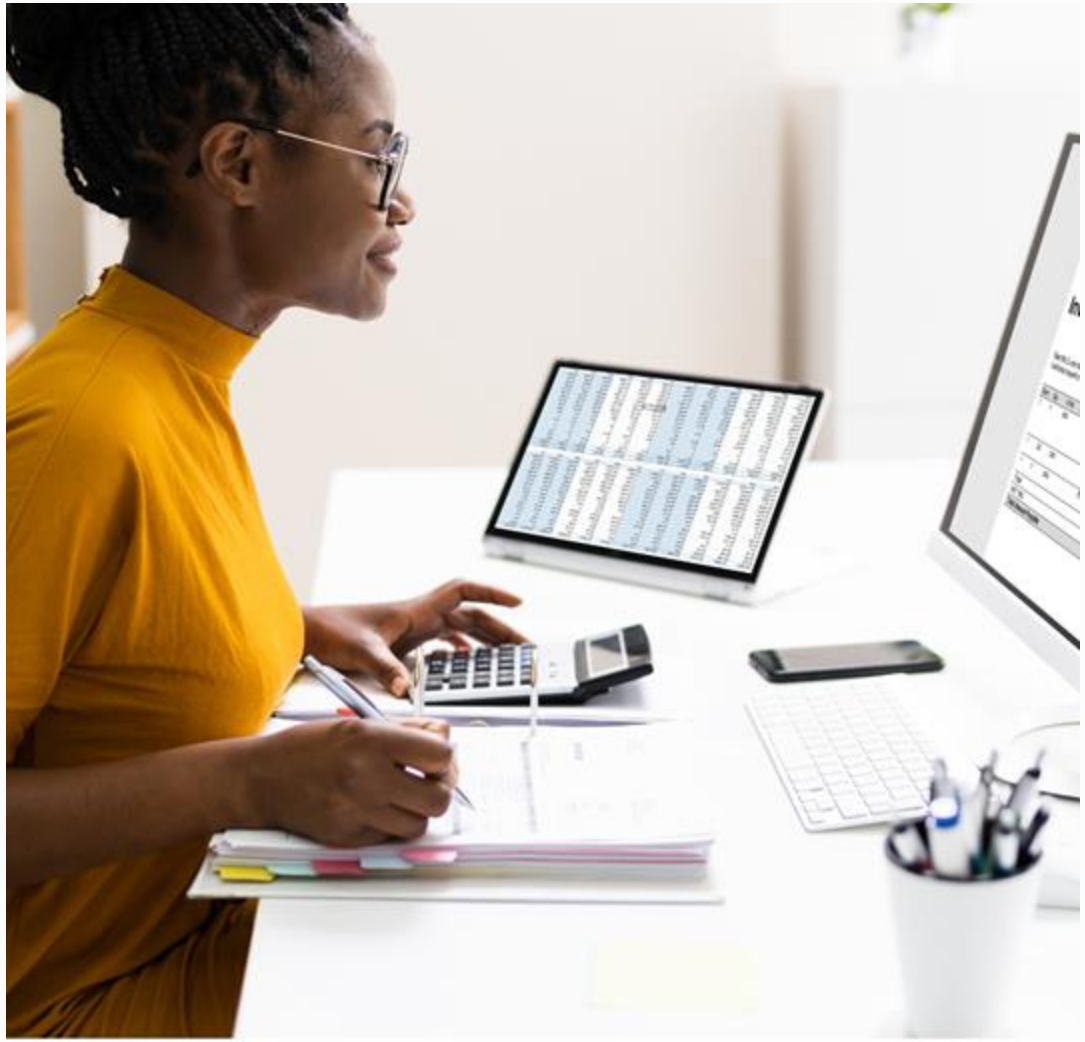
- Email
- Automation
- List growth
- Digital ads
- Social media
- SMS texting & more!

Grow your list to engage and stay top of mind

Let’s get started…

- **How to build a permission-based list**
- How to entice people to sign-up
- How to use Constant Contact sign-up tools

Should I purchase an email list?



While purchasing email lists may seem like a fast way to increase the number of subscribers, it’s generally ineffective and can damage your brand's reputation. Here’s why:

- **Low Engagement:** People on purchased lists haven’t agreed to receive your emails, so they are less likely to engage.
- **Spam Risks:** Purchased lists often contain outdated or incorrect email addresses, increasing the risk of being flagged as spam.
- **Legal Issues:** Many regions have strict regulations (like GDPR in Europe) that prohibit sending unsolicited emails without consent.

Better Approach: Focus on organic growth by building permission-based lists. This ensures higher engagement and improves deliverability.

What’s your reaction to receiving an unsolicited email?

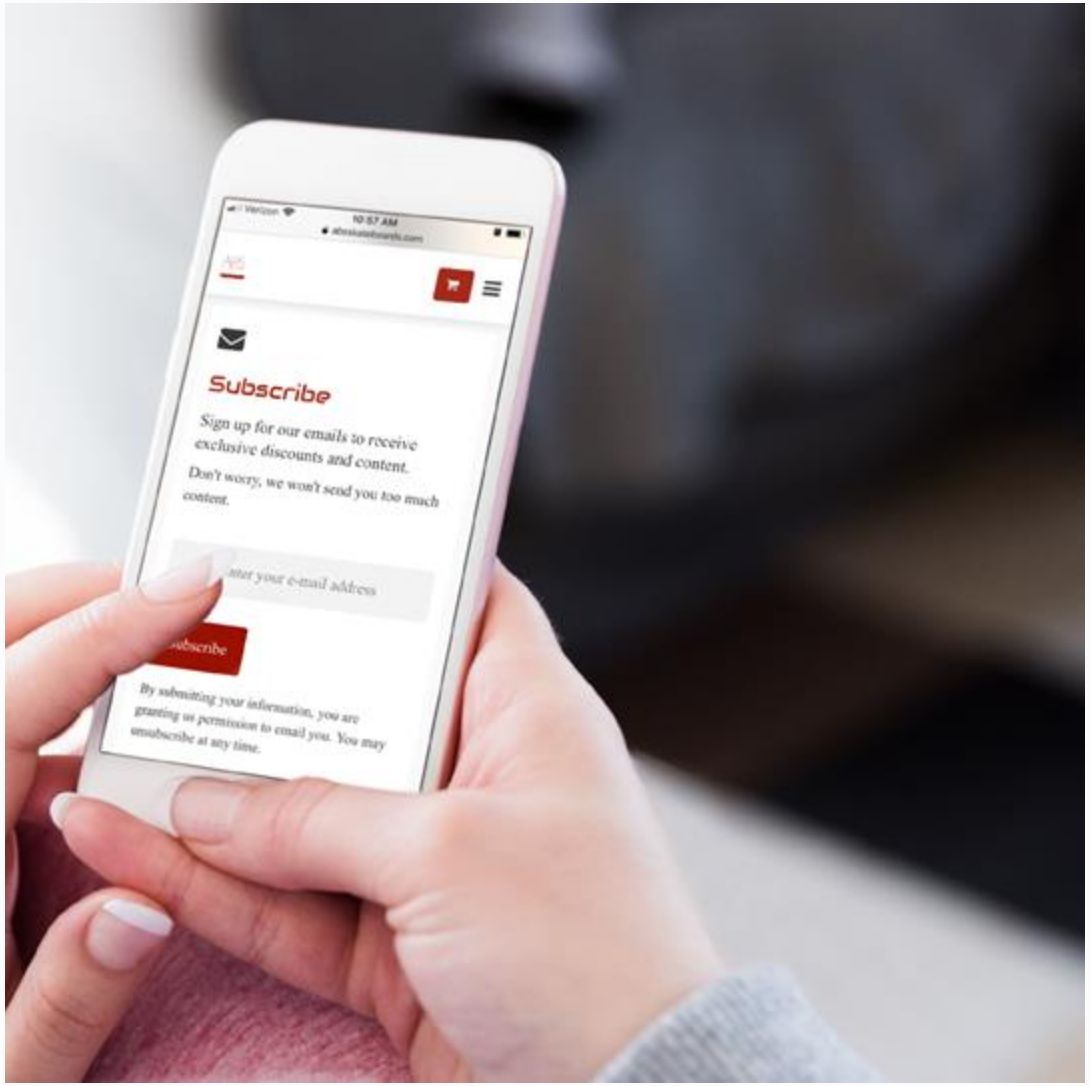
- Worry about how they got your address
- Mark as spam/junk
- Unsubscribe

Make sure you’re getting permission from your subscribers!

How to get them to say ‘*yes*’ to receiving your emails

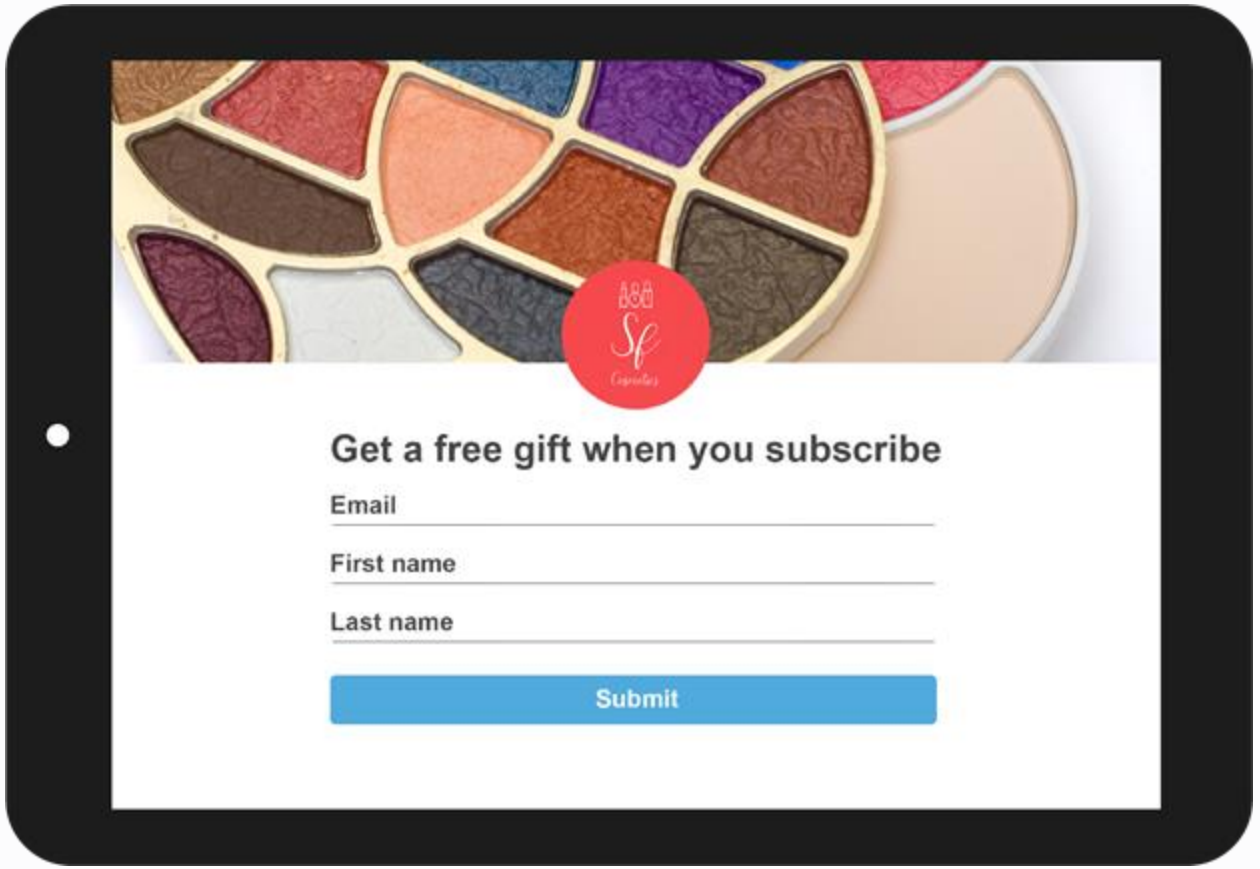
Get them to:

- Say ‘yes’ verbally
- Check a box during purchase or donation
- Use an online form



Think about the last time you signed up for an email list

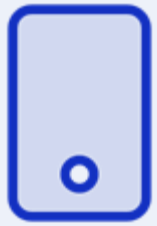
How did you sign up?



3 categories of list growth

In-person

Online

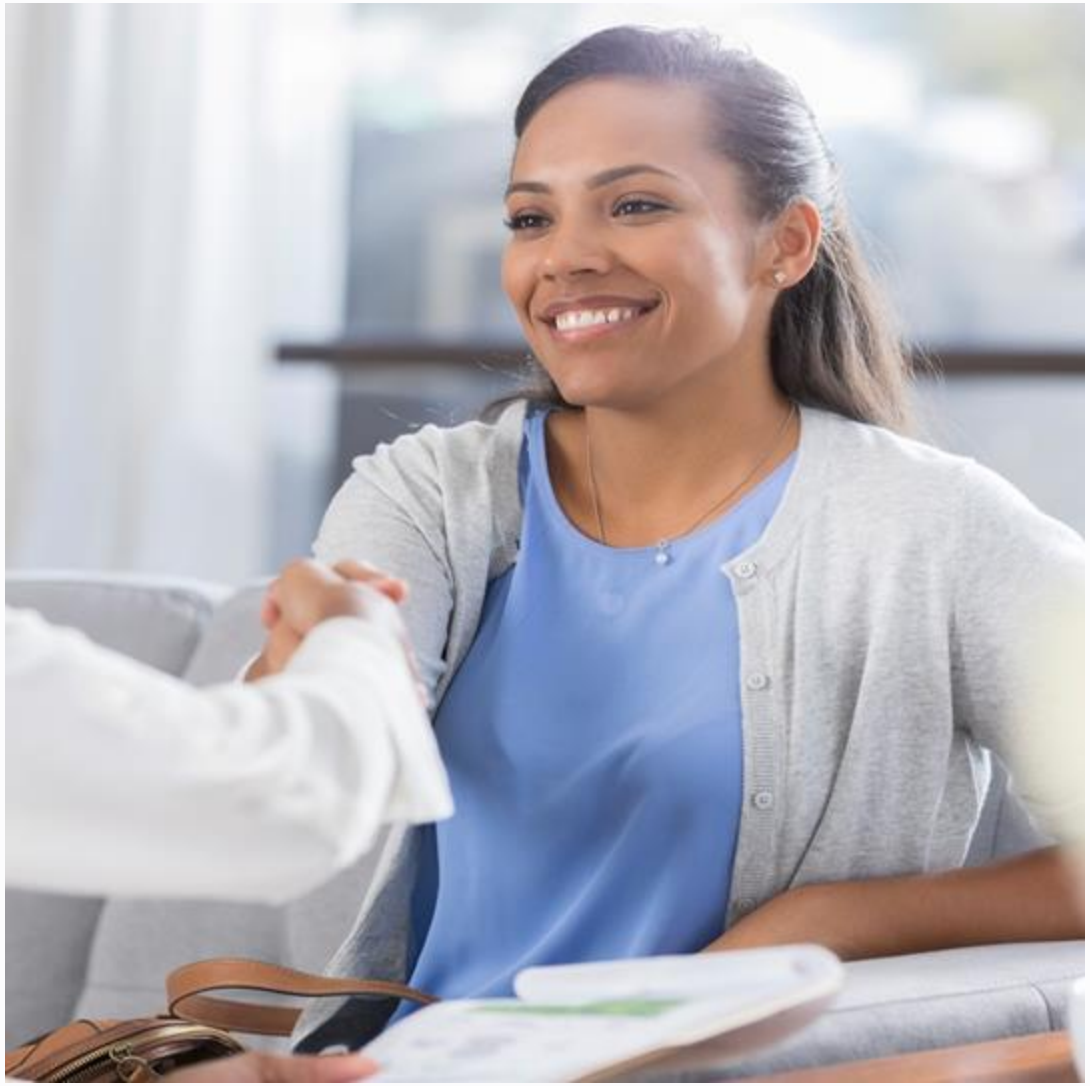


Print

In person – Just ask!

- When they are making a purchase
- While helping a customer
- At events

Use the ListBuilder app



Collect signups in multiple channels online

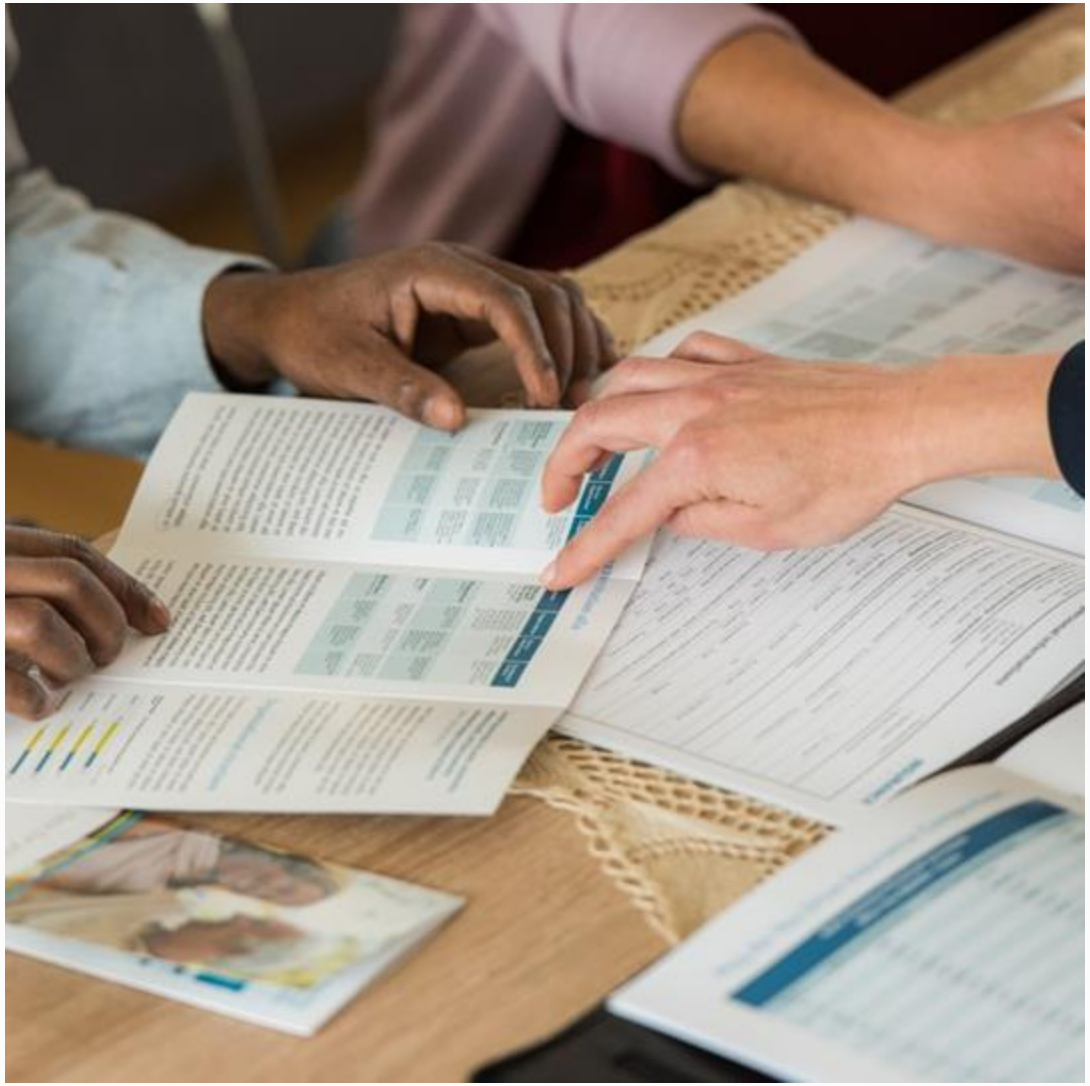
- On your website
- On social media
- In your email signature
- During online purchase/donation
- Running an online lead ad

Use landing pages & other online tools

Add details to signup on your print materials

- Signage at your location
- On business cards
- Flyers, brochures, or direct mail

Use a QR code or Text to Join



Next up:

- How to build a permission-based list
- **How to entice people to sign-up**
- How to use Constant Contact sign-up tools

Understand the reasons they subscribe

Promotions & discounts

Exclusive content

Show support

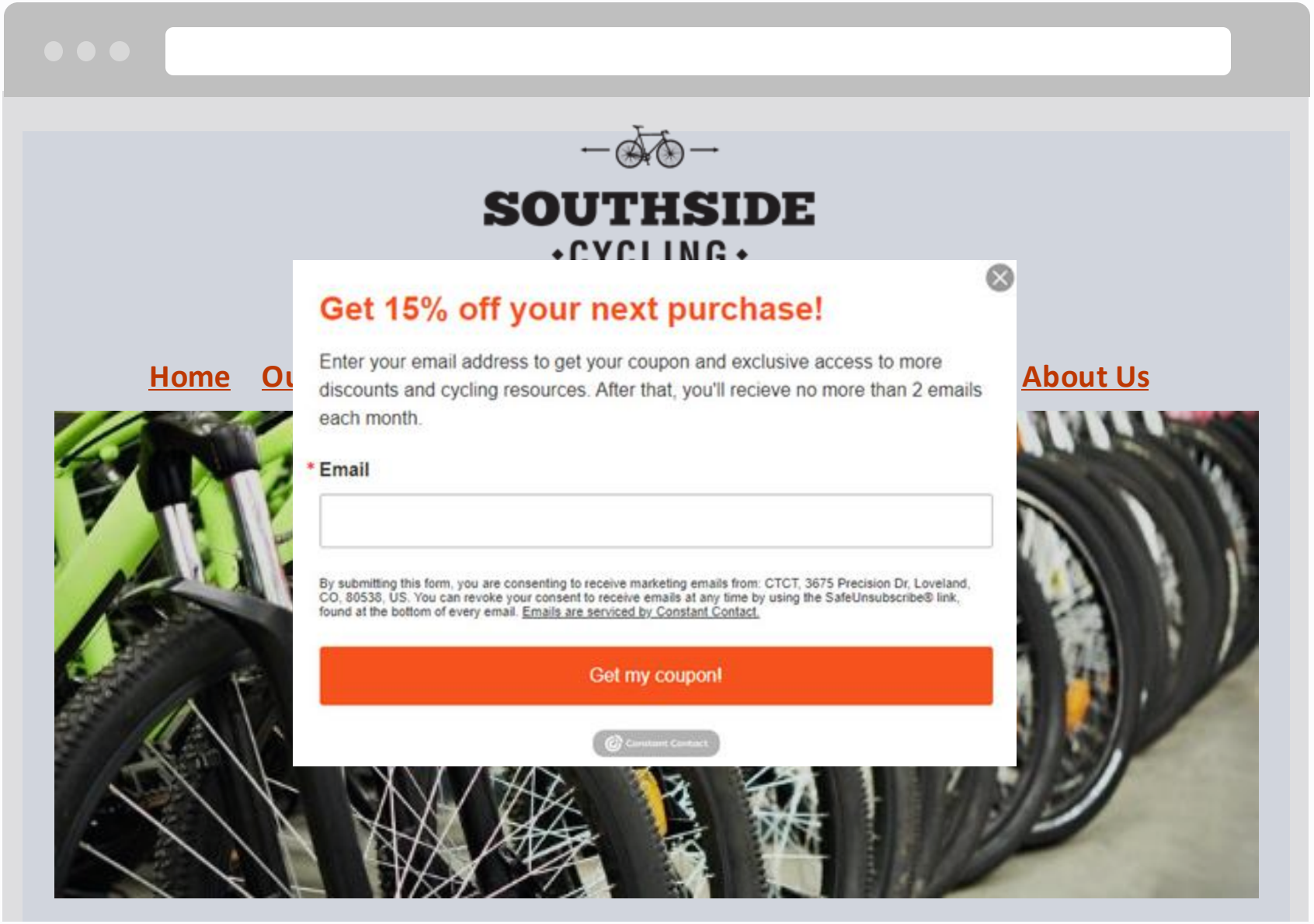
Remove the risk & ease their mind

- How often are you going to email me?
- Are you going to share my information?
- Can I opt out?

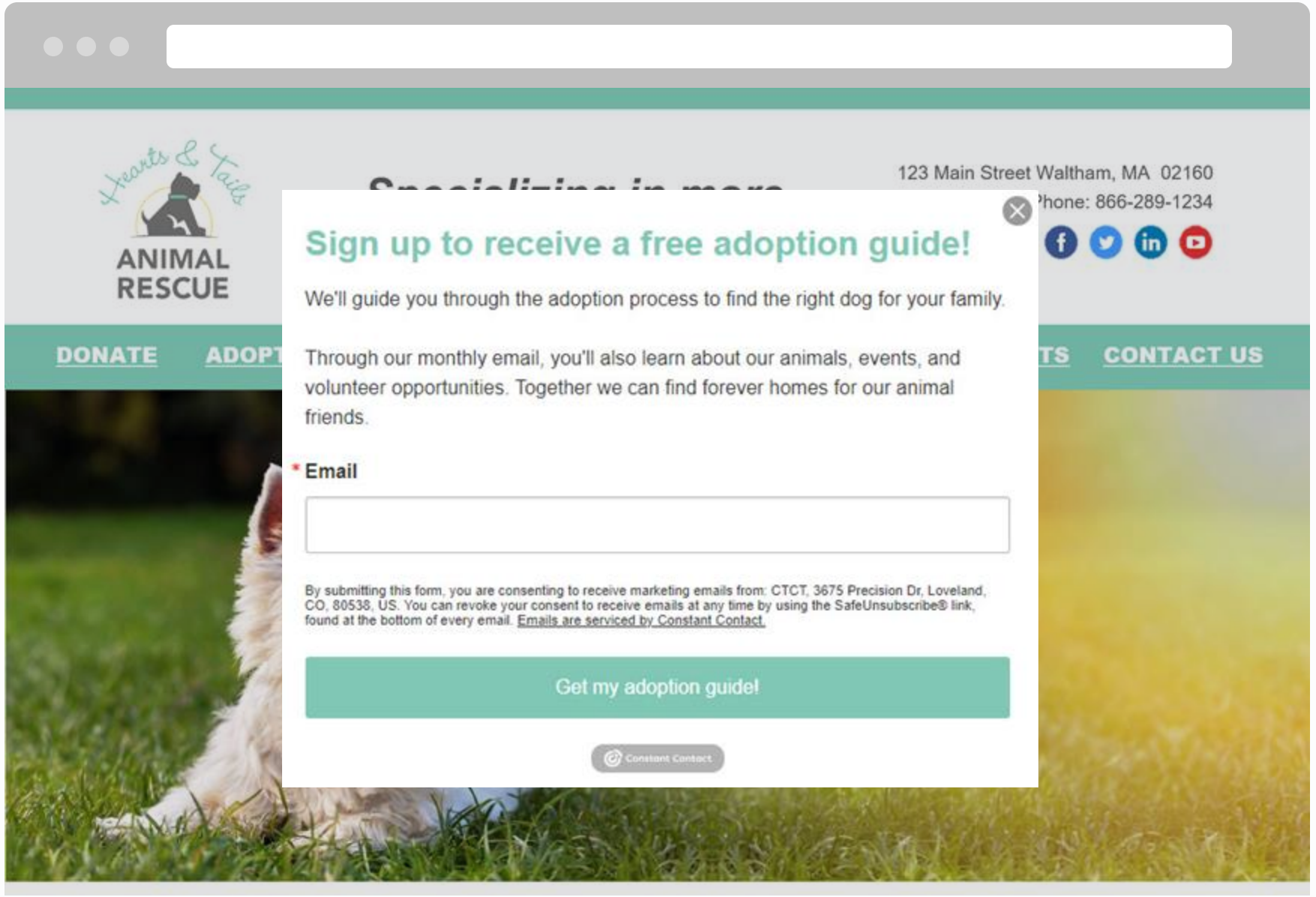
Make sign-up as easy as possible

- Do it for them
- Don’t collect too much information
- Make it conversational
- Provide value

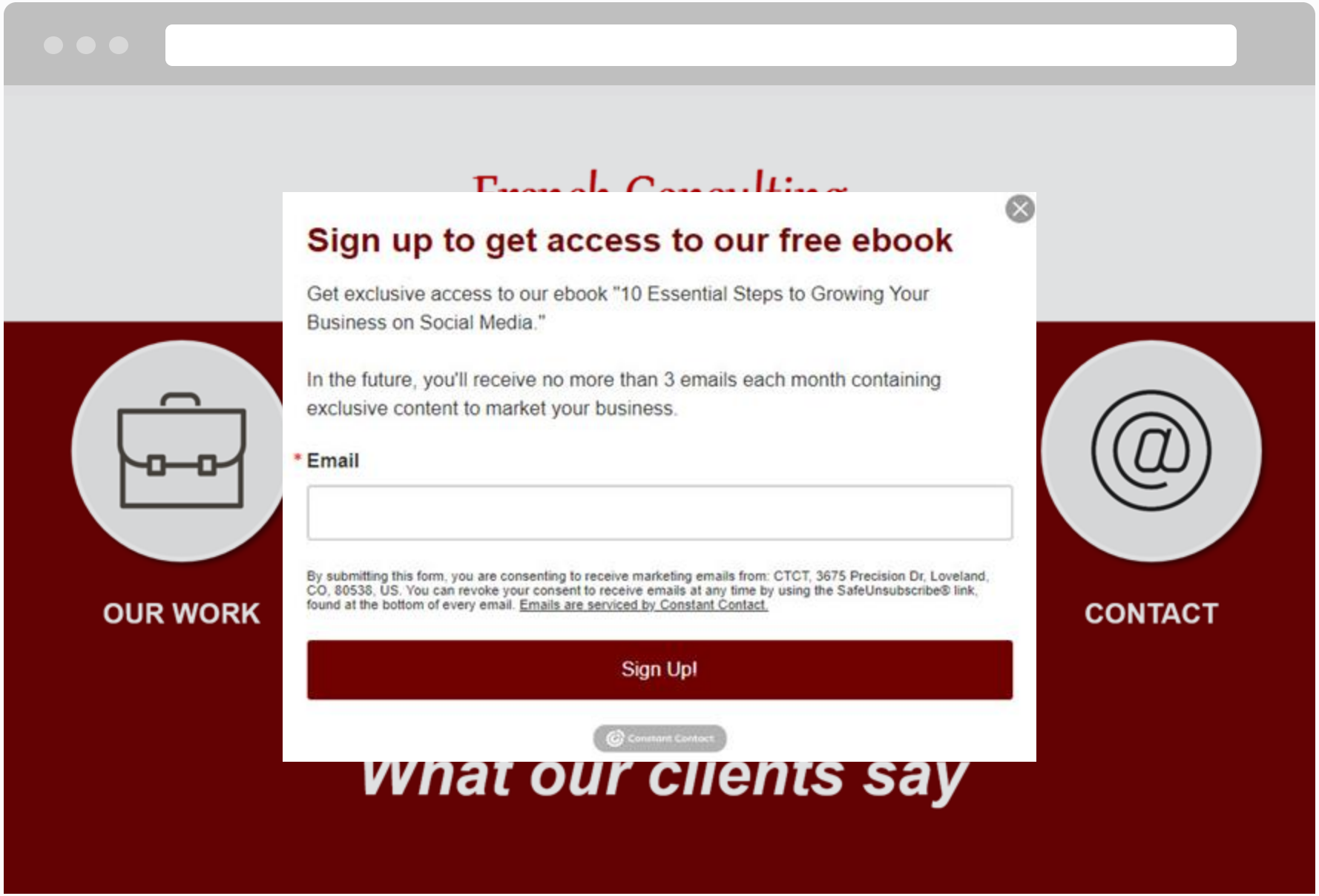
Example: Discount or promotion



Example: Show support



Example: Exclusive content



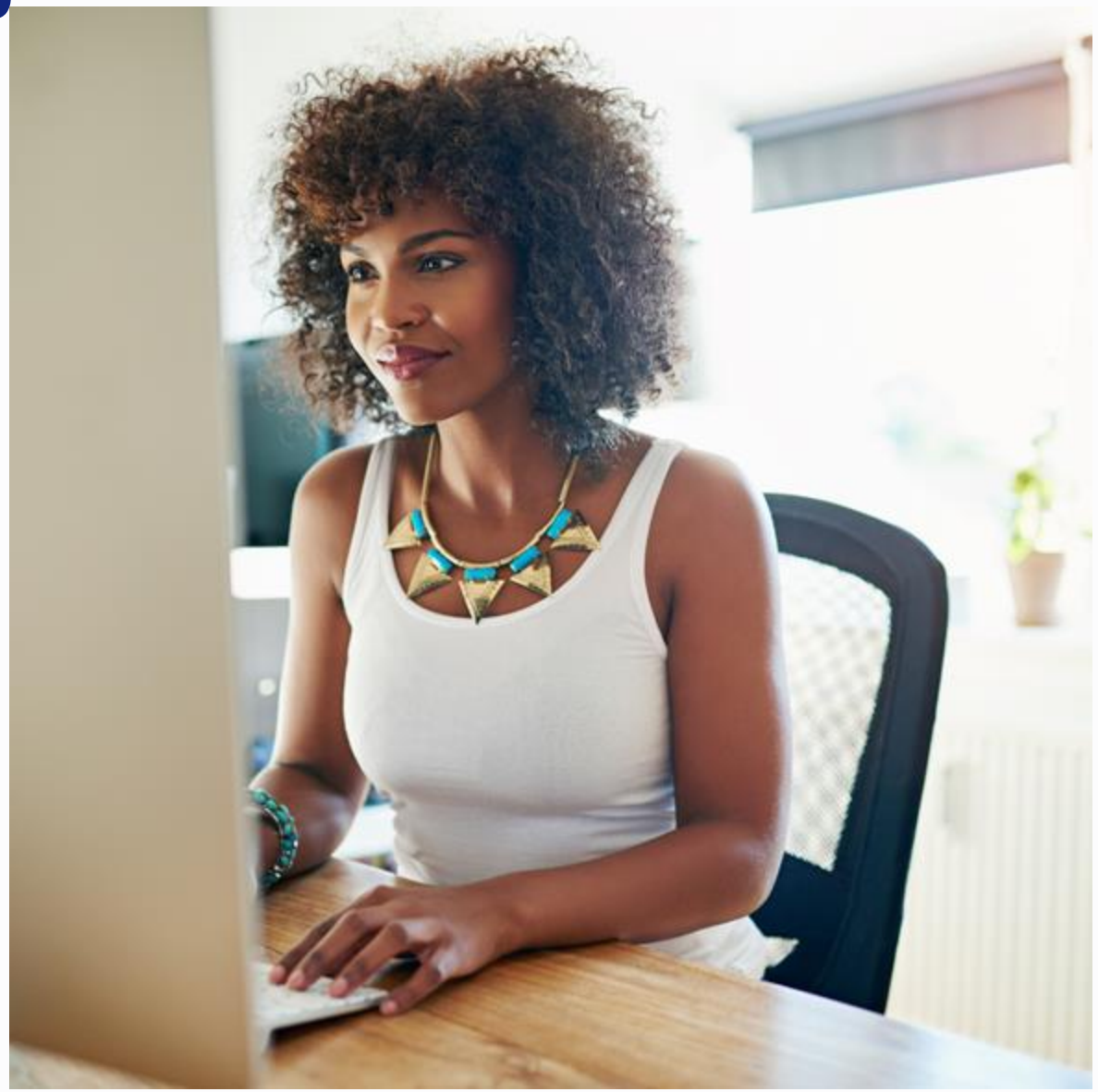
Last, but not least:

- How to build a permission-based list
- How to entice people to sign-up
- **How to use Constant Contact sign-up tools**

Segment Based on Sign-Up Source

The way someone joins your list often reflects their level of interest, needs, and potential engagement.

Segmenting based on sign-up source allows you to **create more targeted and relevant email automations.**



Sign-Up Source Segmentation

Website Sign-Ups

→ Educational Content

Event Sign-Ups

→ Event Highlights

In-Store Sign-Ups

→ Loyalty Rewards:

Let’s recap

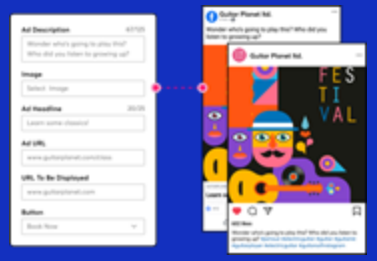
- Ask for permission!
- Entice them show the value in the ask
- Set a strategy to grow your subscribers and grow your business

Live demo

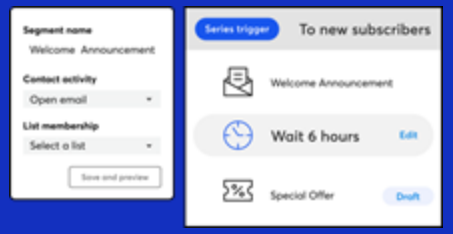
Questions?

You can do it all in Constant Contact

Email Marketing



Social Posting



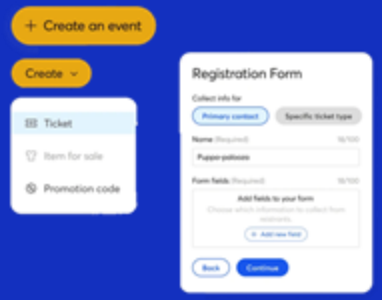
Automation

AI

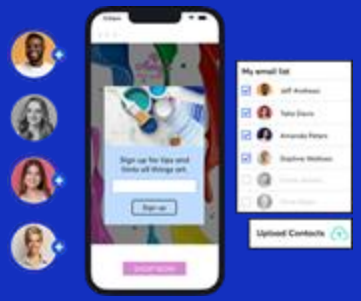
SMS

Landing Pages

Social and Google Ads



Events



List Growth

Survey

Your Expert

Aaron Wesley Means
CEO
ACTIVATE Business Solutions
aaron@activatebiz.com

Award Winning Marketing Services

Constant Contact®
MASTER CERTIFIED

Alignable

Alignable Discount + Bonus Package

20-40% OFF Constant Contact

- **+ FREE** Trial
- **+ FREE** Pro-Branded Email Template
- **+ FREE** Coaching on Zoom
- **+ FREE** Integration with your Marketing Systems

www.GetEventPromo.com

What does it cost?

starts at **only ~~$12.00~~ $7.60/mo**

ACTIVATE