

Guide: Effective Email List Building and Management



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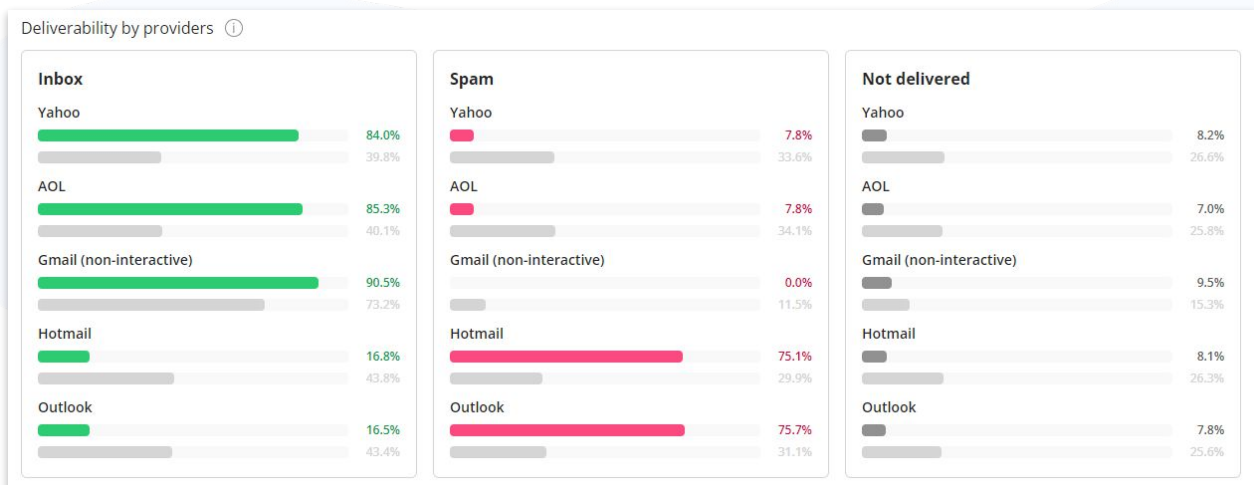
Introduction



According to various studies, every \$1 spent on email marketing has an average return of \$44. Therefore, email is the best, most cost-effective means of marketing for anyone, especially small businesses.

But you only waste your time and money that you spent preparing and sending an email campaign if your email doesn't reach your subscriber's Inbox.

According to GlockApps reports, very few email marketers achieve the Inbox Placement rate of at least 90%. The average of Inbox Placement performance for the last 30 days is 47%, calculated based on the email activity of all our customers.



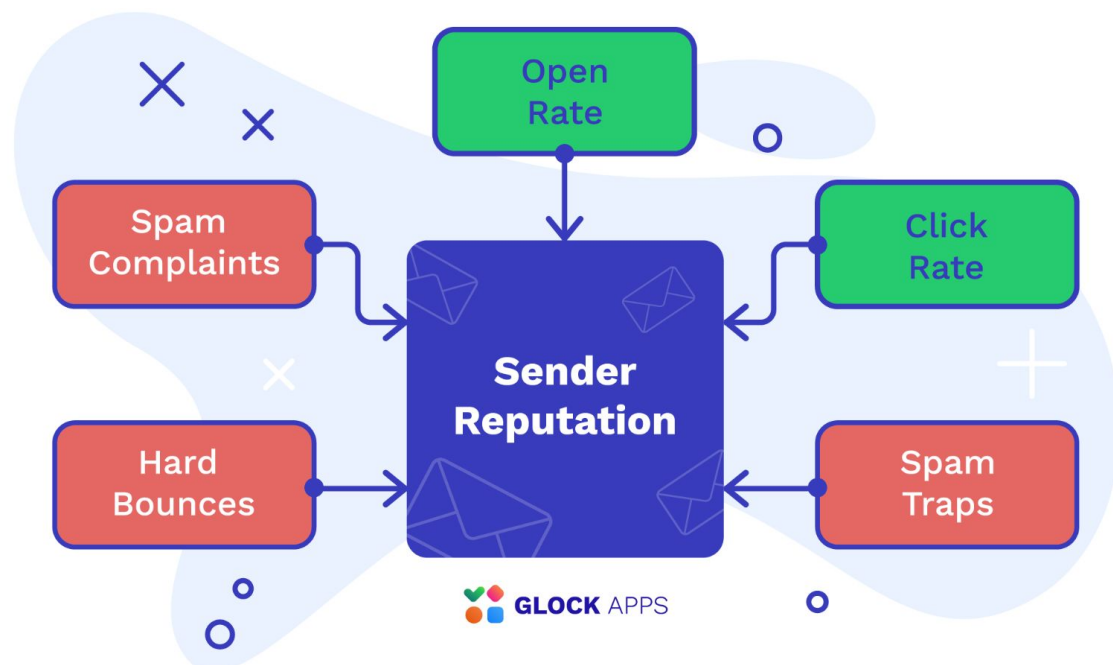
GlockApps: average deliverability by providers

Why does this number matter so much? If you send one million emails, for every 1% you improve your Inbox Placement rate, you get 10,000 more emails to your recipients' Inboxes, and that makes a lot more opportunities for your email to be opened, read, and acted on.


Managing email deliverability is a science because, in modern email marketing, content does not matter as much as it was before. Spammers easily trick content filters.

Nowadays, mailbox providers and spam filtering systems evaluate your sending reputation and recipient engagement when making Inbox and spam folder placement decisions. If you have a good reputation, in most cases your reputation will beat any content issues.

Your sender reputation is like your credit score. It's built by your sending habits. Mailbox providers look at what you send, whom you send, how much you send, and how people react to your emails. In terms of email marketing, a sender reputation is determined by the quality of your email lists, user complaint rate, bounce rate, spam trap hit rate, and subscriber engagement (opens, clicks, spam markings, deletions).



In this article, we'll talk about one aspect of email marketing that is often underestimated by marketers, but that directly impacts whether or not your email is delivered to the Inbox. It's the mailing list.

The background of the page is decorated with various colorful abstract shapes and symbols. There are orange, green, and blue organic shapes in the corners. Scattered throughout are small, light blue symbols including plus signs, minus signs, and circles. A large, light blue, irregular blob shape is positioned in the center of the page, behind the text.

The way you build and maintain your email list influences what sender reputation the ISP will assign to you. Oftentimes, the core of poor deliverability lies in poor list management practices.

With that said, below we'll cover the key concepts and best strategies on building, growing and managing an email list and address the most common questions email marketers ask when they start troubleshooting deliverability.

Part I: Email List Building

1. Email List Building Fundamentals

Before you can send out an email campaign, you need to get an email list. You need an audience to receive your messages.

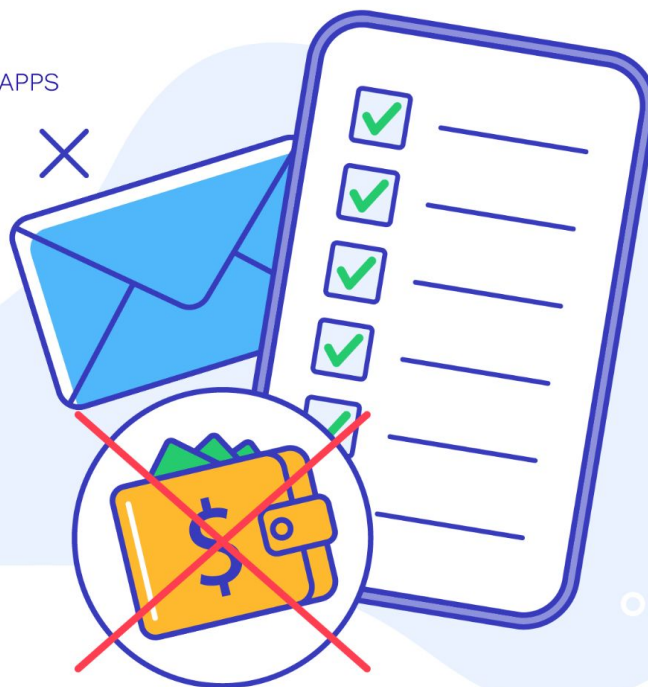
List building is a process of collecting email addresses of the recipients who want to receive your emails.

1.1 How to Begin Building an Email List

When you think about building your first mailing list, you'll want to avoid the following bad practices:

- do not buy an email list;
- do not rent an email list from third parties;
- do not harvest email addresses on the Internet.

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It will initially appear as if you've gained a substantial amount of email subscribers. However, the consequences may be detrimental for your reputation. The reasons for not using any of these list building methods are:

1. Law violation

These people did not explicitly opt-in to your emails or give you permission to send them marketing emails. Thus, you'll be violating the law (CAN-SPAM Act in the US and GDPR in Europe, in particular) by sending unsolicited emails to those people.

2. Poor engagement

Scraped and purchased email lists are likely to generate a lot of negative actions. If an email address is publicly published, it's already been scraped by a lot of people and sent tons of spam. If a live person is still using that email address, they're probably tired of spammers and will report your message as spam or delete it without opening it. It has a negative impact on your sender reputation and future deliverability.

3. Spam traps

When you purchase, rent or scrub email addresses, you don't know if they belong to real recipients or not. Spam trap emails work as normal mailboxes, but every spam trap hit is tracked by an anti-spam organization or Internet service provider. Senders emailing to spam trap addresses are penalized by having their IP or domains blacklisted and their accounts with email service providers suspended.

4. Bad sender reputation

Many of the scraped or purchased lists contain fake or disposable email addresses that people use simply to sign up and receive some free content or participate in a giveaway. They're not looking for receiving emails after they sign up. Thus, email messages sent to purchased or harvested email lists will produce high unsubscribe, user complaint, and bounce rates.

In total, these will ultimately negatively impact your sender reputation and email deliverability without the guarantee of new customers.

5. Low deliverability

Internet service providers make email placement decisions based on various factors where the most important one is sender reputation. As mentioned above, your sender reputation is determined by the quality of the emails on your mailing list. The more emails you send to invalid, inactive, fake or spam trap addresses, the worse your sender reputation score will be and the more emails will be filtered out to Spam or blocked at a gateway.

Moreover, big email service providers that care about their reputation and strive to guarantee high deliverability to all their users won't even allow you to upload your email list if you don't prove that it is an opt-in list.

1.2 Reasons to Start Building Your Email List Organically

Working for more than 20 years in the email marketing industry, one of the most important lessons we have learned is that an organically built email list is the key prerequisite for high deliverability. Quality will always be more important than quantity in email marketing.

So, if you want to send effective email marketing campaigns, then be patient and build your list organically. There are at least five reasons for doing this:



1. Organic Email List Gives Better Deliverability

If you send to a list of people who subscribed to receiving your email communications, the chances for the email addresses to be valid are higher. Thus, the chances for your emails to reach the recipients are higher. Plus, oftentimes, the recipients add the email addresses of trusted senders and the senders they expect emails from to their whitelists. This guarantees the Inbox placement for your emails.

2. Organic Email List Gives Better Open and Conversion Rates

It is evident, but some marketers overlook it. In addition to better deliverability when emails are actually reaching the target recipients, organic lists give you better open rates.

An organic list is a much more engaged list. That is because organic lists give you the audience that wants to see what you have to offer and the likelihood that the email will be opened, read and acted on is higher.

With a scraped or bought list, you're sending emails to people who have not had any previous interaction with your brand and don't have a clue who you are and why you are sending emails to them. Why would they want to read your email then?

3. Organic Email List Allows to Measure True Success or Failure of Email Campaign

Imagine that you purchased an email list and the selling company said that the recipients are your target audience. You prepared a great offer that is likely to convert, you created a beautiful email newsletter and sent it to the purchased list.

If your open rate is very low and conversion rate is zero, can you really know whether your email copy was not good or your offer was not attractive enough? No.

Your email newsletter and offer may be the best ones ever and might attract a lot of recipients, "targeted recipients." But if only 0,01% of the recipients on your purchased list opened your email and none of them took your offer, then you will think that your email copy and offer are not effective.

Now, let's say you have an organic list that you collected on your own through a subscription form on your website or landing page. You use the same email newsletter and same offer and send it out.

This time, you can measure true conversion and determine the problem if your campaign fails. If your open rate is low, the issue is likely in the Subject that was not teasing enough. If the open rate is good but conversions are low, it turns out that your offer was not relevant or not seducing. After all, people reading your email are ready to act.

4. Organic Email List Protects Sender Reputation

One of the essential factors that builds your reputation as a sender is subscriber engagement. Mailbox providers monitor how their users treat email messages – whether they are opening or deleting emails, moving emails to the spam folder or from spam to Inbox, reporting a spam complaint or replying to the sender. All the user's actions are evaluated and used to calculate the sender reputation, based on which the ISP will apply a filtering algorithm to future messages coming from the sender.

○ With a quality email list, you increase the chances of building and maintaining a high reputation of your sending domain and IP address in times, which, in turn, will lead to an increased Inbox placement rate for your emails.

5. Organic Email List Protects You at the Legislative Level

In many countries, senders must have permission from the recipients to send marketing and commercial emails to them.

Moreover, a confirmed opt-in method must be used to collect subscribers. The email marketing rules of some countries don't allow the use of pre-checked boxes on the subscription form to make sure a recipient gives the permission thoughtfully. When you have a record of a user subscription, you protect yourself at the legislative level and eliminate negative consequences if someone still files a complaint.

Obviously, organic email list building certainly takes more time and effort than scraping or purchasing a list. But in the long run, it will be paid off. After all, a 0,1% open rate with a purchased list gives you fewer conversions than an organically built list with 50% open rate.

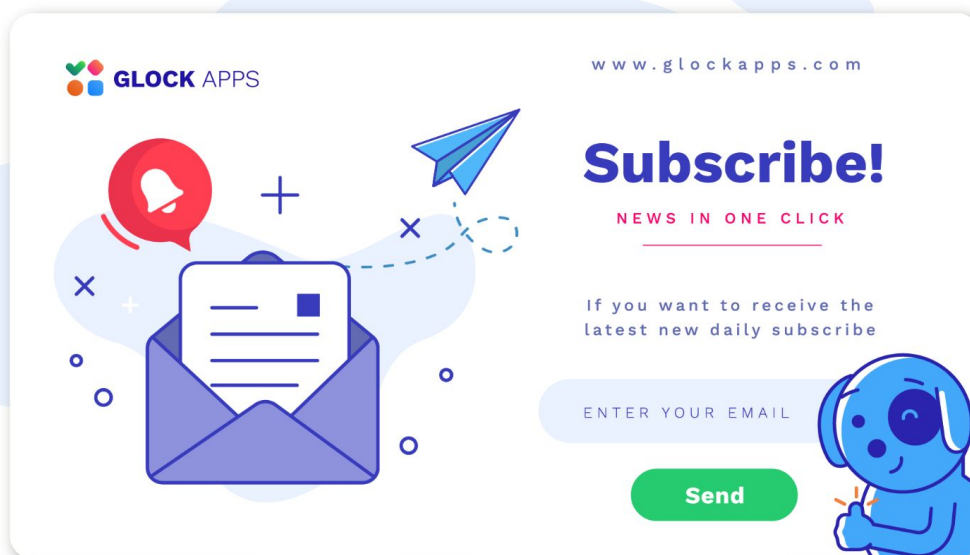
1.3 Best Practices for Building Your Email List Organically

So, what's the best way to build an email list? The answer is a subscription form on your website that asks for the email address. You may have other fields on the form if you want to personalize your future email campaigns and send more targeted messages, but the email address is the minimum information you have to ask for.

You'll want to follow these recommendations when working on your subscription process to build a quality and responsive email list:

1. Choose a Subscription Form Type

Your recipient should knowingly subscribe to receive your emails. There are various methods to create a subscription form. You could use a form embedded on the sidebar or in the footer of the website or a pop-up form appearing when a user leaves the page. A floating form may be affixed to any area of the page. It would stay there until the reader takes an action or closes it. It is also possible to combine different types of subscription forms to attract as many email recipients as possible.



2. Set up Confirmed Opt-In Method

There is a debate about what is better: a single opt-in or a confirmed opt-in method. A single opt-in process allows you to build a bigger list faster. However, as it was mentioned, quality always beats quantity in email marketing. Thus, it's highly recommended to set up a confirmed opt-in process because:

- it eliminates invalid addresses resulting from typos;
- it excludes malicious and erroneous subscriptions;
- It ensures the recipient consciously gives you their email address.

Obviously, a confirmed opt-in method requires an additional action from the subscriber, but people who are truly interested in what you have to offer will not mind taking that extra step and confirming their subscription.

3. Use Lead Magnet



People are more willing to subscribe if they can receive something in return for their email addresses. For instance, you might provide a special subscriber-only discount or access to exclusive materials like research, ebook, tutorials, webinars etc. You can even indicate a condition for the validity of the offer like it will be available for the first 100 subscribers or it will be valid for those who subscribed during this week. This kind of thinking will motivate your prospective recipients to sign up.

4. Avoid Pre-Checked Opt-In Boxes

In the Netherlands, pre-checked boxes are not allowed as a mode of consent. In other countries, it may be legal, but we still do not recommend that you automatically send marketing emails to people if they're not formally opted-in.

Also, companies often use a passive opt-in process when a user must check an empty box if they don't want to subscribe to mailings. People often fill the form on auto-pilot and get subscribed without giving an explicit consent. In the future, such a passive opt-in process can result in a high complaint rate.

5. Allow Subscribers to Set Preferences

If you plan to send different types of email communications such as product updates, blog news, marketing and promotional messages, consider allowing a subscriber to choose what they want to receive from you.

It is also a good idea to ask the subscriber how often they would prefer receiving emails. You could then build several email lists based on the email type and frequency. The more targeted emails you send, the better engagement and conversions will be.

6. Send Welcome Email to New Subscribers

The welcome message helps confirm and activate the new relationship. It's the start of your dialogue with the recipient, which will then be continued by your regular email communications. Also, the first email can help you determine deliverability problems before they affect your Inbox placement rate and sender reputation. You can test your welcome email on auto-pilot on a regular basis with the GlockApps Inbox Insight tests to see if it's still hitting the Inbox.

7. Remove Distribution and Role Email Addresses

Certain email addresses are set up to have a specific function within an organization and are intended only to receive messages related to that function. For example, "support@domain.com" is the email address a company uses to receive support requests from their clients.

Because such accounts are tied to specific functions in a company, they're not intended for personal use such as subscribing to email marketing communications. However, some people may still use such role email addresses in order to subscribe and receive some offer they consider valuable. But most likely they won't be interested in receiving further communications from the company.

○ To avoid submissions with role email addresses, you may use a checker that would verify the entered email address and not allow submit the request if the use of a role address is detected.

If it seems too complicated, you could do verification manually. Before you send your first email campaign, you'll want to review your list, spot distribution and role email addresses, and remove them from the list.

To recap:

Your mailing list determines the success or failure of your email campaigns. Purchased or harvested email lists will bring you a lot of trouble and will have a detrimental impact on your sender reputation. To maximize your email marketing efforts, focus on building your email list organically by collecting email subscribers through an opt-in form. Starting with an organic list building involves three main steps:

Create a beautiful subscription form.

Decide on a good teaser.

Configure the subscription process with a welcome message.

When you come up with your first thousand subscribers and start sending email communications to them, you'll be able to measure your open rates to understand if you are doing it right. And then you can think about growing your email list by attracting more and more subscribers.

2. Frequently Asked Questions

What is email list building?

The process of gathering email addresses is referred to as "email list building." This enables you to build your contact database and use email to communicate with your subscribers.

Why is building an email list important?

Email communications allow you to build relationships with your client base and grow your sales by sending them your offers and proposals. As the law dictates that you cannot send without permission, you need to get the client's explicit permission to send your messages to them. If they bought something from you or downloaded a free trial or created a free account with your service, it doesn't mean you can send your marketing email campaigns to those people. They must opt-in to receive your emails before you can start sending.

○ **How should I begin building an email list?**

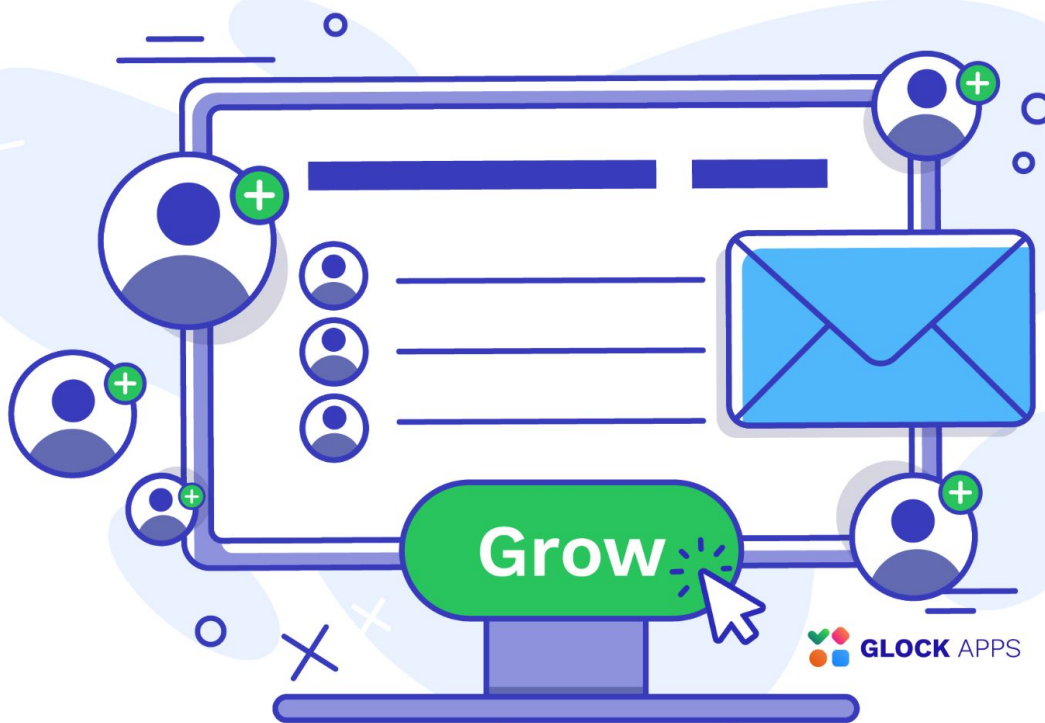
The simplest way is to create a landing page with an opt-in form and include the link to it in your welcome message that is sent when a user creates a free account or downloads a free trial. If you have a blog where you publish articles, you may include an opt-in form in blog posts or add pop-up opt-in forms that appear when a user is reading a post. You can also use social media channels to send people to your landing page.

Why should you start building your email list?

Building your own email list is important because this will allow you to create a database of email subscribers interested in what you have to offer. A good user engagement will lead to a higher Inbox placement rate, open rate, and conversion rate.

Part II: Email List Growth

1. How to Grow Your Email List



In Part I, we examined the most effective email list building methods so that you can start with building your first list of email subscribers right away. Let's now consider the possibilities to grow your list to maximize the effect of your email program.

There are infinite ways you can grow your email list. New ideas can pop up from one place to another. However, not all ideas for email list building will generate substantial gains for your list or benefit your marketing strategy.

In order to have success with your email marketing program, you'll want to test various list growing strategies, eliminate those that don't appear to be effective for you, and fine-tune those that do.

1.1 Effective Techniques for Growing Your List

Below we share numerous ideas for growing your email list. You can consider them for implementation when you elaborate your email marketing strategy. Some of the list growing methods allow to attract new subscribers quickly without any additional step from your side while others require more efforts to be effective.

1) Allow Buyers to Opt-In

Remember: your customers and buyers are not your email subscribers yet. You have the right to send them an onboarding email, transactional email, or registration email, but you do not have the right to send them marketing emails until they subscribe.

If people buy something from you, they are already interested in your products. And they may be interested in other offers you might have in the future. Therefore, consider adding a checkbox during checkout to give them the option to sign up for your newsletter and stay updated on any new products.



If placing a subscription form on a checkout page is not applicable, you can include a link to the subscription form into your payment confirmation email you send to your buyers after they made a purchase with you.

2) Ask Free Users to Subscribe

If you let people download a free trial or sign up for a free account on your website, send them an onboarding email after they downloaded the trial or created an account. In the email, you can thank them for trying your product or service, include links to tutorials, FAQ or other useful resources and invite them to your opt-in page or form.

3) Use Content Upgrades

Gated content is a lead magnet that limits the visibility of certain content. In order to unlock that content upgrade, you require your readers to sign up for your newsletter. Content upgrades are a great way to grow your email list and maximize the return on content like blog posts where the reader didn't have to opt-in previously.

4) Run Contests and Giveaways

Another way of getting people to sign up to your newsletter and grow your email list is to run a contest or a giveaway to win a free prize or a substantial discount on your product or service. Ensure contestants are required to sign up with their emails and invite people to your contest or giveaway for additional entries. This will increase virality and the success of your marketing efforts. You can also set up custom email flows for your contestants to keep them engaged and updated as the contest progresses.

5) Use Youtube Videos

If you publish Youtube videos about your brand, products or services you are offering, you can consider inserting a call-to-action in your Youtube video descriptions that lead your viewers to a sign-up form where they can provide their contact information for receiving your email communications.

6) Set up Referral Program

A good way to collect email addresses is to create some sort of referral loyalty program where your existing subscribers can be rewarded for referring others to your newsletter. Referral programs are a great lead magnet that also builds social proof. Social proof is key to virality because people are more likely to listen to their friends than a stranger.

7) Publish Guest Posts

You can also perform lead generation through guest posts. Reach out to an influencer or a prominent company with high traffic within your industry or niche and offer them your blog post for free. Their readers will see you as a leader in the industry and will more likely follow your blog post's call-to-action to a newsletter opt-in page.

8) Use Live Events

Throw events to teach professionals in your industry. Create landing pages with signup forms that opt-in event attendees to your newsletter. Live events give you the opportunity to speak to your customers face-to-face. Provide check-in tablets that direct visitors to email signup forms or you can post flyers with a QR code that checks attendees in while also giving them the option to sign up for your newsletter.

9) Offer Free Tool

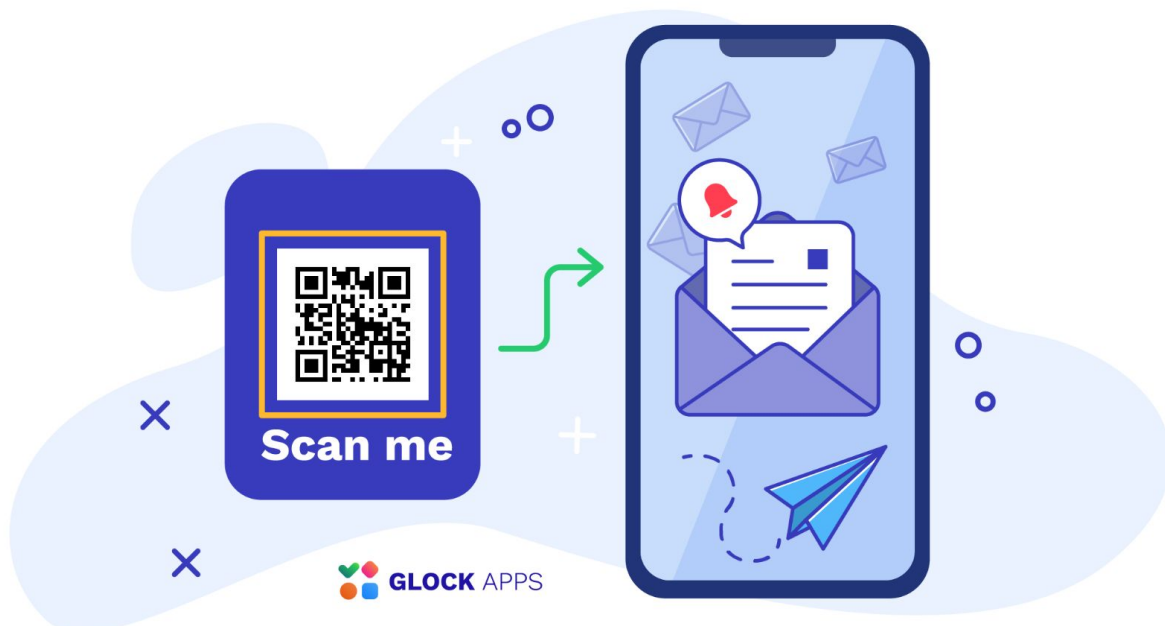
A free tool is a lead magnet itself. It requires a user to fill out a signup form with an email log-in, you'll automatically receive an opt-in. Your tool's users are already warm leads, interested in your work, therefore, newsletter updates about the tool and related products should be expected.

10) Answer on Question Forums

Register on your niche forums and participate in discussion to position yourself as an expert in your field. By providing a complete, comprehensive answer, you are more likely to be able to send readers to a landing page to sign up for your newsletter at no cost to you.

11) Use QR Codes

One more way to grow your email list is by inserting a QR code in your business cards, promotional flyers, and email signature. However, do not forget to write a compelling call-to-action above it so people know what they are scanning and what they'll receive by scanning it. The better your offer or incentive the more opt-ins you can expect.



1.2 Using Social Media for Email List Growth

Social media platforms have been proven time after time to be powerful lead magnets. Consider starting the most popular channels such as Facebook, Instagram, LinkedIn, Twitter, Pinterest, and Youtube to drive traffic to your email sign-up forms with a special offer. With time, you'll cut off streams that don't perform well and perfect the platforms that do.

1.3 Leveraging Social Media Platforms



Below are a few ideas about how you could use social media platforms to grow your email list:

1) Add a Share Button to your Emails

Have you ever tried adding Social Media Share buttons to your email? Do you want to have your readers share your kick-ass content on social media rather than using a call-to-action in your emails telling them to forward your email to friends?

1. Make a web version of your email.
2. Insert a “view in browser” link in your email.
3. Add your social share buttons to your web version for sharing.
4. Ensure your web version of your email requires any new reader to sign up for your newsletter prior to viewing.

2) Use Content Upgrade as Lead Magnet

If you keep in constant contact with your audience through social media, publish a teaser - a fragment of something interesting - and offer a link to your subscription form. Anyone who is interested in reading the full story will have to subscribe. You will grow your email list while boosting user engagement on the platform.

3) Participate in Social Media Groups

Another lead magnet is social media groups. You'll want to focus on providing value rather than promoting yourself. People will begin seeing you as an authoritative figure amongst them and will more likely reach out to you in a direct message. Then, you will have the social proof to direct them to your newsletter sign-up landing page.

4) Make Social Media Bios Work for You

You can add call-to-action to sign up for your newsletter in your biography in all your social media accounts including your Facebook page, Instagram bio, Twitter profile, etc. On your Facebook page, you could even add a Sign-Up button that directs visitors to newsletter opt-in forms on your website.

1.4 Instagram-Specific List Growth Strategies

Converting your engaged Instagram followers into email subscribers is crucial if email marketing is a component of your digital marketing plan and you use the platform to promote your brand. Additionally, Instagram users are eager to interact with marketers, making this an ideal opportunity for you to expand your email list. The more methods you can find on Instagram to expand your email list, the better.

Here are a few methods to consider for growing your email list from Instagram:

#1. Put the Link In the Bio

The first thing people see when they visit your Instagram account is your bio. Considering that the average attention span of a modern user is about 8 seconds, your bio can help you convert visitors into email subscribers.

The secret? In the bio, emphasize the email list you have. Seize the chance to entice your followers to join your email community with just 150 characters and one website link.

There's no need to provide every advantage, even though not all companies may dedicate their whole bio section to list creation. Rather, attract Instagram followers with ease by including an attention-grabbing URL that speaks for itself.

You may want to use emojis to improve the promotion of your email list. Since 65% of people learn best visually, using emojis effectively captures attention. People frequently pay greater attention to visual components when perusing content on the internet.

#2. Ask Followers to Opt-In

Directly inviting your followers to join is the best way to use Instagram to grow your email list and increase conversion rates. You can motivate and advise your followers on how to do the necessary steps in addition to informing them by including strong calls-to-action in captions, bios, or stories.

#3. Collaborate with Influencers

Given that customers are constantly exposed to sponsored advertisements, it is not surprising that 70% of people detest ads, and social media users are more likely to believe influencer recommendations than brand material.

In order to grow your email list quickly and reach more people, think about collaborating with influencers in your niche that have large, active followings. Make use of influencer search tools with filtering capabilities to locate influencers whose audiences fit your target audience. These influencers have the power to greatly increase the visibility of your mailing list.

Take into account the fact that many influencers on Instagram receive a lot of direct messages. Thus, consider reaching out to an influencer via email. Email outreach is a wise tactic to set yourself apart from rivals fighting for the same influencer's attention.

Along with social icons in the email, you could include your signature with a link to your website to increase brand recognition and trust. Influencers can visit your website or social media accounts to find out more about yourself and your business.

#4. Run a Giveaway

Did you know that using Instagram giveaways, you may build an email list? Yes, this is undoubtedly one of the fastest ways to grow your email list on Instagram!

Psychological research has demonstrated that people have a strong preference for free things, which is why Instagram giveaways are so popular with users. Adding "join our email list" as one of the participation requirements is essential if you want to grow your email list.

Organizing an Instagram giveaway won't be enough to get you additional email addresses from Instagram. Devoting time and effort to publicizing the offer is equally important in order to draw in a wider participant base.

In the end, the more likes and comments your giveaway gets, the more likely it is to attract participants. This is due to the fact that material with a higher interaction rate is given priority by the Instagram algorithm.

#5. Promote Your Lead Magnets

It's no secret that people are wary of disclosing their personal email addresses online. However, people are more likely to share their private information if they believe they will receive anything in return.

'Lead magnet' is a term that marketers who are experienced in email list building are familiar with. To put it simply, it's an exclusive deal that a company offers to clients in return for their email addresses.

Having a compelling lead magnet at your disposal can draw in more email subscribers. Still, it's just as important to actively market your lead magnets.

The following are a few examples of lead magnets for growing your email list:

- Freebies from brands
- How-to and explanation videos
- Reports and case studies
- Downloads in digital format
- Discounts and coupons
- Online courses and webinars

#6. Use Instagram Stories

Building an email list with disappearing material might not seem like the best idea at first. Because it only lasts for a full day, there isn't much time to interact with a large number of people, which could make it seem pointless to put effort into something that vanishes quickly.

But the numbers speak for themselves: 500 million users create or watch Instagram stories every day, and companies are responsible for 33% of the most popular tales. These numbers demonstrate the platform's prominence as a tool for list-building.

Simply put, Instagram Stories create a feeling of urgency that encourages users to act quickly on the desired activity. Many story features also make it easier for your email list to expand organically on Instagram. You might tell about your email list and include a story link that users may click to contribute their email addresses without ever leaving the app.

Instagram has become a powerful marketing tool rather than just an application for sharing photos. Instagram offers a range of features that are suitable for businesses for promoting their products and growing their email list. Every business owner may discover a solution that meets their requirements and preferences, from Instagram Story capabilities to CTA in-feed postings. Moreover, Instagram visitors are happy to interact with brands, so you are more than likely to convert your followers into email subscribers.

1.5 Optimizing Email List Growth with Pop-Up Forms

With numerous list growing methods we've already examined, pop-up forms stay the most effective way to collect email subscribers. They work well because they make it clear what you want a visitor to do by putting the call-to-action right in front of their eyes. It also makes things easier for them because they don't have to search the page for the sign-up form - it appears in front of them without any effort.

However, many website readers find pop-up subscription forms annoying. This unfavorable impression is built when pop-up forms are being used incorrectly. When pop-up forms are used intelligently, they have a surprising power to turn website visitors into email subscribers, which helps you grow your email list.

Let's look at some tactics you can apply to make sure your pop-up forms are not only extremely attractive but also incredibly effective at converting:

#1. Make It Simple

Without a doubt, the very minimum of information you should ask for is an email address. However, you can ask for more information from your email subscribers without seriously depressing your conversion rate.

For instance, asking for a name is frequently a smart move because it allows you to personalize your email communications for subscribers in the future.

When creating your pop-up form, avoid requesting more than is required. A subscription form with two fields - email address and name - works perfectly. If you need additional information from a subscriber to better target your email campaigns in the future, you may always ask them for further information at a later time, maybe via a survey.

Simplicity is crucial when trying to attract new subscribers in the beginning. The simpler the form is to fill out, the more likely it is that website users would voluntarily provide their personal data.

#2. Show Societal Evidence

Numerous studies have shown that people are more likely to act when they observe others acting in a certain way. Using this information to grow your email list will be a smart move. To entice new email subscribers to join your community, all you have to do is include a subscription counter. But keep in mind that it will only be effective if you have a sizable following.

Join 10,078 other people
and have news and updates
emailed to you



FIRST NAME _____

EMAIL _____

Send me news



#3. Add Image

There is no doubt that pictures draw significantly more attention. Consider placing an image in your pop-up form if at all possible. This could be an image to showcase a product you are offering a discount for. When offering free content, think about including an image or graphic that complements the content's theme.

#4. Align It with Your Brand

Make an effort to design your pop-up form in the manner that they reflect the visual style of your website. Make use of the same fonts that are used on your website and colors that are part of your brand's color scheme. This continuity preserves a unified visual experience for users and strengthens the identity of your brand.

#5. Avoid Visual Overload

Colors do, in fact, help to draw attention in site design. On the other hand, a pop-up form is naturally attention-grabbing because it appears right in front of a visitor. Therefore, since attention is already being drawn, there's no need to use flashy color combinations to increase visibility.

Rather, use a limited color scheme (three or four colors work well) that draws attention to the important components of your pop-up form. These main points are the call-to-action (CTA) button, which directs visitors to submit their contact information, and the headline, which states your value proposition.

Use a muted color for the background, form fields, and paragraph content to preserve readability, and use bright, vibrant colors for the headline and call-to-action button. This method emphasizes the important elements for potential subscribers and avoids visual overload.

Pop-up forms are a great way to grow your email list since, when used properly, they perform better than static inline forms. But it's important to prioritize your website users and take their experience into account. This may include making sure that users have a smooth transition out of the form or pausing the display of your pop-up form to give them more time to interact with your content.

To recap:

People may unsubscribe, abandon, or change their email addresses - hence it's important to continue growing your email list. The more email subscribers join your list, the more opportunities you have to promote your products and make sales.

You can try all possible methods to grow your list, discard ineffective ones and continue with the channels that work best for you. When it's done right, you can reduce hassle and possibly increase conversions by doubling or tripling them.

2. Frequently Asked Questions

How to grow your email list?

The reality allows businesses to use numerous list growing methods: old good opt-in forms, pop-up forms, social media accounts, Instagram posts, giveaways, contests, purchase follow ups etc. You can come up with numerous list growing ideas and use all channels available at your disposal.

How to grow your email list with social media?

The first opportunity to grow your list with social media is to put the link to your opt-in landing page in your bio. Content upgrades are a great list growing method. That is you publish a fragment and ask for the reader's email address to open the access to the full story. Another lead magnet is social media groups where you position yourself as an authoritative figure amongst them. If people reach out to you in a direct message, you will have the social proof to direct them to your newsletter sign-up landing page.

How to grow your email list with Instagram?

Your Instagram account gives you one more list growing opportunity. As with your social accounts, have the link to your landing page in your bio. When you publish content, you'll want to remind the readers about your mailing list. You can run contests and giveaways for your email subscribers only or offer something for free in return for their email addresses. You can try to team up with the Instagram influencers in order they can mention you in their publications.

How to grow your email list with pop-up forms?

Although some marketers consider pop-up forms annoying, they are still the most effective list growing method. When a pop-up form is designed and applied wisely, it can generate a steady lead stream. The common rules to follow when implementing a pop-up subscription form are: use a lead magnet, match the form with your brand, emphasize the essential, and provide a way to close it anytime.

Part III: Email List Management

In Parts I and II we've examined the best practices for building a quality email list and opportunities for growing a list of email subscribers in order to promote your brand and products.

This part is dedicated to email list management as one of the most important aspects of a successful email marketing strategy.

It can be hard to overestimate the importance of maintaining a healthy, clean, and relevant email list in digital marketing. When it comes to email list building, many email marketers are so preoccupied with increasing their list size that they pay little attention to the quality of the leads they receive.

To avoid this mistake, we have gathered the best list management practices that you should follow to maintain a clean and healthy list of high-quality contacts.

1. Importance of Proper List Management



Effective email list management is more than just best practices; if you follow this way, you may set your company apart from the competition and turn your email marketing campaigns into a very lucrative venture.

Email list management involves the strategic oversight and control of email subscribers within your list. This includes multiple processes, starting with the removal of invalid email addresses, duplicate addresses, unsubscribed recipients, complained users, and finishing with cutting down unengaged contacts from your list.

By managing your email contact list properly, you can achieve these goals:

- Maintain a list of valid email addresses, thus increasing the effectiveness of your email campaigns.
- Have a deeper comprehension of your target market, which will allow you to better target different segments of your audience.
- Achieve better deliverability because a valid list will reduce your bounce rate to minimum.
- Build a good sender reputation and send more emails to Inbox because email user interaction is a major factor taken into account by spam filters.
- Cut down expenses because a lot of email service providers charge you according to the volume of emails you send or the size of your contact list.

What effects does poor email list management have?

Poor list management directly impacts your sender reputation and your ability to deliver your email communications to the recipients. The impact could vary from a temporary non-delivery of your emails to a permanent block of your sending IP address or domain.

It can be difficult to remove your company from an email blacklist after it has been placed there. It entails determining and resolving the fundamental problems, followed by getting in touch with the organization that placed you on the blacklist to make sure the flaws have been fixed.

The most known issue that senders who don't care about their list management have is a high percentage of emails going to the recipients' Spam folder. The fact is that email filters set up at ISP evaluate the sender's habits over a period of time.

If a repetitive sending to invalid addresses, spam trap emails, or unengaged users is detected, the sender reputation score is decreased. Senders may notice that their open rate is becoming lower and lower. At this point, a deliverability test typically reveals a high Spam placement rate.

Restoring a sender reputation requires time, resources, and additional expenses. Therefore, it's crucial to understand that proper email list management is an integral part of every brand's email marketing program. Make sure your email service provider has appropriate tools for list management in place before you launch your first email campaign.

2. Email List Management Best Practices

Let's now consider the best email list management practices that will allow you to build a positive sender reputation and send your email campaigns like a pro:

#1. Quarantine New Email Addresses

In Part I, we've already explained the importance and benefits of using a confirmed opt-in process. However, if you prefer using a single opt-in method, consider taking one more step to safeguarding yourself from invalid emails and malicious subscriptions - send a welcome email to the subscriber after they submit their email address.

By sending welcome emails first, you can verify if the email is legitimate or not if you receive a hard bounce. Delete the contact if it bounces. This protects you from adding invalid addresses to your regular subscriber list.

#2. Tell How to Update their Profile

It's normal that people change their email addresses or interests. Hence, they may want to receive your emails at their personal email address if they leave a company or start receiving your marketing emails in addition to blog or software updates.

The link to the Preference Center where they could make the changes to their profile and preferences included in every email's footer would be an ideal option. At minimum, if you don't have such a center, you should tell them how they can change their contact email address with you.

This could be made online by clicking a link or replying to your email and asking to update their email address on your list. In the latter case, make sure you are sending messages from an email address that is able to receive messages and being monitored by a human.

#3. Remind about Their Subscription

Every month, your contact typically receives 416 emails from other subscribed lists. As such, it's simple for people to forget that they signed up for your emails.

Subscribers are likely to stop engaging with your content or, worse, report your emails as spam if they can't remember signing up. Your reputation with mailbox providers, such as Gmail, Yahoo Mail, and others, may suffer as a result.

With that said, a quick subscription reminder included in every email message will minimize the risk of being accused of spam. A subscription reminder is a brief note that reminds the reader who you are and how they ended up on your contact list. It's usually put in the footer.

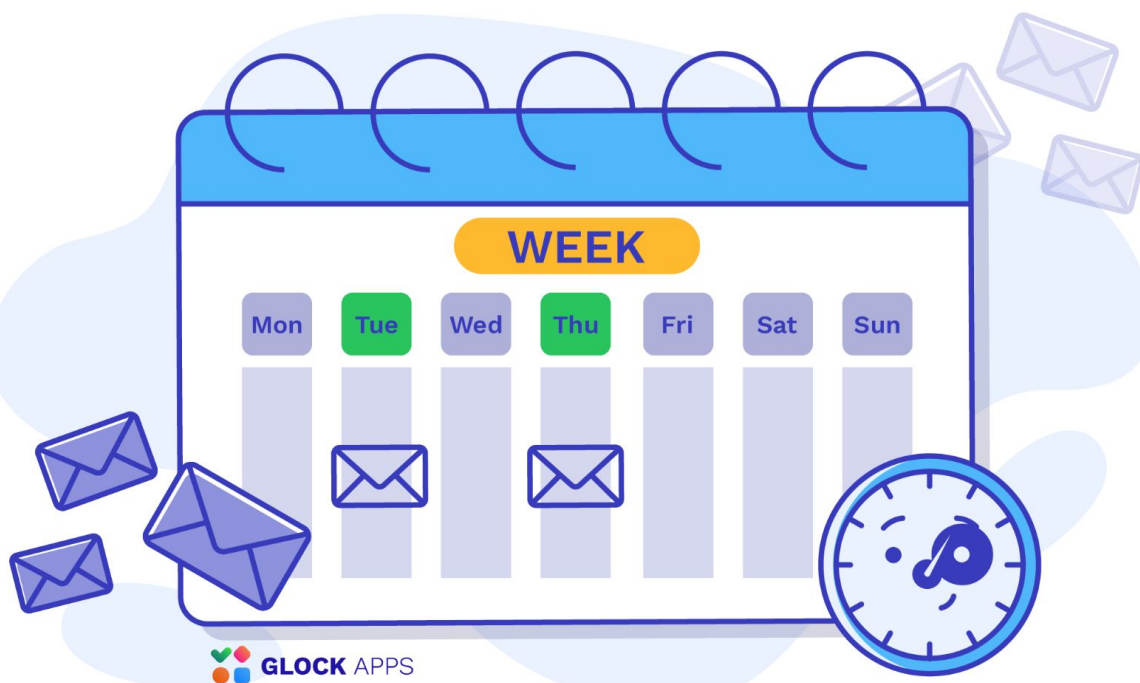
Although sending permission reminders after receiving initial approval to send emails is not required by law, including them in your emails helps increase your deliverability rate and give your subscribers more confidence.

#4. Add an Unsubscribe Link

People often change email addresses and may be willing to update their contact information with you. If you don't have a full preference center, offer the option to change the email address at the point of unsubscribing. An unsubscribe link is necessary according to GDPR, the CAN-SPAM act, and many other laws in different countries.

Needless to say, your unsubscribe process must work smoothly and people who unsubscribe must not receive any further emails from you.

#5. Send Regularly



One of the best email practices is sending email campaigns on regular intervals. Not only does regular email sending position you as a good sender in the eyes of your email recipients and allow you keep your list engaged, it also helps you minimize user complaint rate. People may forget about their subscription if you don't show in their Inbox for a long time and may report your email as spam.

Furthermore, regular email sending is appreciated by Internet service providers, which analyze the sending habits and history to calculate the sender's reputation. Regular email traffic from a domain and IP represents the sender from a good side and helps build a better reputation.

#6. Remove Bounced Email Addresses

Email bounces fall into two categories: soft bounces and hard bounces.

Soft bounces are usually transient and indicate that there was a moment when the mailbox could not be reached (it was full or email wasn't allowed by filters). Conversely, hard bounces are irreversible and signify that the email address is not reachable, most likely due to its invalidity or non-existence.

Keeping bounce rates low is essential for being a trustworthy sender, regardless of how soft or hard the bounces are. Increased bounce rates let ISPs know that your email list management procedures leave much to be desired.

ISPs have a few options if they notice this kind of activity. Until you fix the problems with your practices, they may throttle the distribution of your emails, put a temporary stop on them, or even put in place a permanent barrier.

Bounce email handling is frequently done automatically when an email service provider is used. This guarantees a more efficient email delivery procedure and reduces the need for manual intervention.

#7. Manage Spam Complaints

A spam complaint is generated when a user reports an email as spam. Even an engaged and subscribed email list may produce user complaints. People may overlook an unsubscribe link or be too lazy to scroll down the message to unsubscribe. People may forget about their subscription, may not recognize the sender, or may find content irrelevant. A tiny complaint rate (0.1%) is acceptable and won't harm your deliverability.

An increased complaint rate is an indication that there is a weak side in your email program. Whatever the reason for a complaint is, you need to exclude the user from further mailings. Luckily, email service providers cooperate with ISPs' feedback loop services to handle user complaints and automatically unsubscribe users from your mailing list. If you operate your own mail server or email software, consider signing up for feedback loops with all ISP where it's possible to receive notifications about complaining users.

#8. Remove Inactive Users

According to the best email list management practices, any unengaged subscribers who have been inactive for more than a year and have not responded to your re-engagement email campaigns should be removed from your contact list.

Set a shorter "inactivity" period of 6-9 months if you send frequently and if you're filtering subscribers based on engagement from your main list.

Before you delete your inactive recipients from your mailing list, you can try sending them a re-engagement email campaign with a personalized email in order to try to re-activate their interest. If they don't respond, exclude them from your email communications.

Note: You may not delete inactive users forever. Just keep them separate from your main target audience and stop sending them email campaigns. Even though they won't respond to your email communications, you can always try to reach them through other channels, such as social networks.

#9. Filter and Segment Your List

No matter how big your email list is, it's critical to know how your subscribers interact with your messages. You may better understand your audience's tastes and hone your targeted tactics by filtering your contacts.

Your open rate and click-through rate are important indicators to pay attention to. You can customize your approach to subscribers according to their unique activities by using filtering.

Using audience filtering based on these metrics will help you:

- develop focused re-engagement initiatives;
- use better customisation;
- get understanding of your audience and its needs

When creating new workflows, such as promotional campaigns, subscriber filtering is particularly helpful because it guarantees that the proper message is sent to the right person at the right time.

#10. Ensure Deliverability for Different ISP

The same email may be treated differently by different ISP. To ensure your subscribers receive your messages in their inbox rather than in Spam folders, it's important to test deliverability before you send the email to the subscribers.

Inbox Insight tests at GlockApps will show you the email placement with the most popular providers. After making a number of tests, you'll see what email version performs the best. Some senders prefer creating different versions for different segments to ensure as high Inbox rate as possible.

Email Providers Delivery Report

Location View

Provider View

Collapse All

AOL

Emails: 6

Inbox: 100.0%

Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
fredmrivenburg@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>
juliarspivey@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>
raphaelewiley@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>
larrycellis@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>
candacechall@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>
davidvcampbell@aol.com	<div></div> Inbox	209.85.160.172	Pass <div></div>	87	2	1 sec <div></div>

Outlook

Emails: 6

Spam: 83.3% Inbox: 16.7%

Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
joereddison@outlook.com	<div></div> Spam	209.85.160.171	Pass <div></div>	84	2	< 1 sec <div></div>
geraldmbautista@outlook.com	<div></div> Spam	209.85.160.182	Pass <div></div>	84	2	< 1 sec <div></div>
blaircourtneye@outlook.com	<div></div> Inbox	209.85.160.182	Pass <div></div>	84	2	< 1 sec <div></div>
debrajhammons@outlook.com	<div></div> Spam	209.85.160.181	Pass <div></div>	84	2	< 1 sec <div></div>
jamesjng@outlook.com	<div></div> Spam	209.85.160.171	Pass <div></div>	84	2	< 1 sec <div></div>
carollpooool@outlook.com	<div></div> Spam	209.85.160.171	Pass <div></div>	84	2	< 1 sec <div></div>

Yahoo

Emails: 6

Inbox: 100.0%

Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
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GlockApps: email deliverability report

To recap:

Email marketing success requires efficient email list management, which goes beyond a simple removal of hard bounced emails from email communications. An email list management is about showing your respect and attitude to people who agreed to receive your emails. Bounce emails, unsubscribes, and user complaints are typically handled by email service providers.

Email service providers also give you the user engagement statistics: open and click-through rates. You can use that data to segment your audience, tailor email campaigns for each segment, re-engage inactive recipients, or send more targeted messages. A personalized approach increases the return on investment of your email marketing efforts.

3. Frequently Asked Questions

What is email list management?

The process of maintaining a list of valid and engaged email recipients is referred to as “email list management.”

Why is email list management important?

The quality of your email list directly impacts your sender reputation and your ability to deliver your email communications to the users’ inboxes. The more valid and active recipients you send emails to, the more emails get opened and clicked. This demonstrates the ISP that your messages are expected and should be delivered in the inbox.

The consequences of poor list management vary from filtered messages to blacklisted domains and IP addresses. Needless to say, it negatively impacts your business if it relies on email communications with your prospects.

What are the email list management best practices?

Removing hard bounce email addresses, unsubscribed recipients, and complaining users is the mandatory minimum. As a rule, reputable email service providers do this for their clients automatically. Advanced email list management practices would include segmentation on user engagement, sending re-activation email campaigns, excluding inactive recipients from email communications, creating more targeted campaigns for the most active contacts, etc.

Final Thoughts on Effective Email List Building and Management

The way you build, grow and manage your email contact list often determines the success or failure of your email marketing program. Whatever online business you run, follow the key list building rule - do not send without permission. You may be creative to grow your list and use various methods to attract new subscribers: from old fashioned opt-in forms on the blog to instagram posts leading to your landing page.

Along with list growing strategies, you'll want to focus on your list management to ensure you have valid email subscribers who are still interested in what to have to offer. Personalized and targeted email communications, re-activation campaigns may be used to keep your audience engaged. Good user engagement will position you as a trustworthy sender with the ISP and your time and efforts will be rewarded by a high deliverability and conversion.



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