

SIGNUPS AND GROWING YOUR LIST



LOOK FOR HYPERLINKS
When a reference is underlined, click on it for a direct link to a relevant website

Where do you collect emails? Everywhere.

Point of Sale

- you may want to name your email list: Hot Pots Hot List, The Creatives Insider, something that rhymes or corresponds with your business name. This can make asking someone to sign up a little more "relaxed", welcoming and fun
- have two or three quick benefits of being on your email list ready to share when asking a customer for their email ("Our events sell out! Don't miss anything!")
- post a small reminder note on the computer for your staff (and you)
- display an eye-catching sign with email benefits, posted where customers stand to check out
- if they had been asking about your classes during their visit, mention that subscribers are always the first to know about classes - and the first to sign up - because classes fill up fast! (Whatever part of your shop catches their eye, let them know they'll get updates on that - and more!)
- staff contest: each staff keeps a tally of how many new sign-ups they do over a week or two and award a studio gc to the winner (a simple hashtag-# system by the POS works)
- if you have a monthly giveaway, each month make a new sign with the winner's name (or recognize any winner and what they won from an email contest)
- TIP: If they're hesitant, mention when they sign up you'll send them whatever the lead magnet is on your website (a coupon?) to entice them. (Of course, don't mention the next few steps - just make it like you're throwing in something extra for them.) Complete their sale (get their contact info and email in the POS) and then when they're gone, go to your website and enter their info in your popup form so they're automatically sent the lead magnet/coupon/offer. All email platforms weed out duplicates, so don't worry that they'll have been entered multiple times
- to have a notepad/sign-up list or not? It can't hurt if you have space. First-timers will often sign up and, if you're busy and a browser is just looking around, you can point them to the sign-up. Keep the sign-up sheets neat, on a smaller clip board, and transfer the info weekly to your email platform

Your website: a popup form

- the form can be set to appear on one page, multiple pages or all pages. You can also set how long the visitor is on the site before the popup appears (2 seconds? 5 seconds? But not too long)
- get the basics: first name (last name can be required if you want) and email. Really, that's it, with the exception of their birthday month. Birthday emails can have high open rates and high conversion rates, too (birthday month offer: \$5 off \$25, etc). We'll get more into sorting and tagging, but most email platforms make it quick and easy to segment groups (ie: email only August birthdays)



SIGNUPS AND GROWING YOUR LIST



LOOK FOR HYPERLINKS
When a reference is underlined, click on it for a direct link to a relevant website

Where do you collect emails? Everywhere.

Point of Sale

- you may want to name your email list: Hot Pots Hot List, The Creatives Insider, something that rhymes or corresponds with your business name. This can make asking someone to sign up a little more "relaxed", welcoming and fun
- have two or three quick benefits of being on your email list ready to share when asking a customer for their email ("Our events sell out! Don't miss anything!")
- post a small reminder note on the computer for your staff (and you)
- display an eye-catching sign with email benefits, posted where customers stand to check out
- if they had been asking about your classes during their visit, mention that subscribers are always the first to know about classes - and the first to sign up - because classes fill up fast! (Whatever part of your shop catches their eye, let them know they'll get updates on that - and more!)
- staff contest: each staff keeps a tally of how many new sign-ups they do over a week or two and award a studio gc to the winner (a simple hashtag-# system by the POS works)
- if you have a monthly giveaway, each month make a new sign with the winner's name (or recognize any winner and what they won from an email contest)
- TIP: If they're hesitant, mention when they sign up you'll send them whatever the lead magnet is on your website (a coupon?) to entice them. (Of course, don't mention the next few steps - just make it like you're throwing in something extra for them.) Complete their sale (get their contact info and email in the POS) and then when they're gone, go to your website and enter their info in your popup form so they're automatically sent the lead magnet/coupon/offer. All email platforms weed out duplicates, so don't worry that they'll have been entered multiple times
- to have a notepad/sign-up list or not? It can't hurt if you have space. First-timers will often sign up and, if you're busy and a browser is just looking around, you can point them to the sign-up. Keep the sign-up sheets neat, on a smaller clip board, and transfer the info weekly to your email platform

Your website: a popup form

- the form can be set to appear on one page, multiple pages or all pages. You can also set how long the visitor is on the site before the popup appears (2 seconds? 5 seconds? But not too long)
- get the basics: first name (last name can be required if you want) and email. Really, that's it, with the exception of their birthday month. Birthday emails can have high open rates and high conversion rates, too (birthday month offer: \$5 off \$25, etc). We'll get more into sorting and tagging, but most email platforms make it quick and easy to segment groups (ie: email only August birthdays)



SIGNUPS AND GROWING YOUR LIST



LOOK FOR HYPERLINKS
When a reference is underlined, click on it for a direct link to a relevant website

Where do you collect emails? Everywhere.

Your website: a popup form - continued

- make sure whatever your lead magnet is (your offer to entice them to subscribe), that it's set to be delivered to their email or links to a page on your site
- connect all sign-up forms to your email platform (Constant Contact, Mail Chimp, etc) and they're automatically added, no uploading, downloading or tech fanciness needed!

Your website: a static form (a form that stays in place, no popping up or X'ing out)

- this form can be placed at the footer of your site (the bottom, with your contact info) or a small form at the header/top (not too big if it's at the top)
- make sure it's visible on every page (your header and footer should always be visible on every page)
- it's not really intended to have a lead magnet attached to it, but it certainly can
- it could also have "be the first to know!" to entice sign-ups. Do not call it a "newsletter"
- connect this form to your email platform (Constant Contact, Mail Chimp, etc) and they're automatically added to your list, just like the popup form
- website landing pages: you can have as many different landing pages with different sign-up forms as you want!

QR codes

- where QR codes do NOT belong: in an email, in a social media post and on your website. All of these places are viewed on a phone and you can't scan an image from a phone
- where QR codes DO belong: signage at your POS, signage on your shelves, signage on your tables, a sign in the restroom, a sign on your front door, a sticker on your car, to-go kits, bag tags for all items picked up by a group: kids parties, team building, etc
- where does the code take the customer? A landing page on your website with the email sign up form
- you can have as many different QR codes as you want, just make sure they all land the reader on the correct webpage, with the correct signup form (or whatever info you're telling them they'll get by scanning that particular QR code)
- Canva has a free QR code generator!

Online bookings

- if your booking forms aren't tied to your email platform, make sure to export the customer data every month and upload to your email platform. Email platforms like Constant Contact and Mail Chimp make uploading very easy



SIGNUPS AND GROWING YOUR LIST



LOOK FOR HYPERLINKS
When a reference is underlined, click on it for a direct link to a relevant website

Where do you collect emails? Everywhere.

Online sales

-same goes with online sales: if your selling platform (Square, Wix, etc) isn't tied to your email platform, make sure to export the customer data every month and upload to your email platform

In-store sales

-if your POS isn't tied to your email platform, export the customer data every month and upload to your email platform

Your emails to subscribers

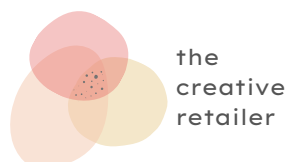
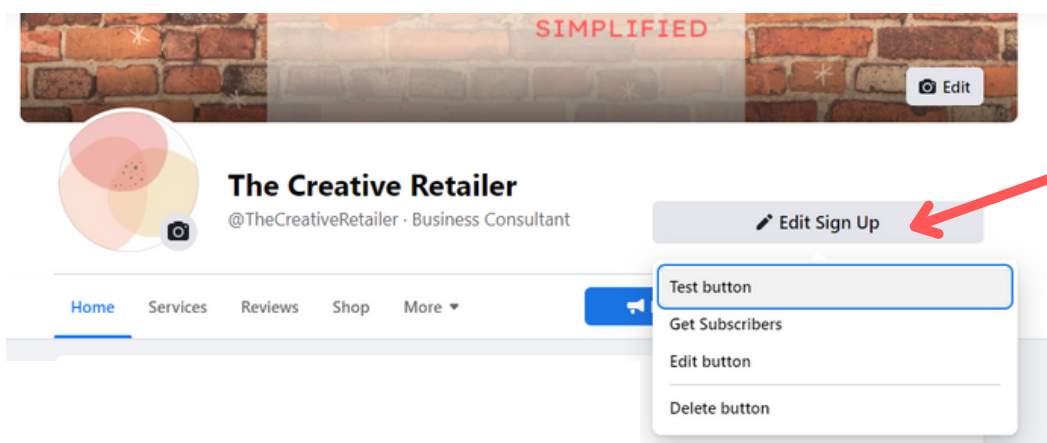
- in the footer of every email include a "forward to a friend" button
- in every email include a button to subscribe to emails (for those who receive the email forwarded from a friend). This button is usually at the bottom of the email/footer

Your business email

-in the signature line, include a link to subscribe

Facebook

-interesting fact: I went through each of the 65+ posts in our [FB group](#) that shared a link to their studio's business page. Not one business page had the link for SIGN UP! Now, there's nothing wrong with the other buttons. You have many choices for that one big, blue button and where it takes your follower. Try changing to a SIGN UP button to convert your FB followers to email subscribers



SIGNUPS AND GROWING YOUR LIST



LOOK FOR HYPERLINKS
When a reference is underlined, click on it for a direct link to a relevant website

Where do you collect emails? Everywhere.

Special occasions - create a giveaway specifically to grow your email list

- create a dedicated landing page with a dedicated email signup form. TIP: create one form per giveaway, placed on its own dedicated landing page. This allows you to tag those sign-ups, grouping them as "mug giveaway" etc so you can send targeted emails; more on segmenting soon
- promote on social media and in your studio - even your website (but not in emails)
- promote the winner in your next email (to all subscribers), social media, website and POS
- plan first: how long is registration open? How many new subscribers do you want to get? And after, be sure to measure its success: what went well and what can be improved next time

Texting

-texting and emails are certainly two different marketing efforts, and you want your customers signed up to receive both messages. They complement each other perfectly!

-crafting a text message is much different than creating an email, but you do need a call to action (CTA) for both. Texting simply offers a much smaller space to craft a great CTA

- ideas for getting your texting subscribers to sign up for your email list:

- Did you see who won the Coffee Mug War? {insert LINK to your email form's landing page - and include who won, pictures of the piece or something to entice them to sign up}
- Enjoy \$10 off during your birthday month, {LINK} to sign up today
- Who won this month's set of ice cream bowls? {LINK} - be sure there's a signup form on the page
- Classes fill quickly! Be the first in line, {LINK}
- TIP: when you send a text message like that (a very specific reason they are signing up for emails, like a gift during their birthday month) make sure your landing page and/or form references that deal you're making with your customer. Don't have them land on a page with the generic "sign up for our emails" form (they will RUN). Instead, celebrate that they want to be in your birthday club, get in early for a class, etc and you can't wait to see them. (And now that they're on your website, make it easy to for them to link to a class schedule or another page to show them what's new)
- TIP: use the Subject Line Spreadsheet for texting, too! (Look for it in Week Four of the Course)
- TIP: keep those texts short. Links can be long (waayy too long for a text message). Shorten them with Bitly. Sign up for a free account. Bonus: it tracks how many people click each link you shorten!

I use Sentext for The Creative Retailer (text TCR to 833-989-1928) and I think you should, too! See how Sentext and I are working to help YOUR business!



SIGNUPS AND GROWING YOUR LIST



Sign-up Forms

Universal Code [Create Sign-up Form](#)

Inline new 2018
Active
0 sign-ups

Inline Form Created 2017...
Active
0 sign-ups

Pop-up Form Created 201...
Active
0 sign-ups

CONSTANT CONTACT
I've used CC for 15 years and think it's one of the best (and easiest) email platforms

CREATE A NEW FORM

OptinMonster Get more subscribers and increase sales with sign-up forms by OptinMonster

Basic Landing Pages You can still edit existing landing pages with this legacy feature

Facebook Lead Ads Capture the attention of future customers by creating a Facebook Lead Ad

Select a sign-up form type

Pop-up
Display a pop-up form that prompts visitors to sign up.

Flyout
This sign-up form slides onto the screen from the top, bottom, or side.

Banner
Add a banner sign-up form to the top or bottom of any page on your website.

Inline
Insert a form in the perfect spot on your site.

Lead Generation Landing Page
Customizable landing page for generating new leads through social media and content.

Facebook Lead Ad
Create a Facebook ad to reach new audiences.

THE TWO FORMS
create each one separately; they will be dropped into your site separately



SIGNUPS AND GROWING YOUR LIST



click for more CC info

Automatically send Welcome Emails, Birthday and Anniversary Emails, or a series of emails to contacts, and automatically resend emails to non-openers

Automated emails help you stay engaged with your contacts and save you time. They can be set up to automatically send to contacts based on specific triggers and once you take some time to customize them, you won't have to think about them again until you're ready to change the content

You can use a combination of automated emails to achieve your marketing goals! Here's what you need to know to get started:

- Welcome email
- Birthday and anniversary emails
- Automated email series
- Automatically resend an email to non-openers

Welcome email

A Welcome email is a great tool to greet your new subscribers. Use it to welcome contacts right when they sign up for your mailing list and give them an idea of the content they can expect to receive from you, the frequency you'll be mailing, and other standard information

- It's a one-time email sent to contacts who join your mailing list for the first time
- The email is triggered to automatically send when a new contact signs up through one of Constant Contact's list-growth tools, including a sign-up form on your website, a lead generation landing page, a Facebook and Instagram lead ad, text-to-join, or any contact-sync integration available in the Marketplace
- You can create multiple Welcome Emails to send to different contact lists or use one email for all your lists
- Keep in mind that if you have a Welcome Email and an Automated Email Series set up to send to the same list, contacts on that list will only receive the Automated Email Series, and not the Welcome Email. This is to ensure that contacts don't receive multiple welcome emails
- It's completely customizable with any branding and content you want to add
- You can edit or turn it off at any time

