Zoho
Campaigns

15 ways to grow your mailing list

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15 ways to grow your mailing list

As a marketer, your primary goal will be to add new contacts to your mailing list so that you continue building it. Now, it is evident that the market is flooded with sign-up forms of various websites or blogs that compete with each other trying to make a visitor sign up to receive their newsletters. In this critical environment, marketers need to find a new way or reinvent ways to augment their contacts database. Let's look at the different ways to grow your database, both quantitatively and qualitatively. This ebook provides insights into the many different ways to grow a robust mailing list to help your business thrive.

Simple and accessible signup forms

Make your signup forms more accessible at different levels of your website. Zoho Campaigns has several different types of sign-up forms under embedded form and pop-up forms. You can customise them by adding buttons, background colors, modifying the fonts, and so on. You can also manually change the language of the sign-up form to suit the needs of your website or to match the language of the country where your business is based.
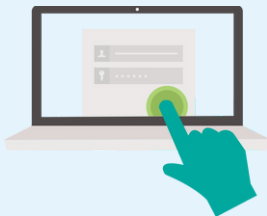

Sign up Forms Simple & Accessible

Always make signup forms as simple as possible to cut down the pain of filling out long forms. Use succinct descriptions to clarify the steps on your signup form for your users.

Integrate with Zoho CRM

Large business owners can integrate Zoho CRM web forms with Zoho Campaigns. Using your Zoho Campaigns account, you can import contacts using a periodic sync that repeatedly updates your mailing list with emails entered in your crm database.
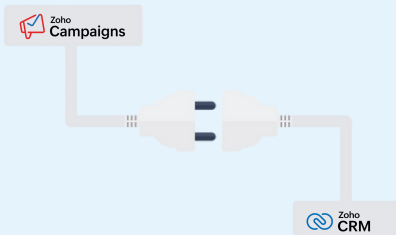
Integrate with Zoho CRM

Target customers through online shopping

An other simple way to gather more email addresses is via online shopping. All you have to do is include a field where customers can add their email address when completing an online purchase.

Target customer in online shopping

Use a QR code to promote a signup form

You can generate a QR code for your mailing list and place it across your marketing channels such as newsletters, blogs, or printed banners. When scanned, the QR code will redirect people to your sign-up form, making it easy for them to subscribe.

Use QR code to promote sign-up form

You can also link QR codes to interactive content like videos or embed promotional codes that customers can save on their phones. For best results, keep enough white space around the QR code for easy scanning, and make sure the form it leads to has only a few essential fields.

Target leads

When contacts are added to your mailing list, the next step is to convert them to loyal customers.

Target Leads

Want to get more leads without wasting time on the wrong ones? With workflows, you can send targeted emails based on how contacts interact with your website. This allows you to focus on the leads most likely to convert, helping you maximize sales.

Tips: Try our Workflows to automate emails based on contacts' behavior on your website.

Include shareable links

The oldest form of marketing is simply spreading the word through the people you know. Include social media sharing buttons and people who like your campaign will spread the news for you. You can also include the 'Tell-a-friend' merge tag available in Zoho Campaigns so that contacts can forward your emails to their circle.

Include "Tell-a-Friend" and Share Links

Blog and forum visitors

At the end of your blog and forum posts, always provide a simple signup form, which takes only the basic details such as name, and email address.

Blog/forum visitors

Keep track of blog visitors by placing call to action buttons in the right places. Give your ebooks away to customers for free or reuse your blog posts by creating a series of workflows to deliver to your customer's inboxes.

Tradeshows, webinars and conferences

Tradeshows, webinars and conferences are proven ways to connect with your customer base. At the end of your session, you can get interested participants' email addresses and update them about future sessions.

Tradeshows/Webinars/Conferences

Maintain a clean website

Keep your website design user friendly to ensure website visitors can navigate from page to page and find any piece of information with ease. Try our smart sign-up forms for a minimalist look to your website. This will make your website look clutter free while also providing a smart sign-up form. An interactive website makes your business stand out.

Maintain a Clean Web site

RSS feeds

If you regularly publish blogs or frequently update your website, RSS feeds can be a valuable tool. They allow your visitors to subscribe and receive updates whenever you post new content.

Rss Feeds

Increase traffic by optimizing for search engines

Increase your website traffic using search engine optimization (SEO) and other inbound marketing tools and techniques. Also, include signup forms on different webpages such as your home page, blog, and forum.

Increase Traffic to your Website

Have you ever wanted to test a new page design to see if it's effective? Try A/B testing your website. Show one version of your page to some viewers, and another version to other viewers. Compare how many sales you get from each version of your webpage to know which one is most effective.

Enhance your content with the use of multimedia. Optimize your website to work on a variety of devices and screen sizes. Consult subject matter experts (SMEs) in addition to SEOs to understand the science behind your product development.

LinkedIn company page

Add a signup form for your email campaign on your LinkedIn company page to spread awareness with like-minded professionals. Use LinkedIn to maintain communications with existing customers. They will be more likely to continue using your brand if you clear up their questions and complaints quickly.


LinkedIn Company Page

Update your profile

Many contacts are reluctant to sign up for campaigns because they don't want to receive emails that aren't relevant to them. If you have a lot of products or services, offer a separate campaign for each one and people will be more likely to sign up.

Update your Profile

Provide downloadable content

After a visitor completes the sign-up process, you can offer free resources like ebooks, white papers, or research material. To do this, simply add the URL of the page containing the downloadable content in the response configuration settings, and your contacts will be redirected there.
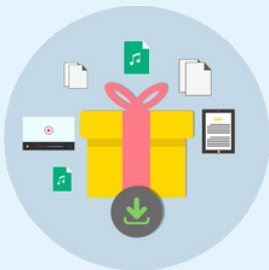


Provide Downloadable Content

Archiving newsletters

It is always a good idea to archive past newsletters and updates. Visitors who find value in your previous content are more likely to subscribe to your current campaigns.

Archiving Newsletter

List your best campaigns and hide others that weren't as successful. It is best not to include the original publication date of your archived posts unless it is crucial to do so.
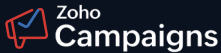
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