Improving email marketing sign ups

Design thinking.

Ten top tips for email success.

Most websites now have newsletter sign up forms. But how well do you think your email newsletters increase enquires or indeed sales?

If customers want to get connected with you it's a good way to help your company stay fresh in their minds and help build up their trust and loyalty. So if you have an email sign up button on your website, but it's not getting you many sign ups – read more about how we think you can increase them.

Here's our top 10 email marketing 'thinking' sign up tips:

1. **Offer something in return** – an incentive to sign up, a special offer or discount.

2. **Easy to find** – ensure the sign up is at the top of the screen or 'above the fold'.

3. **Provide free content** – offer a free download of an ebook or white paper.

4. **Strategic placement** – not all visitors land on your home page so consider putting the sign up box in a fixed position in the header or footer.

5. **Data capture** – ensure a data capture field is added on the page so potential subscribers do not have to click through to another page to sign up.

6. **Add to social media** – post messages on Twitter and Facebook asking if they are on your enewsletter list yet.

7. **Forward to a friend** – if your customers believe in your product/services they will be willing to spread the word and pass on to a friend.

8. **Position in email signature** – add a hyperlink to your email newsletter after your normal signature information.

9. **Privacy policy** – have a policy laying out how subscribers information will or will not be used.

10. **Frequency rate** – state clearly about the email frequency whether it's daily, monthly or quarterly.

Done properly email marketing can encourage customer loyalty. Here's the health check though – there are no tactics guaranteed to boost your email sign ups. However, at least you can have an exact return on investment by tracking the number of subscribers

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