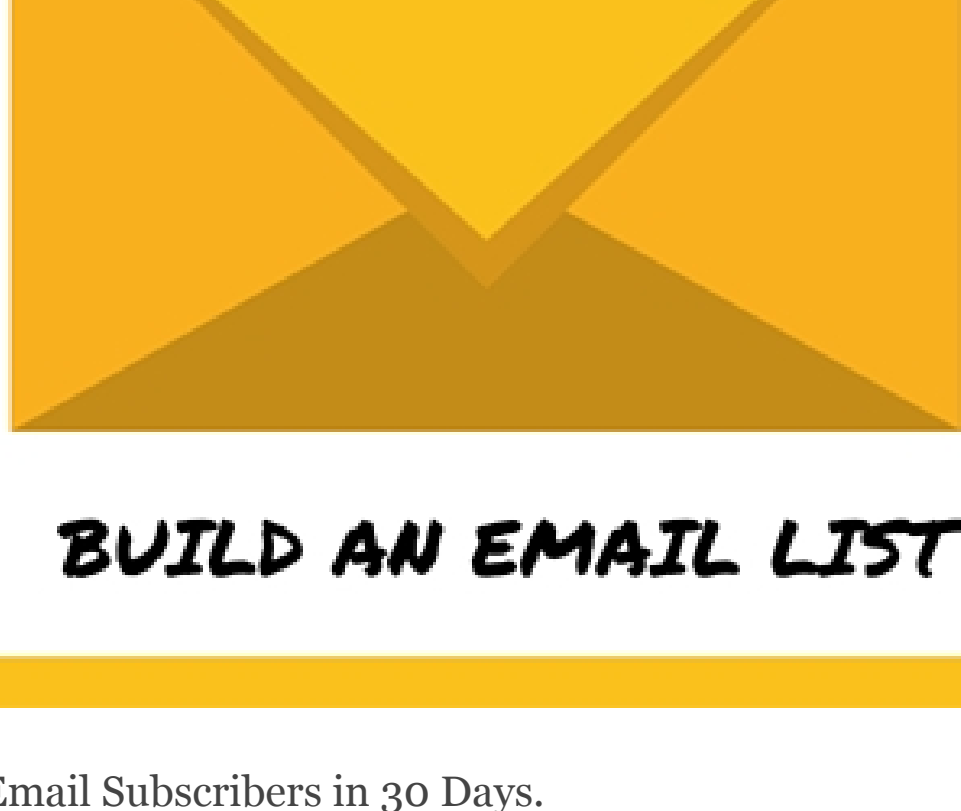


Share 18
Like 18
Tweet

Email Marketing: Get Your First 1000 Email Subscribers in 30 Days



Get Your First 1000 Email Subscribers in 30 Days.

Follow the guide below to add signups forms, incentives and email tracking to your website.

Leverage [Mailchimp](#), [Leadpages](#), Lead Magnets and the powerful email marketing strategies to grow your email list even faster.

WHY LIST BUILDING IS SO IMPORTANT

If there is one thing that online experts agree on, it's that building an email list is vital:

- *"Out of all of the channels I tested as a marketer, email continually outperforms most of them"* – Neil Patel.
- *"Appsumo is a 7 figure business and 90%+ of our revenue comes from emails"* – Noah Kagan.
- *"My email list is the biggest asset I have."* Michael Hyatt

Protection: As well as effectively driving traffic & sales, an email list protects your business. You'll still be able to promote your business even if your search rankings or social media reach diminish due to an algorithm change.

Even if you aren't selling any products, you should still collect emails so you can drive people back to your site everytime you make a blog post.

Bottom line, don't make the mistake of not building your list from the start!

Further reading: [7 Experts on why building your email list is so important](#)

INTEGRATE MAILCHIMP WITH WORDPRESS

Mailchimp is email marketing solution to manage subscribers, send emails, and track results. It's one of the most popular email services and free up to 2000 subscribers.



Take these 3 steps to add Mailchimp to your WordPress website:

1. **Set Up a Domain Specific Email Address** like info@your-business-name.com inside your web hosting account. It helps you look more professional with customers, promotes your *website* and company and will get stuck less in spam filters when you send out emails.
2. **Create a Free Mailchimp Account.** Set up an email list and import any email addresses you already have collected.
3. **Add a Sign Up Form on Your Website.** Create and style your email sign up form inside Mailchimp. Copy and paste the html code generated back into your website.

TRACK EMAIL SIGN UPS WITH GOOGLE ANALYTICS

Tracking email sign ups with Google Analytics allows you to see how many of the total number of website visitors signed up to your email list (Mailchimp will not show you this info).

To set it up is easy. Send people to a "thank-you" after signing up to the mailing list and track how many people visit this page. This way we know the total number of signups.

1. **WordPress:** Ensure you have a page created with the url "/"thank-you"
2. **Mailchimp:** Change the "confirmation thank you page" from Mailchimps default page to that "/"thank-you" page on your website. 
3. **Google Analytics:** Go to admin>goals. Add a destination goal that "begins with /thank-you". 

Finally, test the new sign up process to ensure it ends on the "/"thank-you" page you set up. 

4 STRATEGIES TO GROW YOUR EMAIL LIST FASTER

1. Add a Lead Magnet to Your Sign Up Form

Give your audience an incentive to sign up to your mailing list. The best "bribe to subscribe" is something your audience really wants and can use right away. e.g.

1. PDF
2. Checklists
3. Toolkit / Resource Guide
4. Free Video Course
5. Discount Coupon

Simply, add a download link to your lead magnet in the "thank-you" page or final welcome email.

2. Turn Your Homepage Into a Sign Up Form

Homepages are often one of the most trafficked pages on a website. Make use of this traffic and set up a static front page on your website to collect emails rather than show your latest blog posts.

Follow this steps in WordPress to turn your homepage into a sign up form:

1. **Add two new pages:** name them "blog" and "home"
2. **Create a static front page:** Setting> reading > front page displays> static page > home.
3. **Add sign up form to homepage:** Copy and paste html code from Mailchimp
4. **Update navigation bar.** Go to appearance> menus and add "blog" to navigation bar menu.

3. Add Pop Ups & Opt In Forms Using Premium Tools

Use [WP Subscriber Pro](#) is a WordPress Plugin from [MyThemeShop.com](#) allows you to add customisable pop ups and optin form to your website.

This plugin improves the design of your sign up form and makes it easy to adjust the text and even skip double opt in which can slow down signups. You can buy once use across multiple websites.

Instructions: upload plugin, add in Mailchimp API and list id, and designate "thank you" page.

4. Use LeadPages to Grow Your Email List Faster

[Leadpages.net](#) is a hugely flexible tool that will help you generate leads, save time and increase sales.

Grow your email list faster using Leadpages in two ways:

1. Create landing pages (for webinars, Facebook ads etc.)

- Design page from template
- Integrate email provide (e.g. Mailchimp)
- Add Google Analytics tracking code
- Download as plugin and add to WordPress site.

2. Leadboxes.

- Set up lead magnets tailored to the content of individual posts.
- From my experience, this leads to 50%-60% email optins making it by far one the most effective ways to build your email list.

CREATE AN EMAIL CAMPAIGN IN MAILCHIMP

Follow these steps to send an email to your subscribers:

- Create a "regular old campaign" and choose from the Mailchimp templates.
- Integrate Mailchimp with Google Analytics to get campaign "after click" metrics (Mailchimp> account> integrations> confirm).
- CTA: finish the email with a clear call to action (CTA).
- Send a test email & review subject line and spell check. Read through out loud to hear mistakes, click on link to test.

Finally, consider the time zones of audience and day of week before you sent out your email campaign. Fine tune the best time to email once you have data from a few campaigns.

EMAIL ANALYTICS: 5 EMAIL MARKETING METRICS TO TRACK

Keep an eye on these 5 metrics to track the performance of your email campaigns:

Mailchimp

1. % **Opens** – improve with better subject lines.
2. **Clickthrough Rate** (CTR) – improve with strong call to action.
3. **Unsubscribes** – keep to a minimum.

Google Analytics > Acquisition > Campaigns > All Campaigns

1. **Websites Sessions** (visits) per Campaign
2. **Conversion Rate** – number of goal completions per campaign


Use your first campaign metrics as a baseline to improve upon and compare to the performance of other marketing channels (social media, SEO etc.)

Remember, if you're not happy with the campaign results, view it as opportunity to learn and improve!

NEXT STEPS...

Get Your First 1000 Email Subscribers in 30 Days by following the steps outlined above. Ask questions & get feedback on your work inside the [course](#).

Related Posts

 [Copywriting](#)

Copywriting Training:
Write Copy That Sells

11 Comments



Rianne Roggema

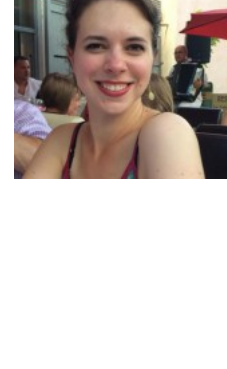
Hi Scott! I am having problems matching information – I have CTR, OR etc. in mailchimp, but sessions, bounce rates, leads etc. in Analytics. I am using UTM to match – but actual CTR of e-mail never really matches my sessions on analytics. You have a good method to match this? Also, I am doing a lot of it manually, which is a long process. Any good tips?



Daragh Walsh

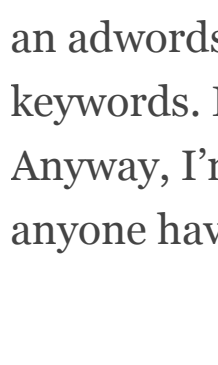
Hi Rianne,

If you integrate Google analytics with Mailchimp all email campaigns are automatically tagged and will appear in google analytics. More info here: <http://kb.mailchimp.com/integrations/e-commerce/integrate-google-analytics-with-mailchimp>



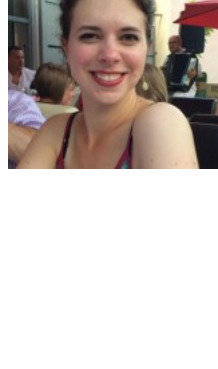
George Mogilevsky

My biggest question right now is how to get to 1,000 emails. My results so far are maybe 10 emails.
I have made a type-form survey , ran it by testers, incorporated their remarks, then distributed it over the social media. I have a nice linked in account, but my other social media channels are not strong. so I haven't gotten much from there, i don't think. I also modified my website to make a great offer. still working on it but its already obvious..however, I am not getting much signups..can you help? heres the syrvey <https://bigteamcrm.typeform.com/to/povED4> and heres my site <http://bigteamcrm.com> you can see the offer on homepage and other pages. i don't employ popups though..



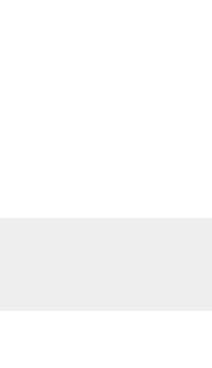
Daragh Walsh

Reading this "On a scale of 0-10, how interested are you in using a computer program to manage your business contacts and all interactions with them?" it's not clear what you are offering that's different to salesforce and other crm systems out there



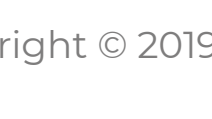
George Mogilevsky

Agree, i added the word FREE to that question. Also, the offer itself, although not presented on my website <http://bigteamcrm.com> , i made it available only through an online form: <http://upvir.al/27601/lp27601> let me know what you think!!



Daragh Walsh

Much better! Perhaps clarify who CRM is for – small business, 3-5 employees etc



Walter Avalos

Hi George, beautiful website and I absolutely agree with you on not using pop ups, they make the website experience painful and feels spammy.

As a consumer, though I have signed up from websites' home page even if I'm not ready to buy, because in the future I know I need it. I love your site and product value \$\$\$, but I can't subscribe for your email list from the homepage. Why not add it at the end instead of the "contact us" box? Or as a box on the left that rolls down with text so after reading your page they can sign up.

It has well written content that by the end persuades me to sign up, keep it up!

Caroline Leyday

Hi! I found Leadpages kind of frustrating, because I have my own application website — <http://www.smartrubric.com> (I'm a developer), and I blog regularly and give away teaching resources connected to my application. I wanted to request a signup from people before downloading my resources, but that meant paying a hefty subscription fee to use Leadboxes (I wanted different resources in each blog post).

Anyway, long story short, I built my own tool — <http://www.listfeather.com>. You upload your files, share the link on social media, blogs, whatever, and when a potential lead clicks on the link, they're taken to an email collection form. Once they've given their email address over, the file is delivered.

Anyway, it worked pretty well, and I'd like to try marketing it with maybe running an adwords campaign, but I'm struggling with coming up with plausible keywords. Is it an email collection form? Lead magnet delivery? Landing page?

Anyway, I'm having a really hard time getting it in front of the right people. Does anyone have any thoughts?

Daragh Walsh

1 min demo on homepage might help!

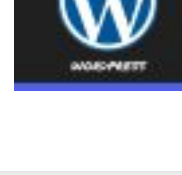
Caroline Bayley

Thanks! I made one for twitter already, so I've just added it to the home page: <http://www.listfeather.com>. Do you have any thoughts about how to actually position it in the market? Is this a thing people might want?

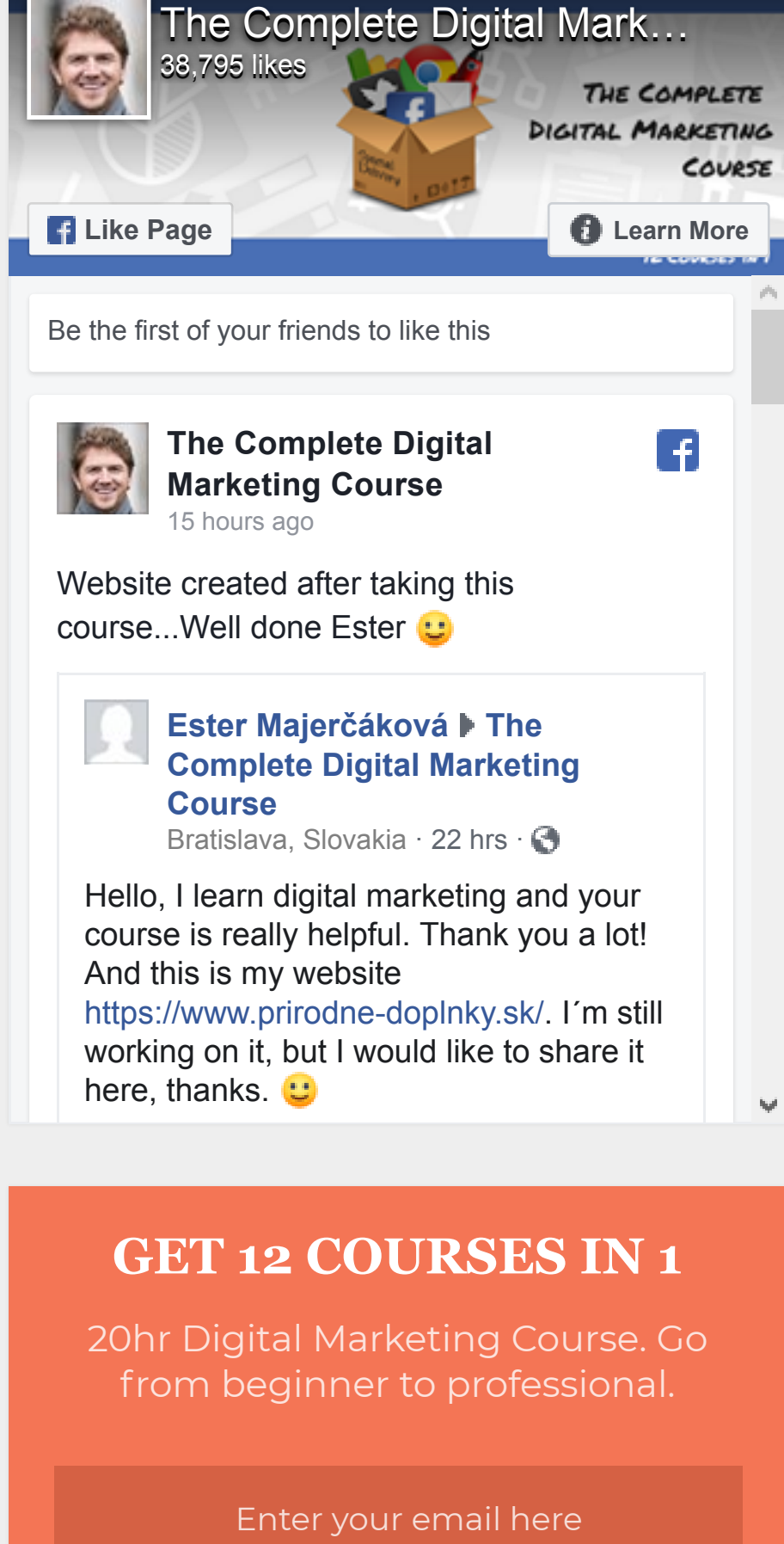
Daragh Walsh

Yes, clearly demand for this as leadpages and many other companies offer. Your video should also explain how you are better / different to the competition.

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
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