

Special Free Report



# List Building 2019

Made Easy

Powered By "Your Website URL here"

Skyrocket Sales & Boost Conversions with  
Our Proven & Tested List Building  
Techniques



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## Introduction:



Welcome to the latest and very easy to apply “List Building 2019” Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of your List in 2019, on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This Special Free Report will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate List Building, in the easiest way possible, using the most effective tools and in the shortest time ever.

This Special Free Report is comprised of 7 Chapters, ready to show you the latest List Building strategies for 2019.

Well, it’s time for you to start getting the most out of your list in 2019, on behalf of your Business.

I know you'll love this training.



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can potentially become your customers. Usually, these lists are built by using a variety of marketing strategies that often involve collecting lead info from sources such as business directories.

When it comes to online marketing, list building almost exclusively refers to the practice of growing and nurturing a list of email leads that can be engaged and converted into customers with a well-designed sales funnel.

These lists can be segmented into different stages of the customer journey, and they can be built by using different lead generation strategies designed to capture email leads on a website.

The most common strategy is to use opt-in pages featuring a free download that users can access after giving away their email addresses, but there are many ways to optimize and repurpose this strategy, as well as other high-converting strategies, and we are going to teach you how, the right way.

List building is a form of permission-based marketing, which means that you need to have permission from leads to add them to their lists, as well as permission to send them marketing messages and advertising.

So when leads sign up to your email list to get a free download, or to get access to more content, they agree to be added to your list, and to receive marketing emails from you or from your business.



### Why Is List Building Important In 2019?

The goal of adding many people to your mailing lists is to create long lasting relationships that you can nurture to grow your business.



With list building, you will be able to engage people who subscribe to your lists with exclusive content, offers, giveaways, discounts, and whatever incentives that can help you to convert them into repeat customers, right in their email inboxes!

It's been found that only 2% of website visitors convert into customers on their first visit. That means that only 2% of your own website visitors will be fine with going to your site and buying something if you're lucky, but what happens after they buy? They might never come back. Worse still, what happens if they just leave without buying?

With our list building strategies, you'll learn how to easily capture website leads even if they land on your site by accident. You'll also learn to capture email leads outside of your site the right way, so get ready to jumpstart your list building efforts for 2019 and beyond starting in our following lesson!



## Chapter 2: Social Media Tricks To Grow Your List In 2019

Social media can be a very effective list building channel when you know what you're doing, so we've decided to show you the best social media tricks that have helped us to convert social traffic into email subscribers!

### Using Your Facebook Cover Photo To Promote A Lead Magnet

You can use the cover photo of your Facebook business Page to funnel



Facebook users to your sign-up pages by uploading the image and copy that you use in your highest converting opt-in page as your cover photo.

Then you'll have to click on the "add description" option to add a sign up request to describe your lead magnet and to highlight the benefits of joining your mailing list. Then you'll have to add a call to action and a link to your sign-up page.

This trick works because the majority of your business page visitors will be curious about the offer in your cover photo, given that very few businesses use their cover photo to offer free stuff!



## Using Facebook Lead Ads

Facebook Ads are a very cost-effective way of increasing your reach, and you can use them to generate more email leads without spending too much.

You can set up a lead generation campaign on Facebook the easy way by going to the ads manager at “facebook.com/ads/manager” while logged in. Click on the “create ad” button, and then select “lead generation” as your marketing objective.

Next up you’ll have to set up your target audience, your ad placements, your budget, and your ad. After setting up your ad make sure to select “sign up” as your call-to-action button and then to create a custom lead capture form on the “instant form” section.

## Adding A Sign-Up Page Link To Your Instagram Bio

You can’t directly share sign-up page links on Instagram posts, but you can add one to your profile.



## Chapter 3: Call-To-



# Action Best Practices For Marketers

Setting Up high-converting calls to action should be easy right? You only have to tell potential leads to sign-up, leave the rest of the job to your lead magnet, and then call it a day.



But it so happens that creating call to action messages and buttons that convert well is all about strategy, and we're about to teach you the best practices that you can start applying on your calls to action today.



## Communicate Value Through Your Calls To Action

You can't just ask a lead to sign up to your email list if you want him or her to convert. When you ask a lead to sign up or to join your newsletter, no matter how attractive your lead magnet is, you're not communicating the value of your offer or what's in it for the subscriber.

Instead, you have to increase the value of your offer by using value terms to describe your lead magnet and your newsletter.

For instance, if you want to capture leads by offering a free download, you have to use the term "download" instead of the term "sign up".



Or if you want to capture leads by offering free access to a piece of walled content, you have to use the term “access”.

With those terms, you can create calls to action such as “download this report now” or “get access to a piece of premium content now”.

Some of the most popular value terms that you can use on your calls to action include:

- ✓ Download
- ✓ Limited Time
- ✓ Limited Offer
- ✓ Access
- ✓ Featured
- ✓ Free
- ✓ Exclusive
- ✓ Special Offer
- ✓ Secrets
- ✓ Tricks

So you can use them to create killer calls to action such as “Access our exclusive content for a limited time – FREE”!

## Chapter 4: Do's and Don'ts



## Do's



### **Keep Sign Up Forms Simple**

Reduce your sign-up forms to two fields: name and email address. You can always ask for more information once you engage with subscribers!



### **Send Welcome Emails**

You can keep your business top-of-mind by sending welcome emails to email subscribers right after they sign up.



### **Segment Your Lists**

Keep your email subscribers engaged until they convert into customers by segmenting them into different lists depending on which stage of the customer journey they are at.



### **Use Email Automation**

Email marketing automation will allow you to create customer journeys to nurture subscribers, keeping them engaged with your lists even after they convert.

## Don'ts



### **Don't Go Overboard With Pop-Ups**



Don't bombard website visitors with sign-up pages and pop-ups left and right. Instead, use targeted sign-up forms that offer upgrades or offers related to the content on the page where visitors opt in.



### **Don't Buy Lists**

Contacts obtained from paid lists didn't opt-in to receive your offers, so they're very unlikely to open your emails, let alone convert.



### **Don't Import Lists Without Permission**

Importing lists from your social media databases or personal email contacts will easily get you flagged as a spammer, as none of those leads have consented to receiving your marketing emails.



### **Don't Send Too Many Emails**

Keep your subscribers in your lists by not sending too many emails in short periods of time, which encourages opt-outs.

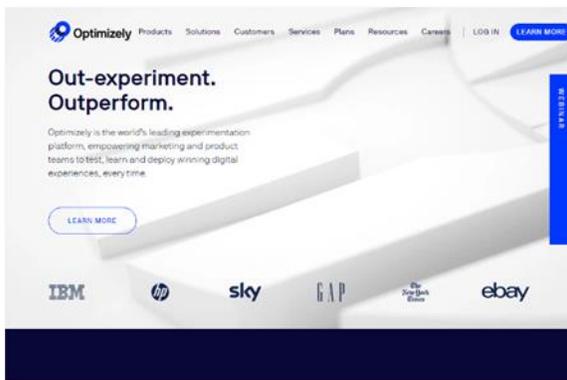
## **Chapter 5: Premium tools and Services to consider**



### OptinMonster

“OptinMonster” is a conversion optimization and lead generation software that will help you convert your website visitors into subscribers with beautiful lead capture forms. It

is a powerful toolkit that will not only allow you to create high-converting pop up forms for your website, but also to increase page views, reduce cart abandonment, and increase sales conversions with smart targeting features.



### Optimizely

“Optimizely” is a marketing experimentation platform that will allow you to split test different page copy variations as well as other element variations on your lead

capture forms without changing anything on your website. It will allow you to test different pop up variants, different contact forms, banners, as well as individual elements on them, such as color, call-to-action button, text, and images, so you can find which combination delivers the most conversions!

### Unbounce

“Unbounce” is a conversion platform that makes it easier for



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marketers to build and test custom landing pages, website pop-ups, and sticky bars. It will allow you to convert traffic into leads and sales on any blog or ecommerce site, and it will integrate with your favorite email marketing, marketing automation, analytics, and customer relation management tools. It will also make it easier to optimize your pages for more conversions with dynamic lead gen tools!



### Ninja Popups

“Ninja Popups” is a WordPress plugin that allows you to customize professionally designed popups that will help you convert website visitors

into email subscribers by letting you lock discounts and promos behind a pop-up, by showing leaving visitors a pop-up offer, and by letting you lock content upgrades until leads share your content on social media!

## Chapter 6: Shocking Case Studies

### GrowthEverywhere

“Growth Everywhere” is a business and personal growth blog for entrepreneurs.



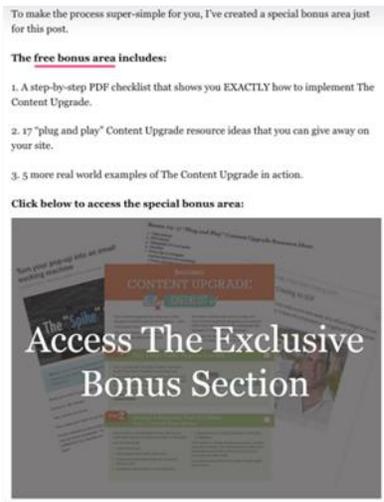
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Objective: Eric Siu, the owner of the blog, tasked a marketing expert with creating a quick conversion strategy to generate leads from one of his most popular blog posts.

Strategy: The marketing expert designed a checklist that readers could access and print after signing up to the “Growth Everywhere” mailing list through an opt-in page placed in the blog posts.

Results: Conversion rates on that blog post improved by 492%!



## [Backlinko](#)

“Backlinko” is a popular online marketing blog focused on search engine optimization strategies.

Objective: the objective was to find out why conversion rates were higher on some blog posts than on others, and to optimize future

blog posts according to the findings.

Strategy: the expert that analyzed Backlinko’s blog posts discovered that posts with higher conversion rates offered content upgrades both on top of content and at the end of the post, so they applied the same content upgrade strategy to other posts.

Results: Posts that promoted content upgrades on top of content and at the end converted 315% better than the rest!



## Buffer

“Buffer” is a social media management application for businesses.



Objective: The company’s objective was to increase or double its monthly subscriber rate.

Strategy: The company increased sign up placements on its website from one to eight, giving visitors more ways to sign up to the Buffer mailing list.

Results: Buffer was able to increase its monthly email signup rate by 130%!

# Chapter 7: Frequently Asked Questions

## **What Are The Steps That You Should Take Before Setting Up A List Building Campaign?**

There is a simple 3-step process that you should go through before setting





up contact lists, email series, or landing pages:

- ✓ Start by identifying your list building goals. That is, what are you planning to do with your contact list. For example, will you use it for customer retention, for conversion optimization, to build a referral list, or to drive direct sales?
- ✓ Make sure that your list building goals align with your digital marketing plan. That is, to make sure that your list building campaign integrates well with your online, social, and offline strategies.
- ✓ Establish a campaign lifetime improvement system. That is, a series of testing and optimization strategies that will help you to get over conversion issues while you run your list building campaign.

## **What Is The Ideal Number Of Subscribers In A Mailing List?**

The ideal size of a mailing list varies from one industry to another, but it's been found that a truly successful mailing list has at least 1,000 subscribers. The most important factor though is whether those subscribers are engaged or not, as great results can be achieved with less subscribers when you're just getting started.

## **What Can You Accomplish With List Building Besides Growing A Contact List?**

List building will help you to generate all types of sales conversions because it allows you to promote your business and products right in people's inboxes, which means that you don't have to wait for them to go back to your site to make money.



## How Can You Know Which Subscribers Will Convert From Your Mailing Lists?

You'll simply have to navigate to your subscribers lists and select the option to see "No Opens". You will be given a list of subscribers that are not opening your emails.

## Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your List Building even farther, we invite you to get the most out of it by getting access to the full training [clicking here](#) (Insert your Front End offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from List Building in 2019.

List Building have come to stay in the market forever.

To Your Success,

**Your Name**



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