

6 Effective Ways to Get More Email Subscribers

As an online merchant, you may think your product is your most important asset. Unfortunately, that's not the case. The greatest asset of any online business is their email list.

Email lists are so valuable that bankers have developed a formula to determine their net worth in dollars.

Having a healthy, growing email list is vital. That's why we've put together these email growth strategies for you.

6 Ways to Grow Your Email List Fast

1. Use a Trusted Email Automation Provider

Having an email list is great. However, if you are not doing anything with the contacts, it's valueless. That's why the first step to getting more email subscribers is to use a trusted email provider that makes automation easy.

Omnisend is a well-known and trusted email provider that integrates with many ecommerce platforms including Shopify, WordPress and more.

In minutes, you can start collecting subscribers with one of Omnisend's easy-to-set-up email capture pop-ups.

2. Place Exit Intent Pop-ups on All Your Pages

Experts estimate that 70% of people visiting your site will never return. If you can capture a few of their email addresses, they could become lifelong customers.

Exit intent pop-ups automatically detect when your customers are about to leave your store and generate a pre-designed pop-up window with an offer enticing them to give you their email address.

Once this happens, the customer is yours. You now have permission to email them your special offers.

3. Put Your Sign-up Form Everywhere

Your email sign-up form can be coded into your website or accessed through a custom URL. Be sure to put it everywhere.

Here are some ideas of places you can put your sign-up form:

- Code it into your webpages
- Add it to a widget
- Include it in your email signature
- Publicize it on your Facebook header
- Pin it on all your boards
- Place it on all your social media outlets
- Text it to your contacts

Wherever you have a presence, your customers should have an opportunity to join your list. Of course, to get them to sign up, you need an enticing offer. Keep reading.

4. Create a Strong Lead Generating Offer

Here's the sad news: Unless your products belong to a micro-niche, no-one's going to sign up for your email list. That's where the lead magnet comes into play.

Get more people to sign up for your list by creating an irresistible offer. Offer them something they want (for FREE), and they'll happily give you their email address.

Here are some excellent lead generating ideas for ecommerce:

- Free shipping for life
- 50% off their first order
- A product sample

5. Create a Special Culture for Subscribers

People thrive on exclusivity. Offer your subscribers a unique VIP experience.

It could be as simple as a secret Facebook page with inside information about your company or products with exclusive discounts and promotions. The only way to get access to the group is through an invitation given to subscribers only.

6. Simplify Your Content and Magnify Your Offer

Many websites are too distracting with all manner of information vying for the attention of visitors. Try to create a super-clean storefront that draws your customer to one thing: to get on your email list.

Remember, once you have a customer on your list, you can send them offers to buy your products over and over.

We hope these six email-building strategies will help you grow your list beyond your expectations.