

After reading this e-book, you will learn


**How to get more subscribers and signups
with a strategy used by thousands of websites,
including USA Today, Pinterest, StumbleUpon, and more...**

...

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



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" button, and a red "Continue" button. Below these is the word "Or" and two buttons: "Continue with Facebook" (with the Facebook logo) and "Continue with Google" (with the Google logo). At the bottom, a small line of text reads: "By continuing, you agree to Pinterest's Terms of Service, Privacy Policy".

The StumbleUpon signup 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 buttons: "Connect with Facebook" (with the Facebook logo) and "Connect with Google" (with the Google logo). Between these buttons is the text "We won't post anything to Facebook, seriously." and "or". Below the Google button is the text "Click here to sign up with Email".

The USA Today signup form has a black header with the "USA TODAY" logo. The heading "Create an Account" is centered. The form includes 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. Below the button is the text "Or sign up with" and three buttons: "FACEBOOK" (with the Facebook logo), "GOOGLE+" (with the Google logo), and "TWITTER" (with the Twitter logo).

That's right!

They use social options in their signup forms, in addition to the normal email signup option.


StumbleUpon even hides the email signup form.



I'm 100% sure you have come across websites that use these social services in their login or signup form.

Because...

There are hundreds of thousands of websites with options to log in and sign up using social accounts.



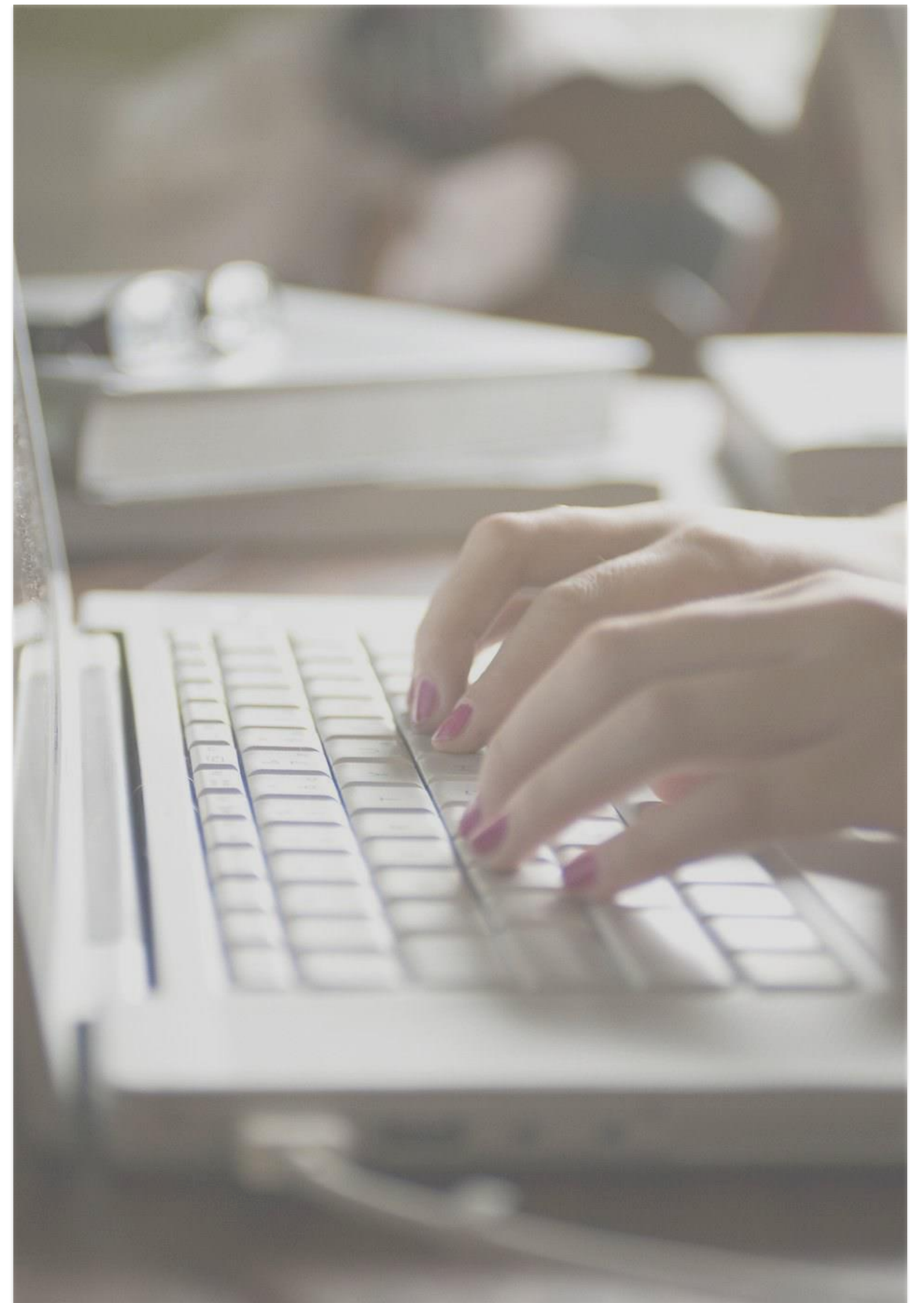
Websites have done this since the rise of social networks to:

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

I'll explain...

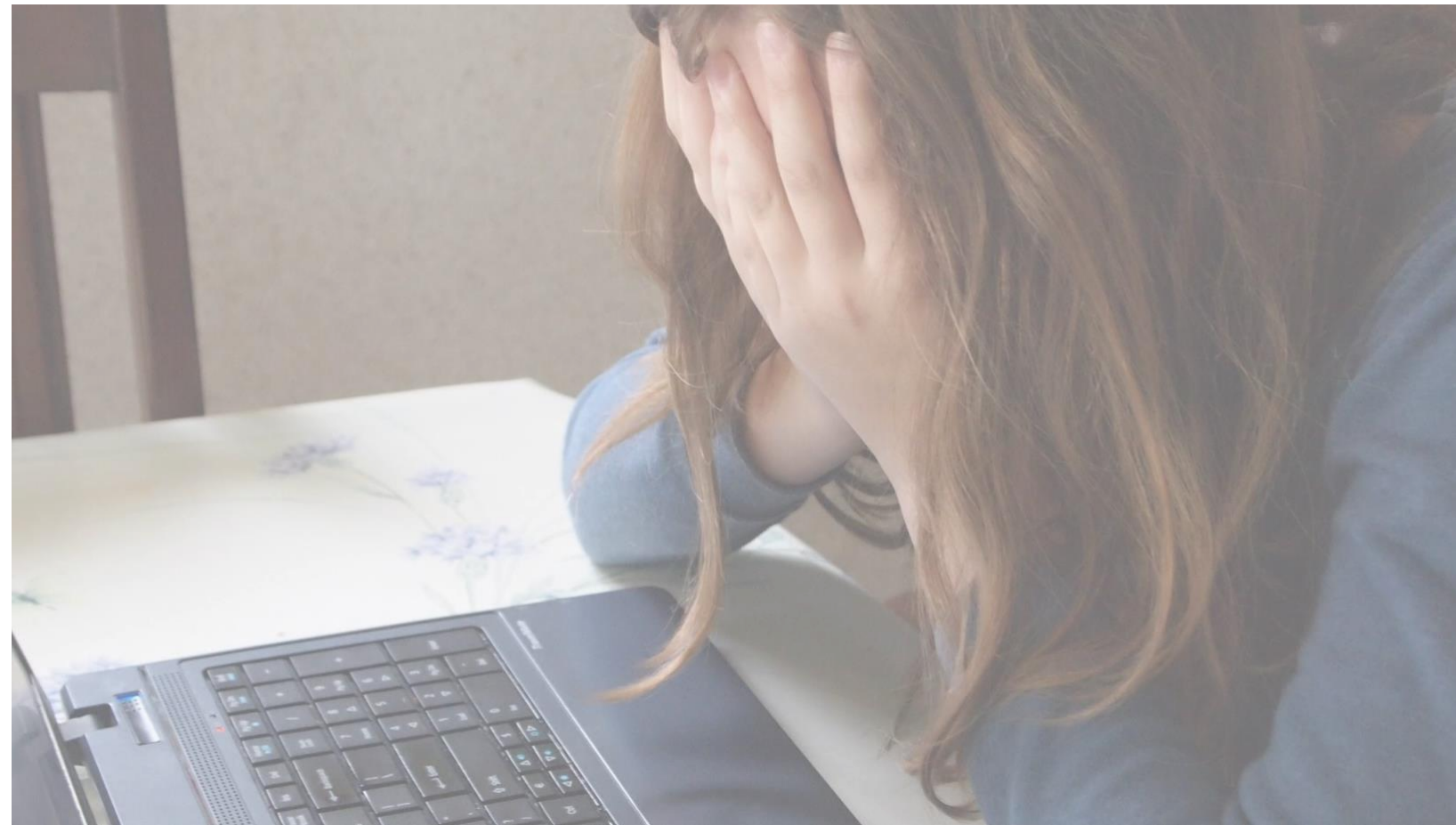
With a traditional signup form

People always
need to type in
their info to
sign up.



The reality is

**Typing is hard work,
especially typing a long email address
on a mobile phone.**



And users are becoming lazier when it comes to typing.

Typing also creates other problems

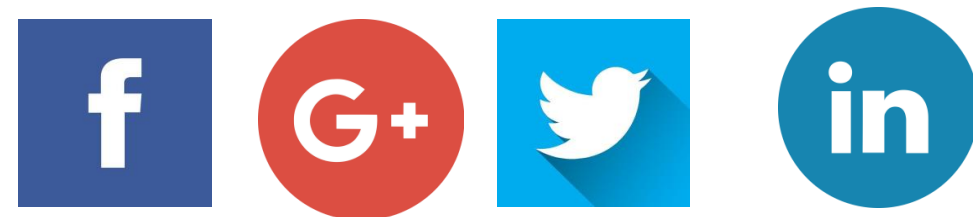
Users can enter

**fake information
and 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 input fields. At the bottom, there is a line of text: 'By continuing you agree to [Terms of Service](#)'.

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](#)

Benefits of Social Signup

Faster & Easier

Instead of having to type a long email address to sign up, users only need to click a couple of times and BOOM they are signed up!

Try registering for StumbleUpon to see how much faster it is compared to typing in your email address: <https://www.stumbleupon.com/>

Get Real Information

All of these social networks have users' real, verified email addresses.

That means no more fake signups, and no more signups with secondary email addresses that users never check.

Statistics and case studies prove Social Signup is effective



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

Statistics and case studies prove Social Signup is effective

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/>

Statistics and case studies prove Social Signup is effective



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

Surprisingly,

**despite this solution being so
common and powerful,**

**no one in the email marketing world
is using it to get more subscribers
and make it easier for users to subscribe.**

We're still using:

The image displays four distinct email opt-in forms arranged in a 2x2 grid. Each form is designed to capture user information for email marketing purposes.

- Premium Content:** A dark-themed form with a black header and a red button. It asks for a name and email address to unlock exclusive content.
- Free Email Updates:** A light-themed form with a blue header and a green button. It promotes joining a subscriber list for free updates.
- Register Now to Get Full Access to the Free Marketing Guide:** A dark-themed form with a green button and a green circle. It offers a free marketing guide in exchange for a name and email address.
- Email Marketing:** A blue-themed form with a green button. It offers updates about a launch in exchange for a name and email address.

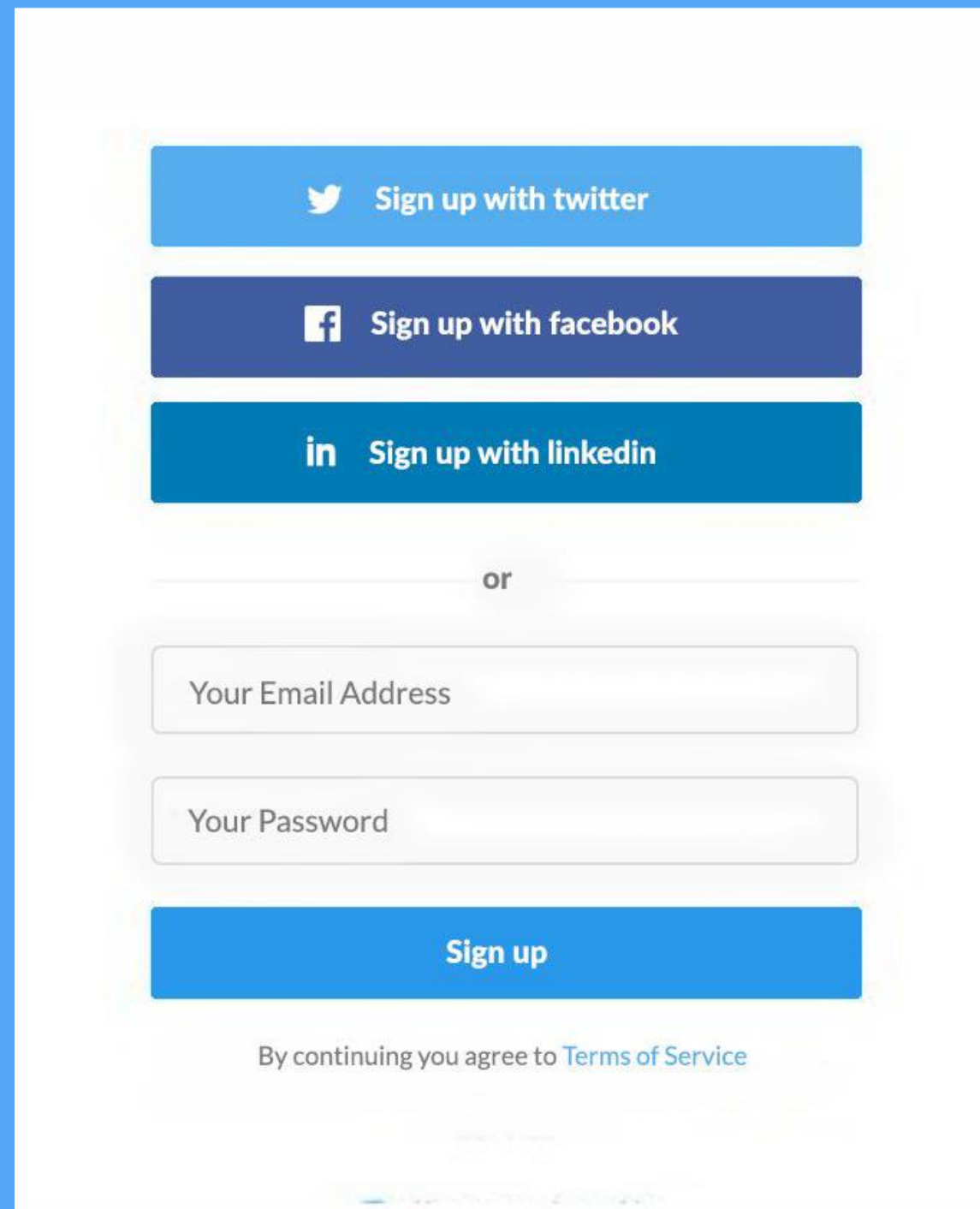
All forms require users to type their information, which can lower conversion rates.

All of these opt-in forms require people to type, lowering conversion rates.

Let's compare

Or use social media

In this example, which signup form will get more subscribers?



The image shows a registration form with a light gray background. At the top, there are three horizontal buttons for social login: a light blue button with a Twitter icon and text 'Sign up with twitter', a dark blue button with a Facebook icon and text 'Sign up with facebook', and a medium blue button with a LinkedIn icon and text 'Sign up with linkedin'. Below these is a thin horizontal line with the word 'or' in the center. Underneath the line are two input fields: 'Your Email Address' and 'Your Password'. Below the password field is a solid blue button with the text 'Sign up'. At the bottom, there is a line of text: 'By continuing you agree to [Terms of Service](#)'. Below this text is a faint, stylized illustration of a person's head and shoulders.

Hopefully, it is now clear that social signup will get more subscribers and enhance user experience.



Quick recap of social signup benefits



No typing

No typing - no hassle for users.



Valid email addresses

No more fake, disposable or secondary email addresses.



Full permission

You have full permission from users to collect their email addresses.



Eliminate signup/opt in form fatigue

Users won't miss signup/opt in form.



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 implement social signup**

to get more subscribers and leads

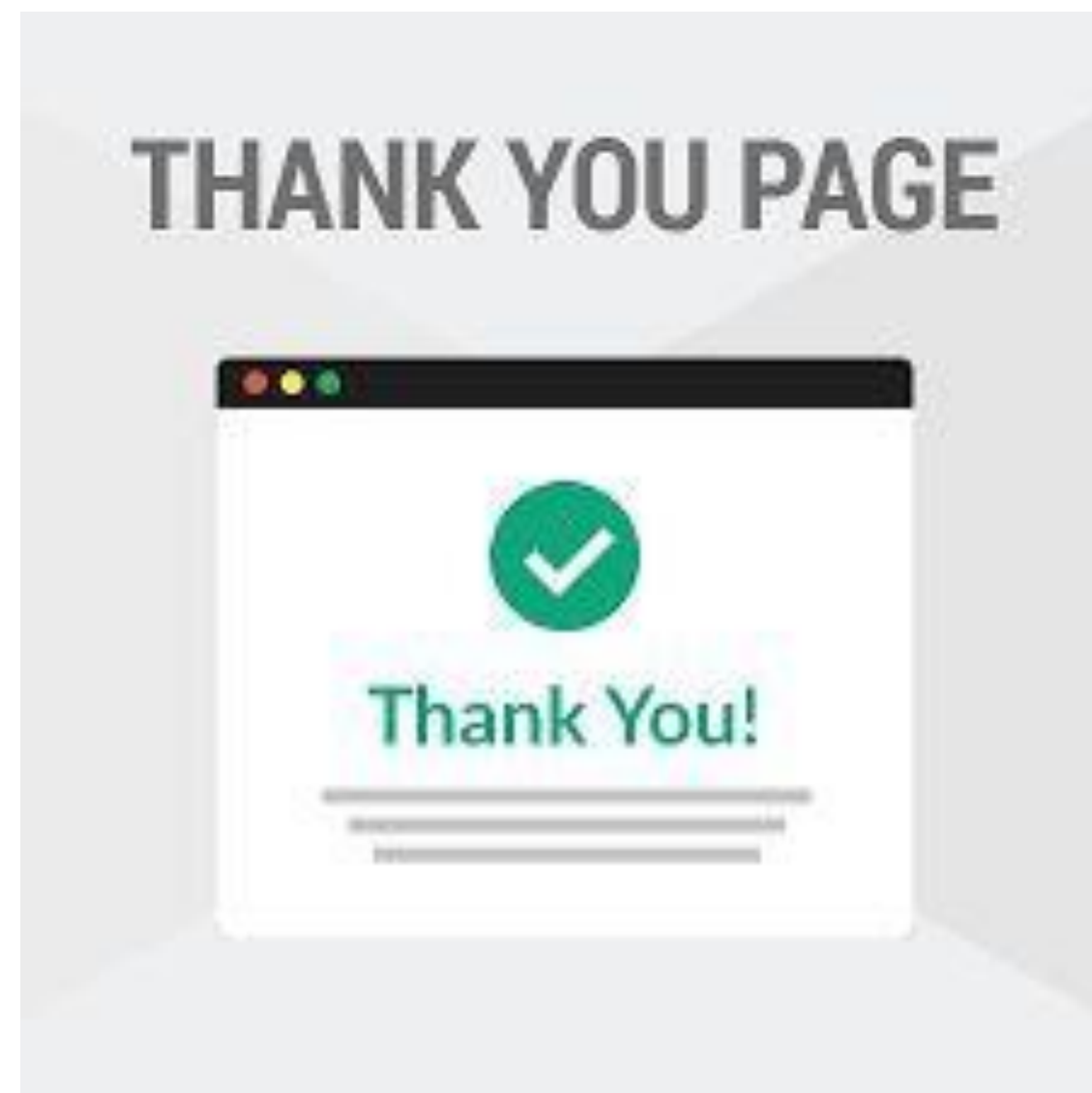
quickly and easily, with no coding needed.

**I'm going to show you
how to create a Google Signup option
in less than one minute.**

1

Step 1

Copy the URL that you send to users after they fill out your opt in form. This can be your thank-you page, lead magnet, or whatever URL you direct users to after they fill out an opt in form.



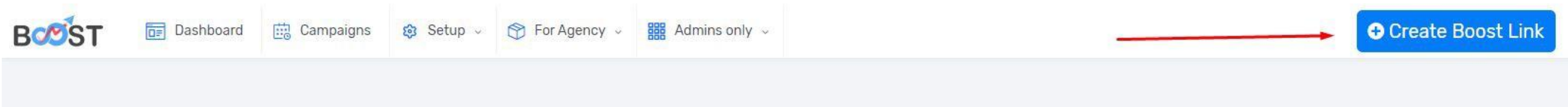
Step 2

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

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

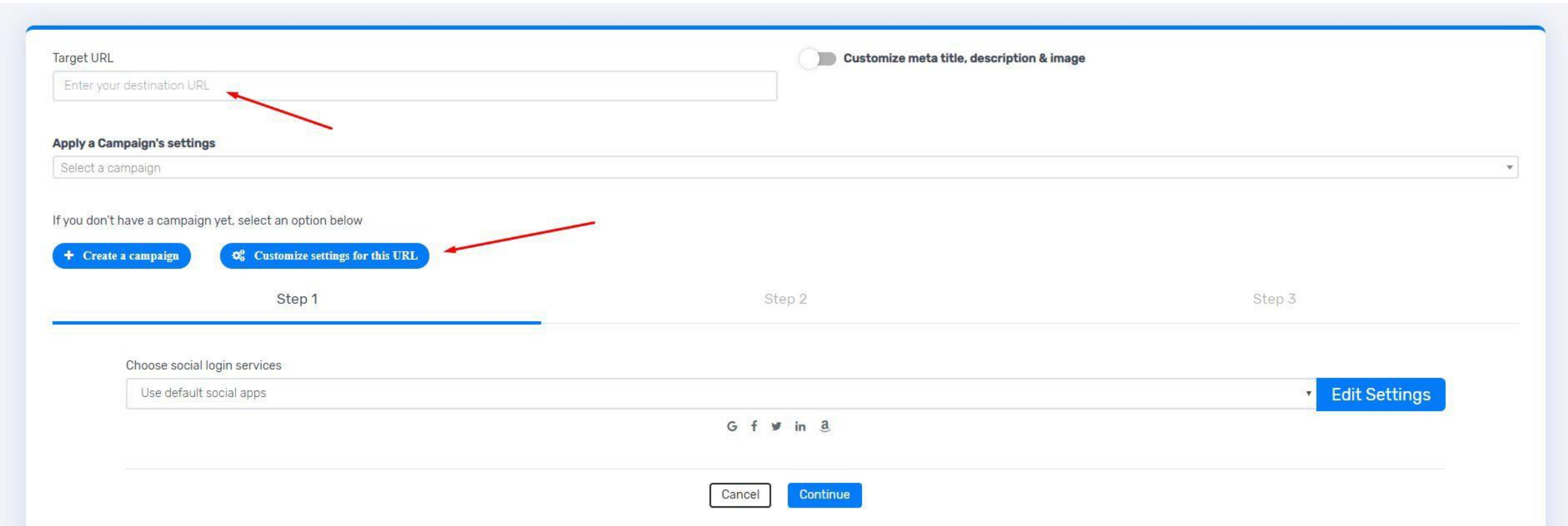
Step 3

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



Paste the URL from step 1 into the 'Target URL' field.

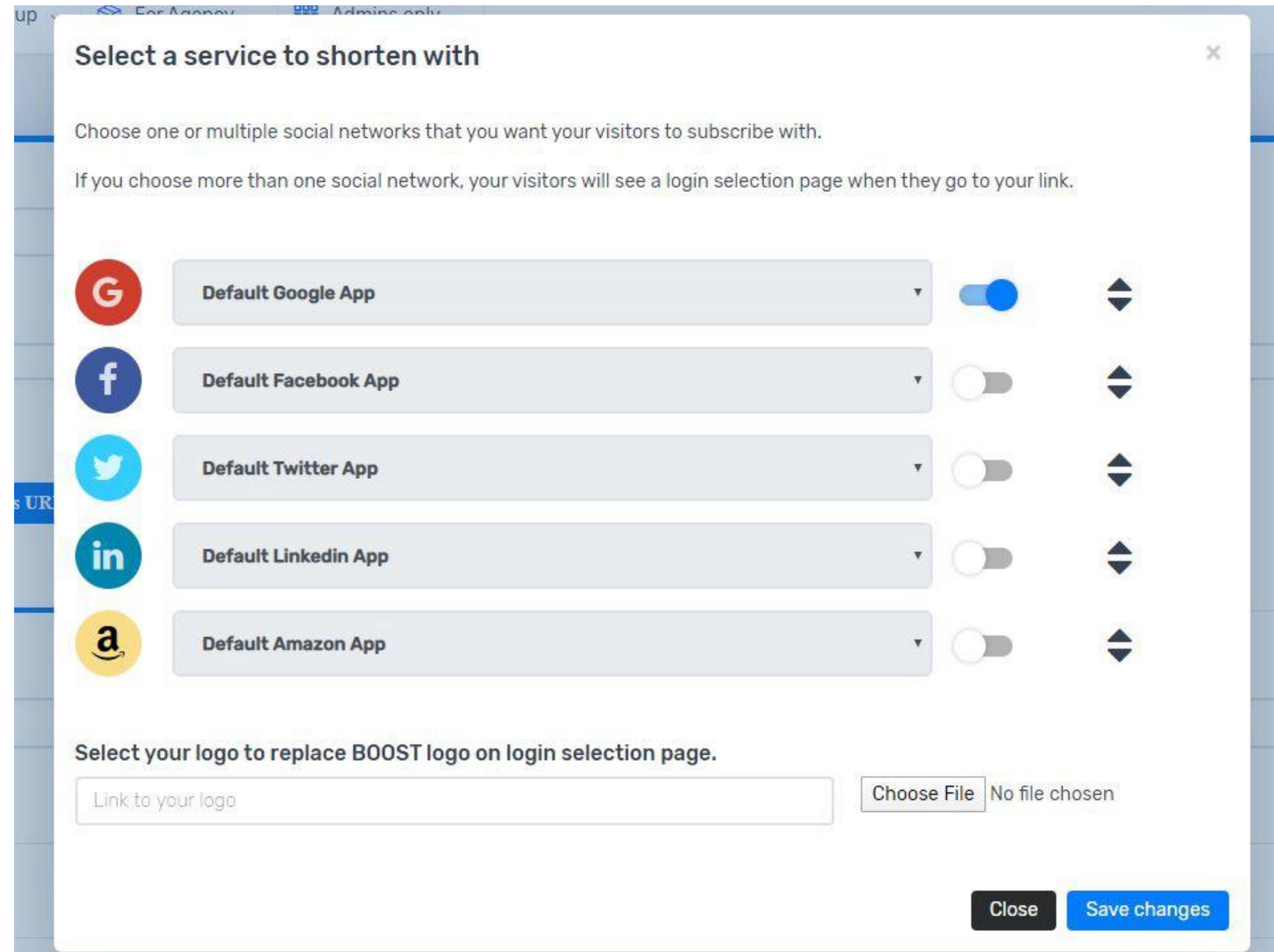
Then click 'Customize settings for this URL.'



Step 4

Select the social network for your signup option. Because you're creating a Google social signup, leave Google on and turn everything else off.

Now click on 'Save Changes.'



The screenshot shows a modal dialog box 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 app name, a toggle switch, and a vertical double-headed arrow. The first row is for Google, which is selected (toggle is blue). The other four rows (Facebook, Twitter, LinkedIn, Amazon) have their toggles turned off (white). 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, there are two buttons: "Close" and "Save changes".

Icon	App Name	Toggle	Order
G	Default Google App	On	1
f	Default Facebook App	Off	2
t	Default Twitter App	Off	3
in	Default LinkedIn App	Off	4
a	Default Amazon App	Off	5

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 ‘Create Boost Link.’

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!

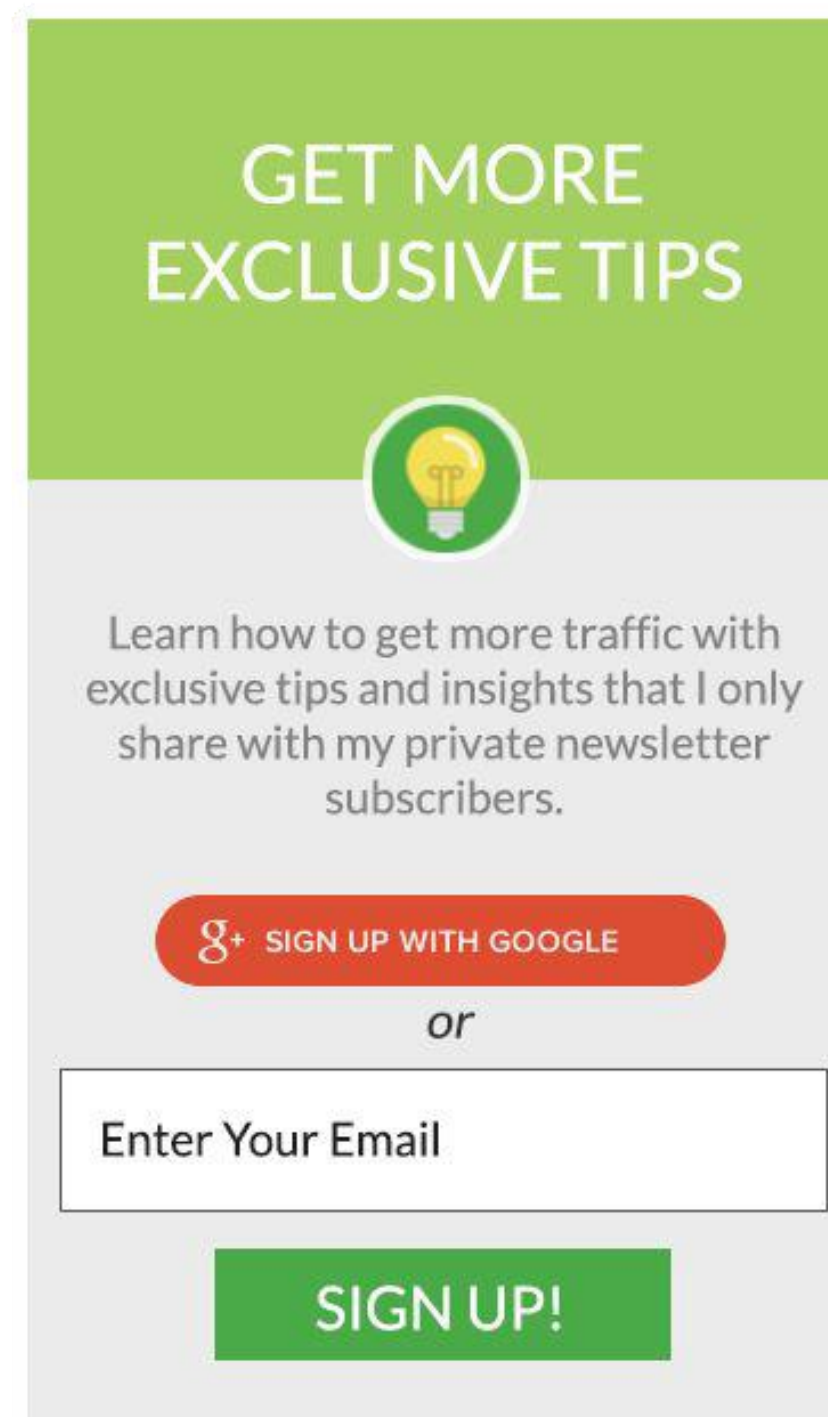
Go to the Boost Link you created and continue
with your Gmail address.

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, opt in form, or wherever you want to add Google as a signup option. Include text like: “Sign up with Google.”


Then add the link to the shortened URL 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

Share the Boost Link URL anywhere you want to start getting email addresses **WITHOUT** having to use an opt in form, such as:

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 and LinkedIn.

You can also sync the email addresses you collected to your email auto-responders to start sending emails 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/>

