Build Your List

The Very Best, Lastest and Fastest List Building Methods and Techniques

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Introduction

Building a list is important for every business because the list is an asset that the business

owns to give it special access to a customer's personal space. Besides, it is a cheap and authentic

technique of building leads, delivering valuable content, and building trust and rapport with the

customers. The following are some of the strategies people can use to grow their list of

subscribers as fast as possible. In practice, multiple strategies can be used at the same time since

one alone cannot effectively achieve the intended goal.

Here we go…

1. Creating a Landing Page

A landing page refers to the web page that the visitor arrives at or "lands" on when they visit a website. It is a standalone web page that is distinct from the main website. The land page should have no global navigation to tie it to the primary website so that it can limit the options available to visitors. The main purpose is to guide the visitors to the intended conversion goal.

2. Installing SumoMe

SumoMe refers to an application that has tons of cool mini-apps and share buttons that help people grow their lists. It allows visitors to a site to easily share the content to other platforms or other people. In the process, there is a greater exposure which often leads to more people subscribing to the mailing list.

3. Changing the Call to Action Button

Many people use common words such as "submit" or "sign up" as a call to action for people to submit their email address. However, these words and phrases are too common and have become outdated. It is important to create a call-to-action that is specific, enticing, and fun.

As an example, Xo Sarah has a call to action in which she asks a question: Want to learn the top 10 tools I use to run my blog + biz every day? Inside the signup box, there is a phrase written "Hell yes- send me the list!" At least the call to action is enticing and fun. It encourages many users to share their email address for mailing purposes.

4. Using Multiple Opt-Ins

Most sites have only one opt-ins on the sidebar or at the footer. A site that attracts more subscribers should have 5 or more opt-ins to create opportunities for users to join the mailing list.

The opt-ins should be located to the footer, headers, sidebar, under each blog post, and ScrollBox because no one will seek the email list.

5. Use of Comment Forms

People like to leave a comment or ask a question whenever they have read a given content. In practice, this creates an opportunity for one to collect contacts. Many people always use Disqus to manage comments on their sites. However, having a simple form at the bottom

of the page can help in growing the mailing list. The form should have spaces for people to put in their email addresses so that a new subscriber can be captured.

6. Speeding up the Website

A study conducted by Walmart concluded that when the loading jumps from 1 second to 4 seconds, the conversion rate will decline. However, for each 1 second improvement in load time, a site will always report a 2% increase in its conversion rate. As a result, a person seeking to build his list should first consider the speed of the website. The load time should be as short as possible to enable more subscribers provide their email addresses when prompted.

7. Guest Blogging

Guest blogging has increasingly become a popular marketing tactic in the last four years. It involves leveraging the traffic, authority, and audience of the website belonging to another person. When implemented successfully, it can drive massive jump in the number of subscribers

8. Require Email Address for People to View Pricing

The strategy is straightforward and relatively quick to implement. It involves putting a "gated" email opt-in requirement on the pricing page. Beyond growing the email list, requiring users to submit their email addresses before they can view prices accomplishes two strategic goals.

First, it discourages jokers because they have to make a small commitment before they can access the price list. In this case, the

people who submit their email addresses are deemed serious, and, therefore, the need to contact them later to discuss more about the product or services of the company. Second, it enables segmentation of subscribers so that the business can automatically follow up on inquiries.

9. Video Call-to-Action

The video CTA is an advanced tactic mostly used by people who rely on videos to market their businesses. The JLBmedia reported that approximately 78% of internet users watch video each week and 55% watch the video at least each day. Videos are widely consumed, and, therefore, it makes sense when videos are included as part of the website's sales funnel.

10. Target the Same Audience with Ads

Marketing technology on the internet today makes it easier to drive high quality traffic into one's website. Facebook has a feature known as "Facebook Custom Audiences" which marketers can use to target the same audience. For instance, if a marketer has an email list of 500 people, the list can be uploaded on Facebook so that Facebook automatically target people similar to the matches found on the network. In addition, one can target ads to consumers who have liked competitors and have demonstrated certain purchasing interests recently.

11. Run a Challenge

Organizing a challenge is a powerful method of list building because of two main reasons. First, it has the potential of massively boosting the email list size when properly implemented. Second, it helps in creating a bond between the marketer and subscribers. Before running a

challenge, one can survey the targeted audience to determine a major issue they face.

The identified issue should be the basis for running the challenge. It should be a requirement for interested persons to join the email list before they can participate in the challenge.

12. Host Giveaways

Giveaways are a fantastic strategy to engage consumers with one's brand and build the email list. When implemented correctly, it is a sure-fire strategy in growing the list. Important components of any giveaway would include the following.

First, it should have a compelling prize that the audience actually wants. Second, referred entrants should have access to bonus entries. Third, there should be guaranteed bonus incentives for all people who do not win anything. Despite being effective in growing a list, one should be aware that giveaways can pick up tons of non-relevant subscribers who do not have an interest in the product.

13. Avoid Asking Much Information

In the opt-in forms or sign-up forms, one should not request too much information from the targeted audience. In some cases, some people would ask for names, telephone contacts, email address, and physical addresses yet they do not need all the information. It is important to keep the information requested just simple. The less data one requests, the more likelihood of collecting more emails.

14. Sticky Widget

One should have a fixed sidebar that always remains at the top of the page when a user scrolls the website. This ensures that the opt-in is always visible to remind the user of the need to register. The visibility

of the opt-in can result in a subscription at any time and any point in the page.

15. Comment Redirect

Comment redirect is a strategy commonly used to target the most engaged visitors. These are visitors who have already made an effort to share, comment, or ask a question regarding a given content. As such, they are a click away from opting-in if they are given the right push. The comment redirect can send these people to a customized landing page which appeals to them to subscribe to the mailing list.

16. Direct Mail

Direct mailing service is an extremely flexible channel that gives a marketer the access to otherwise inaccessible prospects for various purposes such as selling products, generating leads, following up enquiries, getting more business from existing clients, and keeping in touch with former clients.

Through direct mails, a marketer can present each benefit of his product or service in a manner that is 100% consistent. When direct mails reach the right audience with the right message and offer, a marketer is likely to generate inquiries and sales.

17. Using Email Signatures

Email signatures are ideal for people who spend lots of time communicating with customers through email. The email signature normally contains the logo of the business and various contacts a customer can use to communicate with a representative of the business. It drives subscriptions because it is appealing, and the target customers understand that they can easily stay in touch with someone from the organization.

18. Use of Social Media Platforms

People have access to a wide range of social media platforms including Facebook,

Twitter, Instagram, Periscope, and Snapchat among others. Since billions of people use these platforms, presence in two or more platforms gives an opportunity for one to access highly engaged audience that can subscribe to their mailing lists.

19. Referral Systems

A referral is whereby existing customers recommend the brand or products/services to other people such as friends, family, and colleagues. It is more effective compared to dozens of presentations. List building through referral systems involve strategies such as reaching out to the hard-to-reach buyers, creating a reputation that opens closed doors, improving customer loyalty, and getting prospects to return calls.

20. Publication of Infographics

Infographics refer to graphical representation of statistics or facts about something.

According to Mass planner, infographics are often liked and shared on social media three times more than any other type of content especially pure text. Business can easily go viral with well-designed infographics that provide customers with in-depth overview about a product/service.

21. Effective Advertising

Effective advertising involves an advertisement that does the job an effective sale associate can do in a face-to-face meeting with a customer. An effective advert is founded on proven principle and facts rather than a trial and error approach. Effective advertising should use channels capable of reaching sufficiently large population of the target market. In addition, the communication should focus on the needs of customer and offers them something appealing.

Lastly, the advert should give the prospects sufficient information and education about the product/service.

22. Writing Long-Form Guides

Guides are insanely valuable to many people. A guide includes things of the nature "a beginner's guide to social media marketing." Guides allow businesses to build their mailing list.

This is possible because they are created from the point of view of the target audience. For this reason, guides will naturally attract more shares, likes, traffic, and links. The long-form guide should cover topics related to the company's business to enable it attract the right audience.

23. Word-of-Mouth Marketing

Word-of-mouth marketing refers to a persuasive marketing technique available to any business or seller. Users can driver prospects to try out new products/services. It gives an opportunity for the seller to present the benefits of the product to customers as well as answer queries that may arise. Again, it is important in building relationships of trust with the customer.

24. Using Cases Studies

Case studies aimed at building a list always make the customer the hero of a given a story. It involves featuring customers' results and testimonies in a superb way that compels new visitors to sign up of the firm's list. Through case studies, readers can relate the story of a customer to their own story. This type of case studies helps the business looks authoritative and credible, and, therefore, ability to attract more prospects.

25. Telemarketing

Telemarketing is flexible in its scope, message, and objectives. It is more effective when used alongside direct mails because the marketer can identify customers and reach them immediately through the two channels. It is also useful in advancing and building relationships while gently convincing the target customers to make a purchasing decision. Telemarketing allows for immediate feedback from customers so that the marketer understands what the customers want and like.

26. Host Beneficiary Relationships

Host beneficiary relationship involves establishing good relationships with other businesses so that you can have access to their already existing customers. In practice, the other business is a non-competing business that has spent years attracting and building relationships with customers who are prime prospects for your product/services. It is a strategy that brings more customers and cash within a short period.

27. Networking

A business can grow its list through people it has already met in the past. For example, the people already in contact with the business have hundreds of other contacts that the business can contact.

As such, effective networking is important in reaching out to these people. Besides, meeting new people and making new contacts also help in growing the list. Networking requires proper communication skills, ability to create a lasting impression, and the ability to manage contacts database effectively.

28. Qualified Lists

The list of qualified prospects influences the marketing success of a business because it can eliminate all marketing waste. The list consists of people having proven interest in the product/service of a business. By focusing on the qualified list, the business can market its products/services to the right people, and, therefore, avoid wasting time on the wrong targets.

29. Public Relations and Publicity

Businesses can use mainstream media to disseminate factual, interesting, and newsworthy information to their customers, employees, and other stakeholders. Examples of media a business can use include radio, television, magazines, trade journals, newsletters, and newspapers among others. Ability to approach PR correctly will enable a business to create a reputation for attracting customers. However, these channels are often costly, and, therefore, the need to balance them with other channels.

30. Circle of Leverage

This is a step-by-step strategy dealing with the single most common and frustrating problem of gaining access to the correct audience. Circle of leverage helps the marketer through bureaucracy and identify they people they need to see. For instance, it is possible to reach the desired prospects regardless of their positions or levels of experience.

The strategy is fast and less expensive, yet it overcomes the challenge of getting through to the right persons.

31. Ecommerce

Today, the internet is an essential element of business communication. People look for information by browsing the internet. Accordingly, every business needs a good website that can maximize their exposure. The website should be appealing, informative, and easy to navigate so that the business can obtain constant steam of new prospects.

32. Collecting Addresses from Twitter

When using Twitter Lead Generation Cards, one can collect email addresses from Twitter and make it effortless for followers to subscribe. Setting up this functionality involves signing up for the Twitter Ads and putting a credit card on file. There are options for paid promotion, and, therefore, you should choose the right functionality that serves needs.

33. Invite Subscriptions through Instagram Posts

In practice, Instagram does not give much list building leverage. However, there are creative ways an individual can use to grow the mailing list through the Instagram platform. For example, one should create a website link or landing page to the Instagram bio. Next, you should feature images that promote the lead magnets with easy links for followers to locate.

34. Turning Periscope into Email Signup Funnel

Today, Periscope is the second fastest growing social media platforms, and, therefore, the need to start considering using it in marketing. It allows greater and deeper level of connection and engagement with audience.

Effective use of periscope requires one to deliver valuable and actionable content during their scope. One should ask the viewers to share the scope to viewers.

In addition, it is important to provide an offer for freebies.

35. Collect Email Address on Snapchat

Snapchat also grows fast and is very addictive for some demographics. It is important to post content on a regular basis if snapchat is being used as a primary platform. The stories should be interesting and a bit personal to encourage comments from followers. At this point, one should make an offer and request email addresses from people who would like to enjoy the offer.

Thereafter, a link can be used to invite followers to sign up for the email list.

36. YouTube Cards

In YouTube, videos get approximately four billion views each day. At least half of the views come from people using mobile devices. Accordingly, there is a huge potential for one to grow a mailing list on YouTube.

This can be using YouTube Cards which help in driving traffic from the mobile videos to an intended site. When a person clicks on the YouTube Card, they are redirected to a certain page on which they can be requested to subscribe.

37. Publishing a Best Practices Post

These are no ordinary posts because they introduce customers to best ways they can use product, service, or any other resource. It should include practical tips and examples that support the identified points. Many consumers love these types of posts because they learn more about different myths and help them identify some of the best trends in the industry. In the past, Coca

Cola released a best practice video in which it urged users of the plastic bottles to find various innovative ways of reusing their empty bottles.

38. Regular and Consistent Publishing

People seeking to grow their mailing list must learn how to publish regularly and consistently. Depending with the nature of publication, one can publish several items in any day.

In some cases, publications are done on a daily or weekly basis. Regular and consistent publishing attracts more readers who are likely to subscribe to the content so that they can always receive newly published contents.

39. Examining Taboo and Controversial Topics

Depending on the nature of list a person would like to build, sometimes it is possible to explore topics that people consider taboo or controversial in a given field. Exploring these topics or issues has the potential of increasing one's visibility and reach to target audience. Even though there is a strong likelihood of negative criticism, there are segments of the target market who will respond positively.

40. Special Events & Promotions

The strategy is common among high-end companies targeting a special group of cliental.

The goal is to make the event special, memorable, exciting, informative, and educative so that participants can develop interest in the products/services of the hosting organization.

Through events, businesses can educate potential customers about the benefits, advantages, and superior quality of a product compared to others. Besides, the event can be used to appreciate and recognize existing customers as being special.

41. Reaching Out to Influencers

Every business should strive to reach out to an influential person to endorse or recommend its product or service. The endorsement can take place through sharing of the product on a social media page or any other platform. A single influencer who shares content can cause a 31% increase in sharing of the same content. Accordingly, more influencer will lead to more shares, and, therefore, more leads and bigger list for the business.

42. Optimizing the Search Engine

Google is the recommended search engine that businesses should collaborate with to increase their leads. The channel will send a business' traffic on a consistent basis to enable companies attract traffic to their content sites. Search engines such as Google ensure greater exposure compared to some social media pages where content only becomes viral and visible for a few days.

43. Colors make a Difference

Many people overlook the colors or combination of colors they use on their sites.

However, something as simple as a color can hugely impact the conversion rates of a product or opt-in. In this case, it is often important to consult a professional to come up with the right colors and combinations that will appeal to the audience.

44. Making it Easier for Users to Share Content

The people currently leading the content of a business are the best advocates to promote the content or products/services of an organization. These people are likely to share the post with other audience as long as it contains top-notch content.

Accordingly, every business with a website or a page on social media platforms should make it easy for others to share the post to other platforms and with other people. A business can achieve this by using click-to-tweet buttons, creating social sharing buttons, and installing image sharer software.

45. Exploiting New Social Media Channels

The social media industry is changing rapidly. Today, the most important social media platforms among teenagers and young adults (aged from 12-24 years) include Instagram (32%),

Twitter (24%), Facebook (14%), Snapchat (13%), and Tumblr (4%). Business should survey new platforms with few competitors and many users to sell their products and services. Considering that these platforms support a wide range of activities, businesses can use them to grow their contact lists and generate new leads.

46. Commenting on Popular Blogs

Commenting on blogs is an area that many individuals and entities overlook. However, it is an effective strategy in connecting with blog owners as well as the blog users so that they can later promote one's content? Commenting on popular blogs should not be done for the sake of it.

Instead, one should add value by asking genuine questions or making serious comments. By being genuine, the business can get conversations going with the blog owner and other users, and, therefore, creating new contacts and leads.

47. Using Podcasts

Podcasts are useful in promoting content, products, and services. Well-created podcasts can attract high quality traffic which often leads to higher sales.

People appearing on podcasts should ensure they are well-designed and informative so that the target audience understands the message being sent by the marketer or business.

48. Joining Webinars

Webinars is another vital platform that most people tend to ignore or overlook in their attempts to grow the mailing list. Webinars are more valuable compared to other free offers. This is because subscribers have an opportunity to interact directly with the host. Besides building the email list, webinars are effective in converting for paid offers.

49. Advertorials and News Stories

Businesses can publish informative articles or stories related to customers' use of products and services and post them on media

where customers and prospects can find the content. These are helpful in building reputation in a quick and easy way. The marketers have to research and come up with article ideas which they can successfully use for self-promotion.

Through these articles, customers can respond to the business and the latter will use the opportunity to convince the former into buying its products/services.

50. Brochures/Fliers

Brochures refer to small booklets or magazines that contain pictures and information regarding an organization and its products/services. Business must involve professional's in creating brochures and fliers that help in bringing profitable business. The brochures should educate prospects by addressing their needs about a product/service.