

After reading this eBook, you will discover


**The best way to get more subscribers and more signups  
Using a strategy utilized by hundreds of thousands of websites  
including USA Today, Pinterest, StumbleUpon...**

**Let's get started!**



# Check out these signup 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](#)

## USAToday



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.

— or —

 Connect with Google

— or —

[Click here to sign up with Email](#)

# What do these signup forms have in common?

Hint:



The Pinterest signup 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", followed by two blue buttons: "Continue with Facebook" (with the Facebook 'f' logo) and "Continue with Google" (with the Google 'G' logo). At the bottom, there is a link to "Terms of Service, Privacy Policy".

The StumbleUpon signup form has a dark teal background with the white StumbleUpon logo at the top. The heading "StumbleUpon" is in large white text, followed by the tagline "Discover the best of the web, one click at a time." Below this are two buttons: "Connect with Facebook" (blue with the Facebook 'f' logo) and "Connect with Google" (red with the Google 'G+' logo). Between these buttons is the text "We won't post anything to Facebook, seriously." and "Click here to sign up with Email".

The USA Today signup 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 a section titled "Or sign up with" followed by three buttons: "FACEBOOK" (dark blue with the Facebook 'f' logo), "GOOGLE+" (red with the Google 'G+' logo), and "TWITTER" (light blue with the Twitter bird logo).



# That's right!

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

***StumbleUpon even hides the email signup form***



And I'm 100% sure that you have come across a lot of websites that have

these social services in their login or signup form.

Because...

The reality is there are hundreds of thousands of websites that have options

to log in and sign up using social accounts.



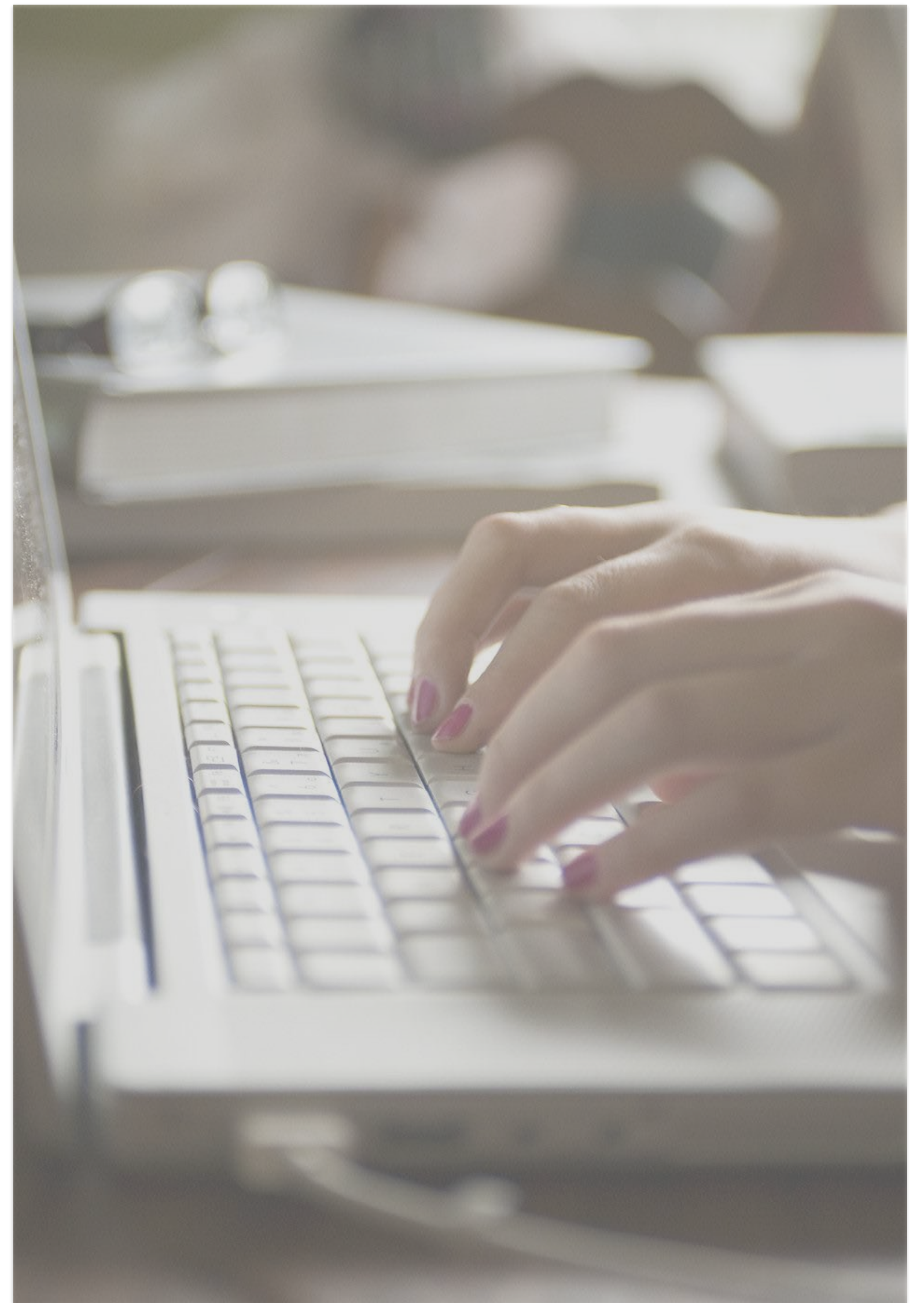
**Ever since the rise of social networks, websites have been doing this to:**

- ✓ **Get more signups**
- ✓ **Decrease cost per user acquisition**
- ✓ **Enhance user experience**

I'll explain...

With a normal signup form

People always  
need to Type to  
sign up





# The reality is

**Typing is hard-work  
especially typing long email addresses  
on a mobile phone**



And people are becoming lazier when it comes to typing



And typing creates all sorts of other problems

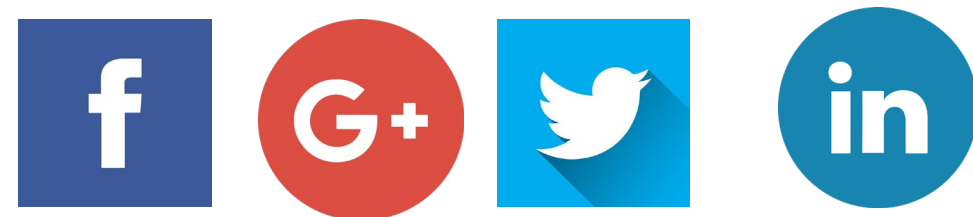
As people can type in

## **Fake Information Typos**



To solve these problems for websites and visitors

The biggest social networks in the world



came up with a very powerful solution:

# Social Signup (or Social Login)

A mockup of a social signup form. It features three buttons at the top: 'Sign up with twitter' (light blue), 'Sign up with facebook' (dark blue), and 'Sign up with linkedin' (teal). Below these is a horizontal line with the word 'or' in the center. Underneath are two input fields: 'Your Email Address' and 'Your Password'. A large blue 'Sign up' button is positioned below the password field. At the bottom, there is a line of text: 'By continuing you agree to [Terms of Service](#)'. The entire form is set against a white background with a subtle shadow.

# Social signup is so powerful because

## Faster & Easier

Instead of having to type a long email address to sign up for something, now people just need to click a couple of times and BOOM they are signed up!

Try register for StumbleUpon to see how faster it is compared to typing your email address:

<https://www.stumbleupon.com/>

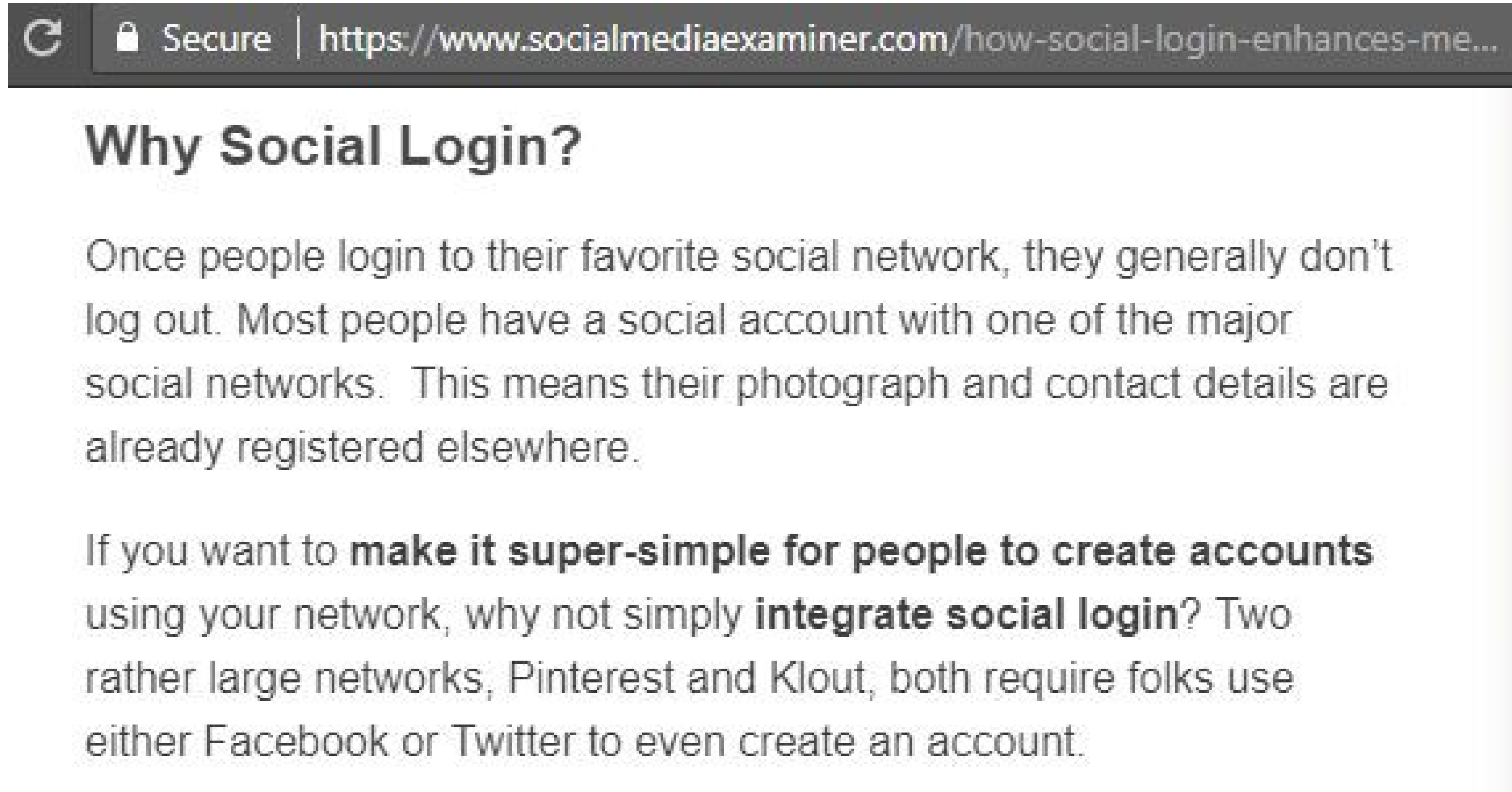
## Get Real Information

All these social networks have people real verified email addresses.

So no more fake signups, no more signups with secondary email that people never check.



# Social signup is proven to be 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 signup is proven to be 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 signup is proven to be 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/)



**And Surprisingly**

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


**No one in the email marketing world  
is using this to get more 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

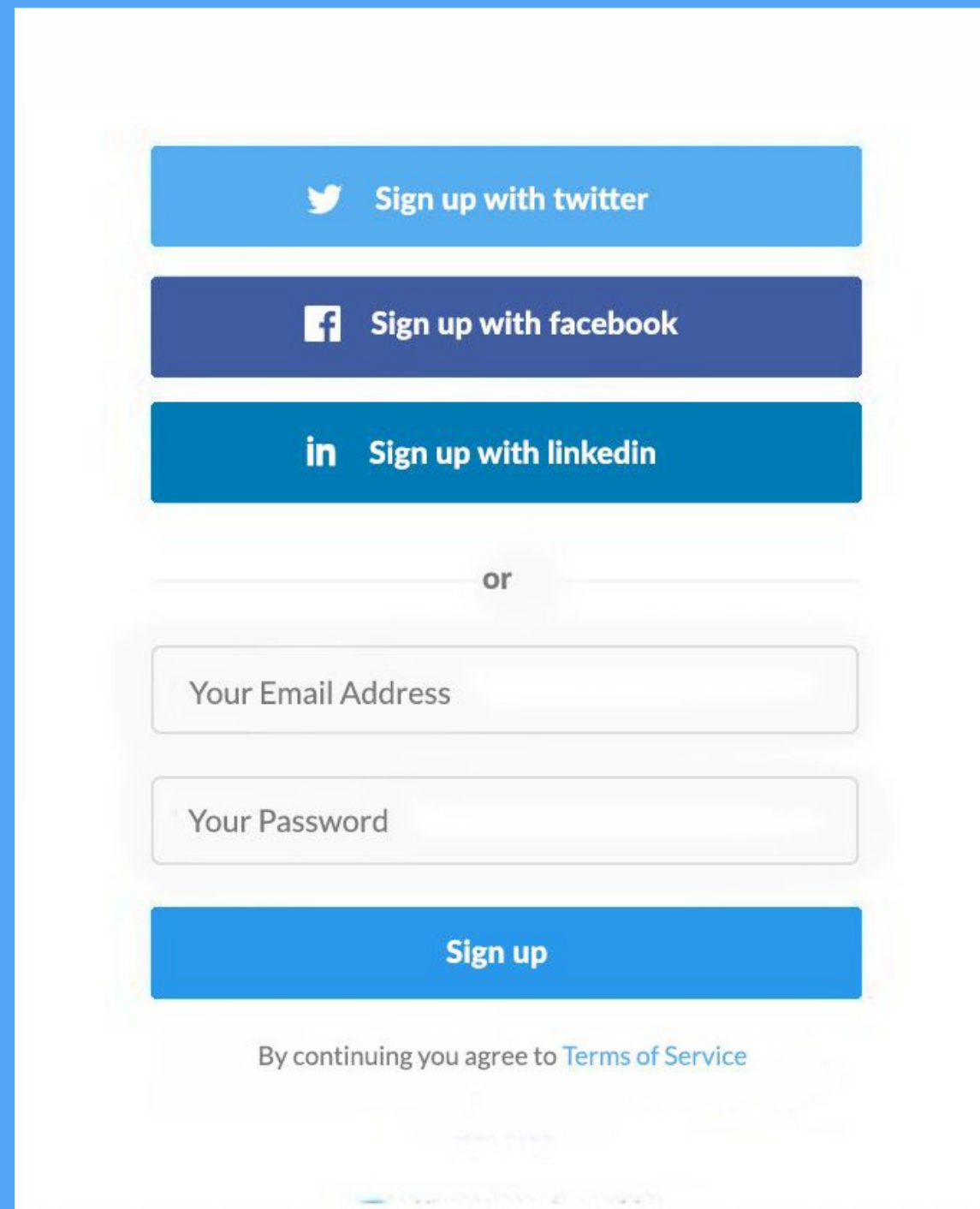
All these optin forms require people to type and lower conversion rates

# Let's compare

Or use social media

In this simple example, what do you think will get you more subscribers?





Sign up with twitter

Sign up with facebook

in Sign up with linkedin

or

Your Email Address

Your Password

Sign up

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

**Hopefully, by now it is clear that social signup is powerful when it comes to getting more signups and enhancing visitor experience of on 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 signup/optin form fatigue

No more signup/optin form blindness



## Proven

by case studies, research and statistical data



## Widely used

by Dropbox, Spotify, Pinterest and hundreds of thousands of websites

**Now let me show you step by step**

**How to easily implement social signup**

**To get more subscribers & leads**

**Right away**

**Without dealing with complicated coding**

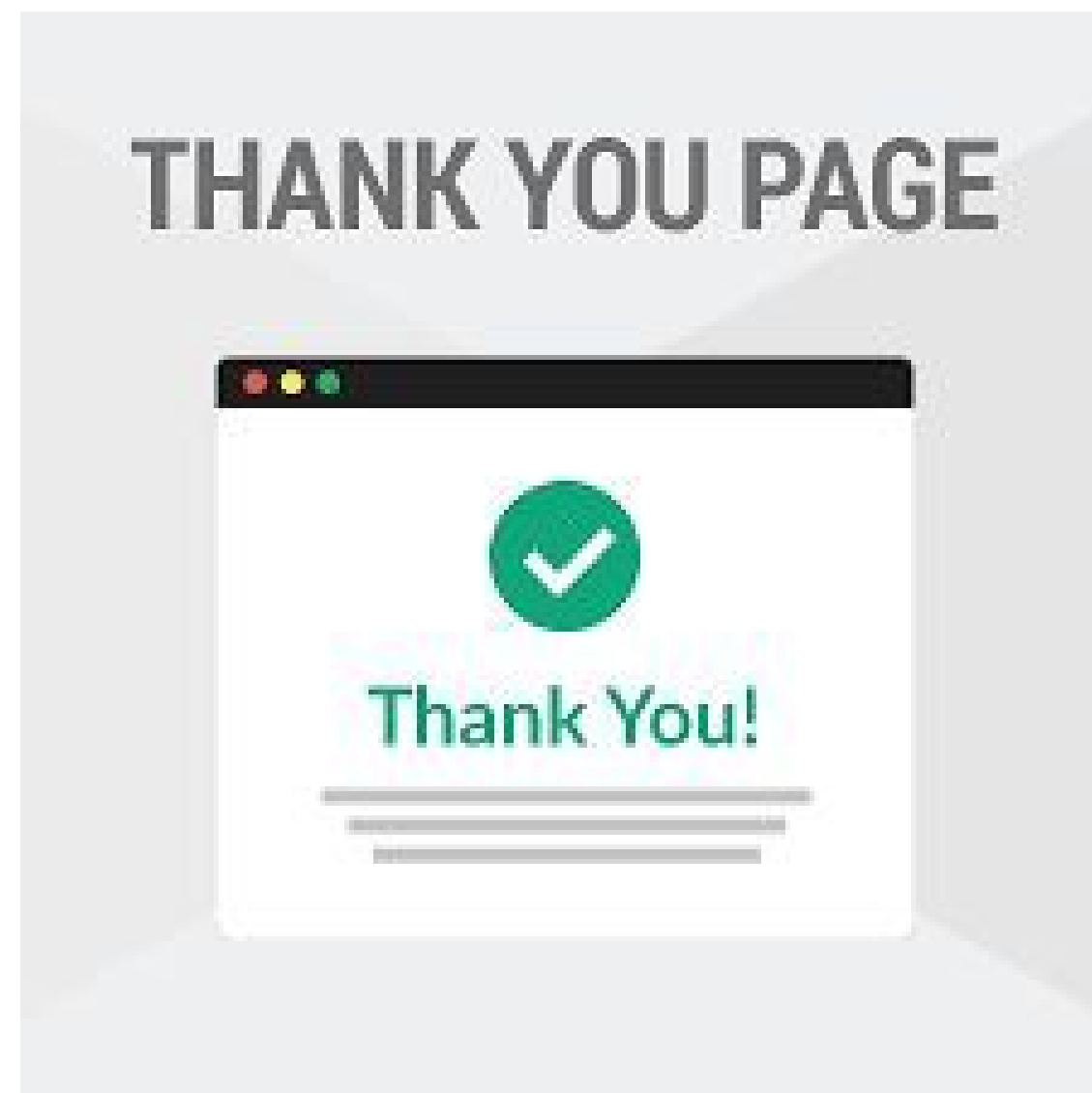


**I'm going to show you  
How to create a Google Signup option  
in less than 1 minute**

**1**

## Step 1

Get the URL that you send to people to after they fill out your optin form ready. It can be your thank-you page or lead magnet or whatever URL you send people to after they fill out one of your optin forms



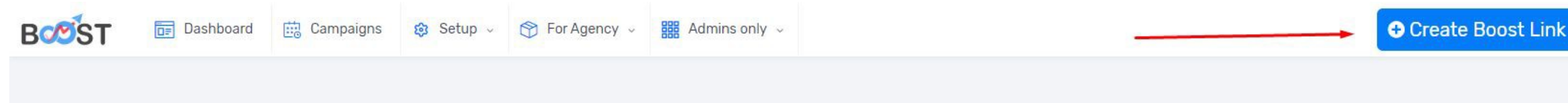
## Step 2

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

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

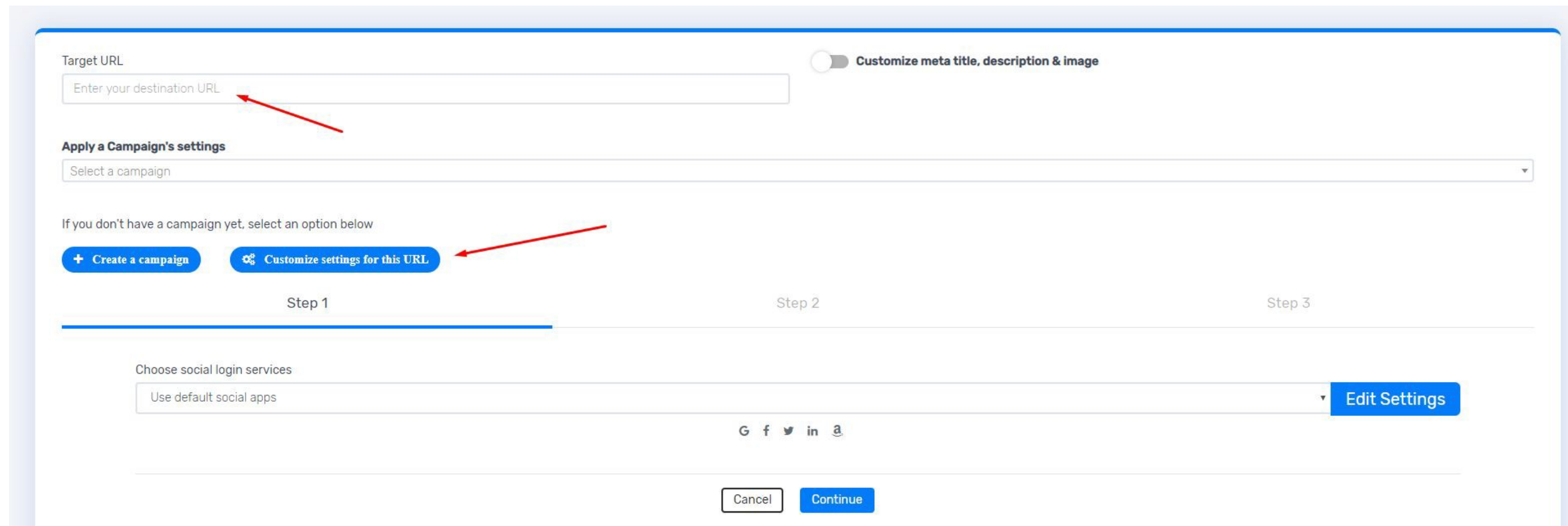
# Step 3

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



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

Then click on 'Customize settings for this URL' button

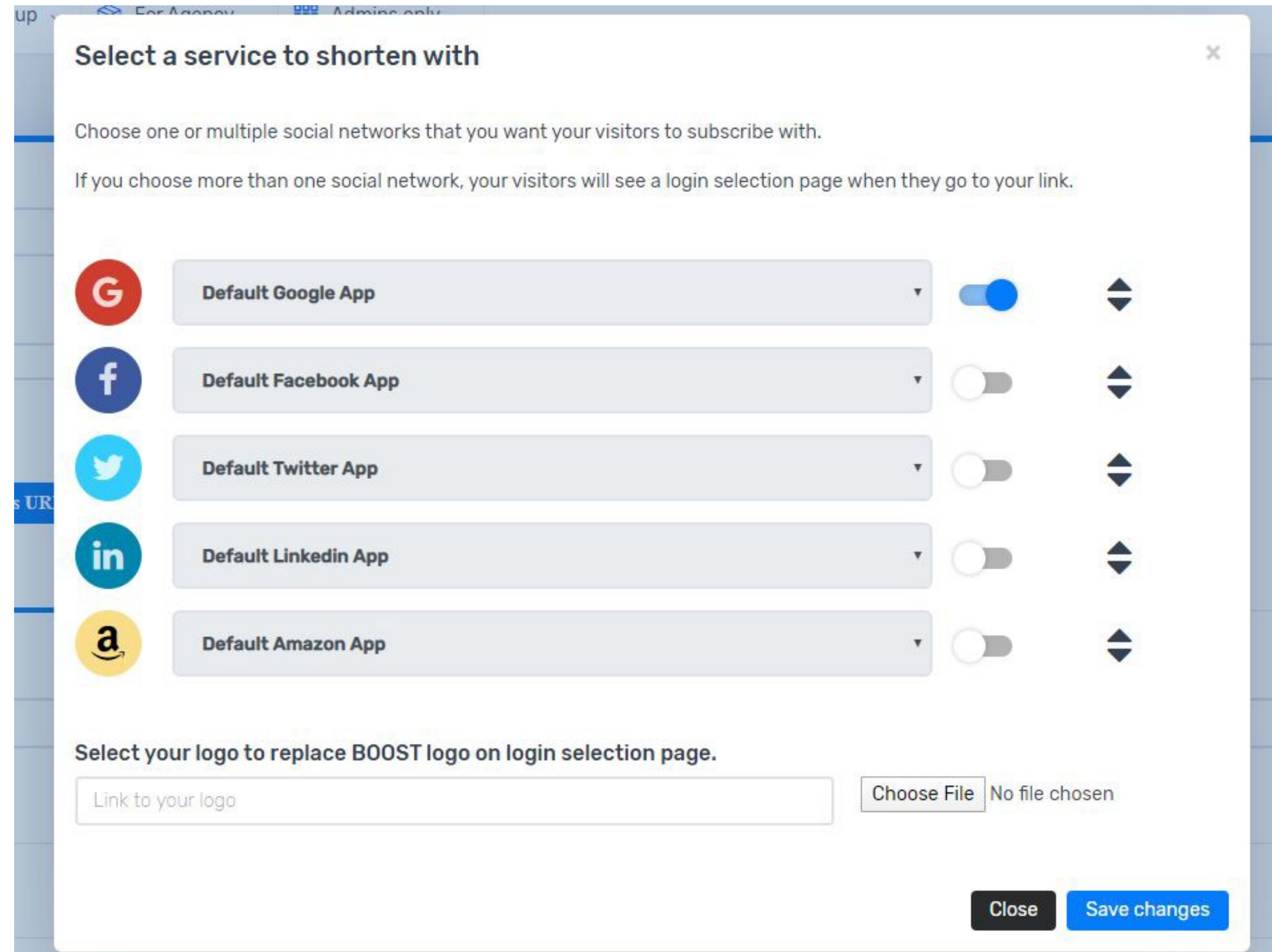
A screenshot of the 'Create Boost Link' form. The form has a blue header bar. Below the header, there is a 'Target URL' field with a placeholder text 'Enter your destination URL'. A red arrow points to this field. To the right of the field is a toggle switch labeled 'Customize meta title, description & image'. Below the 'Target URL' field is a dropdown menu labeled 'Apply a Campaign's settings' with the text 'Select a campaign'. Below this is a section titled 'If you don't have a campaign yet, select an option below' with two buttons: '+ Create a campaign' and 'Customize settings for this URL'. A red arrow points to the 'Customize settings for this URL' button. Below the buttons is a progress bar with three steps: Step 1, Step 2, and Step 3. Step 1 is highlighted with a blue bar. Below the progress bar is a section titled 'Choose social login services' with a dropdown menu showing 'Use default social apps' and an 'Edit Settings' button. At the bottom of the form are 'Cancel' and 'Continue' buttons.



## Step 4

This is when you select the social network to use as your signup option  
Because you're creating a Google social signup, let's 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, there are five rows, each representing a social network with its icon, a dropdown menu for the default app, a toggle switch, and a vertical reorder handle. The Google row has its toggle switch turned on (blue), while Facebook, Twitter, LinkedIn, and Amazon have theirs turned off (grey). At the bottom, there is a section for selecting a logo to replace the BOOST logo, 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 "Close" and "Save changes" buttons.

Icon	Default App	Toggle	Reorder
G	Default Google App	On	▲ ▼
f	Default Facebook App	Off	▲ ▼
t	Default Twitter App	Off	▲ ▼
in	Default LinkedIn App	Off	▲ ▼
a	Default Amazon App	Off	▲ ▼

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

Link to your logo:  Choose File No file chosen

Close Save changes

# 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!

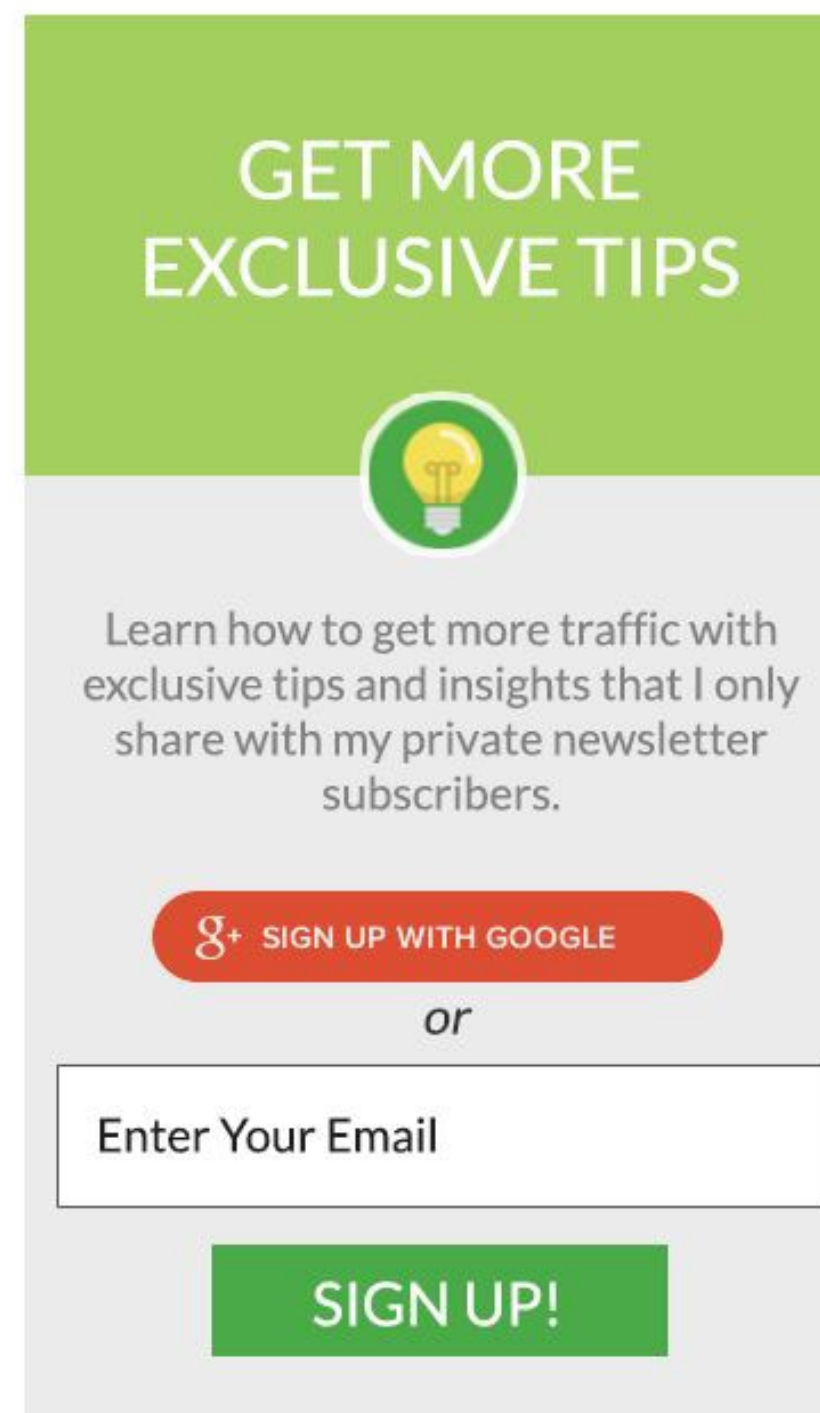
Go to the shortened URL that you just created and  
continue with your gmail address

Then refresh the dashboard, you'll see that your  
gmail address has been collected


## Step 6 - Option 1

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


And 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 optin 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 signup 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/>

