

# How 300 Retailers Use Email Marketing

## See charts on

- how often signup prompts are used
- where signup prompts are placed
- how many segment lists
- how many offer signup bonuses
- if they use double opt-in
- if they send welcome emails
- how many clicks to unsubscribe
- what happens after unsubscribe
- which niches they are in
- annual revenues
- their email service providers
- how often they email
- how often their emails go to spam
- kinds of signup prompts used
- specific bonuses offered for signup
- which list selects are asked for
- average number of selects
- how their emails look on an iPhone
- social media buttons in emails
- which social buttons in emails
- email & social icons on product pages
- which social icons on product pages
- whether or not they have apps
- which app platforms they use
- how many are Google Trusted stores

# Introduction

For the last six months I've been surveying how 300 Internet retailers do their email marketing. By tracking how these retailers acquire and engage with their subscribers through email, I've discovered some startling missed opportunities for this group, but I've also seen some very promising trends.

## Who Are These Retailers?

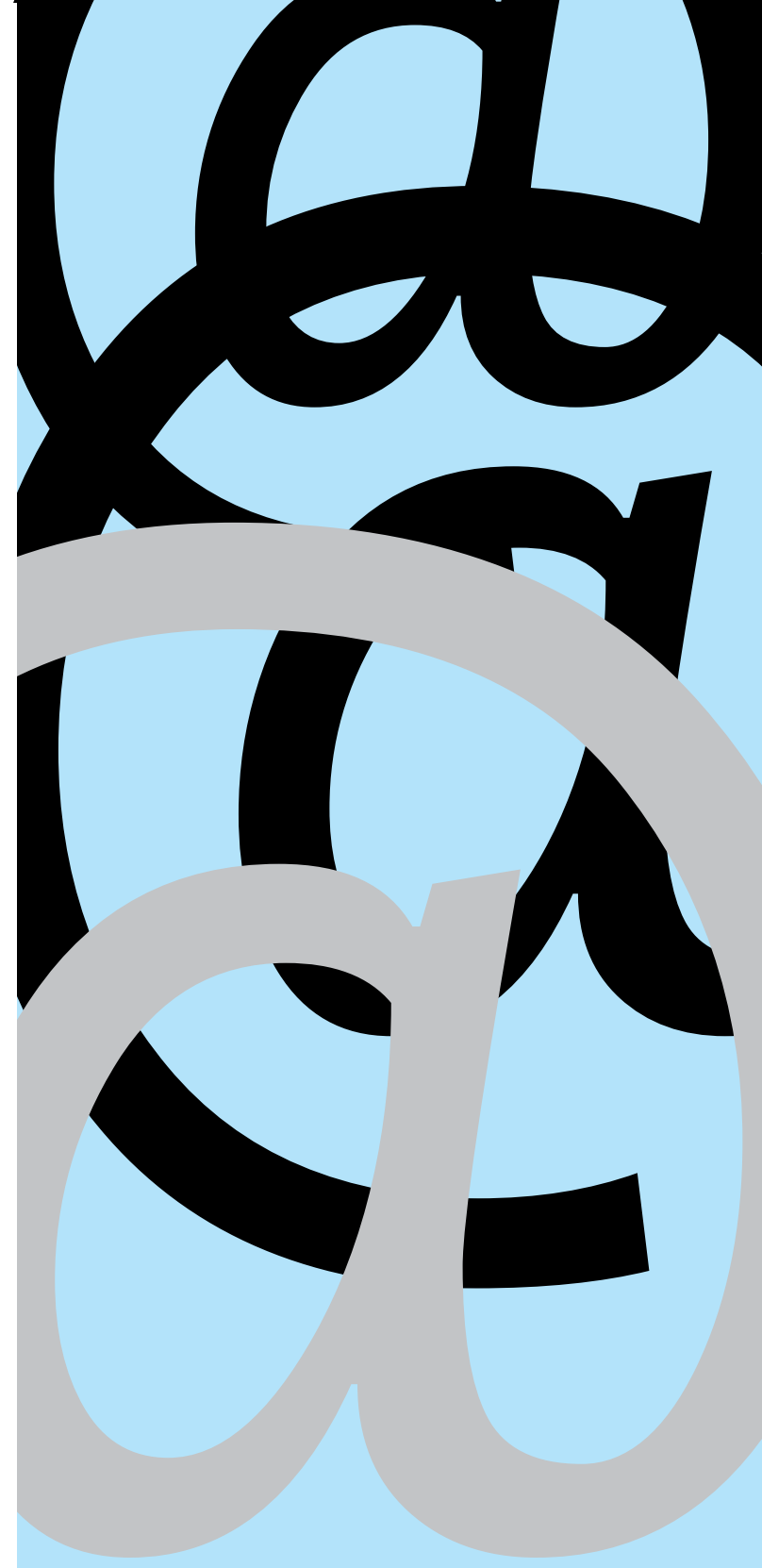
Their annual revenue is between \$5 and \$25 million. I define a "retailer" as a company that

- sells mostly to consumers, not businesses
- has a checkout cart on the site
- is not primarily a manufacturer of products that are distributed to other retailers

I selected this group from the list of Second 500 Retailers put out by *Internet Retailer* in 2012, and also added another group of retailers from the *Inc Magazine* 5,000. I did not use every retailer from either of those lists because I wanted companies that were selling goods, not services. I also wanted companies that were selling mostly to consumers, not to businesses. The companies here are almost entirely U.S.-based. A handful operate out of Canada.

If I had to pick one common denominator for all 300 companies, it would have to be growth. These retailers are growing - rapidly. Sales for this group grew roughly 15% in 2012.

Growth is great, but it puts strains on a company. Add the strain of rapid growth to the speed of change in Internet marketing, and you can see why so many Marketing Directors feel overwhelmed.



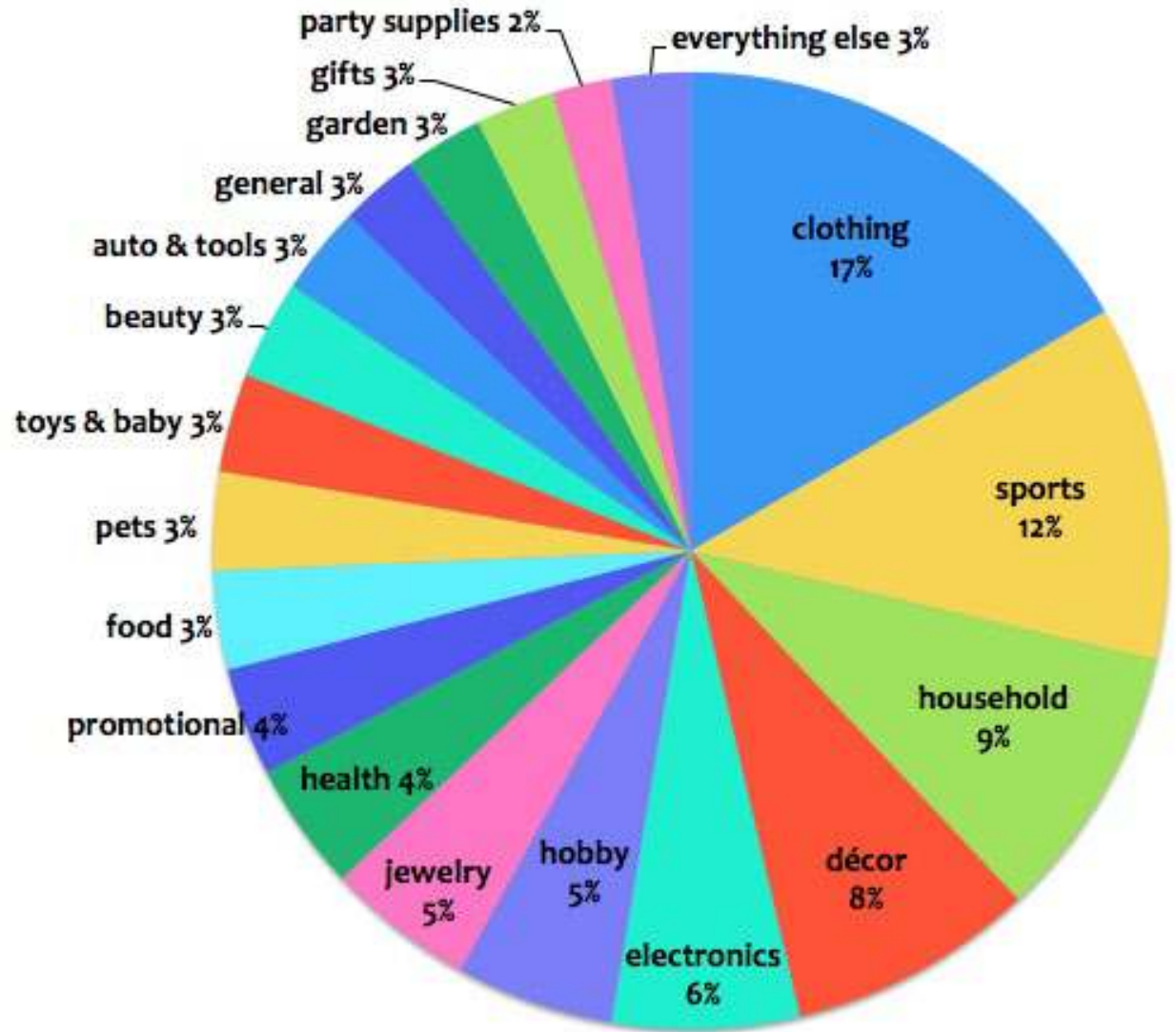
# Niches & Annual Revenue

97% of these “small” retailers are firmly settled into a specific niche.

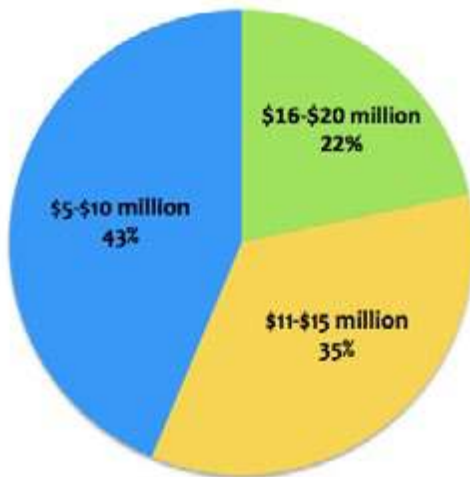
That gives them an edge against Amazon and other mega-retailers. By specializing they can offer more expertise and a deeper product selection than the generalists can.

They can also better tailor their message to engage with their customers. They can't be all things to all people but they can focus intently on their niche and deliver products and information to that group in a way that a mega-retailer can't.

## Which Niches "The 300" Fall Into



## Annual Revenues of The 300



The next thing to look at is revenues. The smaller pie chart on the left shows how The 300 break out in terms of annual sales. Average annual revenue is \$11.5 million. That's 2.4% of Amazon's \$48.08 billion revenue in 2011.

# The 300 Retailers

123Greetings  
2nd Wind Exercise Equipment  
39 Dollar Glasses  
3balls.com Inc.  
4Wheel Drive Hardware  
80s tees  
A1 Pool Parts  
Abacus 247 LLC  
Abe's of Maine  
Academy Sports + Outdoors  
AccessoryGeeks.com  
Ace Hardware Corp.  
Action Village  
Active Ride Shop  
Adiamor  
Airgun Depot  
Albee Baby  
Aleva Stores  
alex and ani  
Alice.com  
Altrec  
American Meadows  
Anna's Linens  
Appliance Parts Pros Inc.  
Appliance Zone  
Ashley Stewart  
Auntie's Beads  
Austin Bazaar  
Autohaus Arizona Inc.  
Aveda Corp.  
BabyEarth  
Bag Borrow or Steal  
bambeco  
Baseball Rampage  
BatteryJunction.com  
Baudville Inc.  
Beau-Coup Favors Inc.  
Bed Bath Store  
Bedgear  
BHCosmetics Inc.  
Big Dot of Happiness  
Bike SomeWhere  
BikesDirect.com  
Billiards.com  
Birchbox Inc  
Birthday Direct Inc.  
Black Forest Decor  
Blinds Chalet  
Blue Cotton  
Bohme  
Bon-Ton Stores Inc., The  
Bonobos  
Boot Bay  
Boston Green Goods Inc.  
Brenthaven  
BTO Sports  
Build-A-Bear Workshop Inc.  
Bulbs.com  
Bulk Reef Supply  
Burlington Coat Factory

Burpee Seeds  
Burton  
C.C. Filson Co.  
Cable Organizer  
Caché  
Cali Bamboo  
Calumet Photographic Inc.  
Calvin Klein  
Camp Saver LLC  
Campmor  
CandyWarehouse.com  
Card Cash  
CardsDirect LLC  
Carol's Daughter  
Carolina Rustica  
Century Novelty Co. Inc.  
Charley's Greenhouse & Garden  
ChiefSupply.com  
Children's Wear Digest Inc.  
ClickShops  
Clickstop  
Coffee For Less  
Coleman Co. Inc., The  
Compendium  
Competition Accessories  
Conns.com  
Coolibar Inc.  
CosmeticMall.com  
Costume Craze LLC  
Creative Technology Ltd.  
Crestline  
Crown Awards  
CuffLinks.com  
Cuisinart  
Danskin.com  
Dazadi  
Deal Yard  
Design Toscano  
Designer Plumbing Outlet  
Dexclusive.com  
Diet Direct  
Discount Electronics  
Discount Two-Way Radio  
Discountramps.com  
Do My Own Pest Control  
Draper's & Damon's  
DrillSpot.com  
Due Maternity  
E.L.F. Cosmetics  
Eastern Mountain Sports Inc.  
Edmund Scientific  
Edwin Watts Golf Shops LLC  
eHobbies.com  
Entertainment Earth Inc.  
Envelopes.com  
EO Products  
Ergo In Demand Inc.  
eSportsOnline  
eVitamins  
Fat Brain Toys

Fifthroom  
Fine Designs  
FireFold  
firstSTREET  
Flip Flop Shops  
Fortunebuilders.com  
Frames Direct  
FrenchToast.com  
Full Spectrum Solutions  
FYE.com  
Gardens Alive!  
Gemvara  
GiftTree.com  
GlassesUSA.com  
Goedekers  
Golfballs.com Inc.  
GOLITE LLC  
GourmetGiftBaskets.com  
Graco Children's Products Inc.  
Greenhouse Megastore  
Gump's Inc.  
HamGo Corp.  
Harriet Carter Gifts Inc.  
Heels  
Helzberg Diamonds  
Herbspro  
Hhgregg Appliances Inc.  
HobbyTron.com  
Holland Bulb Farms  
Home Design Outlet Center  
HomeCenter.com  
House of Antique Hardware Inc.  
Humble Abode  
Ibex  
ibuyofficesupply  
Igigi Inc.  
iGourmet LLC  
Industrial Revolution  
inetvideo.com  
InkSell.com  
Invitation Consultants  
Island Company  
ItsHot.com  
James Allen  
JGear Inc.  
jhilburn.com  
Jimmy Beans Wool LLC  
Johnny Cupcakes  
Junonia  
Kenneth Cole Productions Inc.  
King Arthur Flour Co. Inc.  
Kitchen Source  
Kites, Tails, & Toys  
KV Vet Supply  
Lethal Performance Inc.  
Lilly Pulitzer  
Limoges Jewelry  
Livin' Lite Recreational Vehicles  
LovelySkin.com  
Luggage Online Inc.

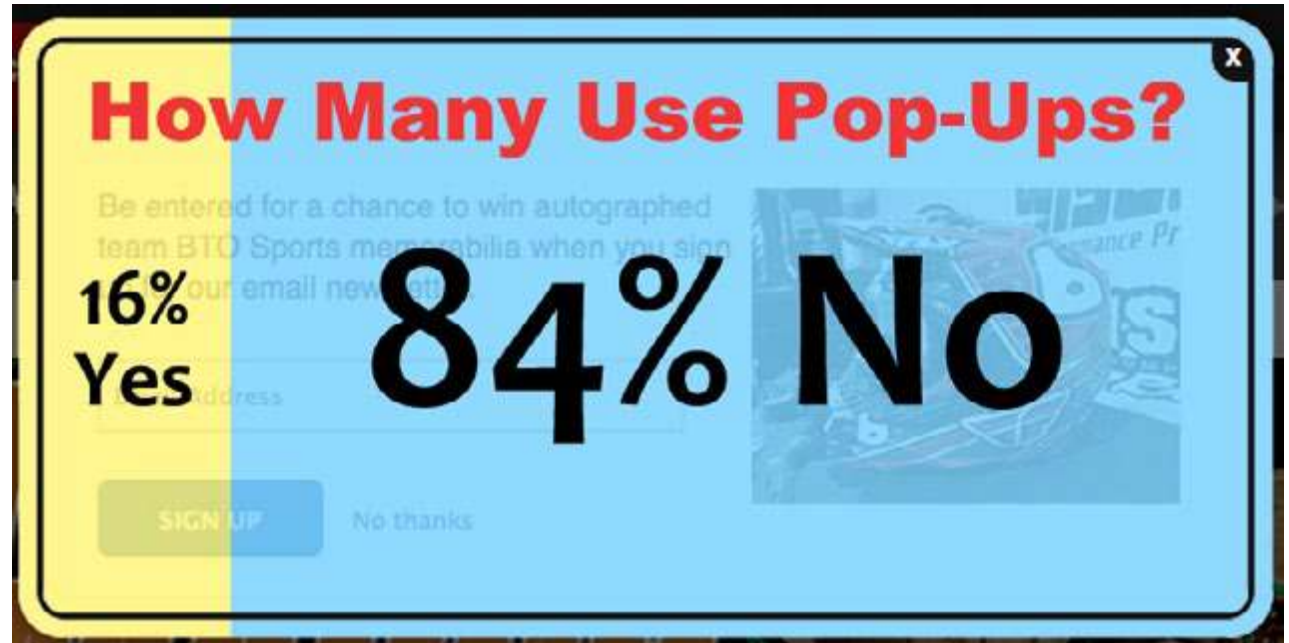
Lulu's  
Lulus.com  
Mack's Prairie Wings Inc.  
MagnetStreet  
Marc Ecco Enterprises  
Marine Depot  
Mattress Depot USA  
Max Furniture  
Melrose  
Merrick Group, The  
Modell's Online Inc.  
Moma  
Moo  
Music Notes  
MyJewelryBox.com  
MyNaturalMarket  
Myotcstore.com  
Natural Wellbeing Distribution Inc.  
No Limit Motorsport  
Norris E-Commerce Management Inc.  
NorthShore Care Supply  
Novica.com  
Nutricity  
One Click Ventures  
Oneida Ltd.  
Online Commerce Group LLC  
Online Sports  
Optcorp.com  
Organize.com Inc.  
Orion Telescopes & Binoculars  
outdoor speaker depot  
Outskirts Press  
Overstock Deals  
Ozbo.com  
Ozone Billiards Inc.  
Palm Beach Jewelry  
Pampered Passions Fine Lingerie  
Paper Source  
Paragon Sports  
PatioShoppers.com  
PetcareRX  
PetFlow  
PetSolutions  
Planet Shoes  
Pleasant Hill Grain  
Prep Sportswear  
Pure Modern LLC  
PureFormulas.com  
Rabbit Air  
Raven Rock Workwear Inc.  
RealTruck.com  
Reitmans  
Revival Animal Health Inc  
RitzPix.com  
Rock/Creek  
Roots Canada Ltd.  
RoughCountry.com  
Sand Creek Post  
Savannah Bee Company  
Scentiments.com

ScotteVest Inc.  
SensationalBeginnings  
shockoecommerce.com  
Shop Jimmy  
Shop PBS  
Shop4tech.com  
ShopKo Stores Operating Co.  
Simple Truths  
SkinCareRX  
SmartSign.com  
SneakerHead.com  
SolidSignal.com  
Solutions Catalog  
Southern Tide  
Spellbinders Paper Arts  
Spencer Gifts  
SportsMemorabilia.com LLC  
Spreadshirt.com  
Stop Aging Now  
Street Moda  
Sturbridge Yankee Workshop  
Summit Sports  
SwimOutlet.com  
Teavana Corp.  
Terracycle  
The Elf on the Shelf  
The Nerds  
The Ticket Experience  
Ticket Alternative  
Title 9 Sports Inc.  
ToolBarn.com Inc.  
Tools Plus  
Total Hockey Inc.  
Treadmill Doctor  
Troll and Toad  
True Religion Brand Jeans  
U.S. Toy Co. Inc.  
Ulla Popken  
Uncommon Goods LLC  
UPCO Wholesale Pet Supplies  
US Markerboard  
US Outdoor Store  
Value Pet Supplies  
VetDepot.com  
VictoryStore.com  
VivaTerra  
Vivre  
W.E. Aubuchon Co. Inc.  
Waterfilters.net  
WhatSheBuys.com  
Whiteflash  
Wine Country Gift Baskets  
Wisteria  
Working Persons Enterprises Inc.  
World Centric  
World Jewels  
World Traveler  
Your Electronic Warehouse  
Zabars  
Ziamond, Inc.

## Pop-Up Boxes

Love them or hate them, pop-ups work. But most retailers either don't know that, or can't get them to work, or just dislike them so much they don't care if they work.

Compare the 16% for the 300 to Experian's 2012 "Email Market Study: Email Acquisition and Engagement Tactics" report that said 22% of marketers use pop-up windows on their website to collect email addresses.



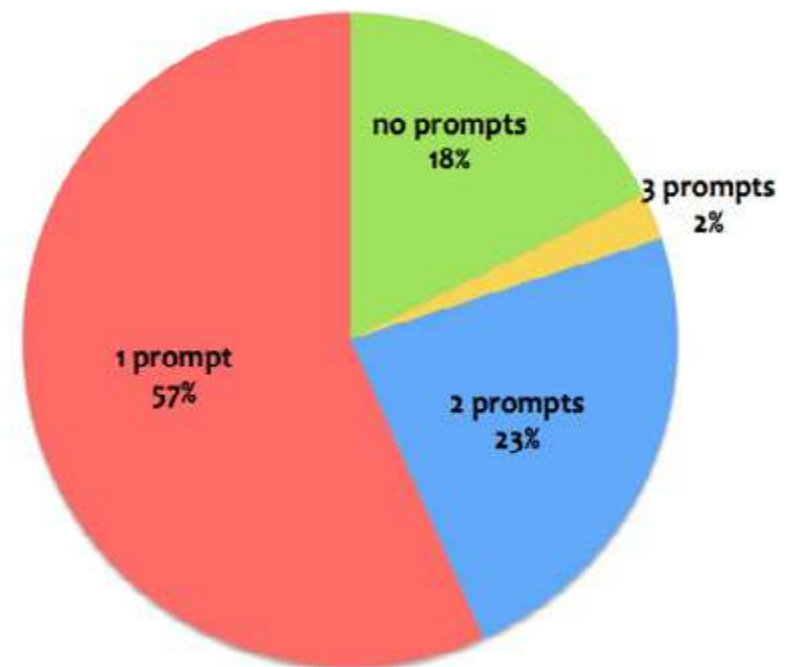
## Number of Signup Boxes

18.3% of these retailers do not have any way for someone to subscribe to their newsletter on their homepage or any other page.

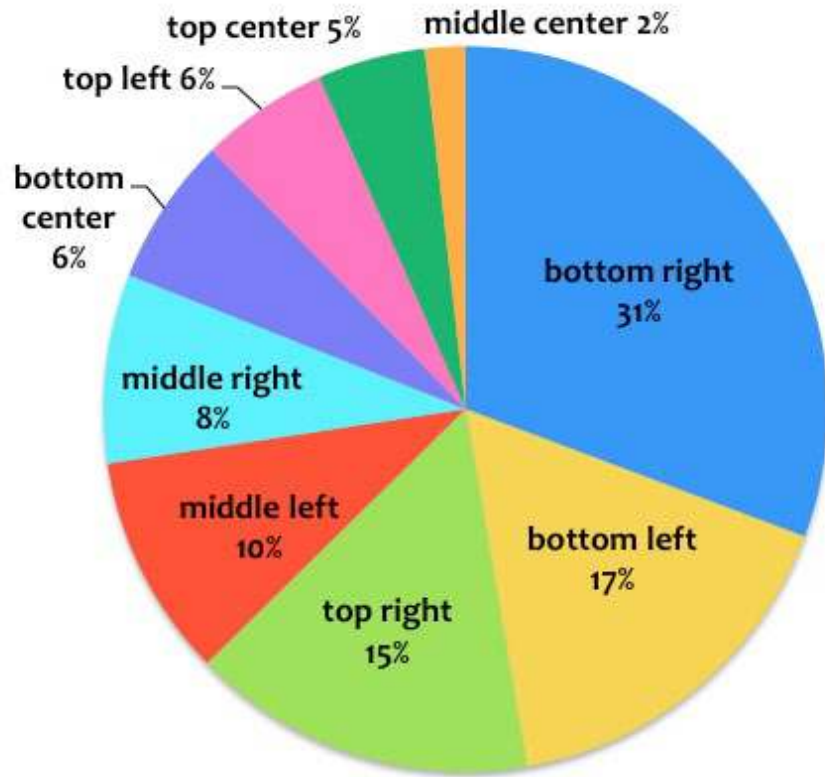
These sites either do not have an email list at all, or they have not put a signup box on their pages. *Internet Retailer's 2013 Second 500* survey has only 84.8% of Second 500 retailers with an email program.

Most sites do have at least one opportunity to sign up for their email newsletter. Some have as many as three different calls to action just on the home page.

Compare this to ExactTarget's *Website Touchpoints Exposed* infographic, which reported that only 74% of the *Stores.org Hot 100 List* had email opt-in prompts on their homepages.



# Where retailers put their signup prompts on pages



The bottom right corner is the most popular spot for an email signup.

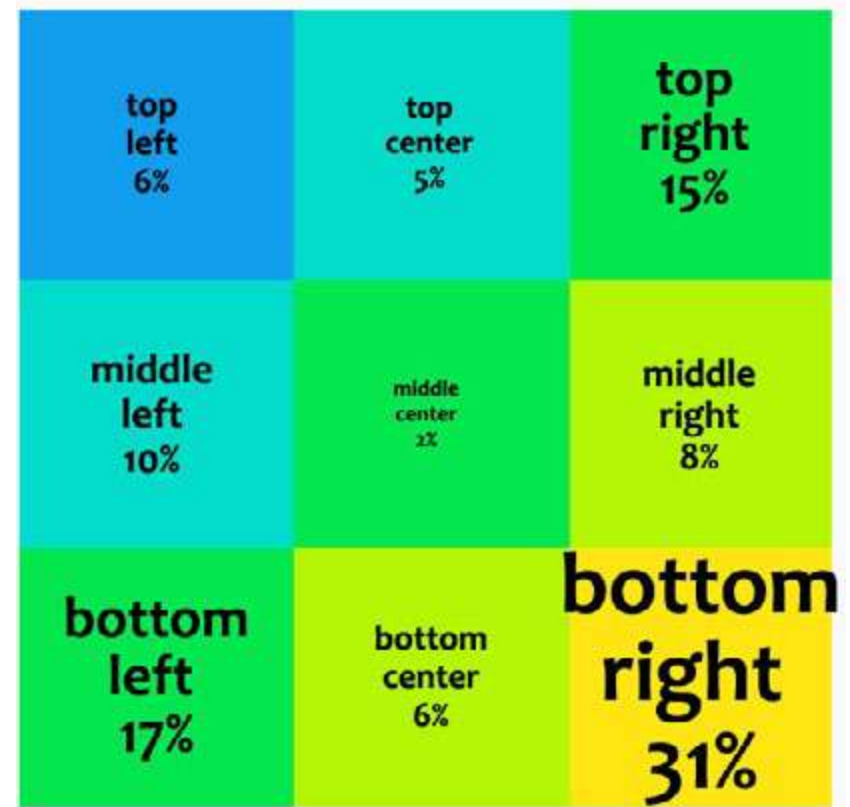
Unfortunately, the top right position is used only 15% of the time, and only 26% of signups are on the top of the page. Though it is tempting to use that space to get an immediate sale, the reality is that if people don't sign up, they may be gone forever. But if their email address can be captured then the conversation can continue.

Only 26% of websites (the ones with opt-in prompts at the top of the page) are well-positioned to capture new subscribers.

The sites offering a signup only at the bottom of the page are at a real disadvantage because many visitors won't scroll to the bottom of the page, and thus won't even see the email prompt. Many visitors won't even see the signup boxes more than 700 pixels from the top.

Compare these stats to the 2013 Internet Retailer Second 500 study, which has 390 of the 500 with an "opt-in located prominently". That's 78%.

## Where signups are on pages



# What Kind of Signup Prompts and Where

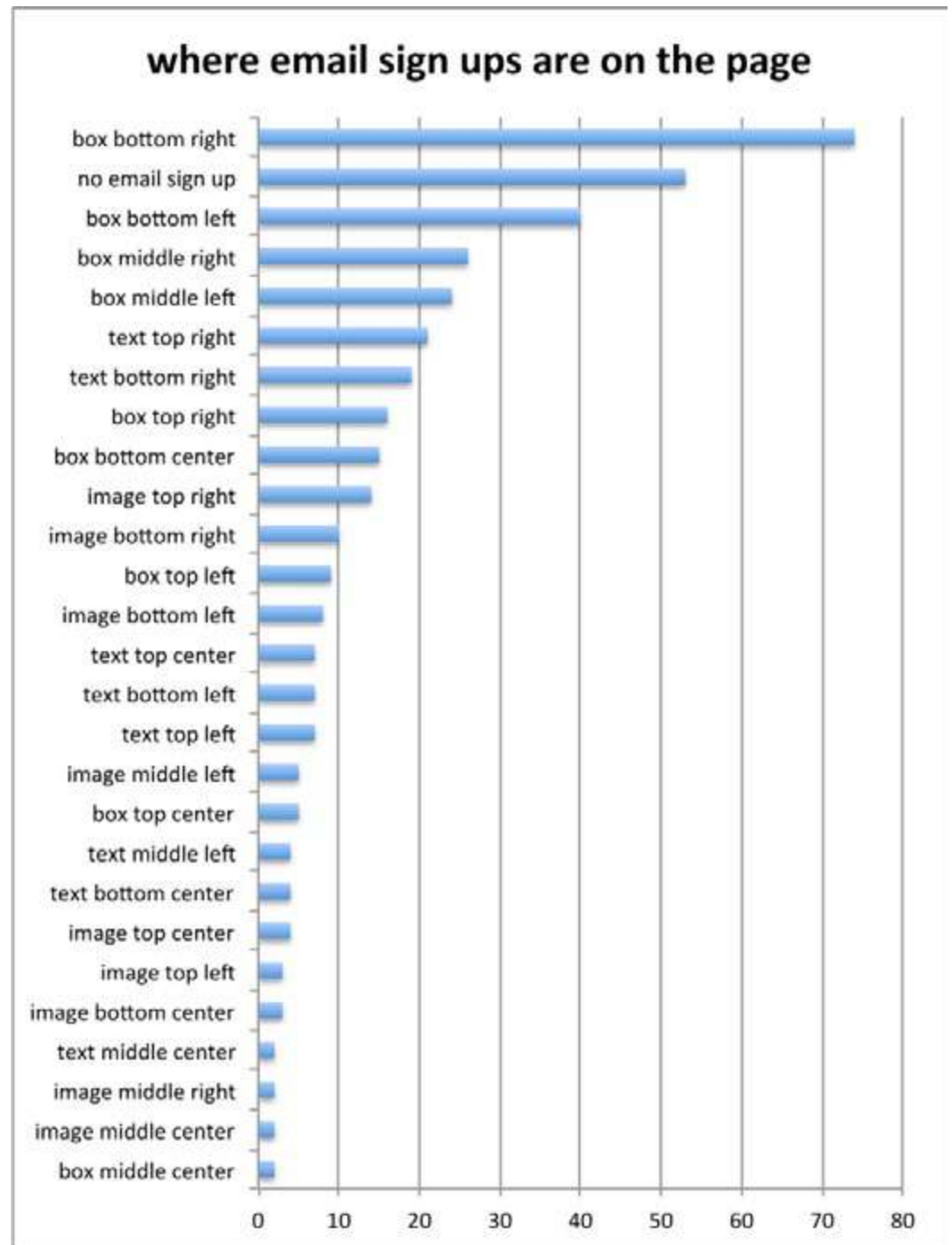
The next question is what kind of signup prompts there are. I broke this down into three types

- **Box:** An inline form the user can enter their email address click a button to subscribe
- **Image:** A call to action that is formatted as an image. The visitor has to click on the image to begin the signup process
- **Text:** A text link that brings the user to a new page to subscribe

The chart on the right shows where these different signup appear on retailers' pages.

I was pleased to see “boxes” – inline forms – hold the top four positions in this chart. Having an inline form instead of a link to another page is a proven way to get far more subscribers. Clearly, these retailers don't just know that; they've implemented it.

The position of the boxes was a bit of a disappointment – we don't see a signup prompt in the top part of the page until we get down to the 6th most used signup prompt and position, which is a text link in the top right. Putting a signup box at the top of the page has been shown to increase opt-ins by 30%. In that same test, sales went up by 27%. That's a strong counter to the belief that anything above the fold on a retail site needs to be navigation, branding or for direct sales.

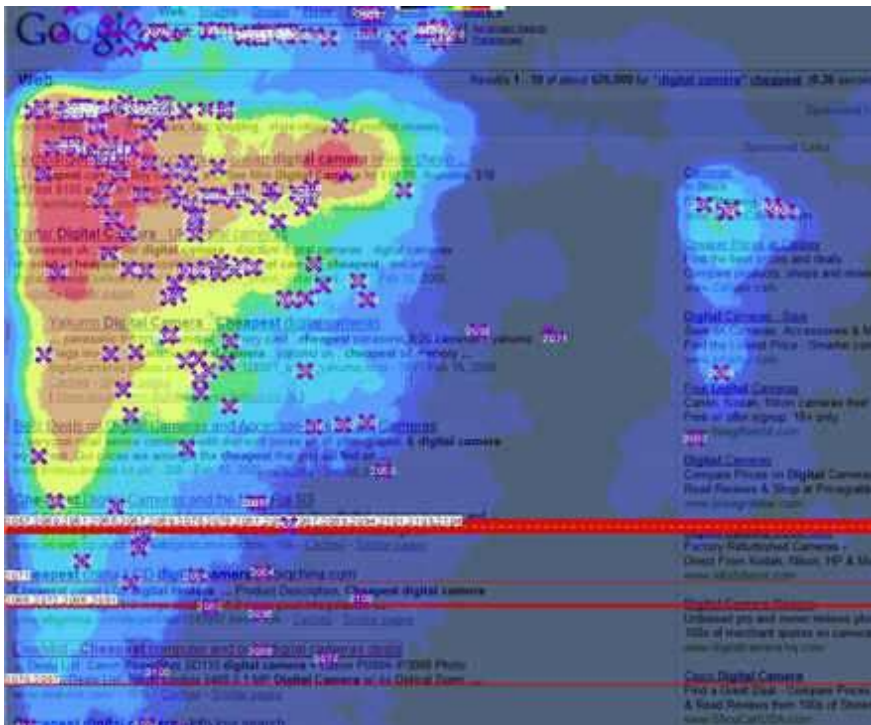


The chart on the right shows how frequently the different signup elements are used. This is very good news. The bulk of sign up mechanisms are boxes, which makes it easier - and more likely - for visitors to sign up.

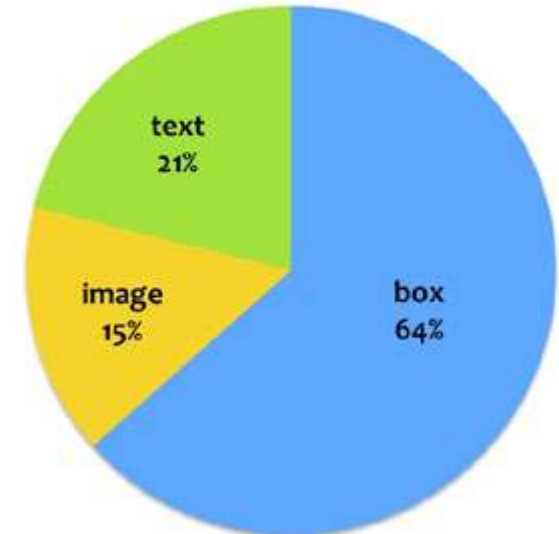
The next thing to look at is placement. If we distill this even further, down to top, middle and bottom, it looks like the chart to the lower right. This is less than good news. Most of the sign up mechanisms are in the bottom or the middle. Ideally, they would be located in the top part of the page.

Given that most websites have a conversion rate between 2 and 3%, that means that more than 97% of visitors leave without ever ordering. By getting an email address, those losses can be mitigated because retailers can continue the conversation with the people who leave without buying – IF they can get their email address.

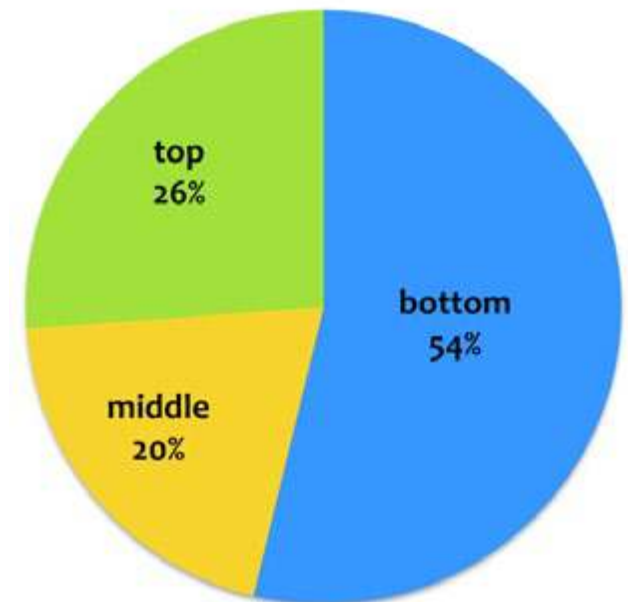
The “golden triangle” is where people look. There’s an example of it below. The middle and bottom boxes are outside the golden triangle. Many visitors will never see those signup prompts.



**% of retailers that used text, image and forms for email signup prompts**



**Where retailers put their signup prompts on the page**





# Incentives to signup

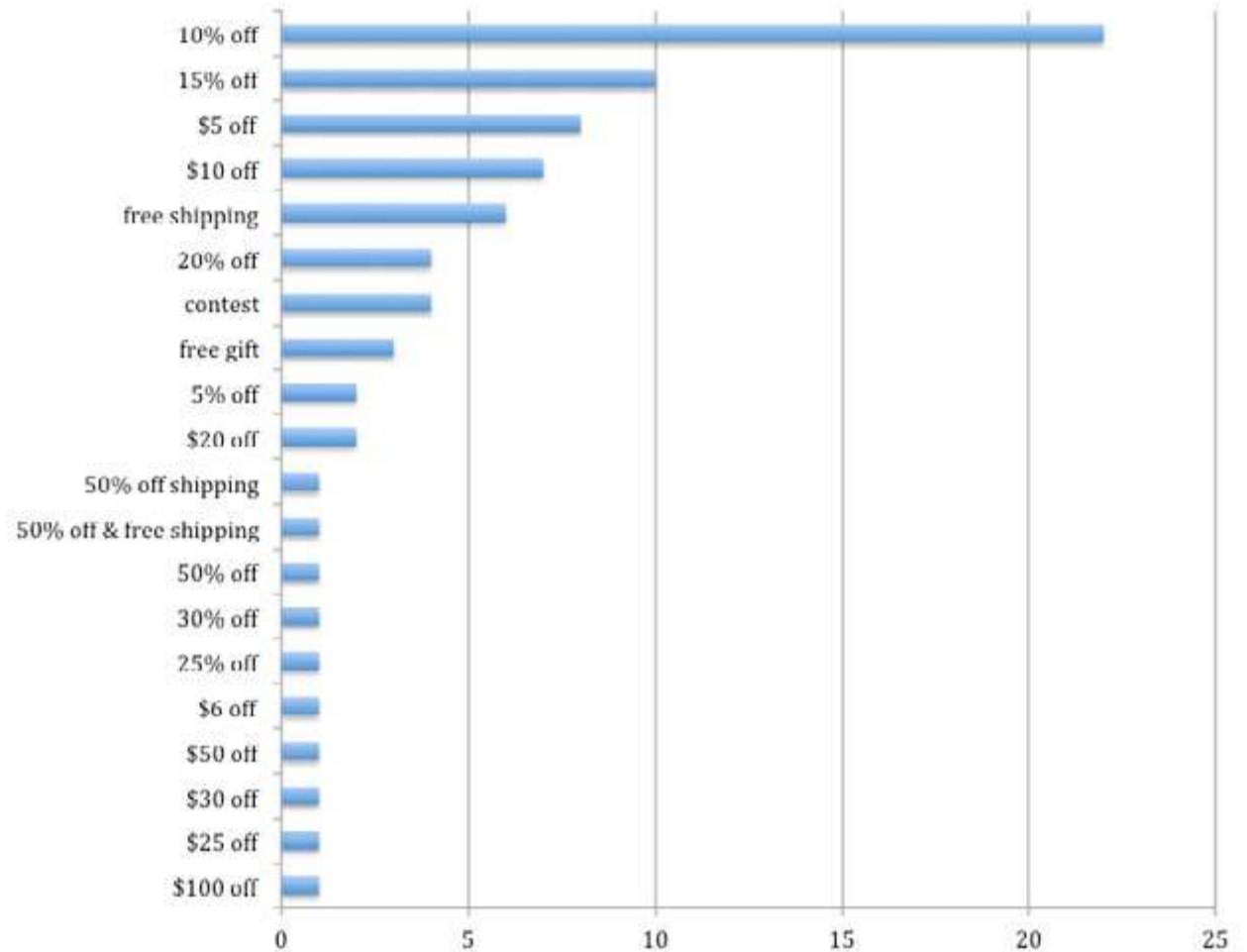
Two-thirds of retailers offer no bonus for signing up. Among those who do offer a coupon or other benefit, many do not mention that benefit until the welcome email.

You can see what incentives were offered in the graph on the right. Notice that there are none of the free reports or surveys offered that businesses or consultants use to entice signups.

A 10% discount is by far the most popular incentive. That's good, but 10% off is not a compelling offer. The retailers offering 15% or 20% off may do better.



% of retailers that offer any kind of coupon, prize or reward for signing up



Incentives used to entice more opt-ins

The *Internet Retailer 2013 Second 500* report shows that only 83 of their 500 retailers offer incentives to opt-in. That would be 16.6% - about half of what I found. The Email Experience Council's *Second Annual Retail Email Welcome Survey* from 2007 stated that 32% of welcome emails include "a discount, reward or incentive".

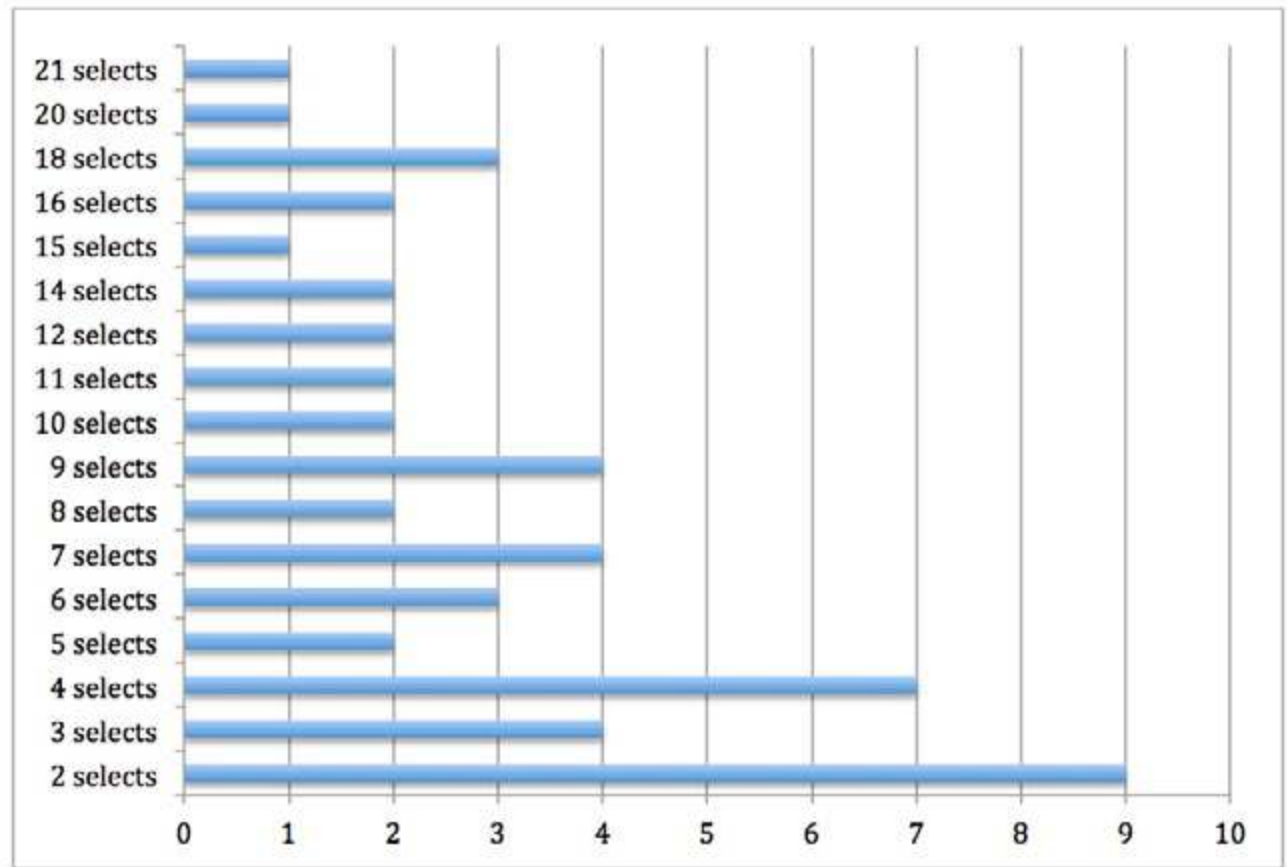
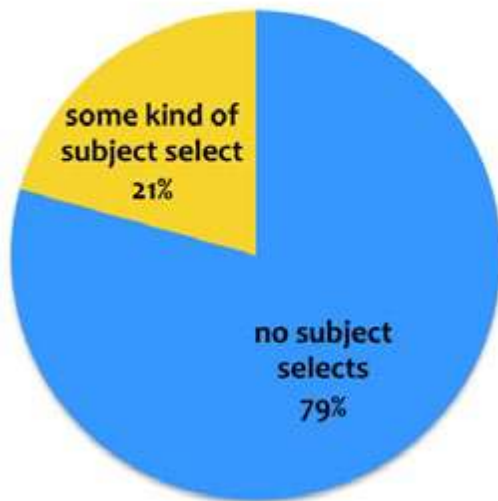
# List segmentation

Roughly one in five of The 300 ask subscribers what topics they're interested in.

Fortunately, segmentation does appear to be on some marketers' radar. The 2013 StrongMail Marketing Trends Survey shows 48% of respondents saying that "improving segmentation and targeting" is their most important email marketing initiative of 2013.

Also, this chart only shows the subject selects asked for at signup - whether or not retailers are segmenting according to purchase behavior or how subscribers interact with the emails is not known.

**% of retailers that ask for subject selects**



**How many subject selects asked for**

Compare this chart to *ExactTarget's Website Touchpoints Exposed* infographic, which reported that only 18% of the Internet Retailer Hot 100 List had "shopping preference or interest" selects.

This is a missed opportunity. According to the 2013 DMA "National Client Email Report", "Email marketers estimate 30% of email revenue derives from targeting to specific segments." A recent eMarketer study, as reported by HubSpot, states: "39% of email marketers that practice list segmentation see better open rates; 28% see lower opt-out and unsubscribe rates; and 24% see better email deliverability, increased sales leads, and greater revenue."

# Information asked for during signup

Most retailers do not require anything beyond an email address to sign up. For those that do require more information, whether the subscriber wants text or html messages is by far the most requested.

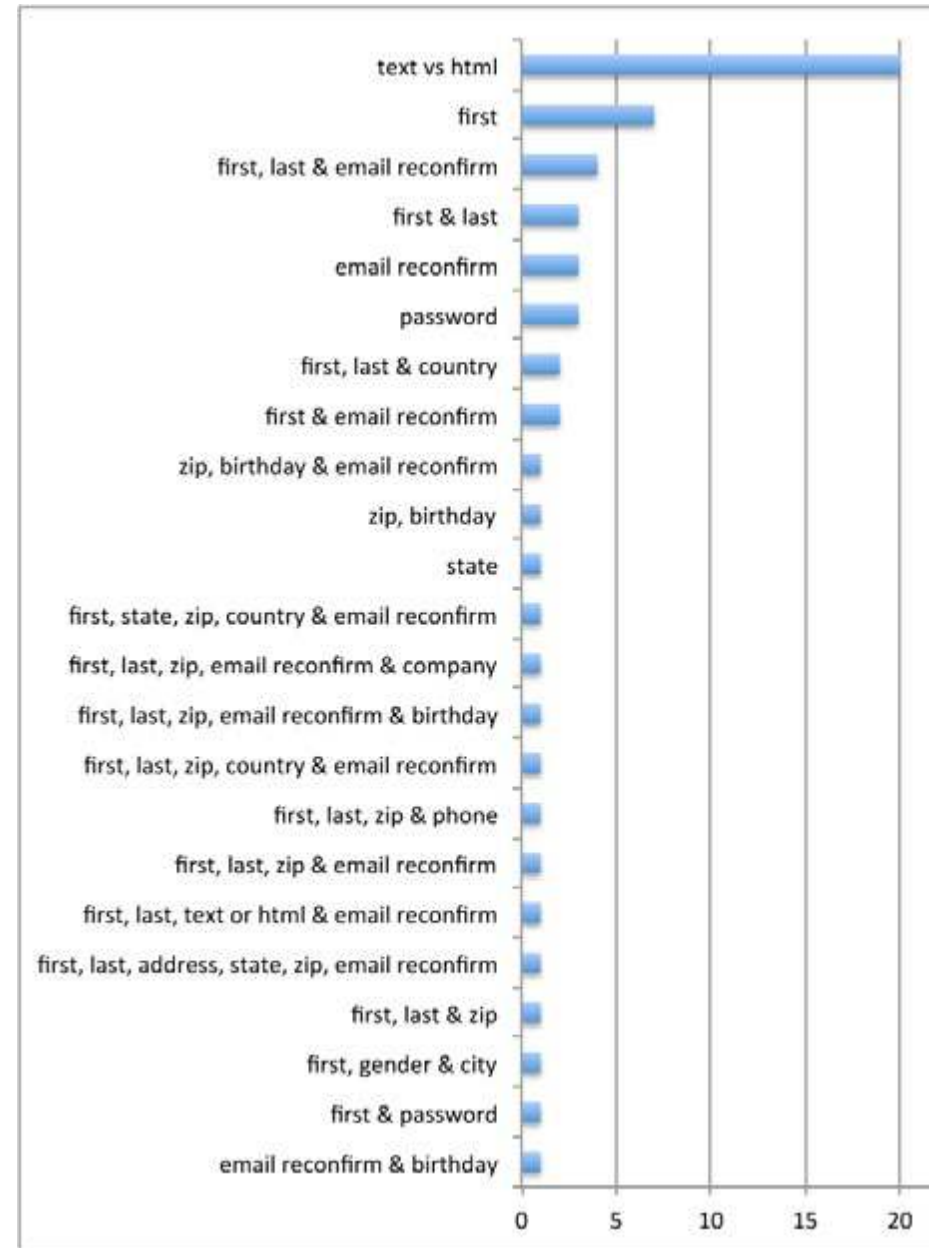
Compare these stats to ExactTarget's infographic, *How Retailers are Using Their Websites for Customer Acquisition*. A segment from that infographic is shown below. Larger retailers appear to require far more information than the smaller retailers of the 300.

Information required during sign up process



The best way to ask for anything beyond the email is through a two-step process. Capture the visitor's email first, and then get secondary information.

One thing is conspicuously absent from the list of required information: frequency. None of the smaller retailers required this, and only



2% of the Hot 100% Retailers asked for frequency preferences. This is a major missed opportunity given that receiving too many emails is the number one reason people unsubscribe from email lists.

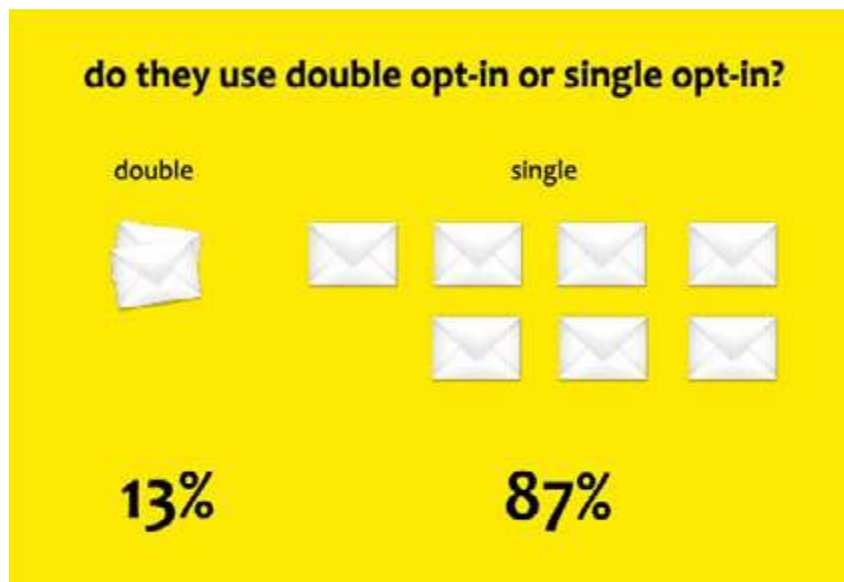
## Double versus single opt-in

Double opt-in has been shown to give much better long-term results, but most retailers don't use it.

There is legitimate concern that double opt-in will reduce opt-ins. It's not a myth. Marketing Sherpa has reported double opt-in reducing opt-ins by as much as 40%, though other marketers have reported only 14% drops in new subscribers. As usual, it depends on how you implement it and who your audience is.

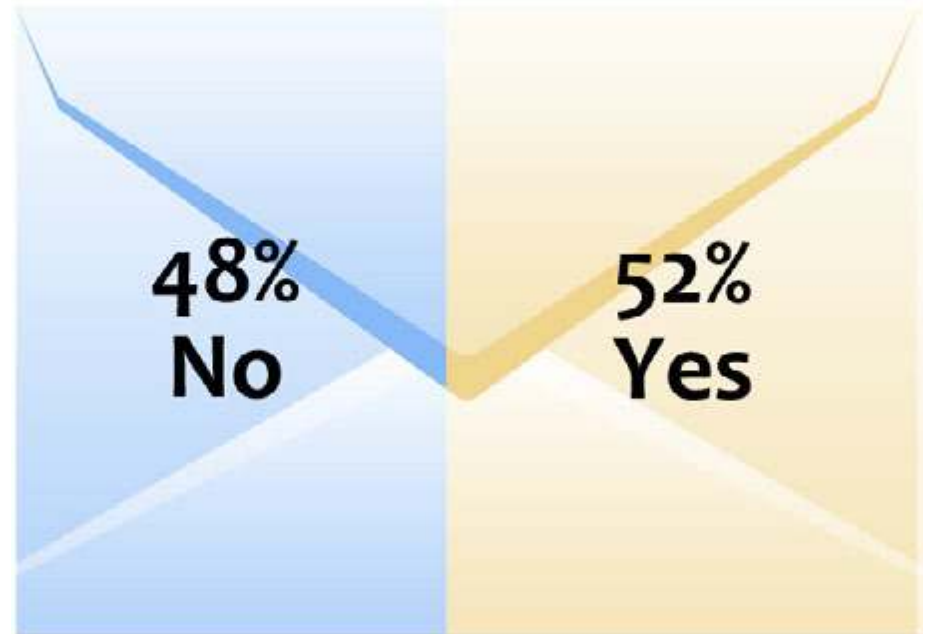
If you're still reeling from the Marketing Sherpa figure, consider that they estimate that only 68% of website users enter a valid email address. That makes single opt-in look a lot less attractive.

Even with fewer subscribers, double opt-in wins in the long run. MailChimp reports double opt-ins generating 72.2% more opens, 114% more clicks and 48.3% fewer hard bounces.



It is just luck? BtoB Magazines's 2012 "Email Marketing: A Legacy Channel Continues to Deliver" reported 13% of survey respondents using double opt-in.

## How many send welcome emails?



## Welcome emails

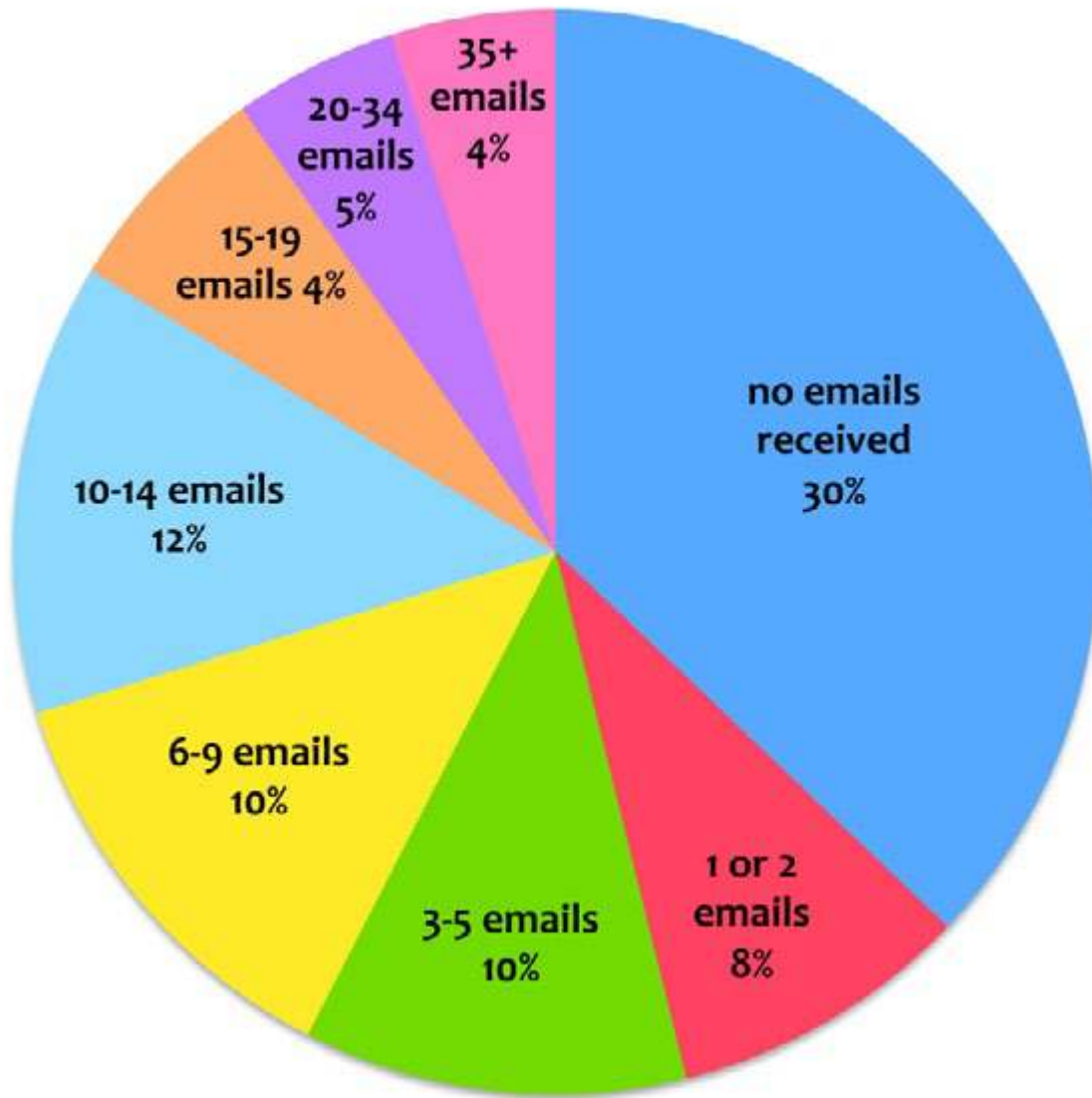
Welcome emails are a major missed opportunity. Experian's 2013 Digital Marketer Report shows that on average

- Welcome emails get 24.6% open rates and a 6.5% click rate
- Thank-you-for-subscribing emails get a 33.7% open rate & a 10.3% click rate
- Regular promotional emails get only a 9.2% open rate & a 1.8% click rate

Compare my stats to the 2013 *Internet Retailer Second 500* report, which had 270 out of 500 using a welcome series. That works out to 54% sending welcome emails.

Adding even a couple of best-selling products or popular blog posts can capture customers' attention at its peak. They may not ever be as interested in your company as they are when they first sign up.

# Emails received in the first month after subscribing\*



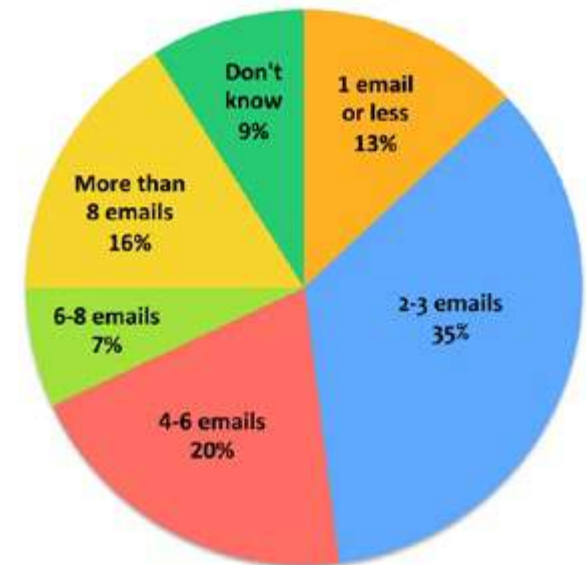
\*Includes emails that ended up in my spam folder.

Out of 300 retailers, 18% (or 54) had no signup box at all. Of the remaining 246 retailers, 30% (or 74) never sent an email.

For some perspective, look to the UK DMA's 2013 "National Client Email Report", which reported that 14% of organizations never send more than one email a month to subscribers, while 33% send at least six a month (up from just 15% in 2011)".

The report continues: "Most marketers (35%) contact an address on their list 2-3 times in one month. The next most popular frequency is 4-6 times according to 20% of respondents. Only 7% of marketers send 6-8 emails to an address on their list in one month.

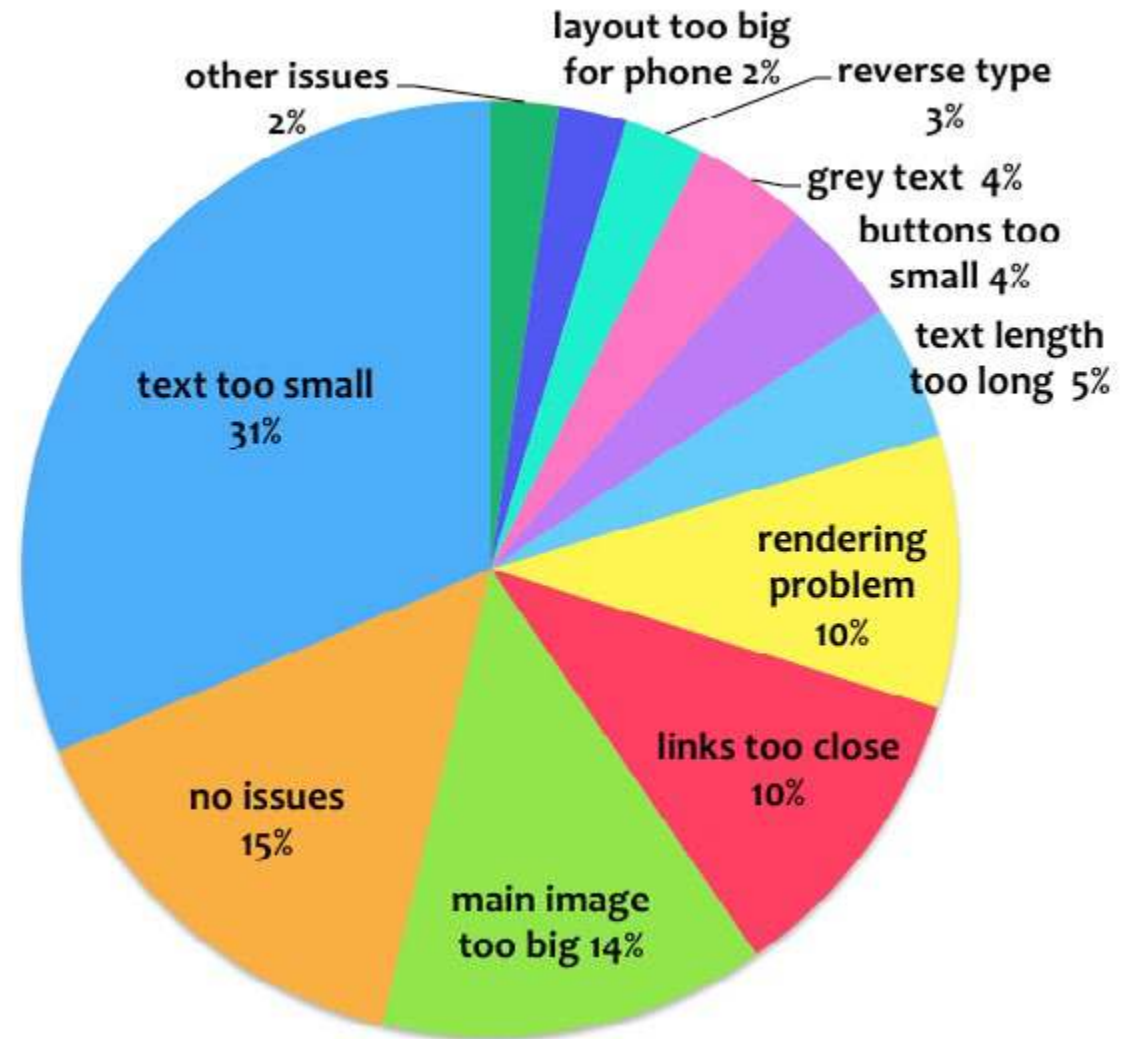
**Email Frequency According to the UK DMA's 2013 National Client Email Report**



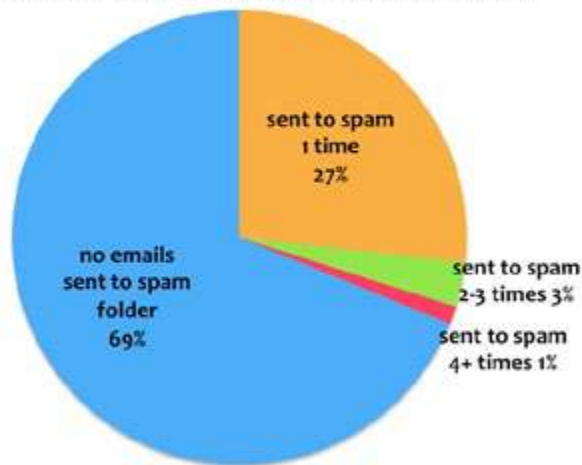
# How Many Emails Went to Spam Folder

This was a major surprise, especially because I used a Gmail account for tracking emails. The vast majority got through. Smaller retailers appear to be doing very well with deliverability.

This is confirmed in Return Path's "The Email Intelligence Report Q3 2012", which states: "The average inbox placement rate was 84%; however, the financial services (99%), consumer services (96%), and retail industries (96%) far outperformed that average."



This is the percent of retailers that ever sent an email that ended up my spam folder



## How Emails Looked on an iPhone 5

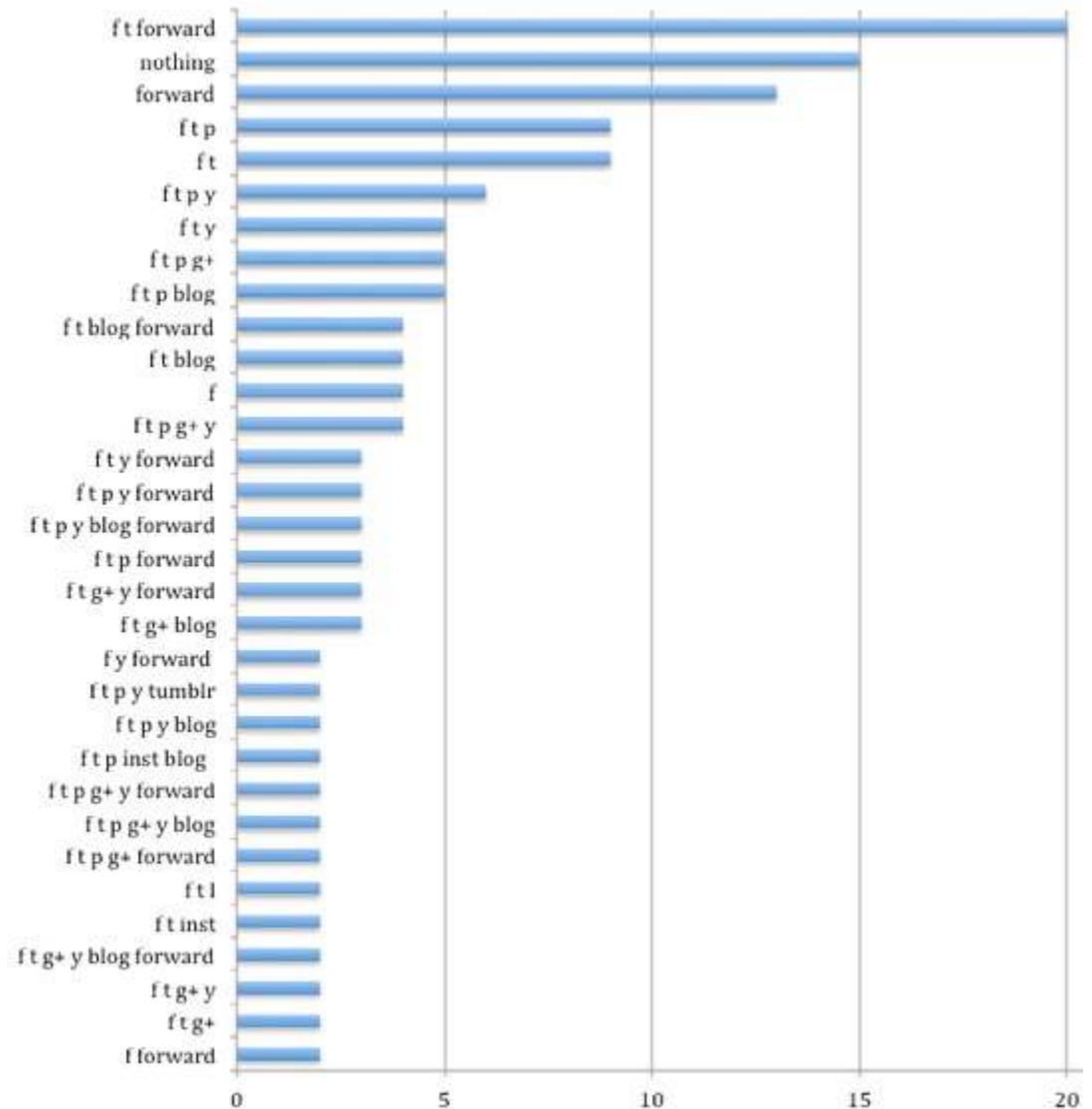
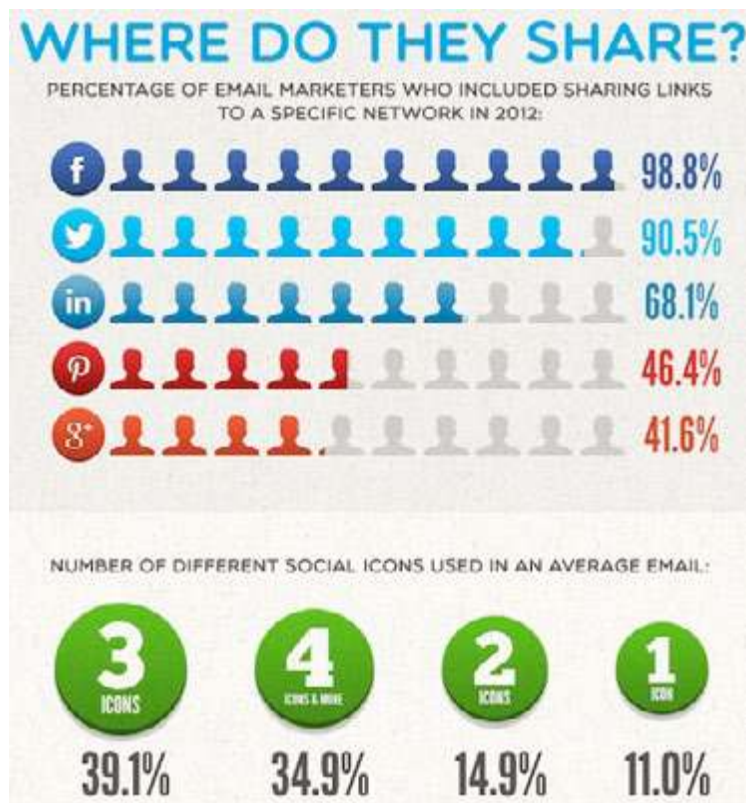
According to Litmus, on July 5, 2013, 44% of emails are now read on mobile devices. iPhones are the top email client - 23% of emails are opened on an iPhone. Overall, this group did reasonably well with having emails look good on an iPhone, but they need to increase type size to at least 14 points and spread links out so they can be clicked easily.

# Social buttons in email

Here's what I found in emails from the 300:

- 84.82% have a Facebook icon
- 7.85% no social icons or forward
- 41.36% have a Pinterest icon
- 79.58% have a Twitter icon
- 33.51% have a Youtube icon
- 23.56% have a Google+ icon
- 39.27% have a forward link
- 5.24% have a Tumblr icon
- 23.56% have a blog icon
- 4.19% have an app icon
- 9.42% have an Instagram icon
- 1.57% have a LinkedIn icon
- 1.05% have a text icon

Here's what ExactTarget found from the Hot 100 List:



Sharing icons in emails

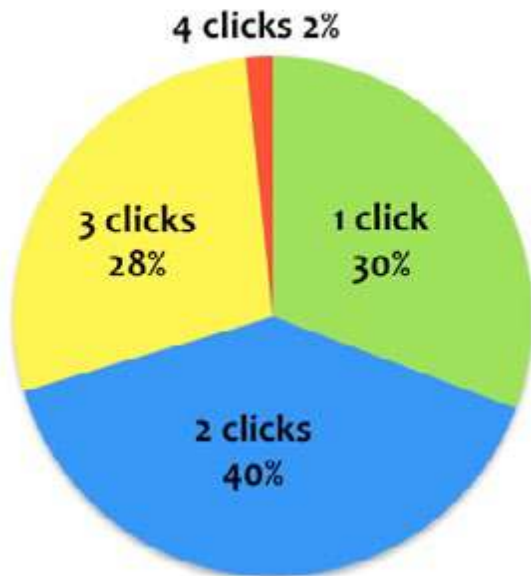
10% of the 300 retailers had no sharing icons in their emails. For those that did have sharing icons, Facebook dominated, followed by a forward to a friend link. The number of sharing icons for The 300 matches the ExactTarget average number of social sharing icons.

# The Unsubscribe Process

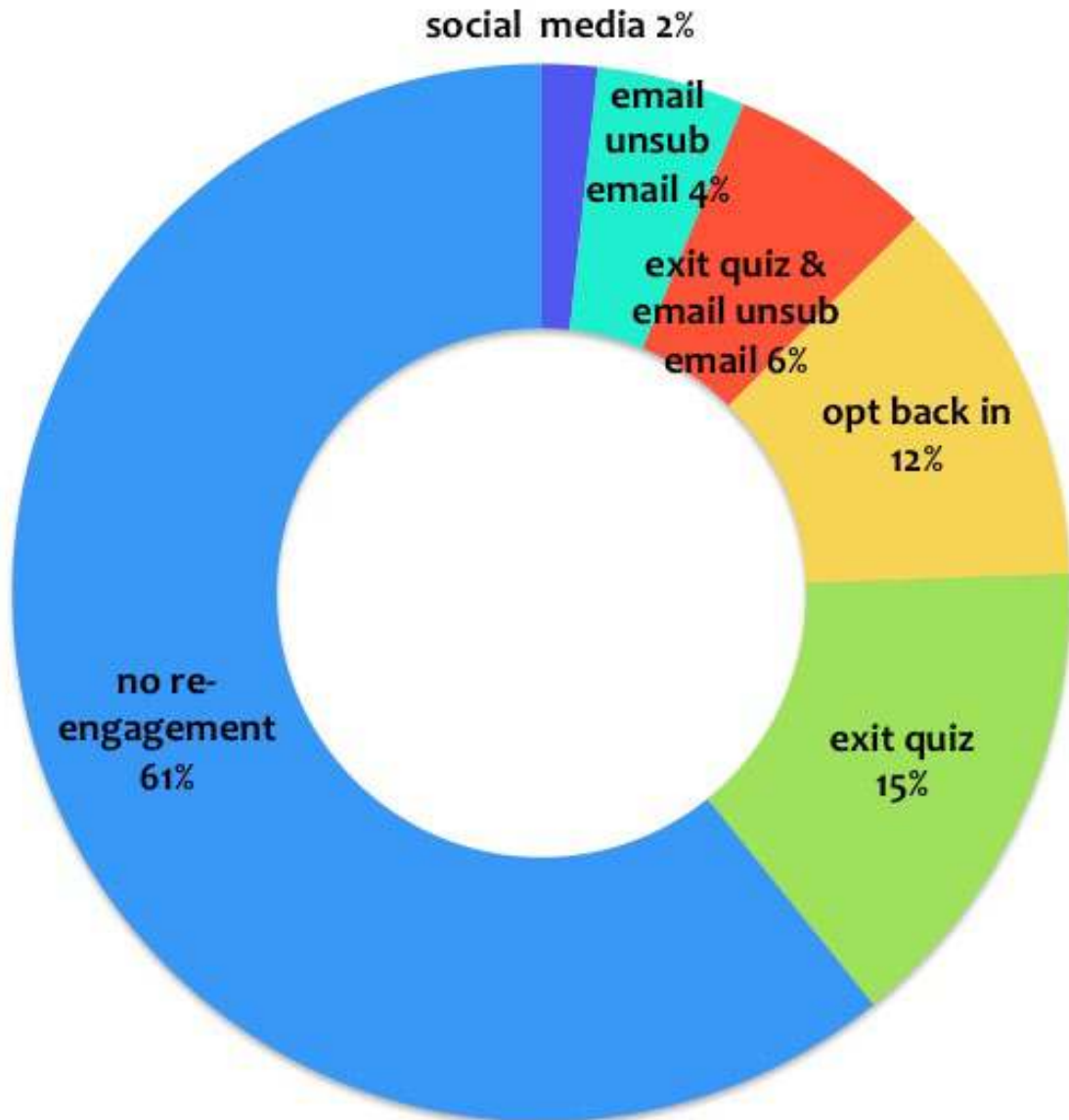
There's another major missed opportunity here, according to MarketingCharts.com, "Marketers may be able to prevent churn by offering an 'opt down' option (change in frequency, subscription topics, etc.). Given this choice when opting out, 47.1% of respondents said they would always (20.3%) or sometimes (26.8%) use it instead of unsubscribing."

Even if they do unsubscribe, why not ask to engage through a different, less-demanding channel, like Facebook or YouTube?

## Clicks to Unsubscribe



## What happens after the unsubscribe? These are the re-engagement techniques used by The 300



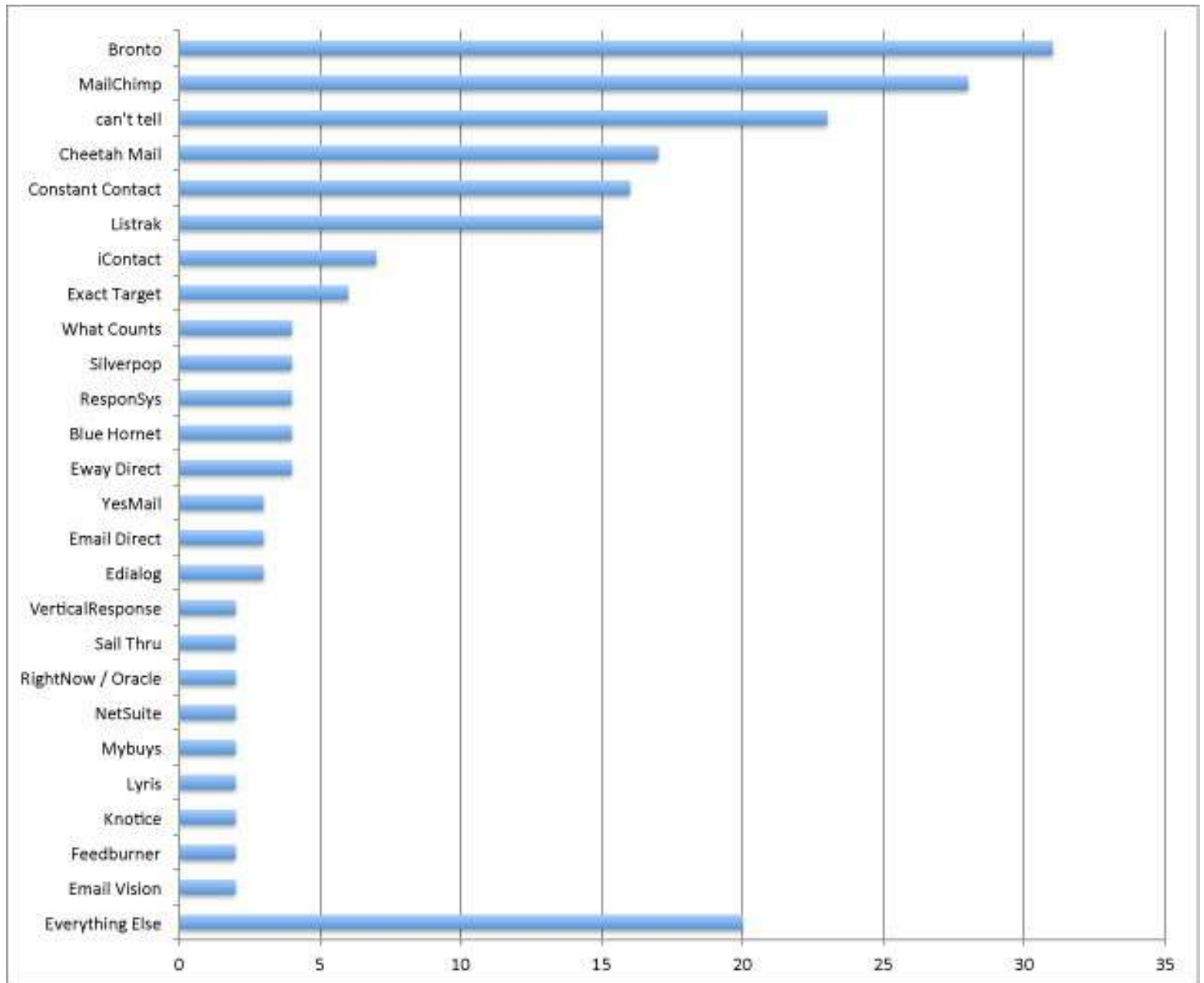


# Email Service Providers

The one glaring omission here is AWeber, which probably takes up the bulk of the retailers I marked as “can’t tell”.

Having Bronto first and MailChimp second is an interesting contrast. Bronto costs a minimum of \$10,000 a month, whereas MailChimp offers a low-volume free account. And Experian’s CheetahMail beats out Constant Contact, the largest email service provider.

I found out which email provider the retailers were using by choosing “view source” on email messages, unsubscribe pages and opt-in boxes.



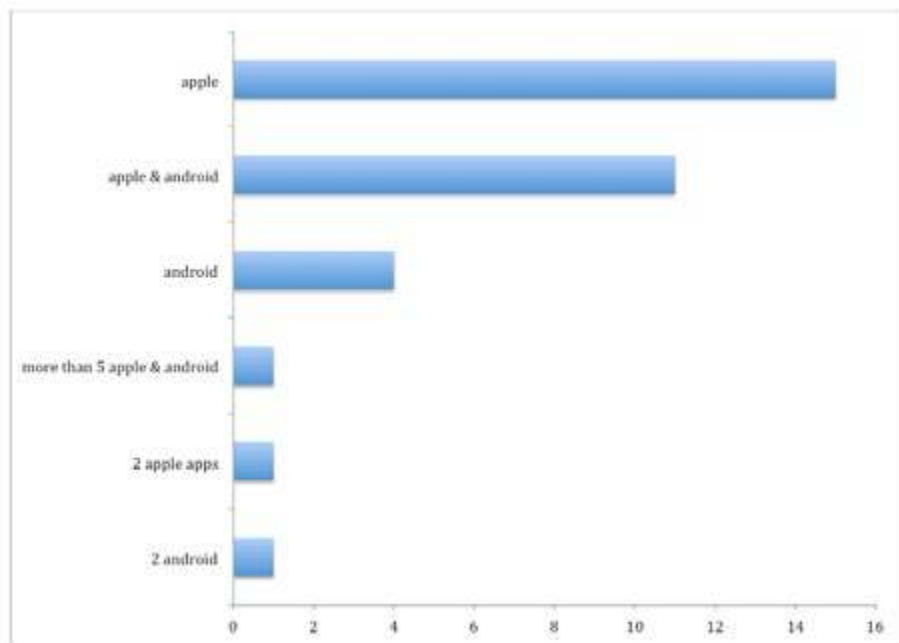
# Retail Mobile Apps

The 300 lags behind larger retailers when it comes to mobile apps. After searching on the iPhone, iPad and Android app listings, I found only 11% of the 300 had apps.

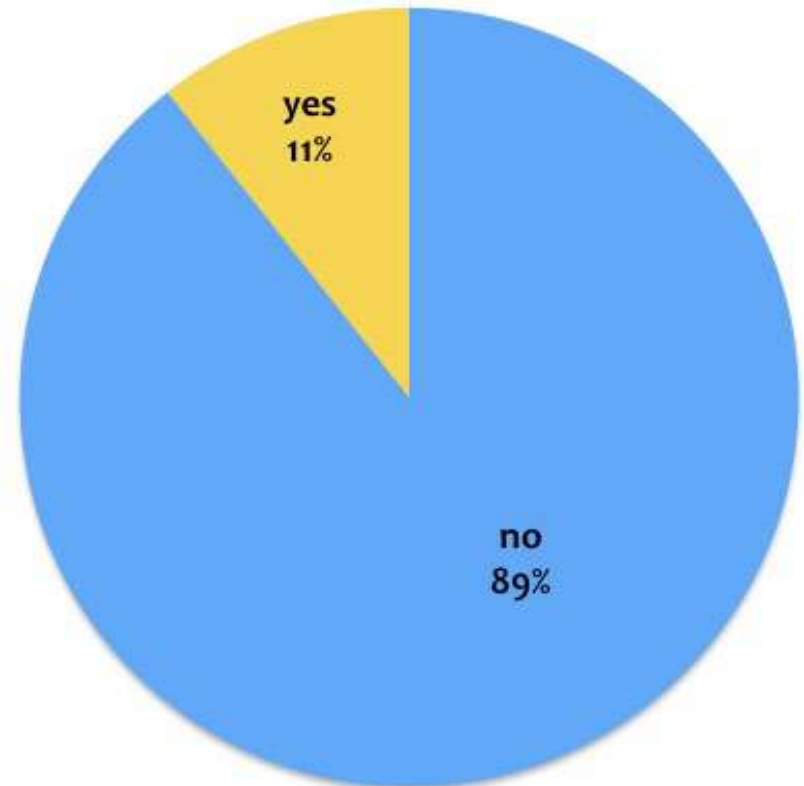
Compare that to Acquity Group's October 2012 "M-Commerce Audit" report, which found "Forty-nine percent of mobile sites included a downloadable app. From 2011 to 2012, this is an 88 percent increase." Acquity's retailers were from the top 300 retailers as reported by Internet Retailer in 2012.

Acquity also reported that "Forty-six percent of retailers surveyed had an iPhone app, which is an increase from 23 percent in 2011. Thirty-three percent of retailers had an Android app, up from 10 percent in 2011."

## Mobile App Platforms Used by The 300



## % of retailers that have an app



There are roughly four times as many iOS mobile apps than Android apps, and that seems to be a good choice. *Internet Retailer* reported in a December 2012 article that "Apple users are far more valuable than Android users", and RichRelevance's "The 2012 Q1 shopping insights mobile study," that "The iPad makes up 64 percent of mobile shopping sessions, and other iOS devices accounted for another 17 percent."

The study also states that "Google's Android and Microsoft's Windows, specifically around tablets, other operating systems only made up 19 percent of shopping sessions."

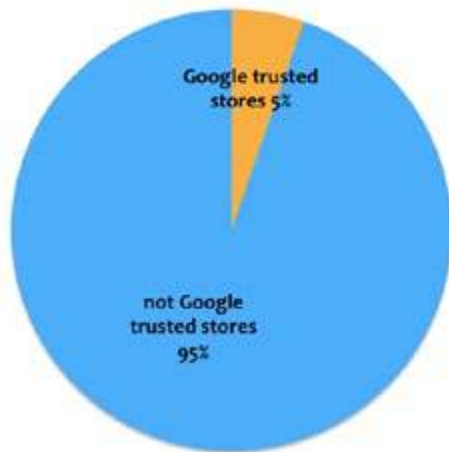
# Send to a friend and social share buttons on product pages

Facebook	211	70.33%
Twitter	152	50.67%
Pinterest	133	44.33%
Google +	106	35.33%
Email	147	49.00%
Share	84	28.00%
Digg	11	3.67%
Stumble	6	2.00%
Bookmark	5	1.67%

Compare these stats to what's been reported by DigiDay: "Seventy-five percent of retail product pages have a Facebook share button, while only 22 percent of retailers' product pages encourage sharing an item via Pinterest, even though Pinterest now drives more sales and more new customers than Facebook. (Exact Target and Econsultancy)"

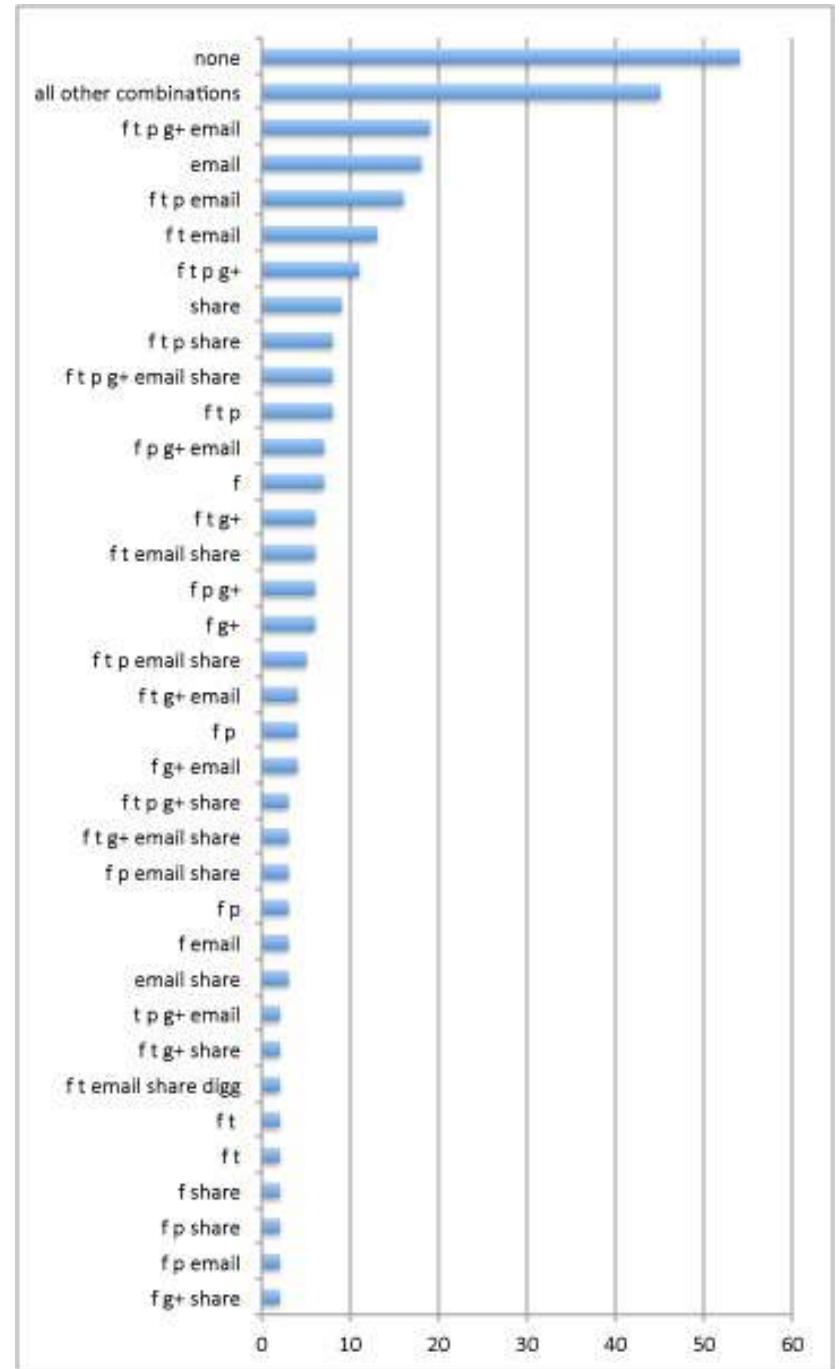
## Google Trusted Stores

% of retailers that are Google Trusted Stores



The Google Trusted Stores program is free to join. Enrollment basically means that Google can intervene on a customer's behalf if there is a problem with shipping or the item purchased. Google will also track how quickly a store ships and responds to customer inquiries.

Given how badly some retailers did in the last Penguin update, becoming a Google Trusted Store might have merits.



## Email 2.0

Want to stay up to date with developments in email, mobile and social media? Then **subscribe to Email 2.0**, Pam's weekly email bulletin.

You'll get **The Email List Growth Checklist** as a bonus. In just a few minutes you'll be able to access the state of your list-building efforts, see where there's room for improvement, and know which tasks will deliver the most results.

The Email List Growth Checklist	
Are you doing enough to grow your list? Let's find out. Check each item that you're doing, or that you've tested in the last two years. Tally up the total below.	
<b>OPTIMIZE OPT-INS</b>	<b>SOCIAL MEDIA</b>
Sign-up form (not just a link) 1 pts	Send sign-up link on Facebook page 1 pts
Sign-up form on all pages 1 pts	Like your Facebook page 1 pts
Sign-up form on your phone site page 1 pts	Contact on your Facebook page 1 pts
Not using a generic sign-up button 1 pts	Linkedin group 1 pts
Tested an opt-in process 1 pts	Sign-up prompt for blog comments 1 pts
Testimonial for email-sign-up form 1 pts	Tested about newsletter 1 pts
Sign-up form design to maximum 1 pts	Promote email to YouTube videos 1 pts
Invited to sign-up 1 pts	Promote newsletter in Pinterest 1 pts
Link to post newsletter 1 pts	Promote newsletter in Google+ 1 pts
Privacy policy ("The opt-in box") 1 pts	Promote newsletter in SlideShare 1 pts
Total for Optimize Opt-Ins 1 pts	Social icons in newsletter 1 pts
<b>ONLINE MARKETING</b>	Total for Social Media 1 pts
Sending traffic to squeeze page 1 pts	<b>CREATE GREAT EMAILS</b>
Write an ebook 1 pts	Know what your readers really want 1 pts
Sign-up prompt in email signature line 1 pts	Segment your list 1 pts
Partner with other websites 1 pts	Design for phone 1 pts
Co-signature 1 pts	"Guest expertise" 1 pts
"Send us a favor" on product page 1 pts	Encourage readers to share stories 1 pts
Video bar 1 pts	Total for Create Great Emails 1 pts
Create a mobile app 1 pts	<b>MINIMIZE OPT-OUTS</b>
Address communication alternatives 1 pts	Use double opt-in 1 pts
Host a webinar 1 pts	Subscriber control frequency 1 pts
Prompt to join for white labeling 1 pts	Total for Minimize Opt-Outs 1 pts
Use "Don't be pestered" 1 pts	<b>TOTAL SCORE:</b> _____
Guest post on related blogs 1 pts	<small>These checklist items are there so you have a way to know that your marketing isn't just "hey, hey, it's an email."</small>
Use the iPad App (Captura) 1 pts	
Sign-up prompt on all print materials 1 pts	
Speaking engagements 1 pts	
Use the phone 1 pt	
Employee contacts 1 pts	
Total for Online Marketing 1 pts	

## 50 Ways to Build Your Email Marketing List

Proven list-building strategies for authors & artists, solo professionals and small businesses

Need to build a platform? Get more clients? Make more sales? Email can help you do it.

Thousands of businesses just like you are doing it already. The only thing they have that you don't have... is a list.



Google can slash your search rankings. Facebook can suspend your account. But no one can take away your email list.

Learn tested tactics for growing your email list through these six strategies:

- Optimize the opt-in box
- Use social media
- Leverage other websites and search
- Use offline marketing
- Create great emails
- Minimize unsubscribes

### Email is Still the Killer App

Email still delivers over \$40 for every dollar spent, and it is used constantly by billions of people. Your email marketing program can and should be the thread that ties all your other marketing together.

Go to Amazon.com and grab your copy today.

## About Pam Neely

Pam Neely has been a copywriter and online marketer for 15 years. She's helped dozens of small businesses find and retain customers in cost-effective ways. She once **saved a ppc client \$904,470 with one simple A/B split test.**

Pam holds a Master's Degree in Direct and Interactive Marketing from New York University and has won a New York Press Award for a feature story she wrote for a weekly newspaper.

If you want help with an email, search or content marketing campaign, contact Pam at [pam@pamneely.com](mailto:pam@pamneely.com) or visit [PamNeely.com](http://PamNeely.com).

