25 WAYS
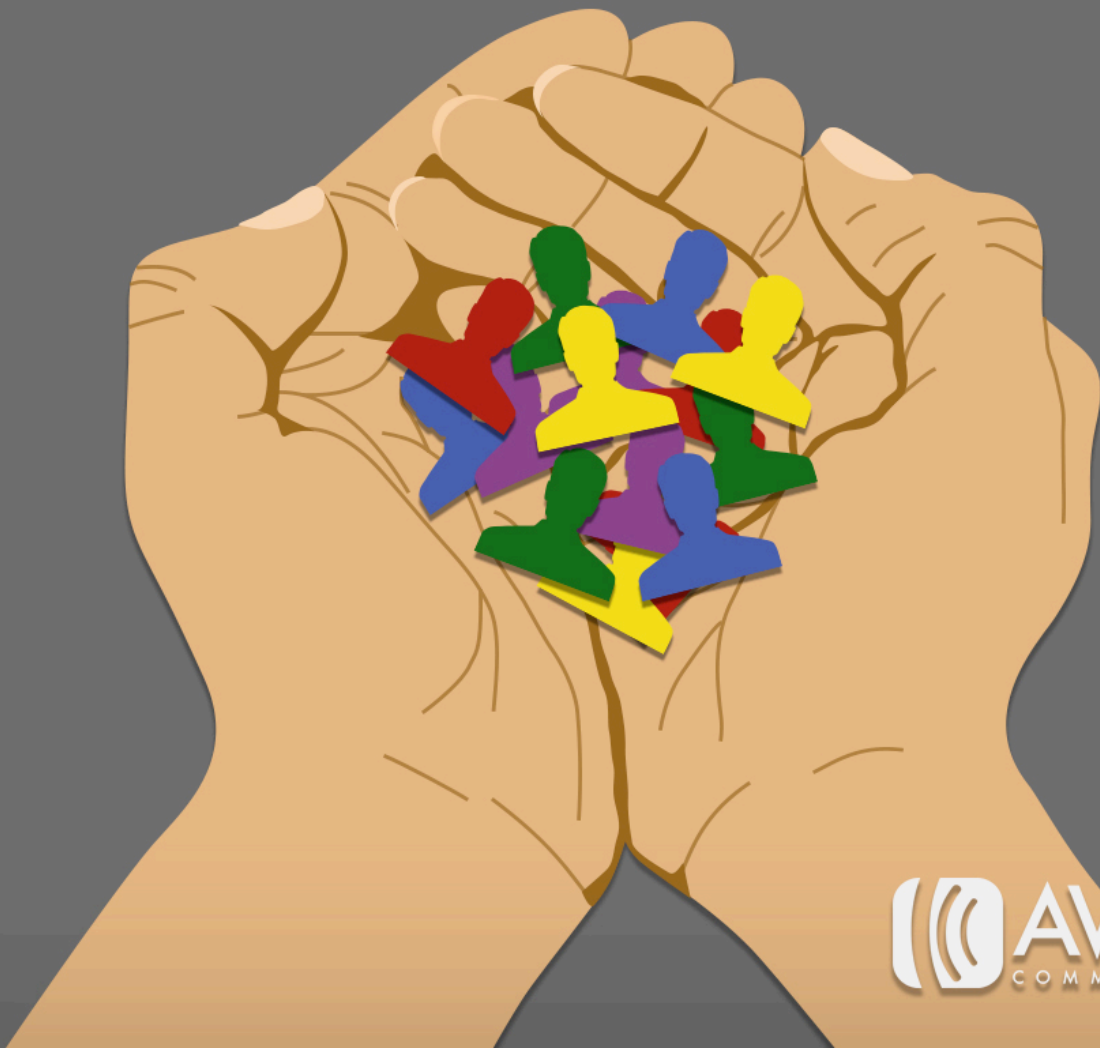## TO COLLECT
SUBSCRIBERS

In order to run a successful email campaign, you need subscribers. Before you look into improving anything in your email campaign, you want to make sure your methods of collecting subscribers are optimized. If you're just starting out, you may not know all the options available. On the other hand, you may be collecting subscribers, but you might not be growing your list as fast as you can if you aren't utilizing every resource at your disposal.

That's where this guide comes in. I've identified 27 ways you can collect subscribers, covering:

1. Sign up forms
2. Social media
3. Apps
4. Offline opportunities

Once you've read through the guide and implemented the methods that work best for you, you'll be ready to take full advantage of the emails coming your way the next couple weeks.

Sign Up Forms

Many websites and blogs offer an option to subscribe for emails. This is accomplished with a sign up form.

## 1. Publish a Sign Up Form on Your Website

The sign up form allows the visitor to enter their email address and any other information the website owner wishes to collect. Once the visitor submits the form, they're added to that website's email list (usually after a confirmation process has taken place).

Most email marketing service providers will allow you to create a sign up form and provide the HTML code so you can place it where'd you like.

2. Use a Hosted Form

Some services also provide the option of using hosted forms. This form is published to a page hosted by the email services' servers, so all you need to do is share the link to that page. You can share it on your website, in email signatures or even on your business card.

For example, you could insert his image in your emails and link it to a hosted form:
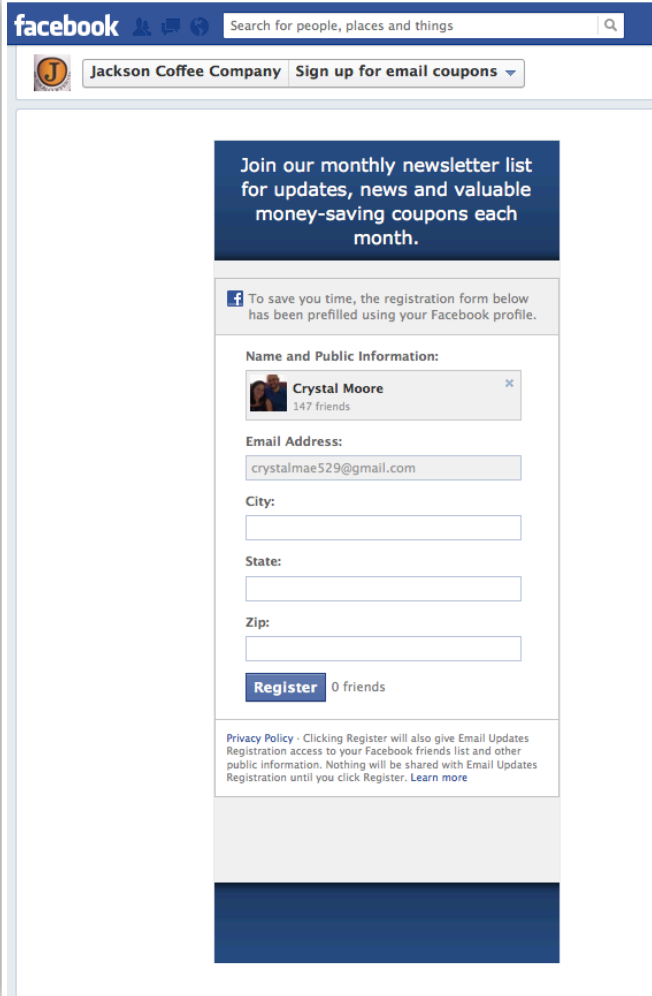

Was this email forwarded to you?
Click to subscribe and receive future updates.
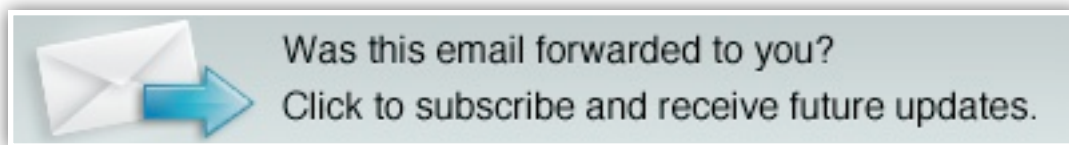
Social Media

Social media has quickly become an excellent source for collecting subscribers. I highly recommend reading Convince and Convert's Jay Baer's 2012 "11 Shocking New Social Media Statistics in America" to get an idea of just how big social media is.

Your job is to make sure your social media followers can easily sign up for your emails. I'll cover the best ways to do this for the major platforms.

3. Facebook

Most email marketing service providers allow you to put up a form in one of your Facebook tabs. It will look something like this:

Once the form is up, you want to make sure people can see it. Facebook displays your first four tabs, but the rest are hidden in a drop down menu. Rearrange the order of your tabs to make sure your web form is one of the first tabs visitors will see. It's easy: just hover over the "edit" button and select the tab you'd like to swap with from the menu.

There's an app called "Facebook Connect" that makes signing up to forms even easier. This form populates your sign up form with the user's information so all they have to do is click a button. The example above uses Connect.

4. Twitter

Twitter is about sharing bite-sized information quickly. You can link to your sign up form in your Twitter profile so visitors can sign up.

Because people may not visit your page often, if they follow you they may just watch what shows up in their feed, you can also tweet about your emails. Some email service providers will automatically tweet you emails when you send them out.

5. Pinterest

Pinterest has been picking up steam, especially with women. Like Twitter, you can use your profile to include a link to your sign up form.

Pinterest differs from Twitter in that images are pinned to a board. Some marketers have used this to pin examples of their emails. AWeber actually has a whole board dedicated to cool emails.

Here's a quick look at another one of boards, "Subscriber List Building Examples:"
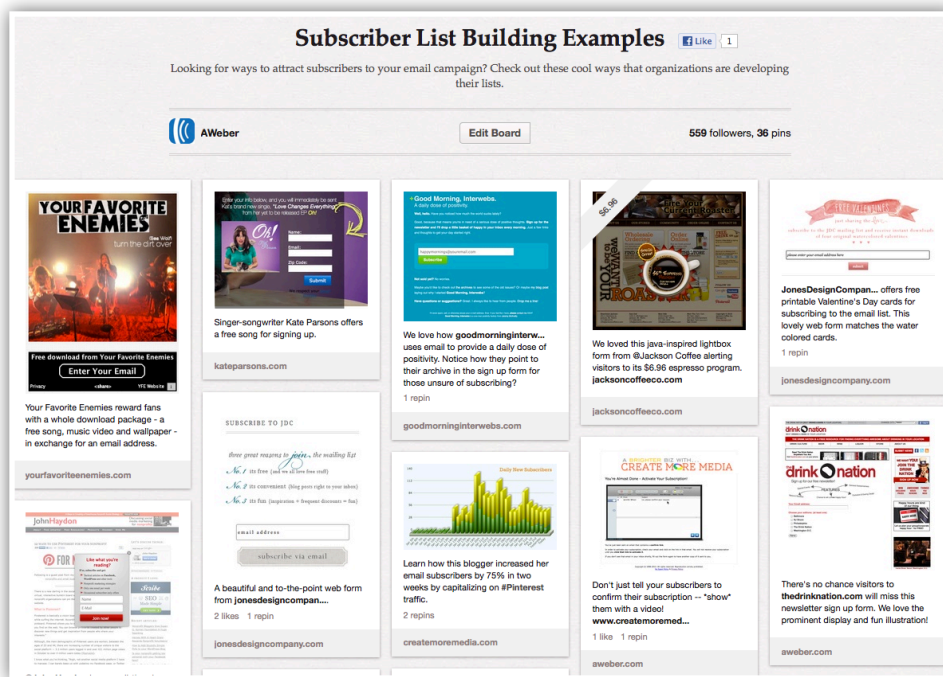
View full size.

6. YouTube

If you're sharing videos, you're most likely on [YouTube](#). Like other social media platforms, you can include a link to your email sign up form in your profile.

YouTube opens up more creative options for communicating to viewers, such as their [annotation tool](#). Some marketers use it to offer the option to sign up to the email list.

7. Google+

[Google+](#) isn't nearly as big as Facebook or Twitter, but it's only going to become more common given that Google now requires people who sign up to Gmail or YouTube get a Google+ page. Even if you aren't using it as heavily as the others, make sure you still get a link up in your profile and occasionally share information on your email campaign.

The upcoming emails you'll receive will show how some businesses make themselves stand out on social media.

Apps

If you use other online services (shopping carts, event management, membership, online testing, etc.), many of these services can integrate with your email marketing service provider. The suggestions below all integrate with AWeber, but many of them integrate with multiple email marketing solutions.

Here are the best ones for small businesses:

8. PayPal

This integration is a must if you use [PayPal](#) for business transactions. Customers can automatically get a message to confirm to join your email list when they purchase something from you through PayPal.

PayPal also has a "paid subscriptions" service that you can use if you run a [paid newsletter](#).

9. Zapier

Usually, apps take time to develop and small businesses often need the help of developers. Not so with [Zapier](#). You just drag the services you need to use into place, then follow their instructions. Zapier integrates with most popular services out there, such as your CRM or event management services. It's a great all-around solution if there's not a specific integration for two services you're using.

10. Google Wallet

A fast, convenient checkout process. A payment guarantee protecting 98% of orders on average. These are reasons why business owners are using [Google Wallet](#) (formerly known as Google Checkout) for purchase transactions. With the app, you can add these new customers to your email list as well. **You can even add people to different lists based on the product they purchase.**

11. Eventbrite

Hosting events takes engagement with your audience one step further by allowing them to meet the people behind the brand while learning something new or having fun (or both). But what happens when the event is over? Thanks to an [Eventbrite](#) integration, you can now add event attendees to your email list.

12. Etsy

You can now add customers who purchase from you on Etsy to your email list. Not only that, you can also drag your Etsy products directly into your messages – great for boosting your sales. If you sell handmade items or art, [Etsy](#) is the place to sell. This app will help you follow up with your customers.

Other Apps For Collecting Subscribers

Here's a quick list of some other integrations:

13. Launch Effect

Launch Effect - Use this WordPress theme for launching new sites or products. Visitors sign up to receive an email when your site or product launches, plus they get a special URL to share with their friends. The main benefit here is you have them on your list for good, but make sure you communicate to them what being on the list entails. For example, will they get your newsletter or just updates on the launch?

14. Digioh

Digioh - Entice subscribers to sign up with a free, exclusive gift you create. Digital gifts typically come in the form of ebooks and PDFs. Digioh will host your ebook/PDF and create a URL that you can share in emails after a subscriber confirms.

15. MemberMouse

MemberMouse - Synch your membership site with your email campaign. If you're looking to offer premium content in a "members only" area of your website, Member Mouse can help you do that. Members can then be added to your email campaign.

16. Clickbank

Clickbank - Are you an expert at something? If so, Clickbank can help you share your knowledge with online guides - that others purchase from you. Integrate Clickbank with your email service provider to add customers to your list.

17. Shopping Carts

If you sell products online, you have a bunch of options for shopping carts and a lot of them will integrate with email services. Add customers that purchase from you through:

- 2Checkout.com
- Shopify
- Magento
- PrestaShop

18. Viewbix

Viewbix - Add users to your list from within a Viewbix video player. Viewbix allows you to add a link to your videos to ask viewers to sign up to an email list, follow you on social media, or take other actions all within the video frame.

19. Gravity Forms

[Gravity Forms](#) - Not everyone who fills out your contact form wants to join your email list, but some of them probably do. Gravity Forms adds an option to subscribe to your email list, which can be connected to your email service provider. All people need to do is check off a box if they're interested.

20. GroSocial

[GroSocial](#) - Use custom Facebook tabs to turn likes into subscribers. GroSocial helps make your Facebook page stand out with beautiful designs for your tabs.

21. PadiAct

[PadiAct](#) - Ask only visitors that are most likely to subscribe to fill out your form. PadiAct will show a popup form after the visitor spends a certain amount of time on your website.

There's certainly many, many more you can use, so ask the online services you use a list of services they integrate with.

Offline Opportunities

You may have people visit you at your store or office, maybe you even get more traffic at your physical location than your website. Or perhaps you travel to trade shows, conferences and networking events and you meet a lot of people. You want to offer the option of joining your email list in all these circumstances.

22. OnSpot Social

I think my favorite method of getting in-the-moment subscribers is actually through an app called OnSpot Social. I didn't include it in the Apps section because it's an app you'll use to collect subscribers offline.

If you have an iPad, you can use OnSpot Social. Basically, it allows people to subscribe by entering their information on a sign up form on your iPad. Why can't you have your regular sign up form up on an iPad or laptop? Most email service providers will limit the number of submissions from the same machine - a protection against spam bots.

Here's what OnSpot looks like:
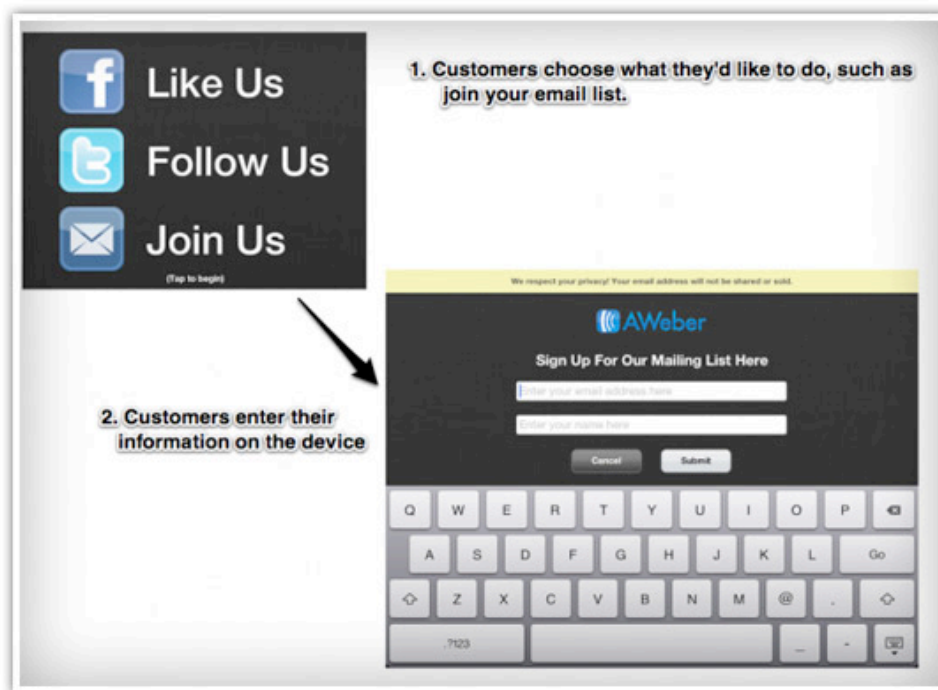
Once the visitor enters their information, they'll get a "thank you" screen and then it will reload for the next visitor.

You'll need to set up a display or stand that's easily visible; OnSpot sells accessories so you can set up a public display.

 Okay, so maybe you're not ready to purchase an iPad, OnSpot and the accessories you'll need. You still have options.

23. The Clipboard

You can use a sign up sheet. Have a clipboard in a visible location and invite visitors to sign up.

You can also have visitors fill out forms. Here's an example:

24. Fliers

Some businesses will pass out fliers that direct people to their website to sign up. The problem with this method is you won't have that person's information immediately when they're done interacting with you, but if they're interested, they know where to go. Here's an example:

25. Business Cards

And finally, you also can collect subscribers by asking for their business cards. However, make sure you specifically ask if they want to receive your emails. If they do, mark their card with a "yes." If they don't, they should not be added to your email list. Unsolicited mail is considered spam.

What You'll Learn In The Upcoming Emails

This guide focused on how you can get subscribers - a must for any email campaign. The emails you'll receive over the next couple weeks will look at how you can improve different aspects of your campaign. You'll get lots of tips on creating effective sign up forms, creative social media ideas and advice for crafting your emails.

You'll notice that testing will be a common theme. Marketing is rarely cut-and-dry. You have to experiment and try different things to find what works best for you company. Learning industry tips and case studies on what other businesses have done will give you a place to start and create benchmarks.

Make sure you're collecting subscribers every possible place you can and start emailing! You'll get the most out of this email course once you've built a foundation to grow on. I'll talk to you soon.

Cheers,
Crystal Gouldey
Education Marketing Associate

AWeber Communications
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Bonus: Best Practices For Sign Up Forms

There are 3 main things to think about with regards to the sign up form. You need to:

1.Grab Your Site Visitors' Attention

Your form will need to catch the eye of a visitor in order to be filled out. This means you'll want to make sure you design a form that contrasts aesthetically with your web page. Here's an example:
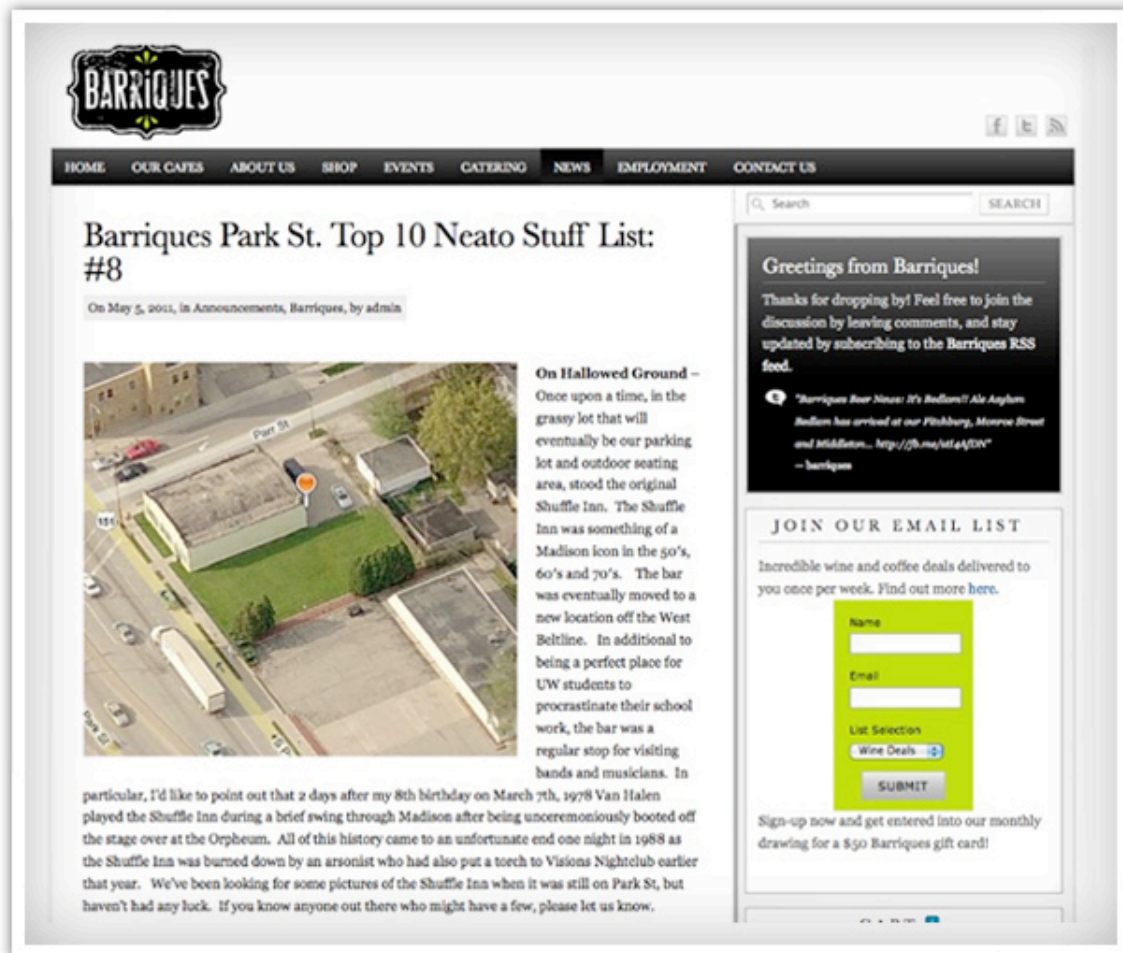
Your eye is drawn to the lime green form on the right side of this page. Now compare that to this form:

Although there isn't necessarily anything wrong with that form, it's harder to see on that page.
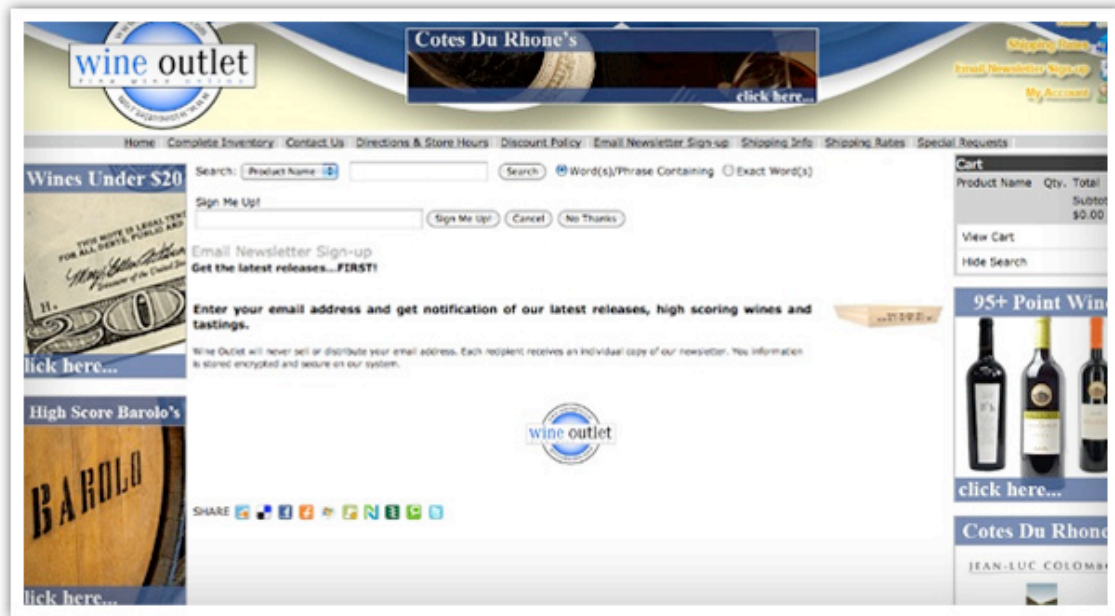
Note that while making your form stand out is good, you want to be careful not to make the background of the form too flashy. If there is too much going on, or if contrasts too much with your web page to the point you get a headache, you're not likely to get many submissions.

You want to get the visitor's attention, but you also want a form that's user-friendly.

2. Make the Purpose Clear

People aren't as likely to fill out a form that doesn't explain what they're giving up their information for. To establish this, the form needs to answer four questions:

- What is this?
- Why should I sign up?
- How do I sign up?
- When will I get the emails?

Here's an example of what this can look like:
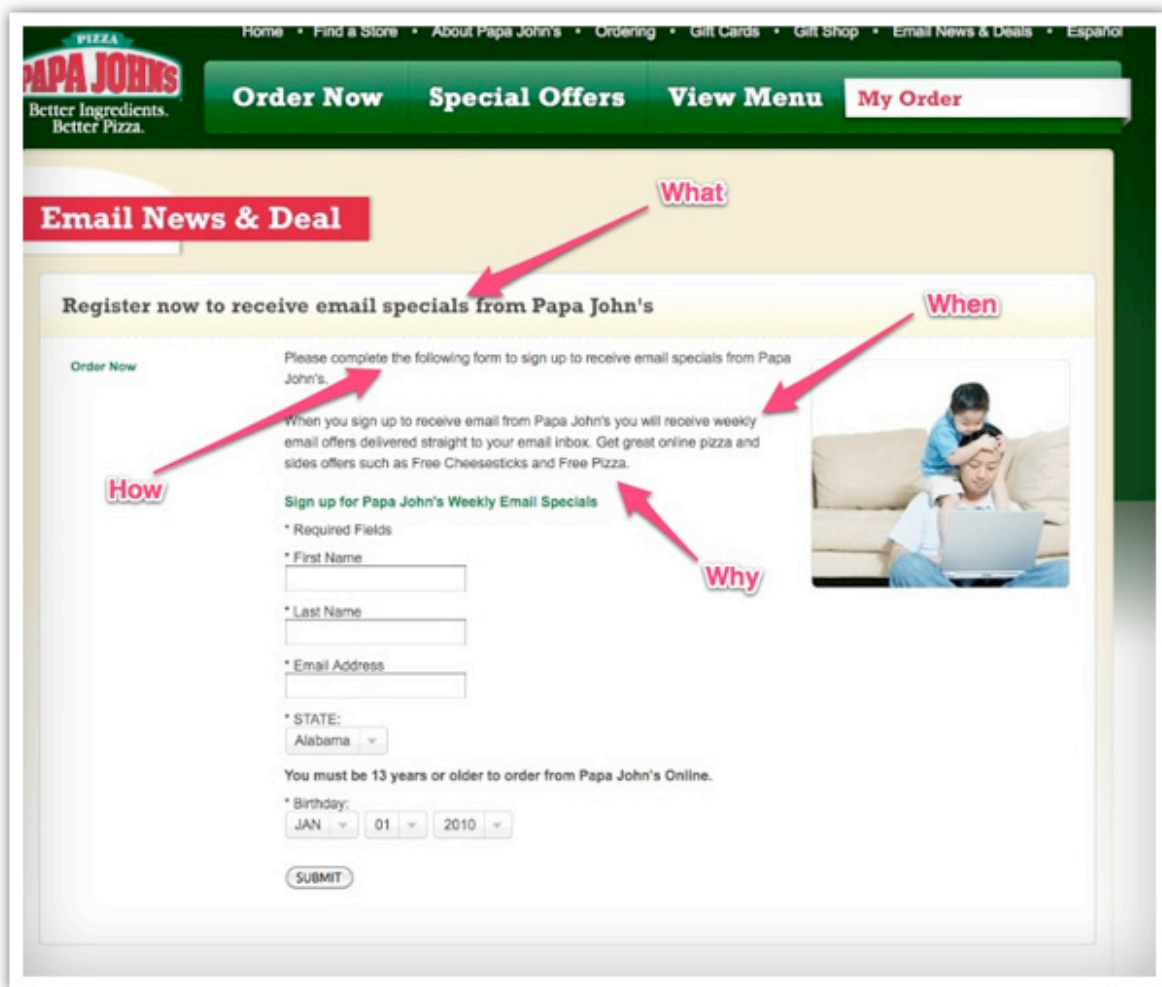
Answering these questions will help prepare subscribers for what's to come. If subscribers know what they'll be getting and when they'll be getting it, they're going to be much more likely to stick around.

3. Only Ask For What You Need

Asking for too much information can be overwhelming. While you may want all the information you can get, you don't want the size of your form to scare away potential subscribers or have them abandon the form halfway through.

Take a look at this department store sign up form:

Email and Direct Mail Sign Up

Receive exclusive email offers and promotions from Bed Bath & Beyond and its subsidiaries. First time email subscribers get a 20% off one item in-store Savings Certificate!

You will receive your in-store savings certificate with your welcome email shortly.

E-mail *

E-mail Confirmation *

Salutation --

First Name *

Last Name *

Address *

City *

State * Choose State

Zipcode *

Phone

Mobile

☑ News & Promotional Offers via email
Unsubscribe from Email

☑ Circulars & Postcards via Direct Mail
Unsubscribe from Direct Mail

Please note that since we only mail periodically, there may be some delay between the mailings that you receive from us.

☐ Bed Bath & Beyond may deliver mobile offers and promotions via text message in the future. Check the box if you would like to receive these mobile offers and promotions on your mobile phone. View our Privacy Policy. Message & data rates may apply.

*Required Field.

Submit

They're using the sign up form to double as their direct mail form. This requires the visitor to fill out their postal address even if they just want the emails. If they don't want to share that information, they won't be on the email list.

Now take a look at another department store's sign up form:

Sign up for our Sale Alerts today and save $5 off your next in-store purchase and 10% off your next Kohls.com purchase! You'll receive e-mail updates about our biggest sales and clearance events, notice of exclusive free shipping offers, plus promo codes valid for online savings! Enter your e-mail address to sign up.

Enter Your E-mail Address: *

Re-enter Your E-mail Address: *

Add to List

We'll send you a quick e-mail to confirm your e-mail address. You'll receive an offer for $5/10% off within seven business days of that confirmation. We won't share your information and there's no obligation; Every e-mail includes an easy opt-out feature.

Much better.

If you plan to use additional information for personalization, certainly make sure you ask the questions you need. You need to weigh the cost vs. benefit for each field and decide if there's a better way you can get that information.

I'll go in to more detail on the components of creating an effective sign up form in the emails. You'll see examples of what others have done and tested with their own forms.

About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

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