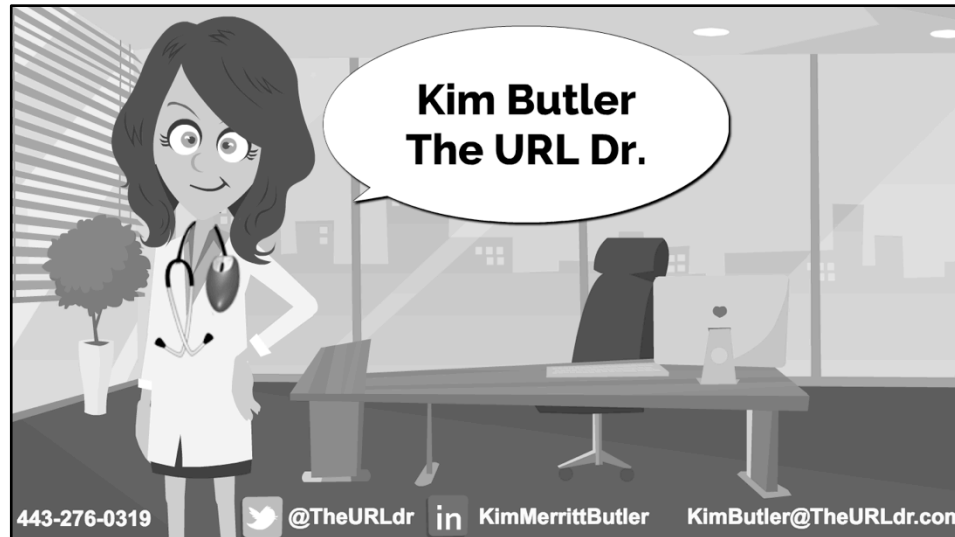




Hello everyone and welcome to Email Isn't Dead! How to grow and engage your audience with email.



I have been “practicing” as The URL Dr., doling out prescriptions for online success for almost 10 years now. I work with small and mid-sized companies around the US, helping them to be more successful online. About 50% of the work I do as The URL Dr is website or e-commerce based. Most of my web work is done in WordPress and most of my e-commerce consulting and work is done in WooCommerce. The other 50% of my time is spent managing online marketing programs and one facet of most of those programs is email. I have been a Constant Contact solution provider and Authorized Local Expert for about six years and I have been a Mail Chimp solution provider for about two years now. But, the information I’m going to provide today is not specific to one particular email management system. I’m going to share best practices and information that you can use with just about any email management system.

Now, with that being said, this is not about sending one email at a time through Outlook or Mail on your Apple device. This is about email marketing and using an email management system to send hundreds or thousands of emails at a time.



So everyone doesn't have to feel like they have to write down everything I'm saying or in case I go to quickly through something, you can text the word PowerPoint to 444999 and I'll email you a free copy of my presentation.



So our agenda for today:

- We're going to talk about why you shouldn't just be communicating with your audience through social media. Why you should also be using email and how you can use email and social media together.
- Then we're going to go through best practices in email design with mobile in mind.
- We'll discuss advanced email techniques, including segmentation, autoresponders, using automation, and what you should be looking at in your analytics and reporting
- Next, we'll review 5 email marketing systems, including my two favorites.
- I'll give you 25 ways you can start growing your email list today
- And, we'll cover several of my favorite free royalty free image sites to source great, professional images for not only your emails but also your blog posts and your website.
- We'll end with a question and answer session.

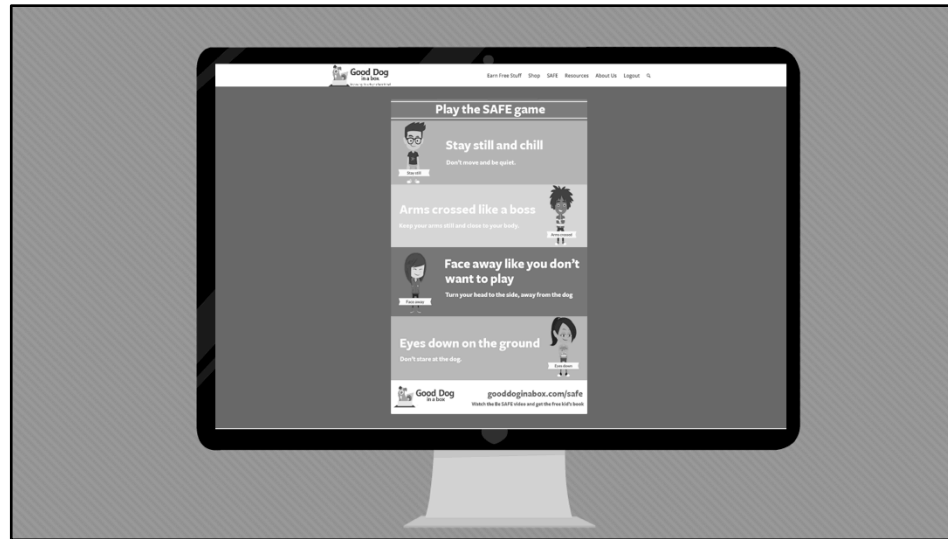
And throughout the presentation, please feel free to tweet about the information, feel free to share screen shots, and please use my twitter handles and #blogpaws so we can get the word out about this awesome group and this conference. And at the end, anyone that wants a selfie with me to post, please come up and we'll take those.



But first, I'm going to start with a case study. In addition to The URL Dr., I'm also an owner and cofounder of a company called Good Dog in a Box. This is a company that I started with my sister, professional dog trainer, Jenn Merritt in January of 2016. Good Dog in a Box sells reward based training products for families with kids and dogs and humane education curriculums for shelters, rescues, vets, and professional dog trainers. In the next few months, we'll be introducing adult based training products. I want to tell you the story of Good Dog before we dive into our email marketing agenda, because this company is a great way for me to illustrate how blogging and email can work hand in hand and hopefully this will give you some ideas.



Good Dog in a Box.com launched in March of 2016, purely as a blog. We didn't introduce our first product until December of 2016, so for nine months, we didn't sell anything, we strictly put out content. In the first two months, we just blogged. Two to three posts a week related to reward based training and families with kids and dogs, mainly written by my sister.

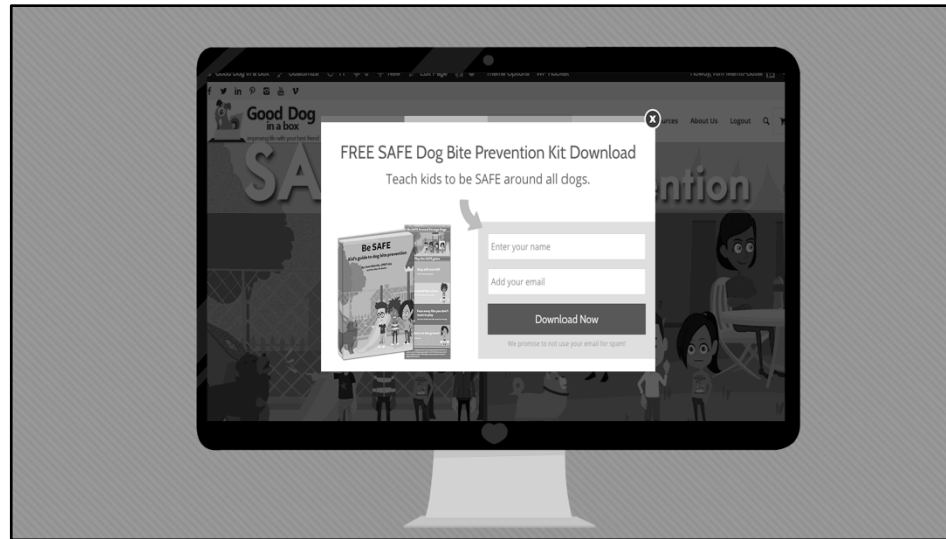


In May of 2016, for National Dog Bite Prevention Week, we introduced an animated video to show kids how to play the SAFE game. The SAFE game is an easy way to teach kids how to be safe around a strange dog or a dog they know. You all got a postcard on your chair with the instructions on how to play the SAFE game. So this was the same content we were blogging about, only repurposed into a fun video and an infographic. We put this out for free. Anyone could watch it. And it's been watched and used by shelters and dog trainers and vets all over the world.

So you're asking what does this have to do with email? Well, my sister and I did have a message that we wanted to put out. We knew that the largest segment of the population to get bitten by dogs was 5 to 9 year old children. And we knew that one of the top 10 reasons why dogs are surrendered to shelters was dog bites, and then there were other reasons related to behavior. We knew that over 90% of dogs surrendered to shelters have no dog training. So we believed that if we could educate the public in how to be safe around dogs and give them resources to learn how to train their dogs, that less dogs would end up in shelters. We were both really passionate about keeping children from getting bitten and trying to keep dogs out of shelters, so there was an altruistic side to us putting this information out. But the SAFE program was very much about gathering email addresses. We wanted to build an email list in which we could launch our upcoming products.



So when the SAFE program came out, it had the free video, but it also had a free downloadable ebook and coloring sheets, and a poster that you could get by entering your email address. We had that email collection form designed into our WordPress website using Gravity Forms.



We also used popup lead capture forms through OptinMonster. And I'll tell you, I was very skeptical of these at first, but we've increased our email capture by more than 50% with this form. You can set these to popup with rules based on pages visited, length of time on the site, and interaction with the page.

So people filled out these forms. Thousands of people put in their email addresses to get our free downloads. For seven months we collected email addresses. We introduced additional SAFE videos and additional content resources, some were free through our blog to attract traffic into our site and some of the resources were behind a email collection form to increase our email list.



We launched our first product in December a card game called Dog Smart that teaches kids and adults how to be safe around dog through dog body language. This game became part of the curriculum we developed for our subscription box,



Good Dog in a Box, which was introduced in January of this year. With the Good Dog subscription, families get a training tool each month with an activity guide and training cards, all designed for kids. Each training game has a corresponding video so kids can go online to see one of our 22 kid dog trainers with my sister and her dogs show you exactly how to do each exercise. We also have an app so you can train on the go.

[click to build] In fact, I have a customized dog management app for everyone today, free of charge. It has our training videos in it. You can try it free for a year, it's a \$50 value. Just text "GoodDogApp" to 444999 and we'll get in touch to get this app set up exclusively with your dog's information in it, after the show.

We used the names that we gathered from our email collecting efforts as the initial names that received product introduction emails.



Since last December, we've added new products and new content efforts. We've focused a lot of attention in the past four months to developing more free resources that are video based, like our Welcome Home series for new dog parents and our Pet Owner Responsibility series, again for kids. Both have free videos, but Welcome Home also has an ebook download that is behind an email collection form so we can continue to collect email addresses.

When someone enters their email address, they get a series of emails that are set through an autoresponder, which we are going to talk about a little later in the program. But these emails go out every few weeks to introduce new products, new content, and new resources to our prospective clients. This concept can be used by any blogger, whether you want to introduce products or a promotion or a contest.



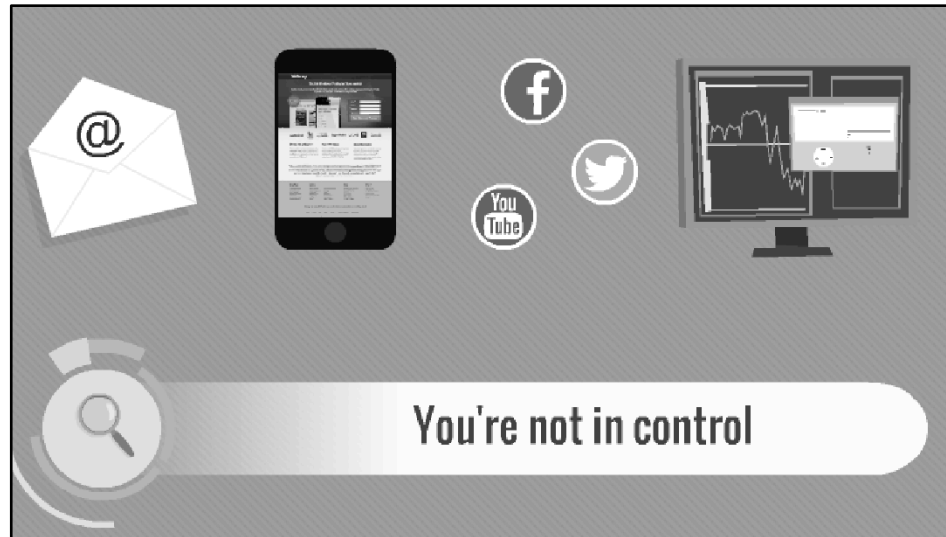
Now I might have some of you saying, yeah, but I do all that with social media. And yes, you can reach a lot of people with social media. But what I'm going to suggest is you need to use email in conjunction with your social media efforts and here's why.

When you have an group of followers on Facebook or an engaged audience on Twitter or Pinterest, all those fans are a fabulous thing, but you need to remember that you don't own those audiences, the social network does. Today you might have great access to those members of your fan base, but how would that access change if Facebook made a change to it's user rules. And believe me, Facebook has made a lot of changes over the years to how businesses can interact with people on it's network. Changes in an algorithym can have you in front of hundreds or thousands of people one day and invisible another day.

So it's important to have email collection as part of your social media activities. You want to give coupons or run contests or give content downloads in exchange for your fan's email addresses. Until you own the email address of your audience, you will be forever at the mercy of the social network for how you can interact with that audience. When you own the email address, you're in control.

As you collect those email addresses, segment where they came from. Keep the Facebook users in one email group and Twitter users in another. This way you can offer different things to different groups of people. And I'm going to give you some more ideas about segmenting your audiences in just a bit.

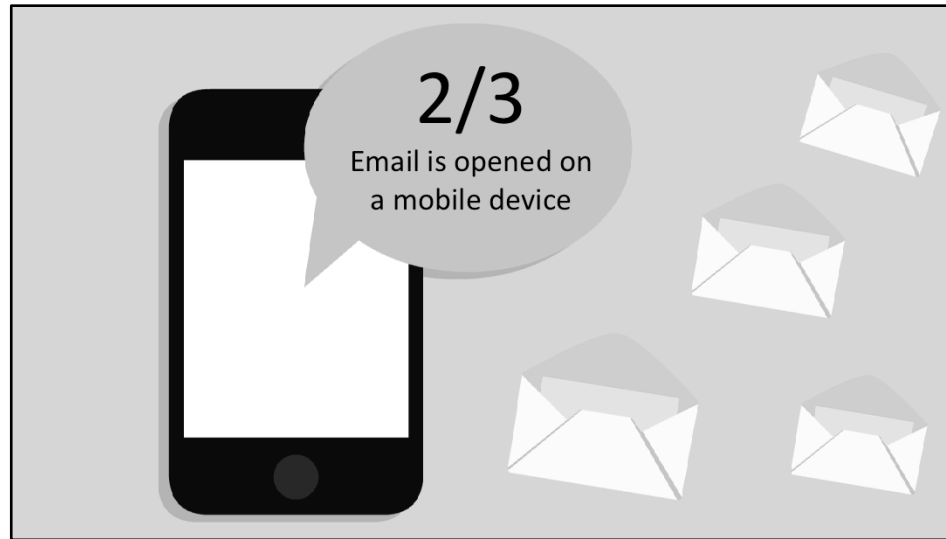
So email isn't dead. You should be sending regular emails to your audience. When you send those emails, be sure and include social share functionality so your audience can easily share that email with their friends.



Here's another consideration for you. You can't control what medium your content is being consumed in. Some people live on Facebook. Some watch YouTube videos. Some get the majority of their content and interaction through email. You don't want to lose a segment of your audience because they spend more time in email than they do revisiting your blog. You need to remind them that you're there. They may miss all your posts on Facebook or maybe they just don't tweet.

When you're sending out regular emails with links to your most recent and most popular posts, you're making sure that regardless of how your audience spends their time online, you're in front of them.

One other important note in not being in control is that you can't control the device your audience is using to read all your content. So that leads us into email design and designing for mobile.



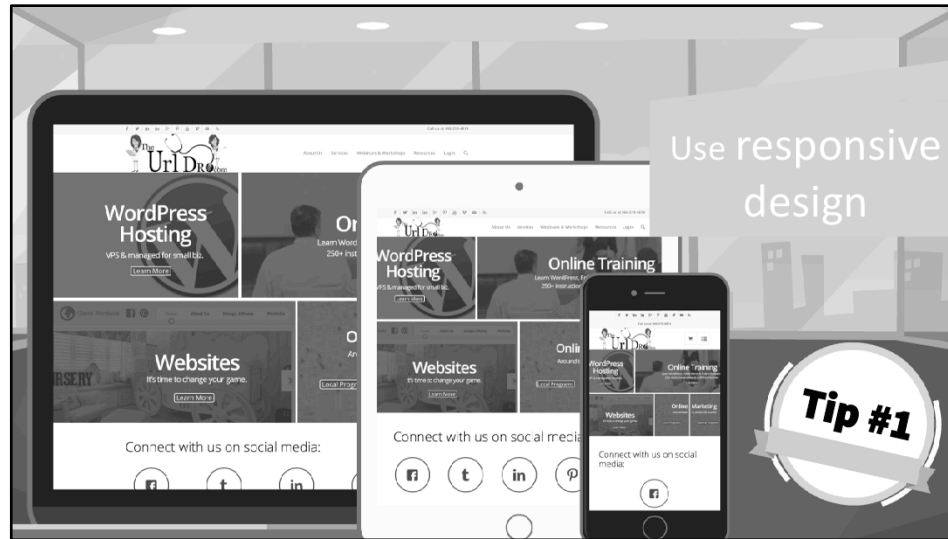
In 2016 according to Movable Ink, 67% of all US email opens occurred on a mobile device. That's 2/3 of every email sent! 50% were opened on a smartphone, 17% were opened on a tablet, while the remaining 33% were opened on a desktop computer. And that number continues to grow each year.

So any communication you send that could possibly be accessed on a mobile device, needs to be designed with mobile in mind.



Mobile friendliness isn't reserved just for websites. With 2/3 of all email being opened on mobile devices, it's very important that once those emails are opened, they need to look as good as your blog and they need to be easy to interact with. A recent study from Blue Hornet found that 80% of email recipients delete mobile email that doesn't look good and 30% unsubscribe from the email list. With those kinds of numbers, if you send email, you need to keep a variety of design best practices in mind.

You'll want to use clear calls-to-action, be careful in your use of images, and avoid links that are too close together. But let's go over several design basics and best practices for email.



Tip #1 – Use Responsive Design

The answer to a consistent experience across multiple devices is responsive design. Responsive web design aims at providing an optimal viewing and interaction experience, regardless of what type of device you're using to browse the web. From a desktop to a laptop to a tablet to a smartphone, a responsive design email will retract to fit on a smaller screen, allowing the user to get the same web browsing experience. With responsive design, you don't have to worry about having different emails for desktop vs a smartphone.



Tip #2: Use clear calls to action

When visitors open your email, what do you want them to do? You need to have clear calls-to-action, that tell them. Using buttons with clear messaging can enhance the user experience, not just on mobile, but on computers too. Separate your calls-to-action with white space, so it makes it easier for the visitor to click on it.

You should also be thinking about where that button or link takes them – will they be dumped into a screen that is hard to see on a mobile device? That could derail the entire experience for them...so carry clear calls-to-action throughout your site.



Tip #3: Use images carefully

Email is a visual medium. You need compelling images to tell your story and to connect with your audience. But you need to be very careful about how those images end up displaying in your emails. Without a responsive design, they can look like this, where they slide off the page. The visitor would have to scroll across the email to see the entire image. Be sure and view a newly designed email on a computer, tablet and smartphone to make sure it's displaying properly before you send it to your audience.



Tip #5: Avoid using too much text

Do you really want to read something that looks like this on your phone? When you're busy and on the go? No. Which means neither do your customers or supporters.

You need to have some basic considerations in mind as you write and design your emails. Start to rethink your content. Long scrolling messages don't work for mobile. A couple of short paragraphs that capture the readers interest and attention are what you need. Think about how you can condense your content. Can you replace some text with images that get your message across? Limit the number of subjects you try to cover in one email. It's better to send several emails over a couple of days or weeks than to have too many pieces of content in one email.



Tip #6: avoid using multiple columns

Email is much easier to read when it is in a single column. Multiple columns are harder to read and sometimes the formatting squishes the columns together, making it impossible to discern.

Single columns with white space dividing images, text, and calls-to-action are definitely what you want to strive to achieve.



Tip #7: Shorten subject lines

The first two words are the most important in your subject line. They need to grab the readers attention and compel them to open the email. You don't want more than 7 words in your subject line. Strive for about 40 characters. Also try using words that are timely and give the impression that the reader needs to open your email now, before it's too late.



Tip #8: Use preheaders to complement subject lines

A preheader is the text following the subject line when an email is previewed. A preheader is one of the first three items a subscriber sees when viewing an email. It's your clue to what that email is all about and gives you an idea if you want to open it. Generally speaking, you want to keep your preheader text to between 40 and 50 characters. Use it as an extension of your subject line to further compel the subscriber to open your email. The preheader is a great place to put a call-to-action.



Tip #9: Use larger font sizes

This one would seem to be pretty self-explanatory...but is no less important. If visitors need to continuously pinch, zoom and scroll just to read your text, you are much more likely that they'll give up and delete your email. Google recommends using a base font size of 16 pixels and sans serif fonts, like Verdana and Arial. Go even larger for headlines – 22 point is good.

Another legibility tip is to have strong color contrast. Dark text on a light background works best.



Tip #10: Keep paragraphs limited to 1-2 sentences

Remember how small the screen of a mobile device is. This isn't your desktop computer. No one wants to read a book on a smartphone. Format your content carefully. Keep paragraphs to 1-2 sentences. Short and to the point.



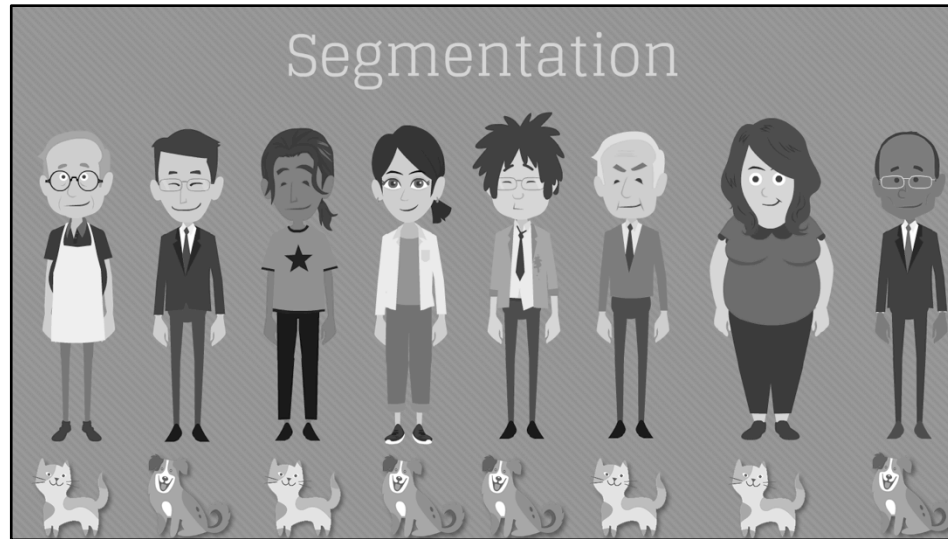
Tip #11: Be your own guinea pig – Test emails on yourself

Send the email to yourself and view it on a phone, tablet and a computer. If you don't have one of each, borrow one from a friend or neighbor. It's important to preview what everyone is going to see when your email is delivered. You want to promote a professional image, regardless of what device your email is being read on.

Advanced Email Techniques

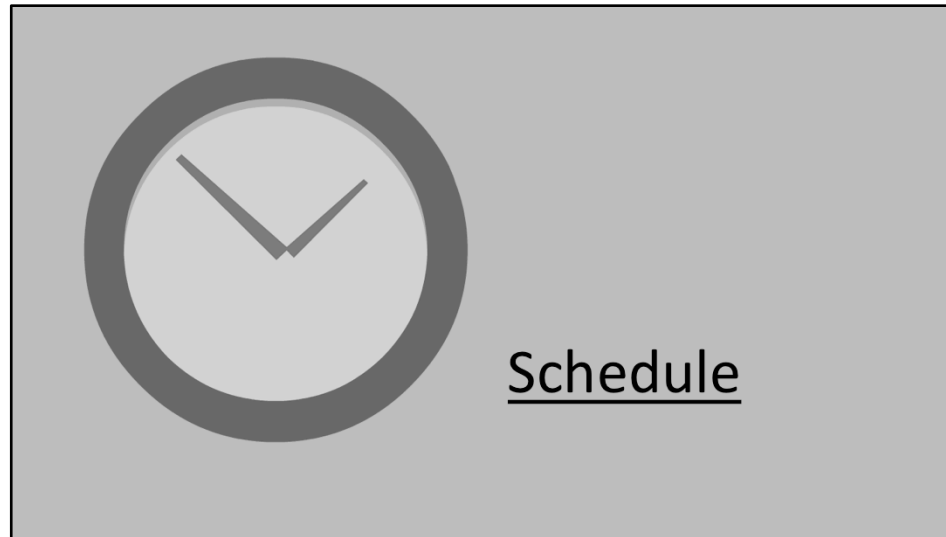


Now let's talk about several advanced email techniques that can help you with the management of your lists and getting better results from the emails you're sending.



If you haven't heard of segmentation, **[click to build]** it means dividing people into groups. You can segment based on what subject matter someone is interested in (for example, cats or dogs) what promotions readers take part in, whether they are a new reader or whether they've been reading your posts for years. You can also segment people into geographic location, or demographics. Whatever makes sense for you.

You might already be segmenting by categorizing or grouping your contacts. It's important because some emails are not one-size-fits all. For example, if you're a blogger that talks about cats and dogs. Some of your readers might be dog people and some might be cat people. You might want to segment your contacts into lists based on what kind of pets they have and are interested in. Why would you want to segment? Because you wouldn't want to send a special promotion for dog toys to your cat owners. It's not relevant to them and you have the chance that this group will get frustrated with messages that are not directed toward them and they'll unsubscribe from your list. Instead, if you segment your list, you can send promotions and messages specifically targeted to different groups and interests.

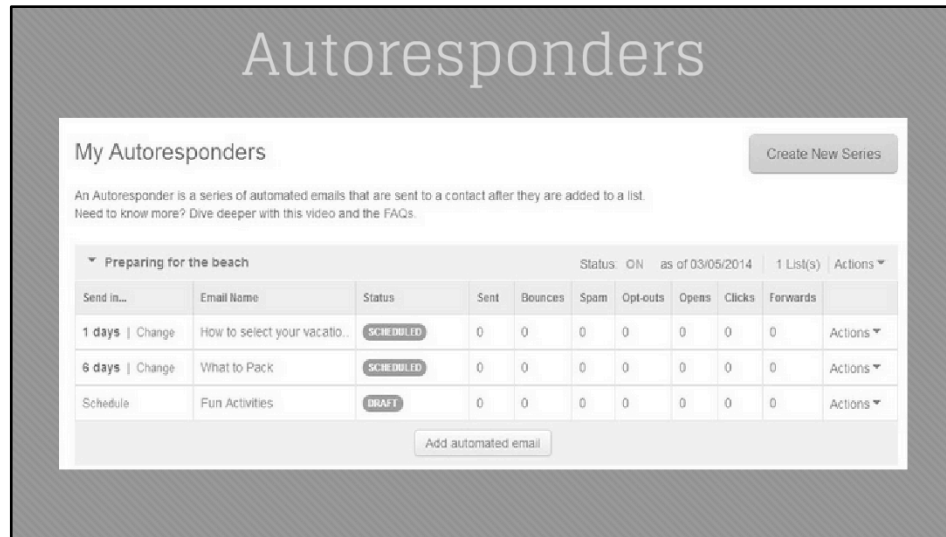


Automate what you can.

Set up your initial emails that go out – when someone joins your list through your website or social media automatically to get a “welcome” email confirming that they joined. And if you’ve made a promise to deliver something when they join, you can include that something in the welcome email so that you do not have to go back and mail that coupon or link to download each time someone joins your list. A real time saver.

You can schedule all your campaigns at the beginning of the holiday season so that they go out automatically. This is a huge time saver and makes sure your message continues to go out, no matter how busy you get.

(30)



Another great tool is Autoresponders. This is one of my favorites and think the single most overlooked automation tool available within email marketing and management. Autoresponders are a series of automated emails that are sent to a contact after they are added to one of your lists. What would you like a new reader to your blog to know about you and what you do? You can answer those questions, before they even have a chance to ask them, with autoresponders.

You could have 2 or 3 emails that go out automatically over the first month they are a subscriber that lead them to your bio, a popular video, your most read post or the post that has elicited the most comments.

You can also use autoresponders for promotions, contests, special events, any instance where you have a series of emails being sent over a period of time, whether it be days, weeks, or months.

Autoresponders are a form of automated marketing and lead nurturing that help to keep you in front of your audience.



But let's not forget about measuring your efforts. If you're not measuring you are not marketing.

You should know who is opening your emails, when and how many times – what they clicked on – and if the desired action you set as a goal before sending the email, was actually reached. Did they read a particular post? Did they sign up for something? Did they participate in something? Did they respond to a survey?

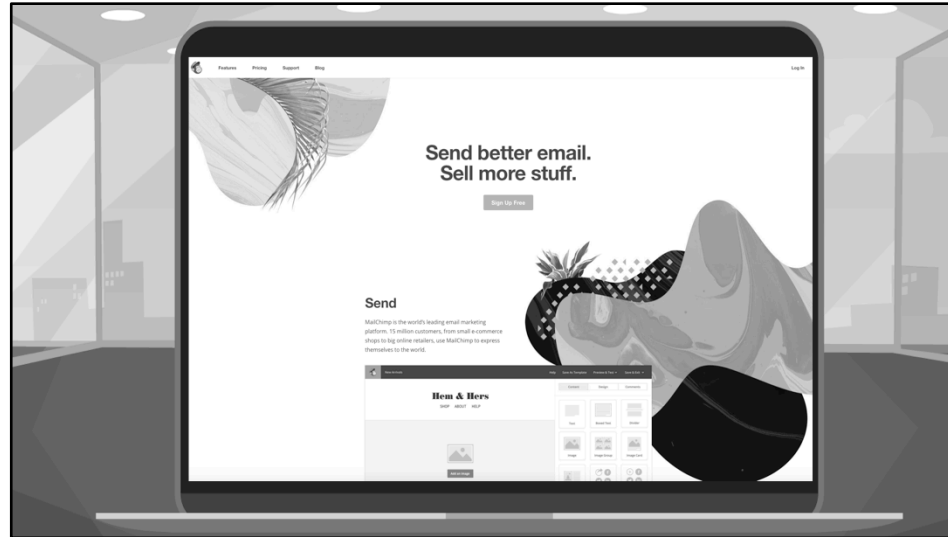
Did your email actually reach the intended audience? Keep on top of your bounce rate and how many people didn't actually receive your email. List maintenance and keeping contact information up-to-date is an important part of email management.

Most reputable email management services will give you reports. You have to know what is working and what isn't – because you should do more of what is working and stop doing what isn't. Simple but you have to measure to know what is helping you grow.

Email Systems



So we've talked a lot about using email marketing, but what's the best email management system to use? Like everything online, there are more choices than any one person has the time to research and consider. I'm going to give you several of my favorites and a couple additional systems for you to consider.



We'll start with MailChimp, which is the world's largest marketing automation platform. 15 million customers use MailChimp for email marketing and personally, this is my favorite system. MailChimp has an extremely easy to use template building system with a drag and drop editor that I find to be the easiest to use of the systems that I have experience with.

- There are prebuilt, responsive design templates that you can use. In fact, all emails are mobile ready out of the box.
- MailChimp's combines autoresponders, segmentation, and automation to really take over your email communication for you. There are prebuilt automations for activities like welcoming new subscribers, onboarding someone new to your content, happy birthday emails, plus, you can design your own automations.
- If you have an e-commerce component to your site, MailChimp's marketing automation capabilities and it's ability to integrate with WordPress, WooCommerce and many other shopping cart systems, in my opinion, makes it the best platform for the money.
- You can do extensive A/B split testing of your emails, trying different subject lines for example. MailChimp automatically sends a test sample of your email out to a randomly selected segment of your list with your different subject lines. After a few hours, the system automatically tallies which performed the best and it sends out the winning subject line to the rest of your list.
- You can automatically share blog updates through an RSS feed so your audience never misses out on your latest and greatest content.
- MailChimp has integration with Facebook advertising, so you can boost a post and measure your results, right from within MailChimp. And I find their reporting easier to digest than Facebook's.
- There are a suite of mobile apps available that allow you to use the system and collect email signups right from your smartphone or tablet.
- MailChimp integrates with hundreds apps and other systems like Salesforce, Eventbrite, SurveyMonkey, Google, Twitter, and Facebook.
- There are honestly a ton more features but I'd be here all day if I tried to explain all of them.

MailChimp is free up to 2,000 email addresses and 12,000 emails a month. It is \$20 a month up to 1,500 email addresses, \$30 a month up to 2,500 emails addresses, and \$50 a month for up to 5,000 email addresses.

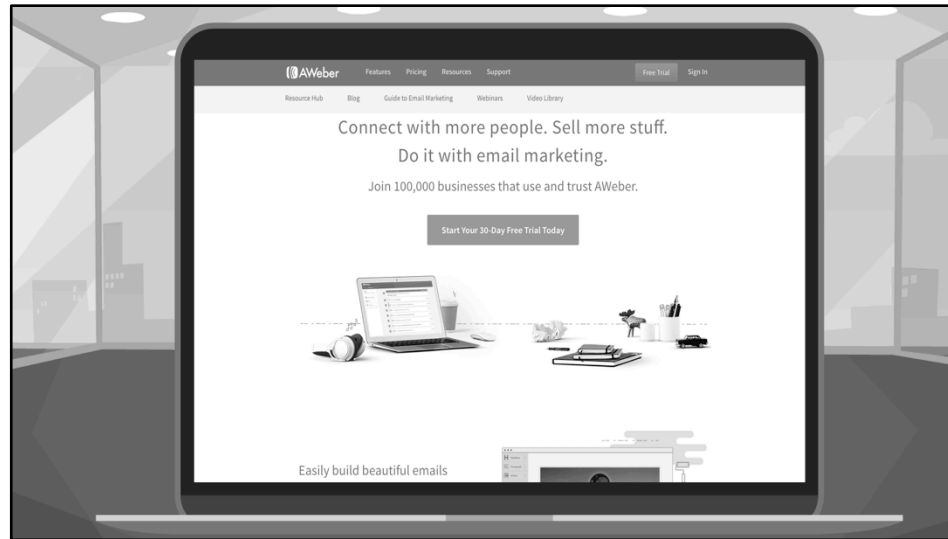


Constant Contact is another system that I have worked with. I have a lot of clients that use Constant Contact with a lot of success. This system offers not only email but the ability to do event marketing, send surveys, use coupons, and do Facebook promotions. Probably the biggest feature that I like about Constant Contact over MailChimp is the live customer service. If you have a question, you can call and talk to a live human being on the phone.

Features of Constant Contact include:

- a drag and drop email template editor in addition to hundreds of beautifully responsive designed email templates. Now not all the templates are responsive design so you want to watch which ones you pick.
- There is an image library with stock photos, some available free and some at a nominal charge, plus they offer hosting of your own images
- Constant Contact has great real time reporting to let you know who opened your email, who clicked through and what they clicked on, who unsubscribed, who bounced. If they hard bounce (if the email address is no longer good, Constant Contact will automatically move this address out of your live lists so you won't continue to send or pay for bad names)
- There are autoresponders with birthday and anniversary emails, and welcome emails
- if you do any kind of live events, whether in person or online, like webinars, Constant Contact has a built in event marketing system that registers people, it's connected to PayPal if you have a charge for your events, and is integrated with all the before and after emails and reminders that you'll want to send.
- Another unique aspect of this system is the built in survey feature. You can send out an email with a single question or you can do indepth surveys.
- Everything is linked to your social media. There are sign up forms for your website and for Facebook.
- And you can run Facebook promotions, contests, coupons, and offer downloads.

Constant contact offers a free 60 day trial. Email alone starts at \$20 a month for up to 500 email addresses, \$45 a month for up to 2,500 email addresses and \$65 a month for up to 5,000 email addresses. Email with all their other services, event marketing, Facebook promotions and surveys starts at \$45 a month for up to 500 email addresses, \$70 a month for up to 2,500 email addresses and \$95 a month for up to 5,000 email addresses.



Aweber is the next email system to consider. One of the main differences with this system, is that like Constant Contact, it offers live, 7 day a week customer service by phone. And I will say that when you have a question and need help, a live human being can be a real, added bonus.

Aweber features

- email automation with autoresponders and segmentation
- over 700 premade mobile responsive templates and a drag and drop editor
- They offer a mobile responsive sign up form and an App that let's you add people to your list any time, anywhere
- There is an RSS to email feature that allows you to automatically create emails from your newest blog posts
- it connects with Facebook, WordPress, LeadPages, and PayPal
- It has over 6,000 stock photos in the image library and they will host your images for you

You can try Aweber free for 30 days. It starts at \$19 a month for up to 500 email addresses, \$29 a month for up to 2,500 email addresses, and \$49 a month for up to 5,000 email addresses.



If you're looking for an all-in-one marketing solution, not just email, then you might want to take a look at Get Response. This system combines email marketing with webinars, landing pages, and marketing automation. Now I will say this is very plainly marketed to marketing professionals, not to say that everyone can't use this system, but the learning curve may be a bit higher on this than a MadMimi, for example.

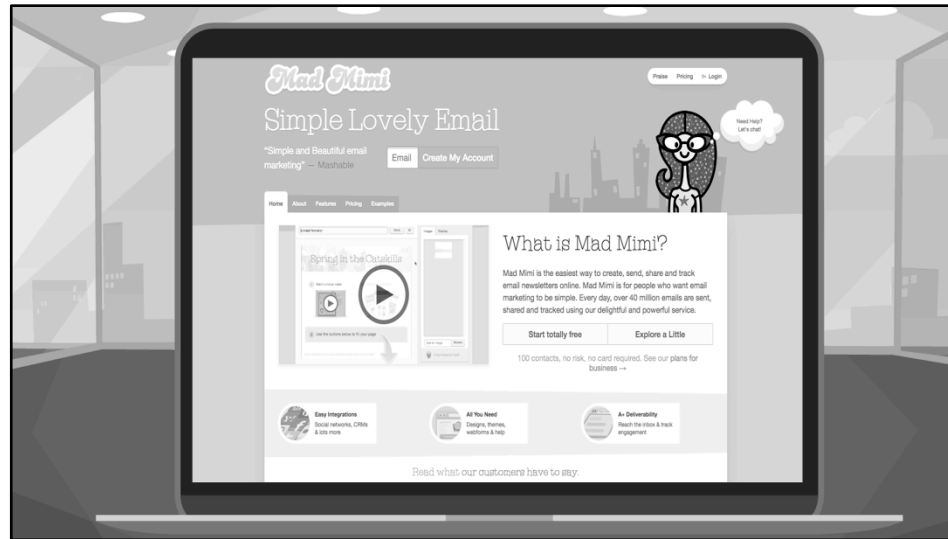
This system features:

- a drag and drop email editor with premade responsive templates,
- autoresponders and a sophisticated automated marketing system that allows you to score visitors, automatically segment them based on what they do, and set if-then logic workflows
- Get Response offers A/B split testing
- web forms to add to your blog to collect email addresses
- advanced analytics and reporting

Again the advantage of this system is the additional features it offers with webinars and landing pages. For landing pages, there are more than 100 mobile ready templates, some with video designs, it has a built in library of iStock photos and optimization tools for promotions.

The webinar system offers landing pages to sign people up, social media integration, and all the email invites, reminders and follow-up are built in.

Get Response starts at \$15 a month for 1,000 email addresses and \$45 a month for 5,000 for email marketing only. Their Professional level service which includes email, landing pages, webinars and marketing automation starts at \$49 a month for 5,000 email addresses and goes up from there. If you prepay a year in advance you can save 18%.



Mad Mimi touts itself as the easiest way to send email. Mad Mimi is for people who want email marketing to be simple. They specifically state that this is an email management system that anyone can use, you don't have to be a designer. 45 million emails sent daily for over 125,000 customers.

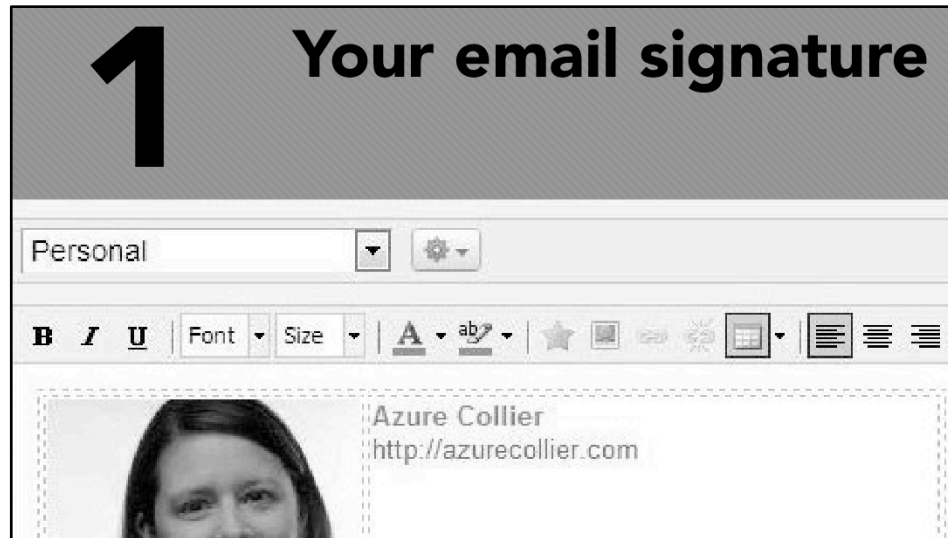
Features of Mad Mimi include:

- Responsive design email templates and layouts
- you can easily clone your designs, which means design it once and use it again and again
- webforms that you can easily add to your website with HTML
- a Facebook signup form
- autoresponders and drip campaigns
- social links that you can add to your emails
- Mad Mimi integrates with the Google Analytics installed on your website so you can track activity
- you can sync with an Etsy store, Survey Monkey, FreshBooks, Salesforce, Zoho CRM
- Their reporting includes real time tracking, so you know who opened it, who forwarded it to a friend, who unsubscribed, who bounced

MadMimi lets you store and send unlimited emails to up to 100 email addresses, completely free. 500 emails start at \$10 a month, 1,000 email addresses for \$12 a month, 5,000 email addresses for \$27 a month, and their pro service for 10,000 email addresses and above starts at \$42 a month.



We all want more people to read our blogs and email is a great way to remind them to visit, keep them posted on the latest and greatest posts, alert them to contests you may be running, or invite them to read special content. So now let's go through a list of 25 ways you can grow your email list. Ready? Here we go.



Include a link to your sign up form in your email signature line

2

Ask face to face



Get in the habit of asking people to join your list when they are in front of you. At networking events, at conferences, anywhere you may be that you run into someone that may be interested in what you cover and write about.

3 Check your database



If you have a database of email addresses of people that are not signed up to receive your email newsletter, go through your list and ask people to sign up. I would suggest asking once. Don't keep bombarding people with emails asking them to join.

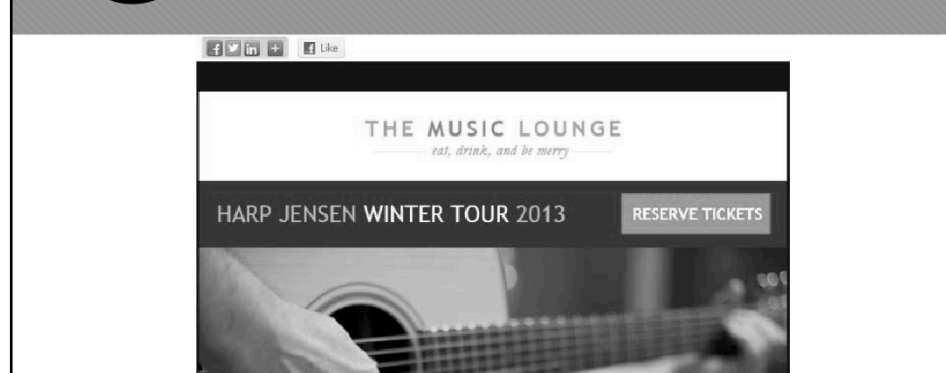
4 Ask friends and family



Don't forget friends and family. The reason being is that they should be your best supporters and they all have friends of their own that might be interested in what you write about and what you're doing.

5

Add social share buttons to emails



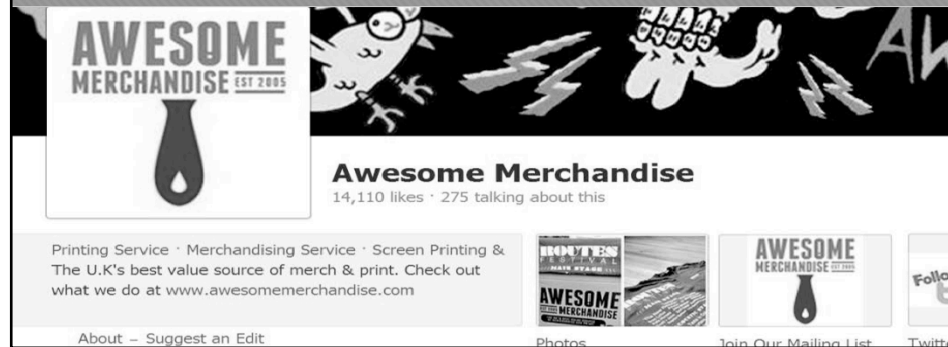
Add social share buttons to your emails to extend their reach beyond your list.

6 Over the phone



When you're talking to a supporter on the phone, ask them if they want to join your email list.

7 Add a sign-up form to your Facebook page



Add a sign-up form to your Facebook page. This is a great way to collect email addresses. If you have Constant Contact's Essential Toolkit product there is a free app you can use to automatically add people who sign up on your Facebook page to your email lists.




Once a week Tweet about your email list. And don't forget to mention it on your other social networks too.

9 Buy a Facebook ad



Get More Page Likes
Build a bigger audience.

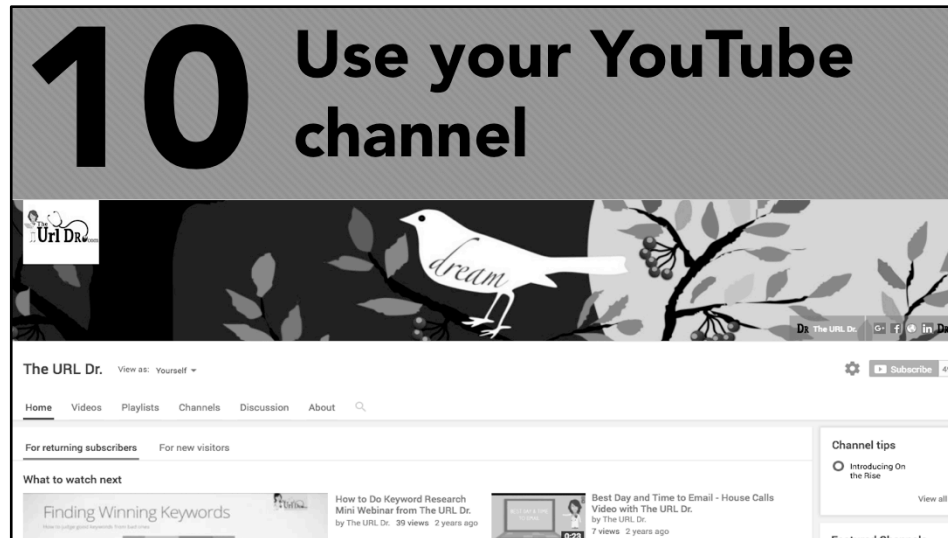


Promote Page Posts
Get people to see and engage with your important messages.

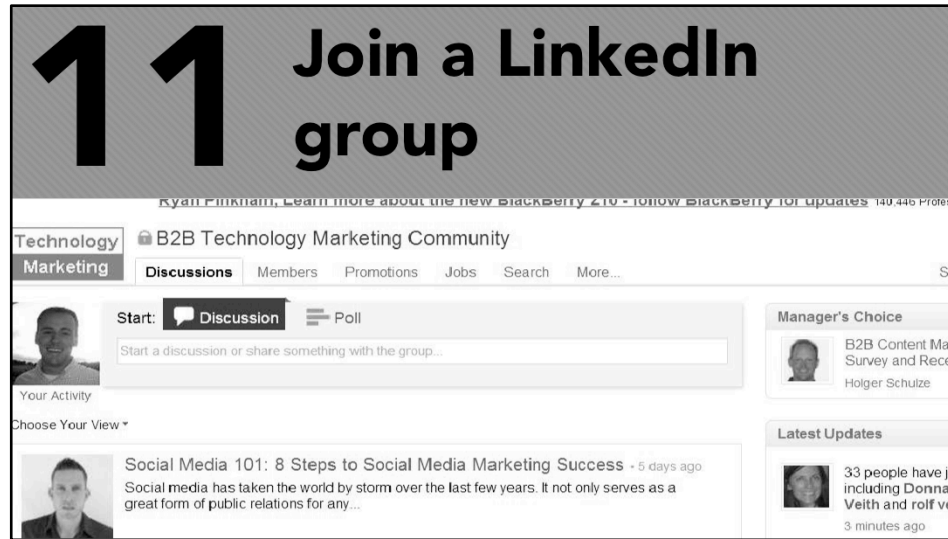
Your Ad

Right Column Preview

Add new fans and new subscribers on Facebook by buying some advertising. Promote an offer or sweepstakes where people have to enter their email address to get your promotion.



If you're using video, don't forget to end your video with information on how people can join your email list.



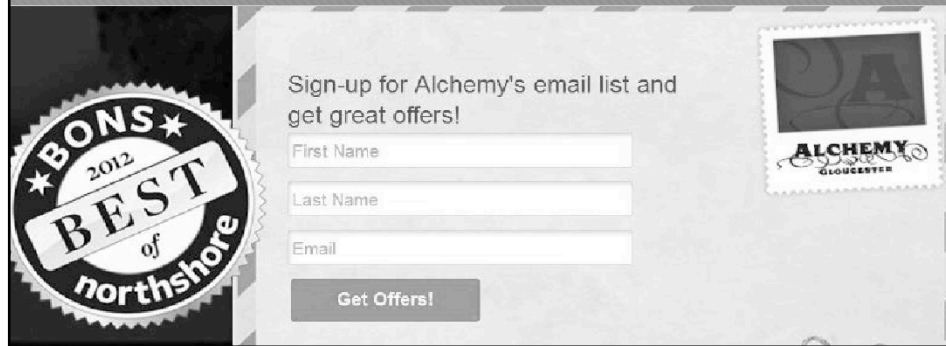
When it's appropriate let members of a LinkedIn group know about your email list. Don't spam people with it, but if a conversation is going on where your email list is relevant to the topic, share it.

12 Add a sign-up link to your social bios



Add a sign-up link to your social bios.

13 Add a sign-up form to your website



Add a sign-up form to your website. Every website should have this. If you use WordPress, there are numerous plugins that easily add a signup form to your site without any programming.



Add a sign-up form to your blog. Every blog should have this. If you use WordPress, there are numerous plugins that easily add a signup form to your site without any programming.

15 Be a sponsor



Work with other bloggers, businesses or organizations to co-host or co-sponsor an event. This could be an in-person event or an event online. It's a great way to get in front of a whole new audience and, ask them to join your email list.

16 There's an app for that



There are numerous apps that will add email addresses to your email marketing program. Check to see if your email service offers a free app.

17 Use an iPad



Use an iPad app to collect email addresses at the next event you go to or show you participate in.

18 Offer a piece of content

Please download your free PDF below!



Whitepaper quarterly report.pdf (41.9 KB)
Prepared for ben.parnau+constantcontact2@gmail.com

Offer a piece of content in exchange for an email address.

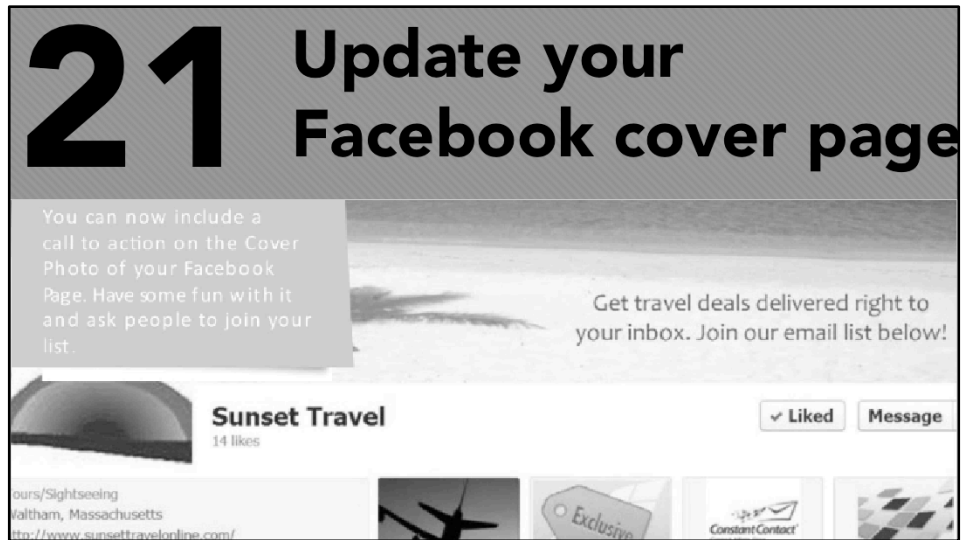
19 On your business cards



If you are using any type of printed collateral, print the url address of where people can sign up for your email list.



Book a speaking engagement, whether it's face to face or a webinar. Tell people they can join your email list and tell them how.



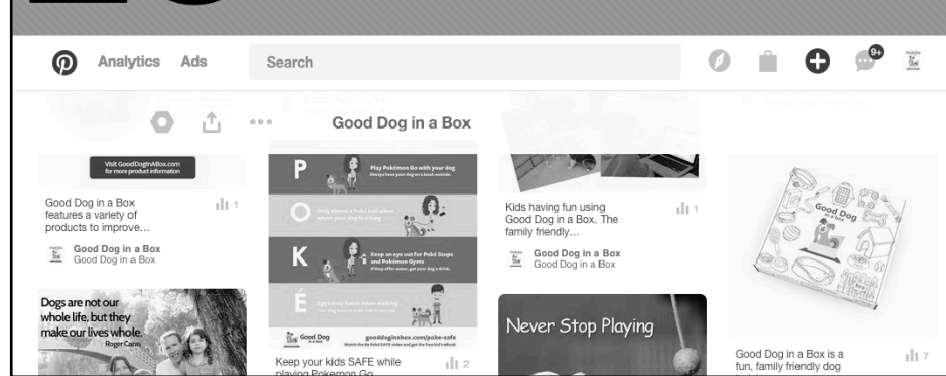
Now you can include calls to action on the cover photo of your Facebook page. Ask people to join your email list below and have the capture form on your Facebook page.

22 Host a Tweet chat



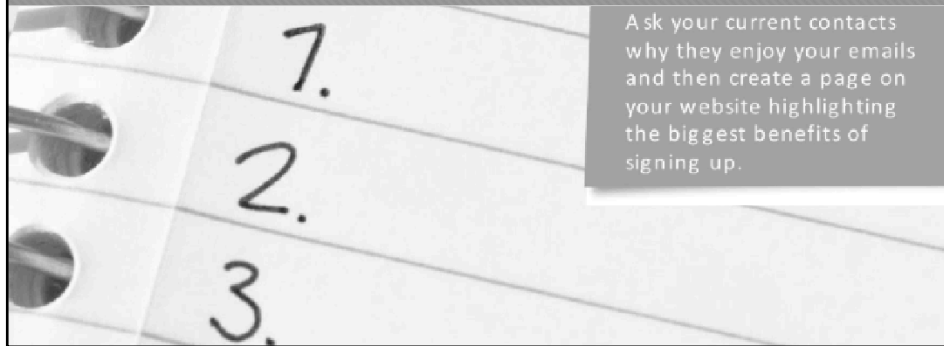
I'll tell you honestly I would have been skeptical about this one before Blog Paws, but after participating in the Tweet chats with this group before coming to the conference, I will say this is a great way to build your follower base. While your tweeting, invite people to join your email list. Try and work the conversation around so that you can bring it up without sounding spammy, or offer it as an answer to a question being presented.

23 Sample your content on Pinterest



Create a board on Pinterest and “pin” your email newsletter right when it comes out. Use an image from your email or take a screenshot of your entire newsletter to give readers a preview of your content. Have a post or series of posts that invite people to join your email newsletter list. Create several fun graphics with cats and dogs and various animals and a call to action to generate interest in your newsletter.

24 Create a reason to sign up page



Create a page on your blog that highlights reasons why someone should sign up for your email newsletter. Send out a survey to current subscribers or send a personal email to several of your best supporters asking why they like your email newsletter, how they use the information, and what they find to be the most valuable. Use those testimonials on this “reasons to sign up page” to let the rest of the world know what they are missing.

25 Keep your sign up form short

Don't ask too many questions. You may miss chances to grow your email list. Keep your sign-up form short and simple. Only ask for the information that's absolutely necessary. You can collect more information down the line.



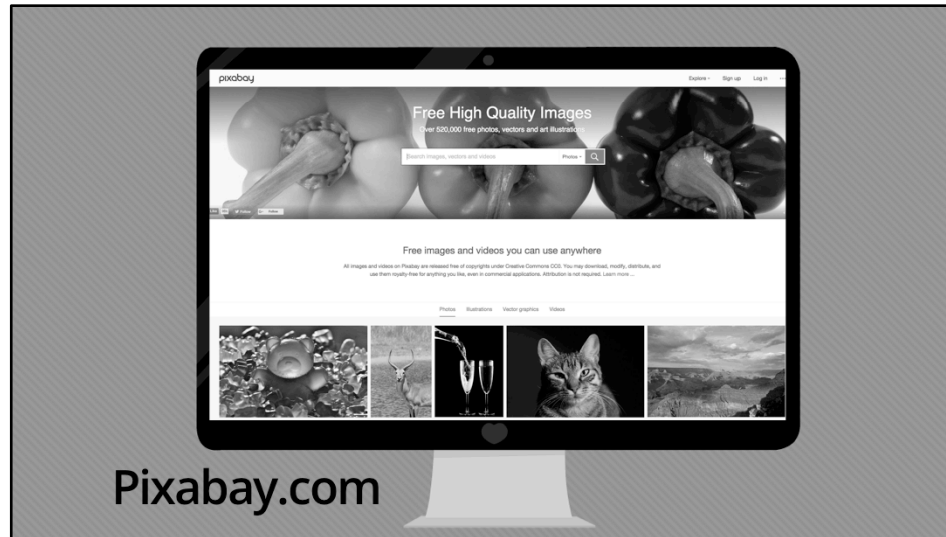
The cardinal sin of sign up forms is asking too many questions. Long sign up forms appear daunting to some visitors and if they ask too many questions and take too long to fill out, people will just leave. Keep your sign up forms short and simple. Ask only for the information that is absolutely necessary. For an email newsletter, that's probably a name and an email address. If you have multiple newsletters or different themes you might ask what newsletter someone would like to sign up for



Whew! So there you have it. 25 ways to grow your email list. My suggestion...take one idea a week and implement it. This week try asking people when you see them. Next week try adding it to your email signature line. The week after that, try adding it to your blog. In 6 months, you'll see more and more names added to your email list. And let me also throw in, give your email list or your newsletter an exciting name. Nobody wants another newsletter, but jazz it up and make people feel like they are getting something exclusive and you'll have people signing up left and right.



Emails, just like your blog posts, need some visuals to capture attention and pull your readers in. Images and graphics can make or break an email. But we have to be careful where we're getting the images we're using. If you're using images that you're copying from Google without any thought to copyright and ownership of those images, you can be asking for big trouble. So let's look at 5 of my favorite websites that offer free, royalty free images that you can use at no cost, and without getting into any trouble.



Pixabay not only has photos, they illustrations, vector graphics and video. This site features an easy-to-use search feature with brilliant images to use for commercial or personal use, free.



Gratisography is the brain child of artist and web designer, Ryan McGuire. This site features unique, funky images that require no attribution and are totally free. If you're looking for something a little weird or different, Gratisography is your site.



MorgueFile.com

A Morgue File is a popular term in the newspaper business to describe a file that holds past issues. This site has a collection of high resolution digital stock photography for either corporate or public use, free, but they want you to credit the photographer if you use the image straight from the site. It's true purpose is to provide images that you will alter in the creative process of creating your own work.



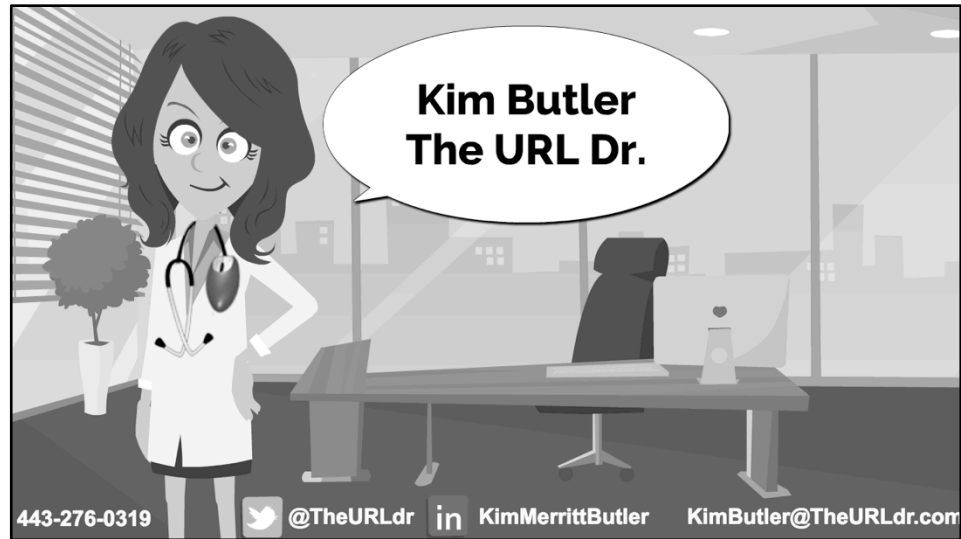
Public Domain Archive is site with vintage, archival images. 100% free. New stock photos are uploaded every week. Great landscapes and architecture pictures in this eclectic collection.



PicJumbo is easy to navigate and offers high resolution photos with no attribution required. These are totally free. They have a great collection of food shots.



I've given you a lot of ideas today to help you with your email marketing efforts and using email to help keep you in front of your blog audience. Start small. Implement one change, put that in place, make that work for you, and then try a second.



Now let's open the floor up to questions.

If anyone needs help setting up a Constant Contact account or a MailChimp account, give me your business card. I have special discounts I can offer for new Constant Contact accounts and I'm happy to pass those along, so give me your business card before you leave today.