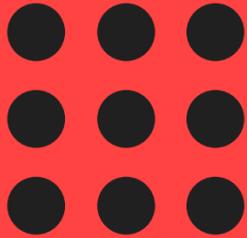


THE ULTIMATE EMAIL MARKETING CHEAT SHEET





1.

OFFER FREE TOOLS

Depending on the type of business you have or industry you are in, you can offer free tools to customers, which they can use for free upon submitting their contact information, including their name and email address.

For example, if you are running an accounting website, you can offer a free auditing tool, or if you have a health-related website, you can feature a weight or BMI checker tool. Another related idea is to offer free online calculators. For instance, if you're in the mortgage industry, you can offer free mortgage calculators to your website visitors in exchange for their email addresses.

If you don't know how to build an online tool or calculator, CodeCanyon is a good place to start. CodeCanyon is a website where you can buy online calculators, embed them on your website, and collect emails from online users as they use the calculators for free.

2.

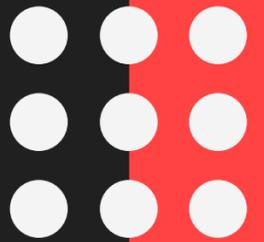
CREATE QUIZZES

Offer quizzes or assessment-type tests to collect emails for free. These are basically interesting questionnaires that online users would be tempted to take because they provide valuable assessments, such as their strengths, weaknesses, capabilities, career paths, and similar ideas.

As these quizzes present results towards the end, you can ask the online users to enter their name and email address before they can view their results. You can use tools like LeadQuizzes to create quizzes that capture users' emails.



3. RUN EVERGREEN WEBINARS



People love webinars, especially the types where they can interact with you. Use online tools like Zoom to engage with people, and then simply make the conversation an evergreen webinar.

Evergreen means you set up and record a webinar once, but you keep showing it as a replay for other people to view it as if it were live.

Make it engaging and interactive, so that people will feel comfortable and eventually sign up with you.

4. CREATE EXIT-INTENT POPUPS

These are popups on your website that appear when users decide to leave your site. Create a simple but engaging yes or no question and then ask your users to leave their email address. One example of engaging question is: “Before you leave, do you want to increase your website traffic?” Whether the user chooses YES or NO, create a copy that would lead to getting their contact information, such as these:

- If user clicks YES: “Great! Submit your email address and we’ll send you an email that will show you how.”
- If user clicks NO: “Congratulations! You must already be getting massive traffic! Submit your email address if you want to convert those traffic into sales.”

Exit popups are one of the best and most effective ways of collecting email addresses for free. Use HelloBar to create exit popups on your website. What’s good about HelloBar is that you have an option to track and use your visitors’ cookies so that the next time they visit your website they won’t see the same popup again.

5.

USE IN-TEXT LEAD MAGNETS

These are basically lead magnets that you insert in the middle of your content or blogs.

Let's say you have a blog called 12 Ways to Double Your SEO Traffic. In the middle of that blog, you can offer a free cheat sheet related to the topic you are discussing. You can tell your readers: "If you want to download the FREE cheat sheet, enter your email address and I will send it right to your inbox."

While it may require a little more work on your end initially, since you have to create your lead magnet but this strategy is very effective when building an email list.



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OUT MY AD AGENCY SHARE CONCEPTZ @
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