



**FREE TEMPLATES:
Everything You Need
To Turn Social Media
Followers Into Email
Subscribers**

 **AWeber**

Social media is a powerful tool to raise awareness of your brand, to engage your audience, and ultimately move them into the subscribe stage of your marketing funnel.

But what do you do if Instagram shuts down tomorrow? Or Facebook has an outage? Or Twitter is sold and you no longer have access to your followers? You can't connect with or talk to your audience any more.

What a nightmare.

But with an email list, you don't have that worry.

Because unlike social media, you own your email list. It follows you anywhere you go and you never have to stress about losing the ability to talk to your contacts.

I'm not saying that email marketing is better than social media. But there is a benefit to driving social followers into a maintained email list — peace of mind.

And if you have an engaged social following, I'm willing to bet that with the right incentive, many of those followers would gladly join your email list.

In this guide, we'll teach you how to convert followers into engaged email subscribers — and give you all the tools and templates you need.

But First, Why Do You Need Both Email Marketing And Social Media?

Both channels bring your ideal audience closer to become paying customers. And while both channels are powerful on their own, they're unstoppable when they're working together.

In our State of Small Business Digital Marketing Report, we learned that social media and email marketing are the most commonly used marketing channels. 71.9% of respondents use email marketing while 71.7% use social media.

And, of those who use social media, we found the 5 most popular social networks:

1. Facebook: 91.6% of survey respondents
2. Instagram: 56.3% of survey respondents
3. LinkedIn: 43.7% of survey respondents
4. Twitter: 41.0% of survey respondents
5. Pinterest: 30.3% of survey respondents

Email marketing and social media were also the highest rated channels in helping small businesses drive traffic to their websites.

However, email marketing was overwhelmingly the best channel at not only driving sales, but also helping businesses to retain customers.

So, how do you drive social media followers into your email list? Read on for 3 easy steps, all spelled out for you.

Turn Social Followers into Email Subscribers in 3 Easy Steps

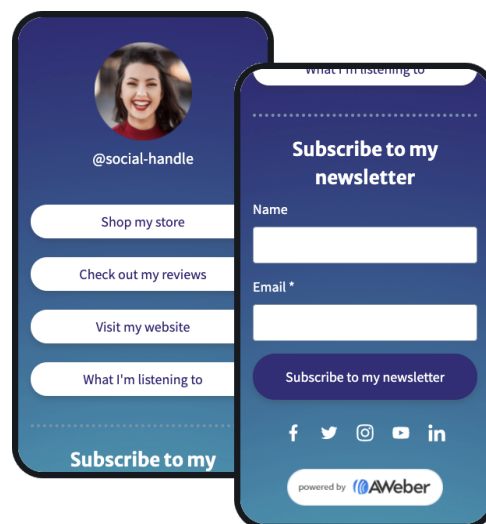
Step #1: Put a landing page in your social media bios

You probably want to promote more than one link consistently within your social media posts. And some channels don't let you include links within the post itself (we're lookin' at you, Instagram).

Plus, think of how easy it would be to send followers to one, simple, clean link in your bio. This makes it incredibly easy on your followers to find what they're looking for. And easy on you to simply direct them to your bio each time.

That's why we recommend including a link in your social bios to a landing page that houses all relevant information, like the one below.

Template #1: Link List Landing Page



Why this template works:

- **Clean, sleek design.** The page is clearly laid out, with one button per link. This makes it easy for viewers to find exactly what they are looking for without having to sift through tons of irrelevant content.
- **Recognizable branding.** Including your social handle and profile picture at the top, and branding the page with your brand colors and design, makes the page instantly relatable. With AWeber, you can even customize the URL with your domain.
- **Newsletter sign up form.** While some of the pages you're linking to from this landing page may include a call to action to sign up for your newsletter, this makes it super simple for readers who just want to get on your email list. Make it easy for them by including the sign up form on this page directly.

Tip: Get this template when you [sign up for a free account](#).

Step #2: Create A Compelling Lead Magnet Landing Page

Two landing pages? Yes, we recommend two.

Why? Because while the link list landing page helps you link to relevant resources and helpful information from one convenient place, promoting a lead magnet makes it more enticing for social followers to become subscribers.

A lead magnet is something you offer your prospects in exchange for their email address. It can be an ebook, course, checklist, template, or

done-for-them content — whatever they would find valuable enough to give you their email address.

If you have a lead magnet that you exclusively promote on social media, you can even tag subscribers who sign up for it. This lets you send customized content to subscribers based on where they signed up, what they signed up for, any other information that tells you about who they are and what they like.

Template #2: Download Offer Landing Page

A header to encourage people to watch the video below

Provide info on your business or event

Include a video here about your business, online event, or promotion.

FLORIST TRUCK
WE CAN PICK THEM FOR YOU!

Watch on YouTube

logoipsum

Template Tip: This template was best designed to be a single row template. If this is not something you are looking for, we recommend starting with the Event Registration or Build from Scratch templates instead.

Here are some questions to get you started:

- How often should they expect to hear from you?
- What type of information will they receive?
- How will they benefit from the information you have to offer?
- Offer an incentive for viewers to sign up. Such as a PDF, GIF, etc.

Name

Email *

[Sign Up](#)

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powered by AWeber

Why this template works:

- **Video as the storytelling medium.** Video is a powerful way to share who you are and what you do with the world. It's easy to consume and can create a powerful emotional connection with your viewer.

- **One Call to Action.** The main difference between a landing page and a website is that the focus of your landing page should be getting your visitor to take the action you want them to take. Don't ask too much of them. You should only be asking them to do one thing. That could be signing up, downloading a guide, reserving a seat, or something else.
- **Explain the value they get for opting-in.** The space above the opt-in form is reserved to help you explain the benefits of the download to your visitors. Explain what the download will help them do and how it will help them get one step closer to achieving their ultimate goals.

Tip: Get this template when you [sign up for a free account](#).

Step #3: Welcome Social Followers To Your Email List

Welcome emails work. In fact, welcome emails often get 4x more opens and 5x more clicks than other email marketing campaigns.

It makes sense. New subscribers are most engaged with your business when they first opt-in to receive your emails. This is because:

1. They are aware of your business.
2. They are engaged with your business.
3. They are sold on the value that you can offer them. Enough that they were willing to hand you an invite to their inbox.
4. They're eagerly awaiting a lead magnet they just signed up for.

Setting up an automated welcome campaign is one of the easiest ways to welcome new subscribers to your list. And if you know that your subscribers signed up through a form on your link landing page or an exclusive lead

magnet promoted only to your social audience, you can tailor the content of the message with them in mind.

Template #3: Welcome Email Campaign for Social Followers

This email campaign contains three emails that are set to send automatically to new subscribers who signed up through a social media-specific sign up form or landing page.

As mentioned above, if you want to send content to social followers, you can tag your new subscribers based on how they signed up. In this example, the email will be sent when the tag #social-media-follower is applied.

The campaign flow is outlined below:

Email #1

Subject line: Thanks for subscribing!

Welcome {!firstname_fix},

It's good to have you here! Thanks for subscribing to my email list, {!firstname_fix}!

[Include this paragraph if you promised a lead magnet] Before I explain all the awesome value you get as an email subscriber, how about I give you access to the download I promised.

Click here to download **[insert link here]**.

Now where was I...

We may already be acquainted on social media, but since you're new here, here's what you can expect as an email subscriber.

I'll send you awesome content you can't get from a Google search or anywhere else online. You'll receive ***[insert email send cadence, such as daily, weekly, bi-weekly, monthly]*** emails with ***[insert the type of content you'll send subscribers, such as blog posts, best practices, videos, podcasts, etc.]***.

[I/We] started ***[insert business name]*** because ***[insert the problem your business aims to solve for your audience]***. ***[My/Our]*** mission is to help you ***[insert how you will help subscribers]*** by sharing best practices, tips, and tricks ***[I've/we've]*** learned through my/our own experiences.

To make sure you don't miss any emails from ***[me/us]***, can you add me to your address book? [Here are directions that show you how to do that.](#)

And one last thing: What questions do you have about ***[insert your industry or what you do]***? Just reply to this email to let me know.

Thanks again! I'll be in touch tomorrow with a helpful surprise.

[Signature]

Email #2

Subject line: ***[Insert title of the content you share in this post]***

Hi ***{!firstname_fix}***,

At the end of my last email, I promised a surprise. Here it is: my favorite ***[insert "podcast episode," "blog post," "video," or the format of your most-read or top-performing piece of content]***.

[NOTE: If you don't create your own content, share your favorite content created by another professional in your industry. Make sure to give them credit.]

[Explain why this piece of content is great. You might want to mention what questions it answers or good feedback you've received about it.] In it, you'll learn:

- ***[Insert a valuable takeaway from the content.]***
- ***[Insert a valuable takeaway from the content.]***
- ***[Insert a valuable takeaway from the content.]***

[NOTE: Your bullet points should be concise, explain a benefit to the reader, and make them curious. Use this guide to write better bullet points.]

Your can **[Insert "read," "watch," or "listen to"] [insert title of content and hyperlink the text with the content link]** now.

I hope you enjoy it! Let me know if you have any questions.

[Signature]

Email #3

Subject line: What do you think about **[topic of social media post]**

Hi **{!firstname_fix}**,

Yesterday, I shared a **[post/story/thought]** about **[topic of post]**.

It got an incredible response.

So I wanted to share a bit more about **[topic that you want to talk about]**.

[Go on to share a bit more insight into the topic that you posted about. Share some of the responses you got. Talk about how people related to it and why you think it's important. This is your place to add context and insight around a topic that you're an expert about, helping you build trust with your audience].

What do you think about **[topic of post], {!firstname_fix}?**

Reply to this email to let me know! Or you can head over to **[social network]** and comment on the post.

I'd love to hear from you!

[Signature]

Tip: Get this prebuilt campaign when you [sign up for a free account](#).

Once you're signed up, copy and paste this code into the 'campaign sharing' box when you create a new campaign:

d2110f9a-6839-4e11-b08e-ec07a9d051d3

Bonus: 3 Strategies To Grow Your Social Audience with Your Email Marketing

Strategy #1: Always cross-promote content

We already talked about including a link to your newsletter in your bios. But are you including links to your social media in your emails?

Include links to your social media in your emails (if and only if you're not making a hard call to action - social media buttons can distract your subscribers from taking the action you actually want them to take)

You may not know how subscribers became aware of your brand.

Strategy #2: Engage subscribers with a social media contest

People love free stuff. If you want to grow your audience, run a contest with an appealing prize among your email subscribers. Encourage subscribers follow you on social media, tag a couple of friends, and like your post.

Then announce the winners on your email list, so people know where they can find the winners.

Strategy #3: Highlight social proof

Did you get a positive email response from a customer? Showcase it on your social channels. And vice versa.

Showcasing your social proof across channels encourages your followers on one channel to see what they're missing on the other.

It's a different kind of FOMO, but it works.