



28 Incredibly

Enticing Ways to
Build Your Email List

eFOCUS
Marketing

Introduction

Email Marketing is one of THE most effective ways to quickly, directly and personally reach out to your customers and prospects on your list to deliver relevant, timely, targeted content on a 1-to-1-to-millions basis; sending a communication out to many people at the same time but making it targeted and personal enough to seem as if it's a 1-to-1 message.

In fact, a survey by the Direct Marketing Association (Marketer Email Tracking Study 2017) found that for **every £1 spent on email marketing, £30.01 was generated in return** – that's amazing!

But in order to get to this level of ROI (return on investment) you need to have an **engaged, interested audience** to send your communications to; your opt-in database/list. A group of people who have **explicitly told you they want to receive communications** from you and are interested in your brand, products or services and in learning more.

With so many email programmes out there to choose from, how can you encourage visitors that interact with your website, social media channels, shop front or other touch points, to register to receive YOUR emails?

Giving an opt in offer, a hook, an added reason that they should give you their email address (a valuable commodity) helps to address and bolster the **'what's in it for me'** element of the decision to subscribe.

That's why we decided to bring together the ultimate list of opt in offer ideas to give you inspiration for your sign up forms! Check them out!



Service Business Opt In Offer Ideas

Offer an E-book to Download

Usually delivered in PDF form, e-books are a great way to provide valuable information or step by step guides for example. But don't panic! E-books don't have to be 100+ pages long – a 10/15 page e-book packed with valuable information can be just as enticing, if not more so as its quicker and easy to digest!



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Provide a Free Video or Video Series

Offering a free video or series of videos (such as a step by step guide to achieving a specific goal or action delivered in sequence over the course of 3 emails) is a great way to engage and give value to a new audience before leading into a conversion.



Service Business Opt In Offer Ideas

Audio Content (Podcast)

Conducting an interview with someone relevant and prominent in your industry (relevant to your subscribers) or having the owner of your company (perhaps that's even yourself) interviewed are two great examples of possible audio content you could share. You could also answer a specific set of FAQs or a question on one specific topic.

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Webinars

Webinars are a very engaging and interactive way of imparting knowledge and building a rapport with your subscribers. By offering a webinar on a subject that is relevant and helpful to your audience, you can easily gain sign ups to your email marketing programme as a continuation of that relationship building.

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Service Business Opt In Offer Ideas

Access to a Live Google Hangout Interview

Google Hangout interviews are gaining popularity and provide a visual way to deliver an interview or other presentation. So why not use the opportunity to invite users to join you and ask their own questions live even?

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A Paid-For Book or E-Book Chapter

If you already have a book or e-book that you sell, why not use that as your ready made opt in hook to download a free chapter or two. Not only is this a great offer, it is also a great way to introduce people to your publication.



Service Business Opt In Offer Ideas

Access to Members Only Content

This could be a single article, series of articles or downloads that are not available to anyone else without registering first.

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Workbooks

These can be created by looking at your FAQs and breaking these down into actionable questions for your readers to answer that will help bring out the information required to complete a specific task, such as defining a target market, or creating objectives.

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Service Business Opt In Offer Ideas

Checklists

Checklists are a great way for people to keep a track of what they are doing to achieve a specific goal or objective. And it's even better if an expert creates this for you so you know that everything you need to look out for is included and can be easily followed!

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Live Workshops

This could be an actual live event or delivered via a live webinar or Google Hangout at a specific time and date, where you could explore in more detail a specific element or question that your subscribers are interested in or would find helpful.

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Service Business Opt In Offer Ideas

Free Consultation

If you are a consultancy or other service based business such as an accountant or lawyer, you could offer a free (face to face, via phone or Skype) consultation to give them free advice around a specific question(s) they have, for example, a 30/60/90 consultation.

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Members Only Forum or Facebook Group

By subscribing, users could also gain access to an exclusive member's only forum or Facebook group to share common experiences, knowledge and ask questions.



Service Business Opt In Offer Ideas

An Email Series

You could offer a free series of emails that leads the recipient through a step by step process, a number of specific tips or other content that can be delivered over a number of emails. For example, if you were a consultancy based business, you could offer a series of emails delivered once a week, providing a 'tip of the week', or a shorter series of 3 emails giving a step by step guide to achieving [a certain goal].

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Access to a Previous Presentation / Recording

If you have run presentations online or audio interviews in the past (where the content matter is still relevant and up-to-date) use these ready made resources to add access to these recordings as an extra bonus to your sign up form or as a stand alone download in their own right?

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Service Business Opt In Offer Ideas

Free Report

If you have conducted any research around your business sector or current trends, this is a great piece of content to offer up as a free opt in offer in return for the users email address.

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Free Trial

If you offer an online system/service that can be accessed through a membership login, you could consider offering a free trial for a specific period of time or a limited number of credits to give people a taster of what a full membership would be like.



Service Business Opt In Offer Ideas

Wi-Fi Network Access

If you have physical premises and you offer Wi-Fi, asking for an email opt in at the same time as they register to access your Wi-Fi network is a win-win situation; but make sure you do not force the opt in (as that will breach GDPR), get explicit consent and follow normal best practices in the process of setting out the benefits of joining your email programme and following up with relevant, interesting content.

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Product Based Opt In Offer Ideas

Free Sample / Product Giveaway

You could offer a user a free product (delivered via an exclusive code that they can use next time they make a purchase for example) or sample of a product to be sent to them. This method is widely used by large retailers of beauty products for example to gain user details and even opinions on the products themselves in some cases.

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A Discount

This could be a one-off discount that is delivered to them on sign up or an ongoing discount for being a subscriber – either way, users love a good discount!



Product Based Opt In Offer Ideas

Special Offer

Here you could offer subscribers an exclusive deal such as an increased number of membership points earned on purchases, a buy one get two free deals on specific products or 3 for 2 in a product category (these are just examples and the offer should be whatever is relevant to your business). These types of offers can work particularly well in the run up to, and during, the holiday season.

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Free Delivery

This could be for an ongoing amount of time or with an expiring code for example, but free delivery definitely works as a great offer to prompt people not only to sign up but also to purchase.

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Product Based Opt In Offer Ideas

Special ongoing discount club membership

By subscribing to your email programme, recipients could be given an ongoing membership to an exclusive discount club providing special offers, prize draws, discounts, perhaps even free delivery; all real benefits of being a subscriber as well as prompts to purchase.

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Both Product and Service Business Opt In Offer Ideas

Newsletter

Offering subscribers access to an exclusive monthly newsletter is the most basic way of attracting people onto your list. But in order to optimise this strategy, make sure you take it one step further and really express the benefits of the newsletter (what's in it for them) and even give them options as to what specific content they would like to hear about (such as specific topics/product categories) in order to make this classic offer as enticing as possible.

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Competition / Prize Draw

You need to be careful here as you don't want every 'Tom, Dick and Harry' signing up for your email programme if they are not your target market and your content and strategy does not fit with their needs, wants and objectives. For example, offering something of mass appeal may generate a lot of signups, but you need to consider how many of those people are actually interested in what you are offering rather than just the prize you are giving. Make sure that your prize is relevant to your target market and is something that could specifically help/benefit them.



Both Product and Service Business Opt In Offer Ideas

Other Downloadable Items

This could be anything from E-cards to screensavers or wallpapers, as long as you keep it connected to your business, brand and theme. For example, if you are an online pet shop, you could offer animal themed screensavers etc as your offer.

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Surveys

People like to give their opinion and what better way for you to gain feedback on your website, email programme, product or service than to ask the people who are using it?! But, make sure you include an email address field in the form so that you can not only match the answers back to your database but also (if you wanted to) offer an extra incentive to complete the survey such as a prize draw or discount for example (but always ensure you have an explicit opt in to gain permission to email them in the future).



Both Product and Service Business Opt In Offer Ideas

Online Magazine Access

Online magazines are a brilliant way to deliver your content in an interesting and interactive way online. If you already have an e-magazine why not offer a free trial subscription or free issue in return for the email opt in? Alternatively, you could create a short e-magazine series to offer exclusively to your subscribers.

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Game / Quiz Access

Everyone loves a good game or quiz, so why not create something relevant to your business to interest and delight your potential subscribers?!



Conclusion

Whichever opt in offer you choose to present, remember to make sure that it is...

- Relevant; You need to know who you are targeting to be on your list and what their wants, needs and problems may be, in order to create a relevant opt in offer to drive results.
- Useful and adds value to the subscriber
- Starts to build the relationship and trust between you
- Gives them a reason to look forward to receiving your emails or keep returning to your website

And don't forget, once you get subscribers onto your list, it doesn't stop there! You need to have an effective plan in place in order to convert them in the future!



About eFocus Marketing

eFocus Marketing is a leading specialist email marketing agency.

The eFocus Marketing team provides a dedicated email marketing resource to ecommerce companies looking to optimise, automate and grow their email marketing programme.

From strategic consulting, to full service management and training, we address every aspect of an email programme to produce successful email marketing campaigns. If you want to boost your conversions, fix deliverability problems or increase response rates, you need to ensure you are communicating with subscribers at every stage of the email marketing lifecycle.

Our team of experts will work out the best options for your business and offer solutions in bite-size pieces so that you can focus on quick wins that will increase your success as well as longer term changes to become a better sender and increase your results.

eFocus Marketing can assist you in making the most of your campaigns through the following services:

- **Email Marketing Consultancy**
- **Implementation & Management**
- **Bespoke In-house Training**
- **Online Training Courses**



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