

After reading this e-book, you will discover:

The best way to get more subscribers and sign-ups.

+


The strategies used by thousands of companies like USA Today, Pinterest, StumbleUpon.

Let's get started!



Check out these sign-up forms:

Pinterest





Welcome to Pinterest

Create a password

Continue


Or

 Continue with Facebook

 Continue with Google

By continuing, you agree to Pinterest's [Terms of Service](#), [Privacy Policy](#)

USA Today



Create an Account

Your email


Password


5-30 letters or numbers, no spaces


☐ Show password

CREATE ACCOUNT


Or sign up with

 FACEBOOK

 GOOGLE+


 TWITTER

StumbleUpon




StumbleUpon

Discover the best of the web, one click at a time.

 Connect with Facebook

We won't post anything to Facebook, seriously.

 Connect with Google

Click here to sign up with Email

What do these sign-up forms have in common?

Hint:



The Pinterest sign-up form features the red circular logo at the top. Below it is the heading "Welcome to Pinterest". The form includes an "Email" input field, a "Create a password" input field, and a red "Continue" button. Below the button is the word "Or". There are two social login options: "Continue with Facebook" with the Facebook 'f' icon and "Continue with Google" with the Google 'G' icon. At the bottom, a small line of text states: "By continuing, you agree to Pinterest's Terms of Service, Privacy Policy".

The StumbleUpon sign-up form has a dark teal background with the StumbleUpon logo at the top. The heading "StumbleUpon" is in large white letters, followed by the tagline "Discover the best of the web, one click at a time." Below this are two social login buttons: "Connect with Facebook" with the Facebook 'f' icon and "Connect with Google" with the Google 'G+' icon. Between these buttons is the text "We won't post anything to Facebook, seriously." and "or". At the bottom, there is a link that says "Click here to sign up with Email".

The USA Today sign-up form is set against a light gray background with the "USA TODAY" logo in the top left. The heading "Create an Account" is centered. The form contains a "Your email" input field, a "Password" input field with a note "5-30 letters or numbers, no spaces", and a "Show password" checkbox. Below these is a blue "CREATE ACCOUNT" button. Underneath is the text "Or sign up with". There are three social login buttons: "FACEBOOK" with the Facebook 'f' icon, "GOOGLE+" with the Google 'G+' icon, and "TWITTER" with the Twitter bird icon.

That is right!

They use social options in their sign-up forms in addition to the normal email sign up option

StumbleUpon even hides the email sign-up form



You have come across a lot of websites that have these social services in their login or signup form

Because...

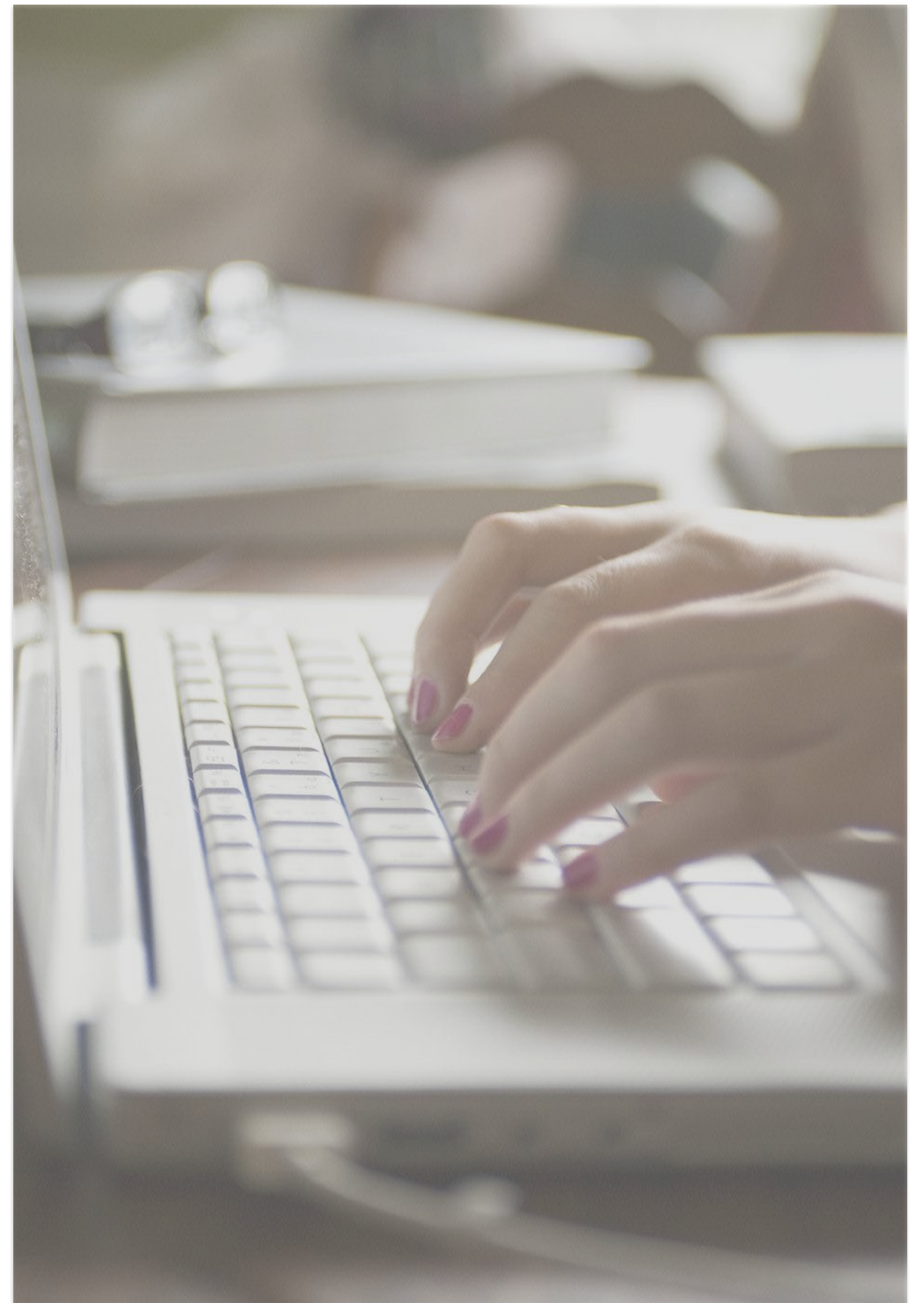
There are thousands of websites that feature options to log in and sign up using social accounts

Ever since the rise of social networks, websites have been doing this to:

- ✓ Get more sign-ups.
- ✓ Decrease cost per user acquisition.
- ✓ Enhance user experience.

I'll explain...

People always need
to type to sign up with a normal
sign-up form



The reality is

Typing is hard work—especially on the phone



People are becoming lazier when it comes to typing

Typing creates many other problems

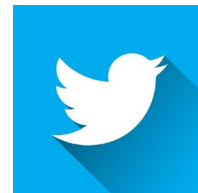
People can type in:

- **Fake Information**
 - **Typos**

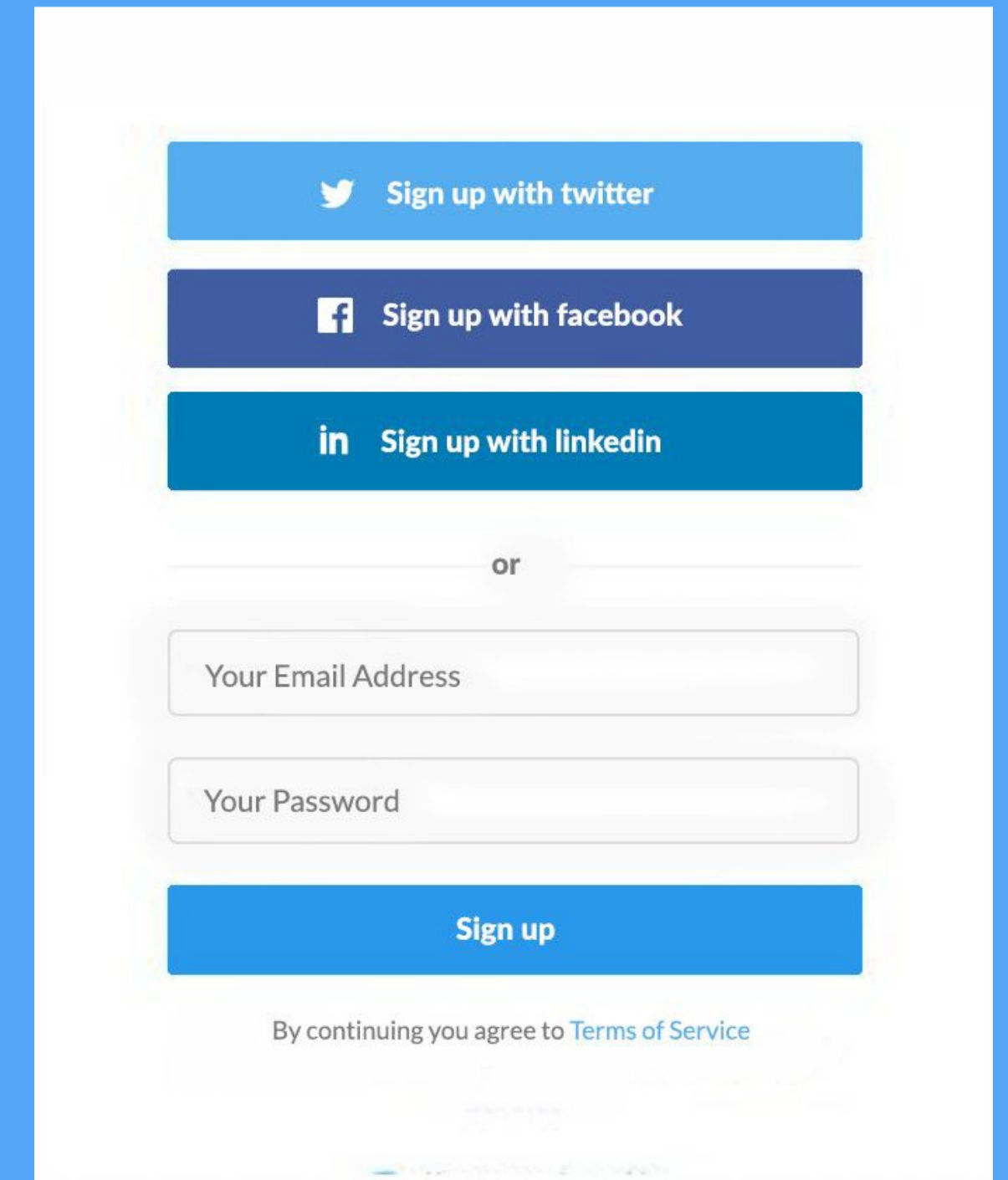


To solve these problems for websites and visitors

The biggest social networks
came up with a powerful solution



Social Signup (or Social Login)

A screenshot of a social signup form. It features three buttons at the top for signing up with Twitter, Facebook, and LinkedIn. Below these is a horizontal line with the word 'or' in the center. Underneath are two input fields for 'Your Email Address' and 'Your Password'. A blue 'Sign up' button is positioned below the password field. At the bottom, there is a line of text stating 'By continuing you agree to Terms of Service' with a link to the terms of service.

Social sign-up is powerful

Faster & easier

Instead of typing a long email address to sign up for something, you just need to click a couple of times.
BOOM you are signed up!

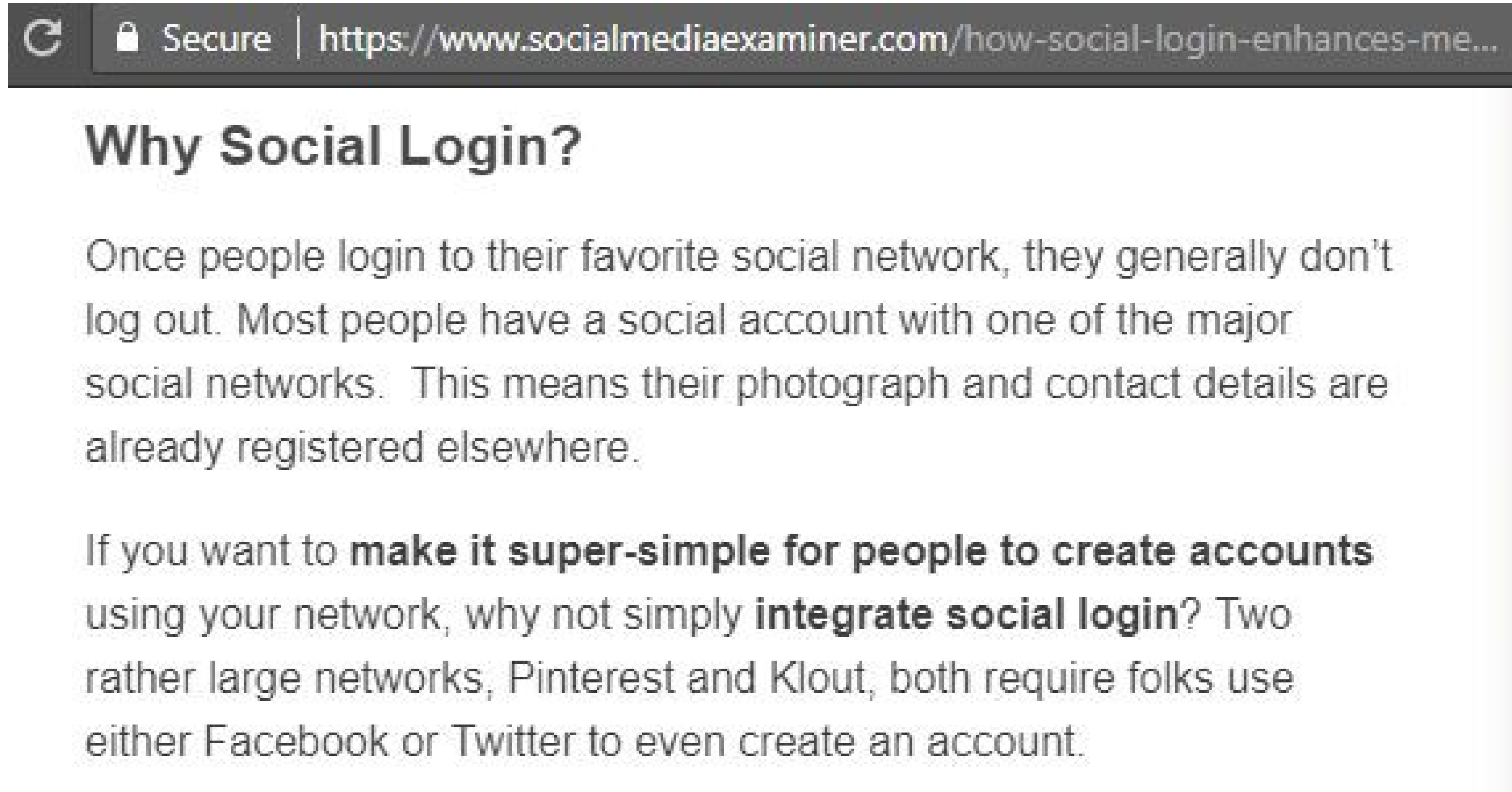
Register for StumbleUpon to demonstrate this:
<https://www.stumbleupon.com/>

Get real information

Social networks have people with verified email addresses.

No more fake sign-ups; no more sign-ups with secondary emails that are never checked.

Social sign-up is proven effective by statistics and case studies



Source: [https:// www.socialmediaexaminer.com/how-social-login-enhances-membership-websites/](https://www.socialmediaexaminer.com/how-social-login-enhances-membership-websites/)

Social sign-up is proven effective by statistics and case studies

Secure | <https://conversionxl.com/blog/social-login/>

2. 77% of Users Believe Social Login Is A Good Registration Solution...

... and should be offered by any website, according to the same aggregated research published by [WebHostingBuzz](#).

Secure | <https://conversionxl.com/blog/social-login/>

4. 88% of Users Admit to Entering Incomplete or Incorrect Data on Registration Forms

In that same survey by Blue, it was found not only do an alarming majority of users enter the wrong data.

Source: <https://conversionxl.com/blog/social-login/>

Social sign-up is proven effective by statistics and case studies



Source: [https:// www.socialmediaexaminer.com/increase-conversion-rate-with-social-media/](https://www.socialmediaexaminer.com/increase-conversion-rate-with-social-media/)

**Despite this solution being so
common and powerful**


**No one in the email marketing world
is using this to gain subscribers and give
people an easier time subscribing**

We're still using

PREMIUM CONTENT


Enter Your Email Below to Unlock All Exclusive Content

UNLOCK THIS ARTICLE FOR FREE



Receive the newest updates to your email!

Sign up to stay tuned and to be notified about new releases and posts directly in you inbox



Free Email Updates!

Join thousand of subscribers and receive all updates in your inbox, for free!

Sign Me Up!

REGISTER NOW TO GET FULL ACCESS TO THE FREE MARKETING GUIDE

FREE ACCESS
LIMITED TIME

Email Marketing

Receive updates about this launch and future launch notifications

All these option forms require you to type in lower conversion rates.

Let's compare

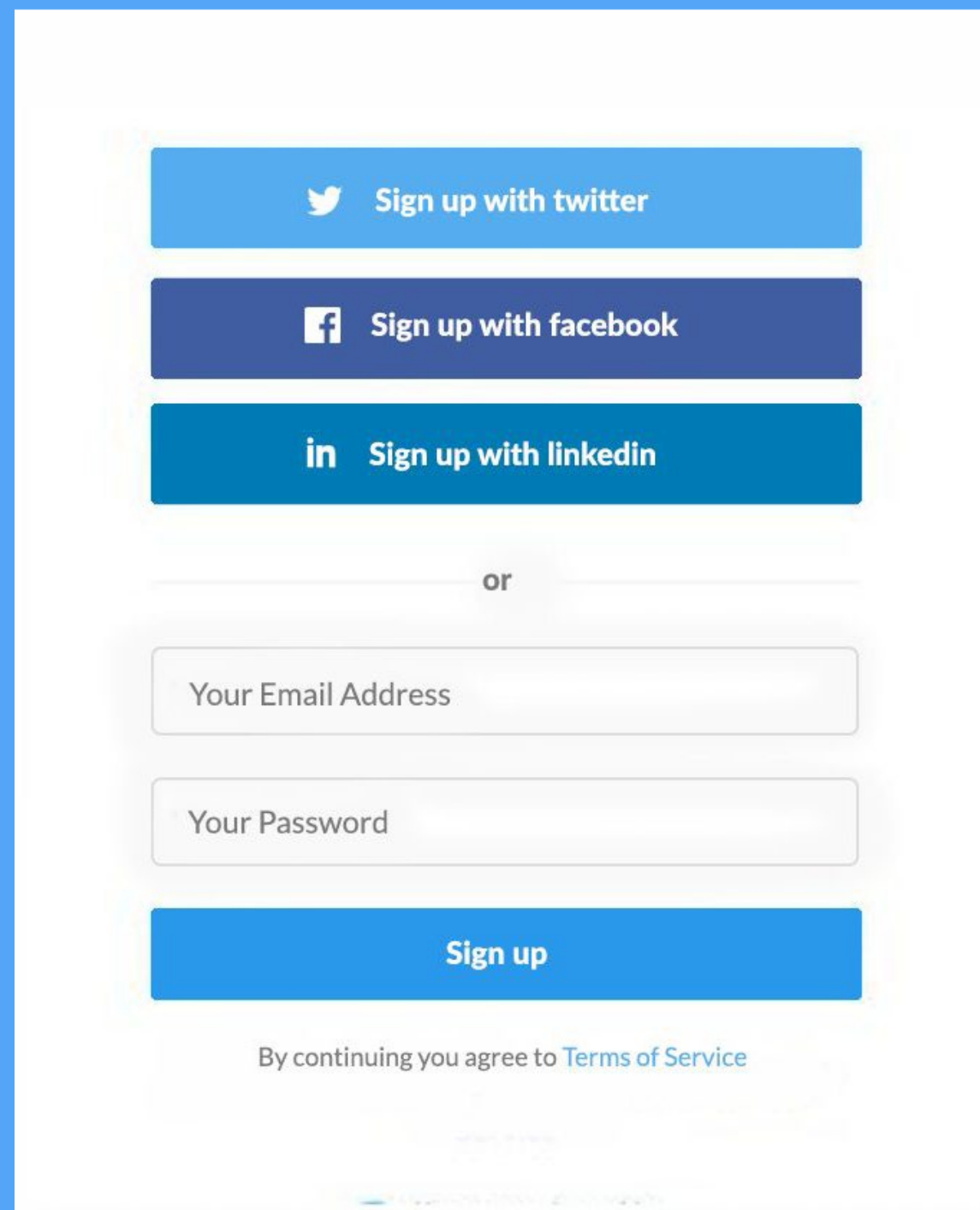
[Subscribe](#)

[Subscribe](#)

Or use social media

[!\[\]\(352af49c7e82e66a229b1eb98760843c_img.jpg\)](#) [!\[\]\(1553f535ccb7d32849a6ed47dc24f510_img.jpg\)](#) [!\[\]\(45205b5d1865e11175e120852cd742b1_img.jpg\)](#)

What do you think will get you more subscribers?



Sign up with twitter

Sign up with facebook

Sign up with linkedin

or

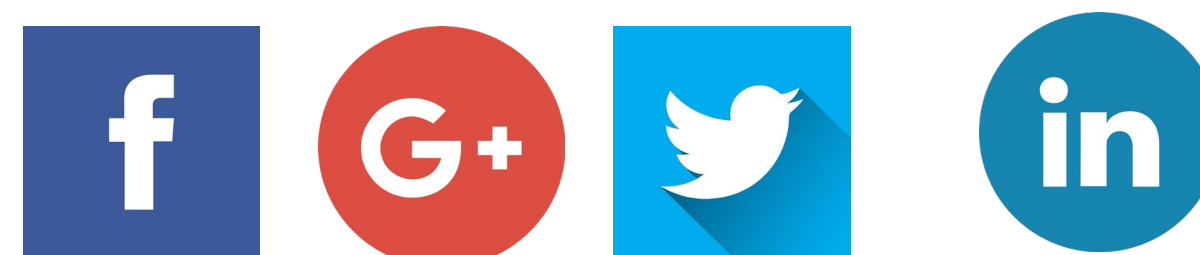
Your Email Address

Your Password

Sign up

By continuing you agree to [Terms of Service](#)

Social sign-up is successful at getting more sign-ups and enhancing visitor experience on our websites



Quick recap of the power of social signup



No typing

No typing - no hassle for visitors.



Valid email addresses

No more fake, disposable or secondary email addresses.



Full permission

You have full permission from the visitors to collect their email addresses.



Eliminate sign-up/option form fatigue

No more sign-up/option form blindness.



Proven

by case studies, research and statistical data.



Widely used

by Dropbox, Spotify, Pinterest and other websites.

Now let me show you step by step

How to easily implement social signup

To get more subscribers & leads

Right away

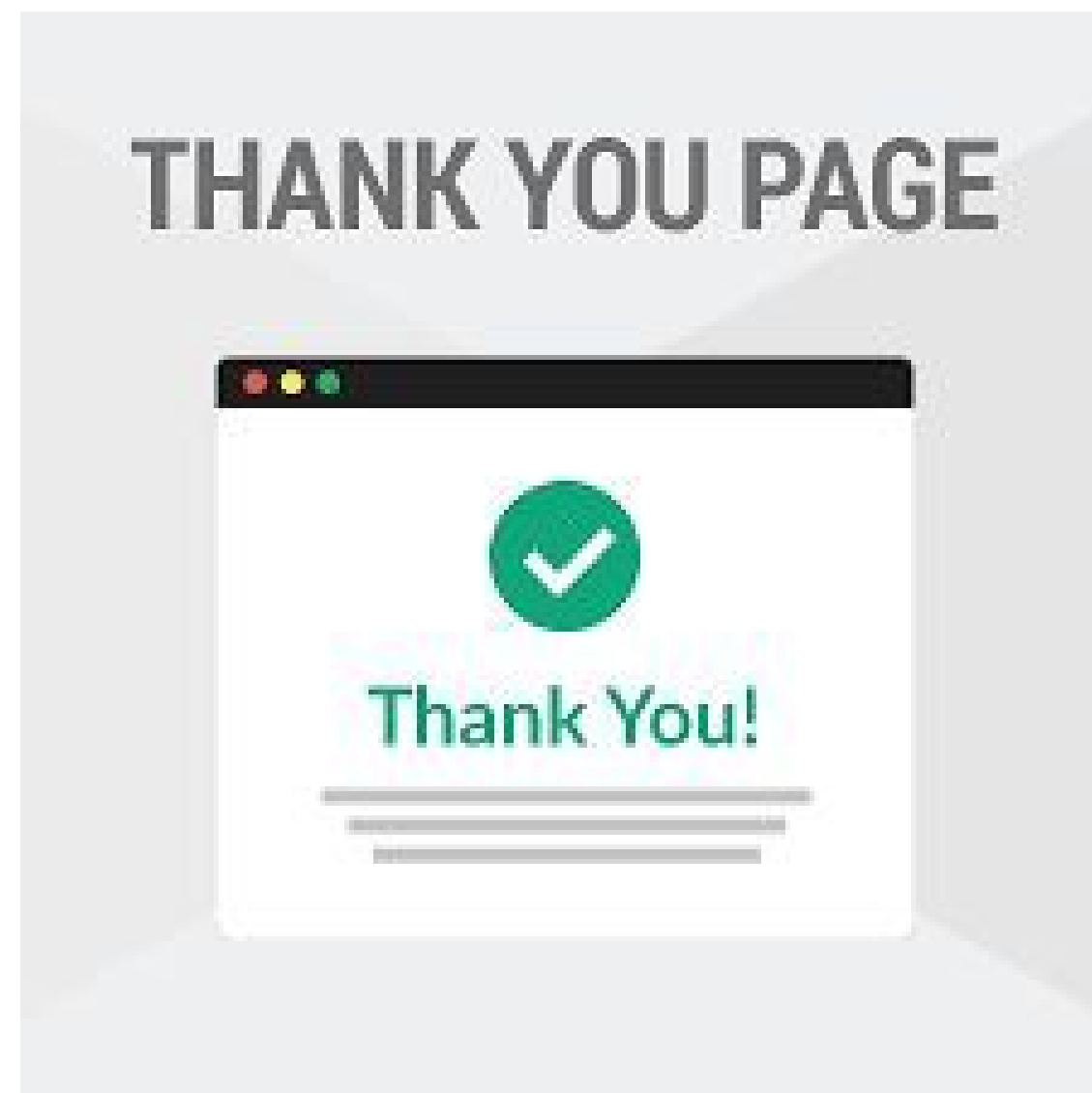
Without complicated coding

**I'm going to show you
how to create a Google Sign-up option
in less than 1 minute**

1

Step 1

Get the URL that you send people to after they fill out your option form ready. It can be your Thank You page, lead magnet, or the URL you send people to after they fill out one of your option forms.



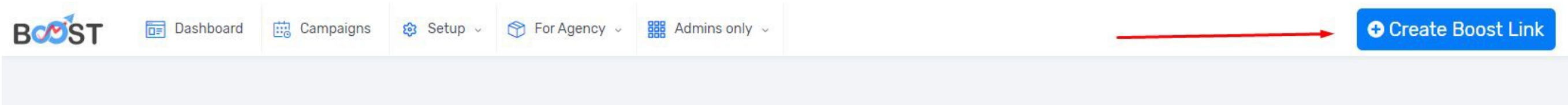
Step 2

If you haven't signed up for a Boost account, create a free account here:

<https://start.boost.link/trial-page/>

Step 3

Once you are inside the dashboard, click on 'Create Boost Link button.



Paste the URL from step 1, in the 'Target URL' field.

Then click on 'Customize settings for this URL'

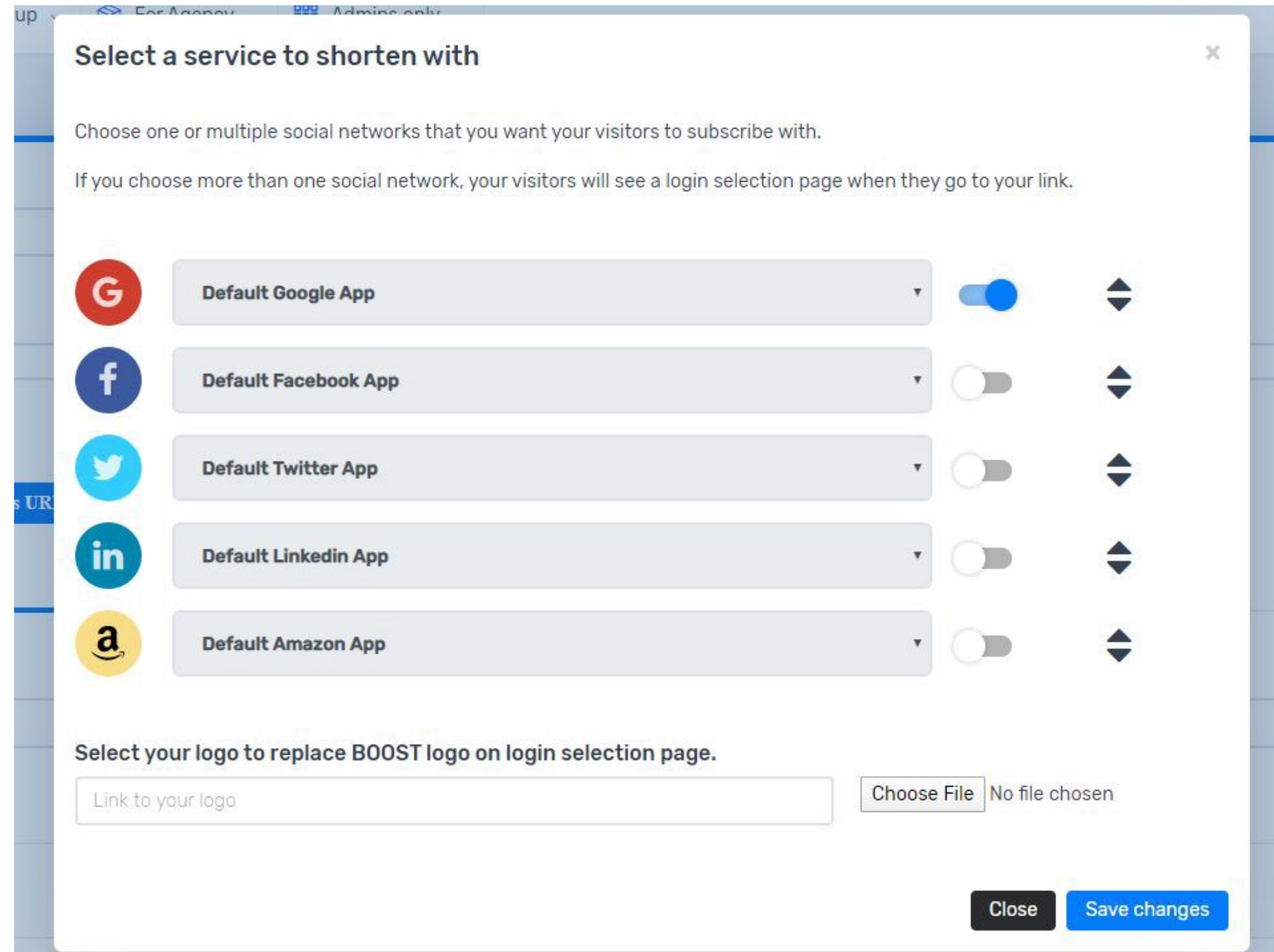
button.

A screenshot of the 'Create Boost Link' form. At the top, there's a 'Target URL' section with a text input field labeled 'Enter your destination URL' and a toggle switch for 'Customize meta title, description & image'. Below this is a dropdown menu for 'Apply a Campaign's settings' with the text 'Select a campaign'. Further down, a message says 'If you don't have a campaign yet, select an option below', followed by two buttons: '+ Create a campaign' and 'Customize settings for this URL'. A progress bar at the bottom shows 'Step 1' as the current step, followed by 'Step 2' and 'Step 3'. At the very bottom, there's a section for 'Choose social login services' with a dropdown menu set to 'Use default social apps' and an 'Edit Settings' button. Social media icons for Google, Facebook, Twitter, LinkedIn, and Email are also present. At the bottom center, there are 'Cancel' and 'Continue' buttons. Two red arrows point from the text above to the 'Enter your destination URL' field and the 'Customize settings for this URL' button.

Step 4

Select the social network to use as your signup option. Since you are creating a Google Social sign-up, turn everything off and leave Google on.

Now click on 'Save Changes'








The screenshot shows a modal window titled "Select a service to shorten with". It contains instructions: "Choose one or multiple social networks that you want your visitors to subscribe with." and "If you choose more than one social network, your visitors will see a login selection page when they go to your link." Below this are five rows, each with a social media icon, a dropdown menu, a toggle switch, and a vertical double-headed arrow. The first row is for Google (G icon), with the dropdown set to "Default Google App" and the toggle switch turned on. The other four rows are for Facebook (f icon), Twitter (bird icon), LinkedIn (in icon), and Amazon (a icon), all with their respective default app names and toggle switches turned off. At the bottom, there is a section titled "Select your logo to replace BOOST logo on login selection page." with a text input field labeled "Link to your logo" and a "Choose File" button next to the text "No file chosen". At the very bottom right are two buttons: "Close" and "Save changes".

Select a service to shorten with

Choose one or multiple social networks that you want your visitors to subscribe with.

If you choose more than one social network, your visitors will see a login selection page when they go to your link.

	Default Google App	<input checked="" type="checkbox"/>	↕
	Default Facebook App	<input type="checkbox"/>	↕
	Default Twitter App	<input type="checkbox"/>	↕
	Default LinkedIn App	<input type="checkbox"/>	↕
	Default Amazon App	<input type="checkbox"/>	↕

Select your logo to replace BOOST logo on login selection page.

Link to your logo No file chosen

Step 5

Click on ‘Create shortened URL’

Target URL

Enter your destination URL

Customize meta title, description & image

Apply a Campaign's settings

Select a campaign

If you don't have a campaign yet, select an option below

+ Create a campaign

Customize settings for this URL

Step 1

Step 2

Step 3

Choose social login services

Use default social apps

Edit Settings

G

Cancel

Continue

Create Boost Link

x CLOSE

Boom!

You've just created a Google signup option.

How easy is that?

Try it!

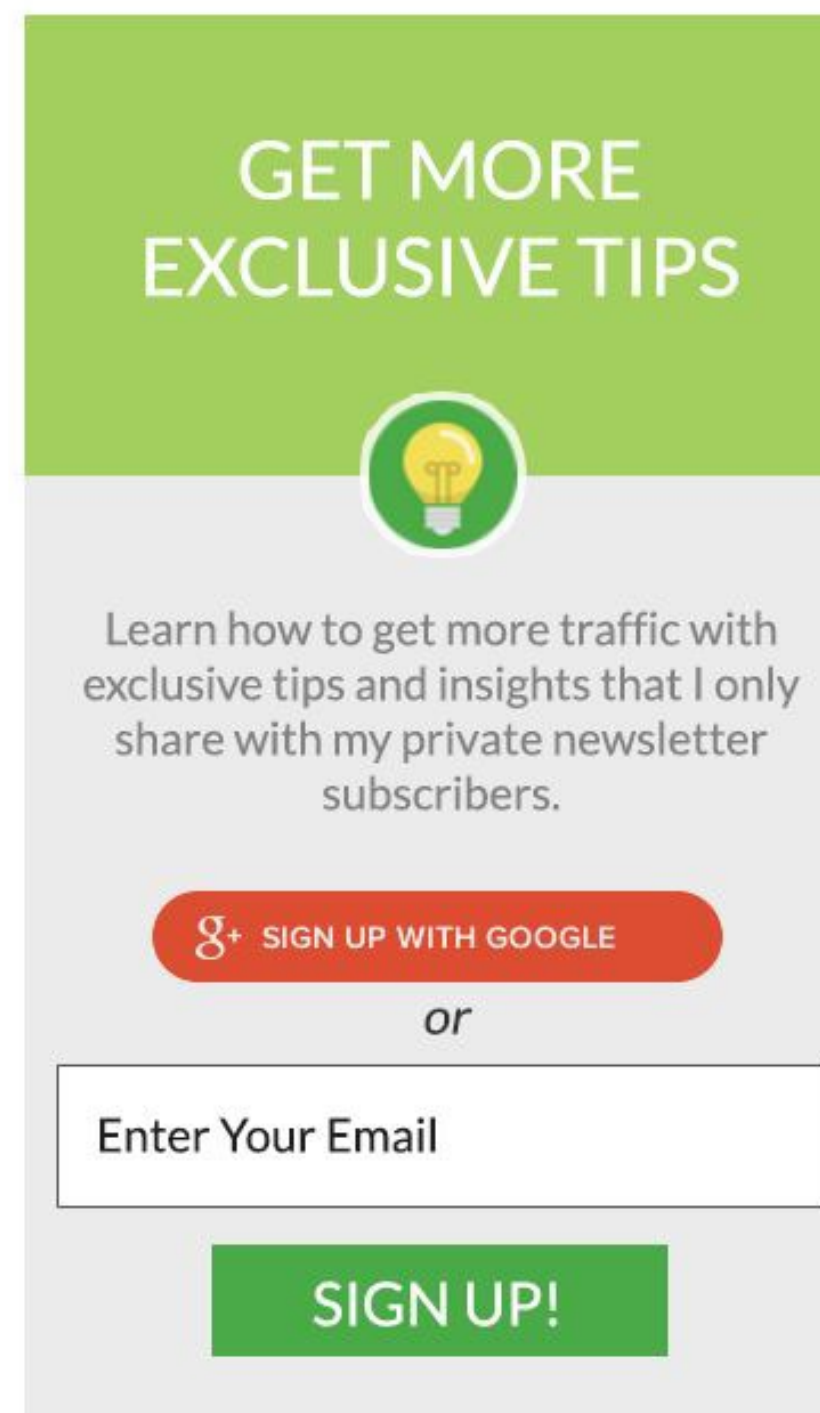
Go to the shortened URL that you just created and continue with your email address.

Then refresh the dashboard-you will see that your gmail address has been collected.


Step 6 - Option 1

Create a button on your landing page, option form, or wherever you want to add a Google sign-up option. Say something like: “Sign up with Google.”


Link to the shortened URL that you just created.



GET MORE
EXCLUSIVE TIPS



Learn how to get more traffic with
exclusive tips and insights that I only
share with my private newsletter
subscribers.

 SIGN UP WITH GOOGLE

or

Enter Your Email

SIGN UP!

Step 6 - Option 2

Just share URL that you just created anywhere you want that you can share a URL to start getting email addresses **WITHOUT** having to use an option form:

Social media, Guest Post, YouTube video description, your Blog/Social/Video Comments—you name it!

You can get email addresses wherever you can share a link just like this:

<https://boost.link/downloadwithGmail>

How easy is that?

Similarly, you can create social sign-up options for Facebook, Twitter & LinkedIn.

You can also sync the email addresses that you collected to your email auto-responders to start sending email to your new subscribers.

What's next?

This video will show you

how to sync email addresses to your autoresponder and some tactics to help you get the best from your social sign-up strategy.

Watch here:

<https://start.boost.link/beststrategy/enhanced/>

