

Session 1:

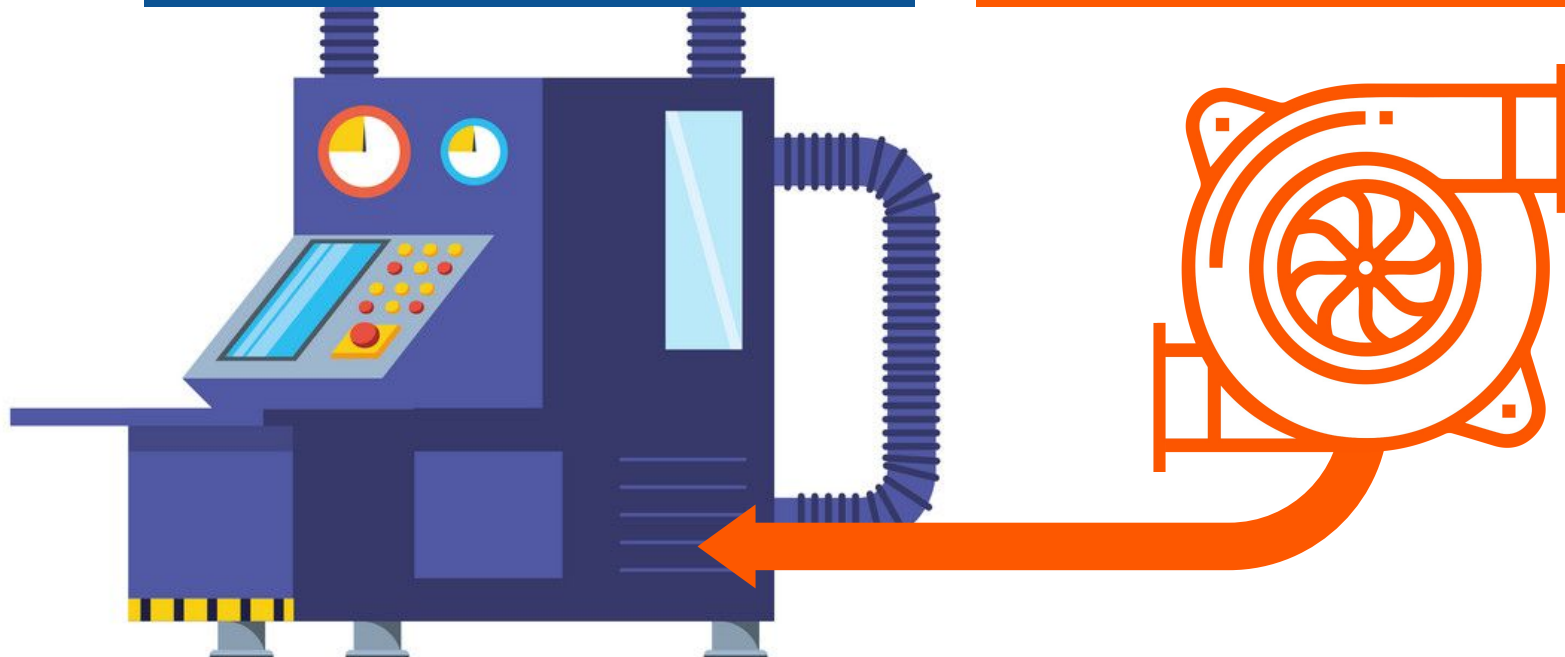
Your list growth engine and subscriber health



What is the list growth engine?

Your big business machine

List Growth Engine





How do you grow your list?





How do you grow your list?

1

Create as much
optimized intake
as possible

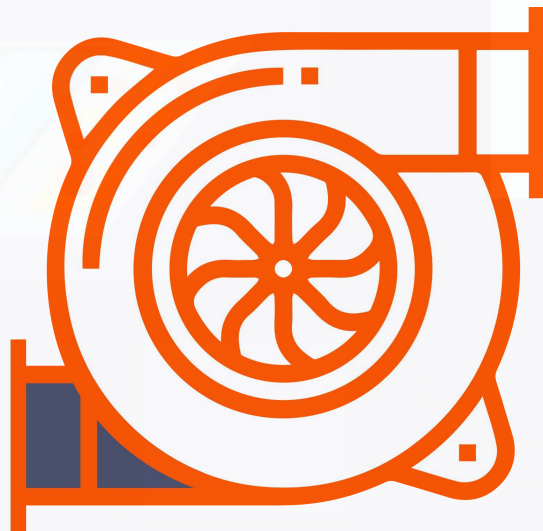
Social ads

Pop-ups / on-site

In-store signups

Partnerships

Other





How do you grow your list?

1

Create as much optimized intake as possible

2

Develop language that converts and smooth subscription process

Social ads

Pop-ups / on-site

In-store signups

Partnerships

Other

Engage



How do you grow your list?

1

Create as many optimized intake points as possible

2

Develop language that converts and smooth subscription process

3

Give subscribers a great experience

Social ads

Pop-ups / on-site

In-store signups

Partnerships

Other

Engage

New Subscribers



How do you grow your list?

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Create as much optimized intake as possible

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Develop language that converts and smooth subscription process

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Partnerships

Other

Engage

New Subscribers





Ultimately *growing* your
overall Shopify Business



Subscriber Health

Are all subscribers created equally?





Subscribers come in different shapes and sizes

Big fan,
will buy again

Bought something
a while back

Actively avoids you



Interest level



Subscribers come in different shapes and sizes

**We want these
people to
unsubscribe**

**Avoid adding these to your list in the
first place. Remove as needed.**

**We want these
people to
unsubscribe**





Subscribers come in different shapes and sizes

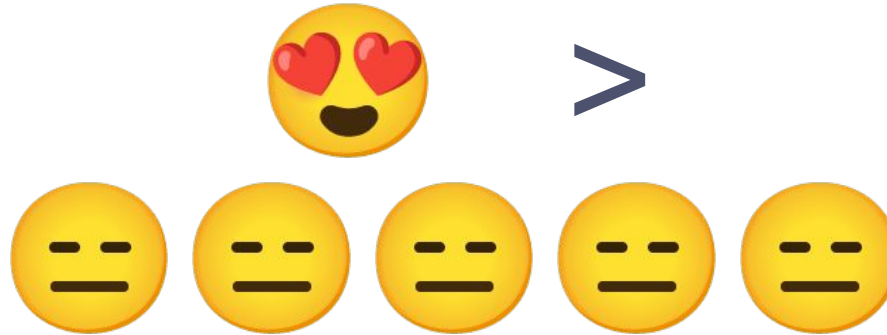
We want as many of these as possible





Subscribers come in different shapes and sizes

1 really engaged person is worth many 'meh' people who don't really care about your brand





Always focus on high quality people to grow your list.





List buying = dumpster meat

Any credible Email Provider that you want to do business with will not allow you to bring in a list of people who have not explicitly opt-ed into your program.

We do this for your protection and for the protection of our other customers.

We want to get into the inbox.



Worldwide deliverability rules





How do I know if my list health is good/bad

???

List cleaning?

Session Takeaways:

List health and good list growth practices matter

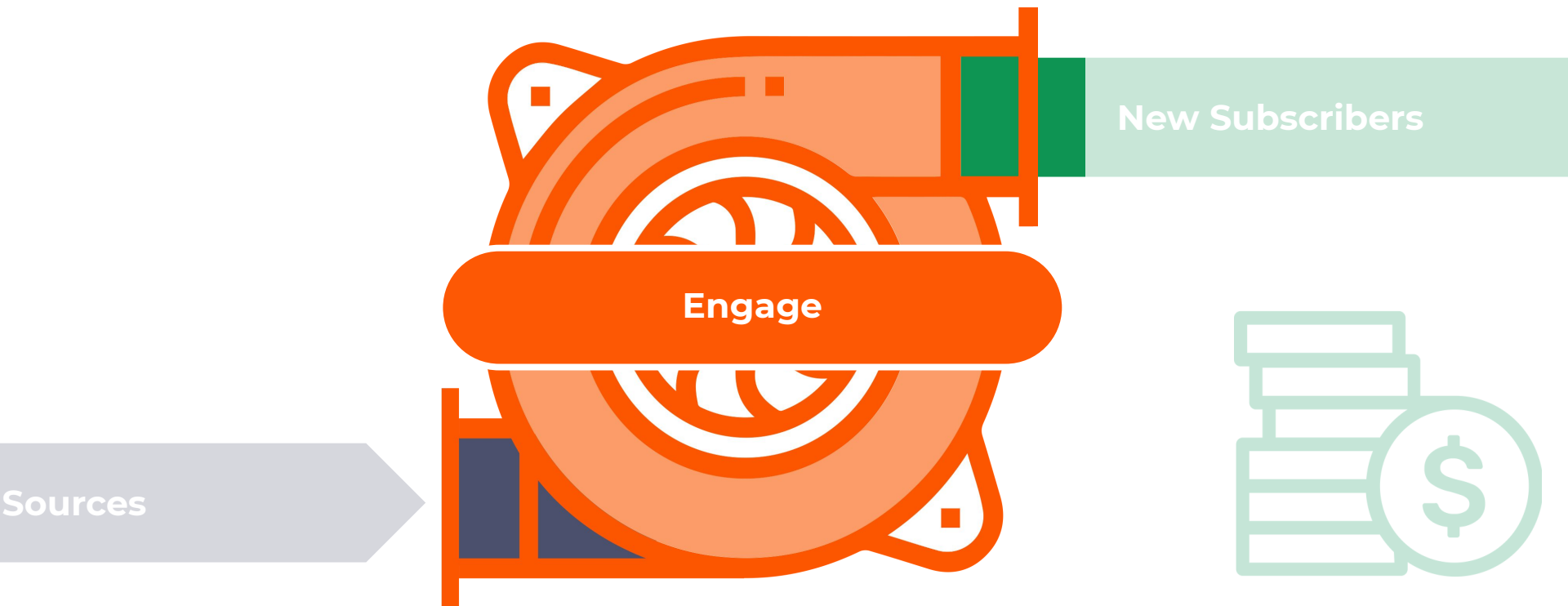
- Only send emails to people who asked you to
- If possible always choose more engaged higher quality subscribers over the 'meh' ones.

Session 2:

**The most important thing
in growing your list**



To engage - you need to answer one question



**Why should I
join your list?**



Why should I join your list?



**Give people short-term
and long-term wins**






Why should I join your list?

Short-term win call-to-action:

- Get 10% Off / 15% off
 - Want 10% off?
 - How about 10% off?
 - Save 10% now
- Get Free shipping
 - Free product
 - Bogo
- Enter to win \$__ in product
 - *NEVER* cash
- Be the first to know
- Join the VIP list
- Join our fan club
- Join our _____
- Be a #funmembername
- Sign up and get __ off
- Let's keep in touch
- Want style tips?
- Watch our _____ tutorials
- Free __ Tips right to your inbox
- Get my recipes/patterns/videos
- Become a _____




Take it and
make it your
own



Why should I join your list?

Long-term win call-to-action:

- Find out about sales and new products before anyone else
- We'll send you style tips to keep you looking fresh all day season long
- Get how to tips sent right to your inbox
- New ____ launch weekly, be the first to see them
- Get access to new ____ and ____
- Find out about sales and new products before anyone else
- Sign up and get recipes/guides/videos for free sent to you weekly/monthly/bi-weekly
- We'll send you beautiful emails you'll love, unsubscribe at anytime
- I /We want to keep you posted on what I/We create next.
- Be the first to know what we make next.



Take it and
make it your
own



Customize based on your
Shopify Store needs



Fashion boutique

Short term win:

Hey kween get 10% off

Long term win:

Our shop updates weekly, be the first to know when a new shipment drops.

Budget friendly fashion for women in their 20's





High price point/one-of-a-kind jewelry

Short term win:

Become an Obsessed Member

Long term win:

Only Obsessed members get VIP access to new gems, behind the scenes creation and jeweler interviews.





Local dietitian

Short term win:

Free 7 day clean eating recipe plan

Long term win:

Learn more about food and ways to lose weight.



Session 2 Takeaways:

What's your short and long term win?

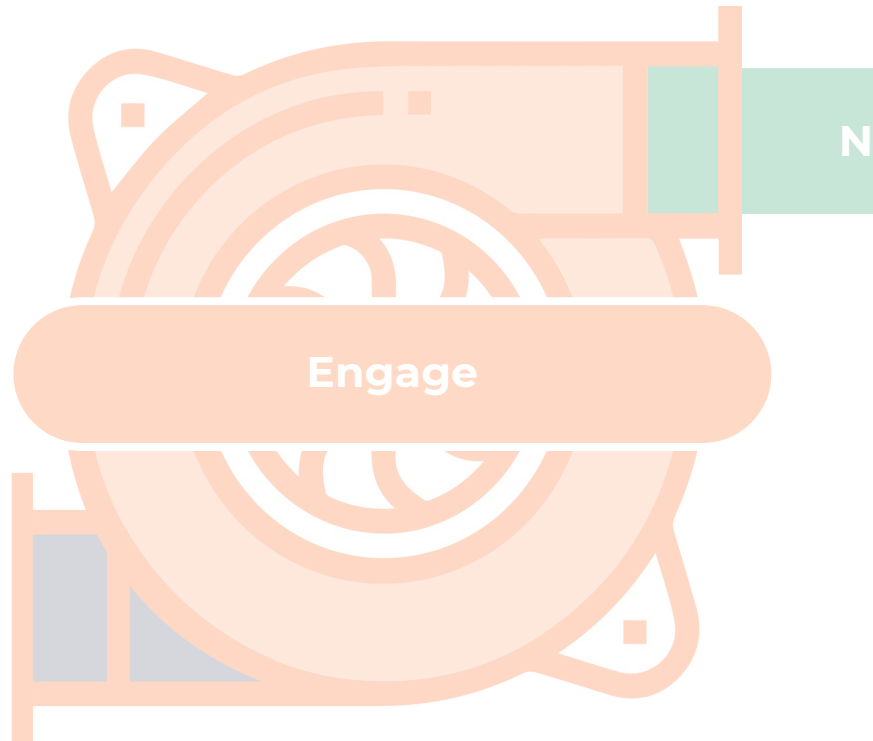
Session 3:

Input sources for your list growth engine



How do you grow your list?

Input Sources





How to grow your list

On-site approaches



Off-site approaches





How to grow your list

On-site approaches



- Pop ups
 - Basic
 - Secondary
 - No % / \$ OFF
 - Whole screen
- Header / Footer / Blog
- Interactive content



Pop ups: they come in all shapes and sizes



Small



Off the wall



Big



Pop ups: If you're just getting started



Shape:

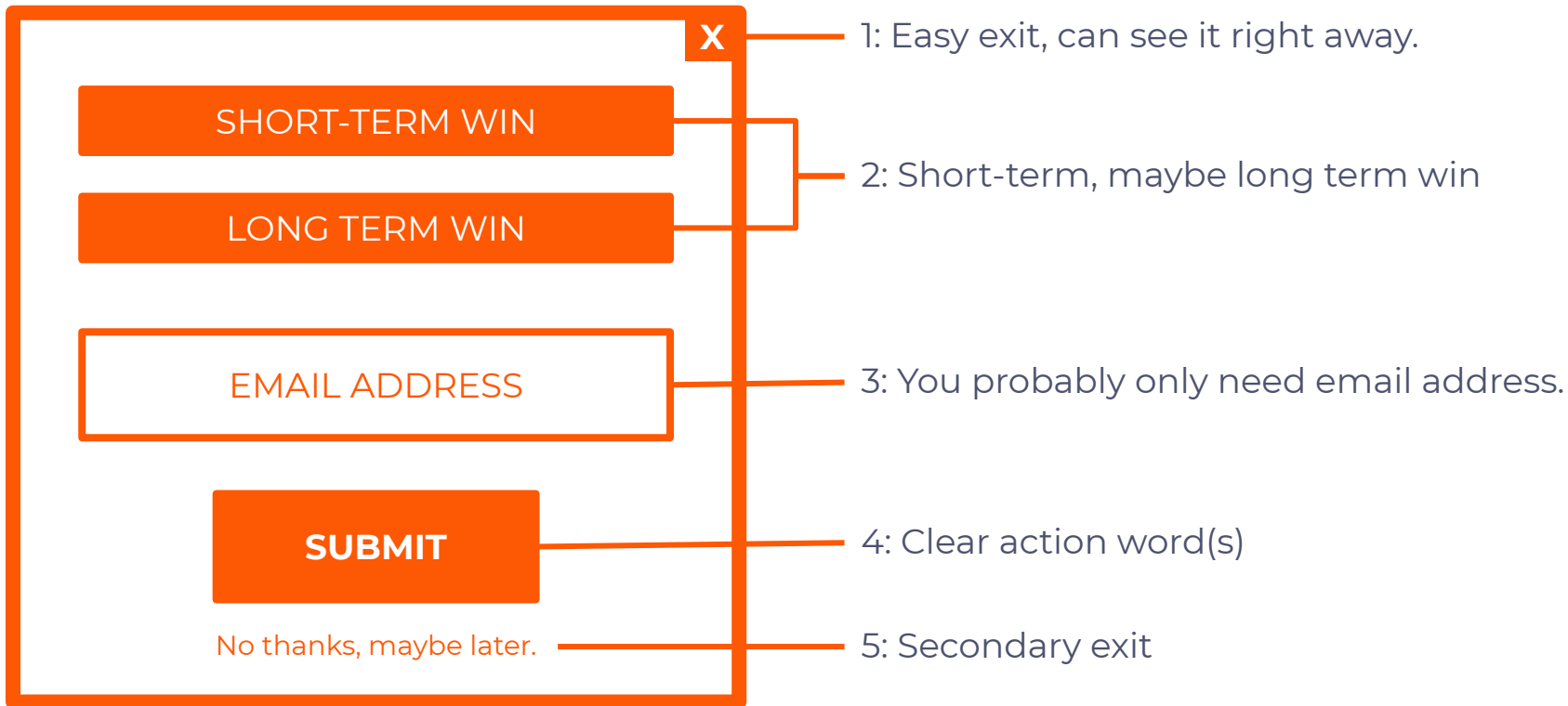
- Large (not the full screen)
- Center vertical pop up
 - Looks good on mobile and desktop

Wait time:

- 5-60 seconds before the pop up triggers
 - 5 seconds: more people, more bounces
 - 60 seconds: more engaged, fewer people




Pop ups: Basic






Pop ups: Basic



BONJOUR! Want 10% OFF your first purchase?

JOIN the AV VIP List! Exclusive Sales, First Dibs on New Arrivals, and 10% OFF your first purchase delivered to your inbox!

SUBSCRIBE!



Sign Up And Get 10% Off

Join our community to get emails about special news and offers from ARTISAIRE.


Plus, 10% off your next order as a welcome bonus.

YES, GIVE ME 10% OFF

**Signing up will subscribe you to our emails. You will receive a weekly email based on your shopping preference. Every email will contain an option to unsubscribe, and unsubscribing will not invalidate any offers.*



Other examples




Sign Up And Get 10% Off

Join our community to get emails about special news and offers from ARTISAIRE.

Plus, 10% off your next order as a welcome bonus.

YES, GIVE ME 10% OFF

*Signing up will subscribe you to our emails. You will receive a weekly email based on your shopping preference. Every email will contain an option to unsubscribe, and unsubscribing will not invalidate any offers.



BONJOUR! Want 10% OFF your first purchase?

JOIN the AV VIP List! Exclusive Sales, First Dibs on New Arrivals, and 10% OFF your first purchase delivered to your inbox!

SUBSCRIBE!

10

10% Off

Your First Order

By submitting this form, you agree to receive recurring automated promotional and promotional marketing emails and messages (ad and sponsored) from Partake & its affiliates and their agents. We reserve the right to terminate any promotion. May only be used for 30 days and 10% off in total. May require a minimum order amount. See terms for details.


CONTINUE

Get 10% off your order!

Subscribe to get a coupon now!

SUBSCRIBE

You are subscribing to receive exclusive offers.



b.
beneath your mask

Want an additional 10% OFF today?

Sign up below, discount is only good for 24 hours.

Get Discount!

Want 15% off your first order?


Let's keep in touch.

Bonus: You'll be entered to win a \$200 gift card when you sign up for texts (US only).

Subscribe

☐ I agree to Privacy Policy & TOS

By signing up this text you agree to receive recurring automated marketing messages and shopping cart reminders at the phone number provided. Consent is not a condition of purchase. 15% OFF is valid for 30 days. See terms for details. May be used once only. See Privacy Policy & TOS.



SAVE 10%

GET MY CODE

*you'll receive our emails and can unsubscribe anytime.

NO THANKS

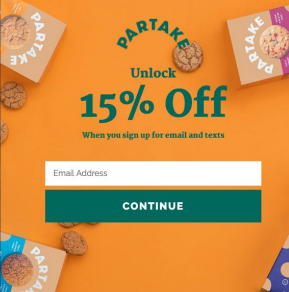
PARTAKE

Unlock

15% Off

When you sign up for email and texts

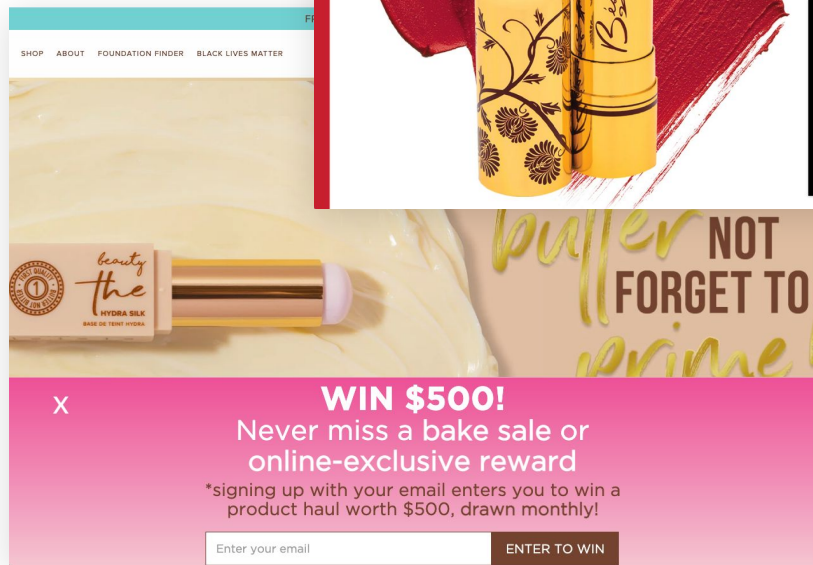
CONTINUE





Pop ups: Secondary Placement

More subtle, lower conversion rate.
Possibly better for overall site health.

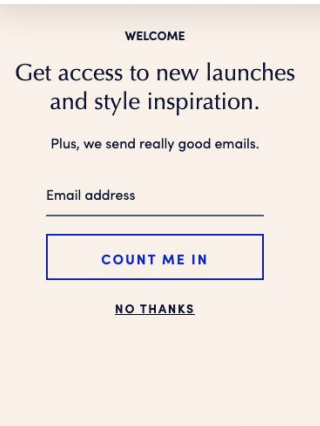
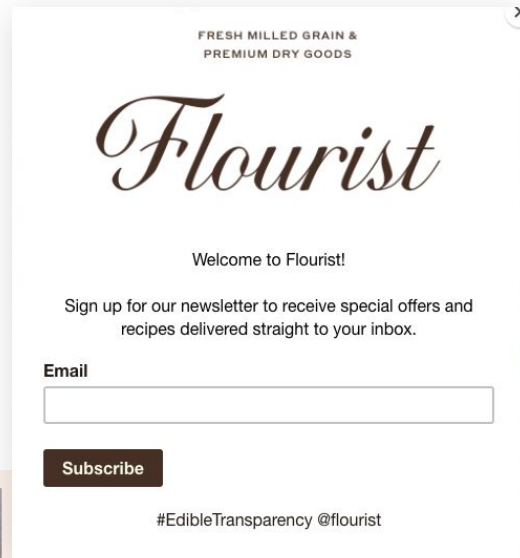
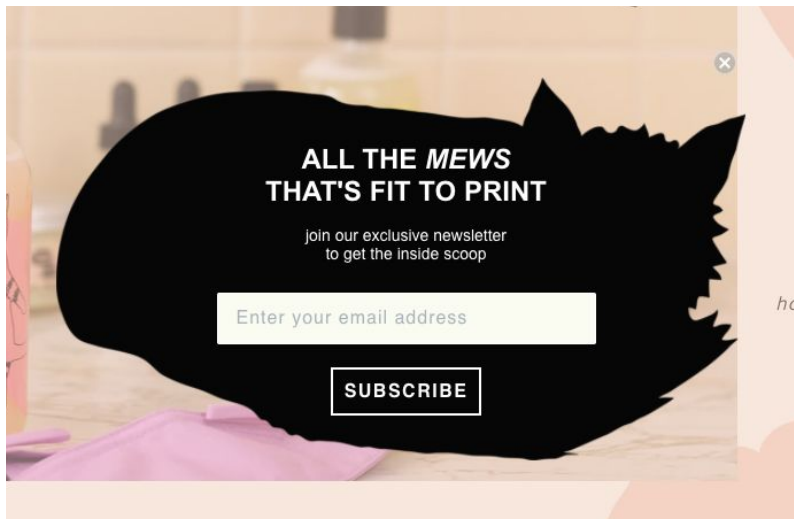




Pop ups: NO % / \$ OFF

Lower conversion rate, but probably higher quality audience.

Fits better with certain brands.





On-site approaches:

header / banner / footer / blog





Your site header / footer / blog

Short term win call to action:

1. Get 10% Off / 15% off
 - a. Want 10% off?
 - b. How about 10% off?
 - c. Save 10% now
2. Get Free shipping
 - a. Free product
 - b. Bogo
3. Enter to win
4. Be the first to know
5. Join the VIP list
6. Join our fan club
7. Join our _____
8. Be a #funmembername
9. Sign up and get __ off
10. Let's keep in touch
11. Want style tips?
12. Watch our _____ tutorials
13. Free __ Tips
14. Get my recipes/patterns/videos
15. Become a _____

Long term win:

1. We'll send you style tips to keep you looking fresh all day season long
2. Get how to tips sent right to your inbox
3. New ____ launch weekly, be the first to see them
4. Get access to new ____ and ____
5. Find out about sales and new products before anyone else
6. Sign up and get recipes/guides/videos for free sent to you weekly/monthly/bi-weekly
7. We'll send you a few email's you'll love, unsubscribe at anytime
8. I want to keep you posted on what I create next.
9. See what we make next.



**Really lean into
your niche**



Your site header / footer / blog

X

Short term win

Long term win

EMAIL ADDRESS

SUBMIT

JOIN OUR SISTERHOOD

Receive 10% OFF on your first purchase (will be e-mailed), VIP perks and discounts, and occasional thoughts and musings on what inspires our world... *let's be friends!*

Enter your email address

JOIN

Join our movement.

Enter your email address.

+

LIKE BEING FIRST?

Join the Collectors Circle for first dibs on one of a kind pieces, new collections, events, and more.

ENTER EMAIL

SUBMIT



Interactive content

STITCH FIX

Women

Men

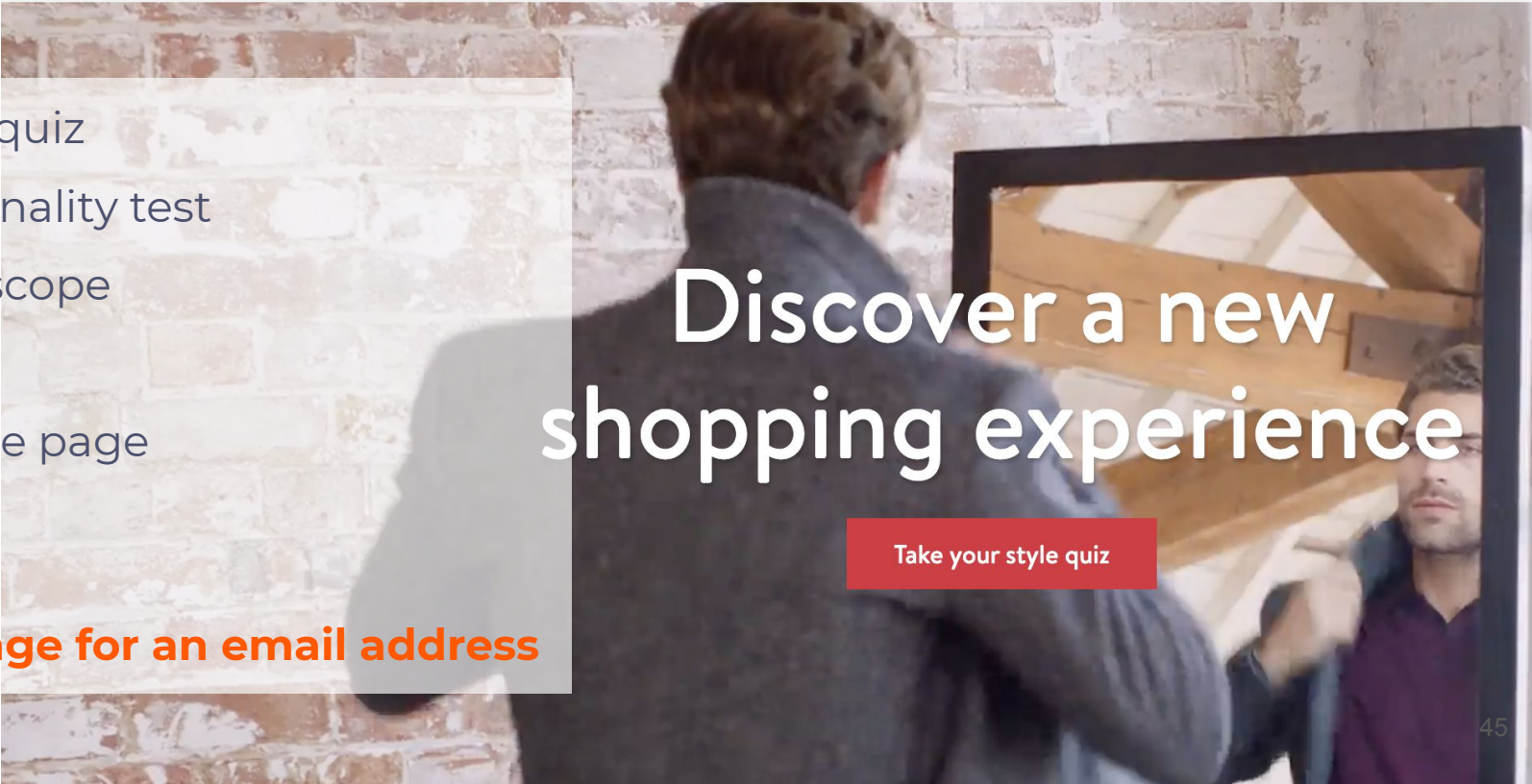
Kids

Style Guide

Social Impact

- Style quiz
- Personality test
- Horoscope
- PDF
- Private page
- Etc...

In exchange for an email address



Discover a new
shopping experience

Take your style quiz

The background is a collage of various web advertisements and browser windows. At the top left, there's a purple and blue graphic with the text 'Click here to find out more' and 'BT'. To its right is a blue advertisement for a 'Business Upgrade Package or a Xerox Phaser 8400 Color Printer' with an image of the printer. Further right is a browser window titled 'PC WORLD' with a 'TRY 2 RISK-FREE ISSUES!' banner and 'GET 15 FREE' text. Below that is another browser window titled 'What's New Netscape' with the Netscape logo. On the left side, there's a vertical banner with 'Before' and 'You can high-'. At the bottom left, there's a blue banner for a 'FREE TRIAL' lasting 'Up to 45 days FREE' with a 'Click here for details' button. To its right is a white advertisement with the text 'ere has n tter time insurance. ! ve Money) Quotes.' At the bottom center is a 'TRAVELZOO' advertisement with the text 'This Week's 1 on the Intern'. At the bottom right is a green advertisement with the text 'Rates are at Histo' and 'Get cas your h'.

Final thought

Make sure you don't have too many pop-up/list growth widgets firing off at once.

Irritating your viewer is the worst thing you can do.

Session 3 Takeaways:

Where on your site are you going to place/customize your email sign up? (choose 2)

- ☐ Central pop up
- ☐ Off the wall pop up
- ☐ Header
- ☐ Banner
- ☐ Blog
- ☐ Footer
- ☐ Interactive content

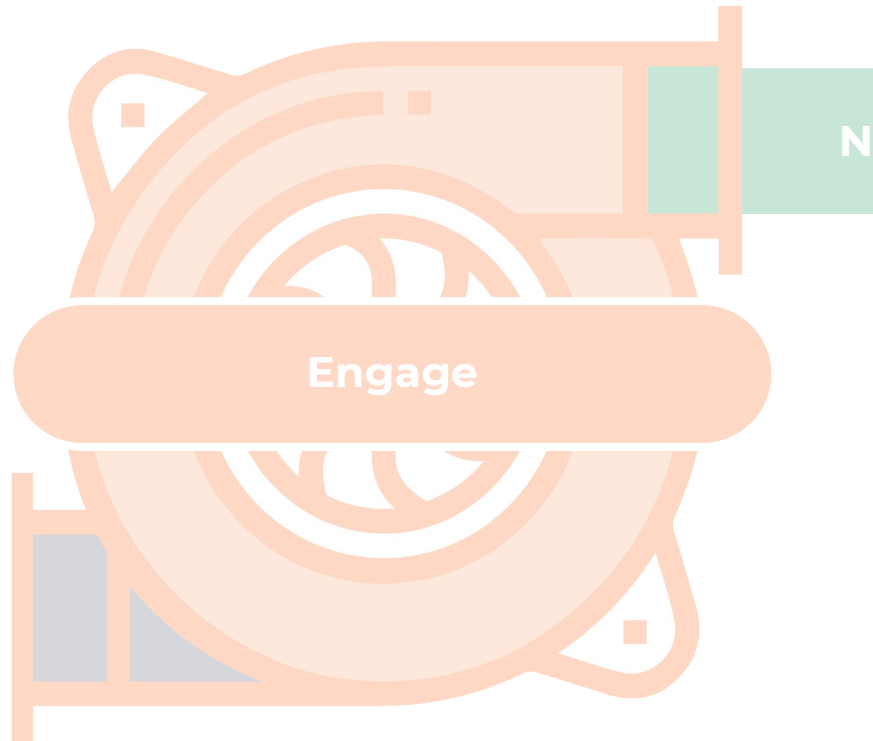
Session 4:

Off-site list growth with social media



How do you grow your list?

Input Sources





How to grow your list

Off-site approaches

Social Lead Gen ads

Organic social posting

Partnerships

Brick and mortar store

Live/virtual events

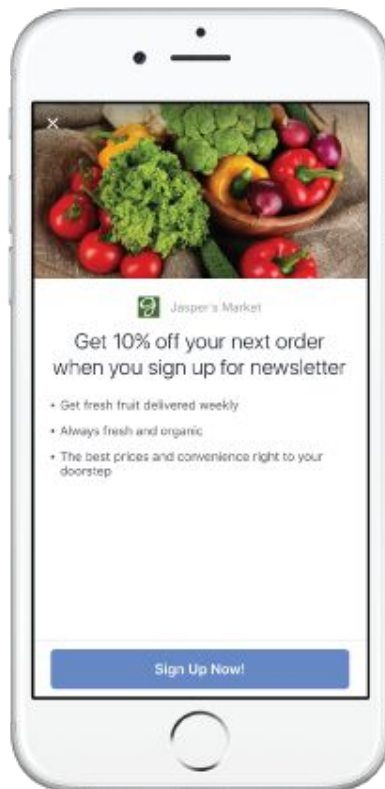




Social Lead Generation ads

3.26%

Avg FB Lead Gen Ad
Conversion rate for retail



[Lead gen benchmarks here](#)

[Facebook ads 101](#)



y tho

These potential subscribers will need a reason—% off might not do it, especially if they don't know your brand.

Need to show value for the email address that fits your audience's needs:

Example:

- Sign up for an event
- Sign up for a limited time/number release
- Sign up for access to a video/PDF
- Sign up for VIP/early access
- Sign up for a recipe/interactive content

Just ask for email (unless it's something special)



New Facebook Lead Ads connector

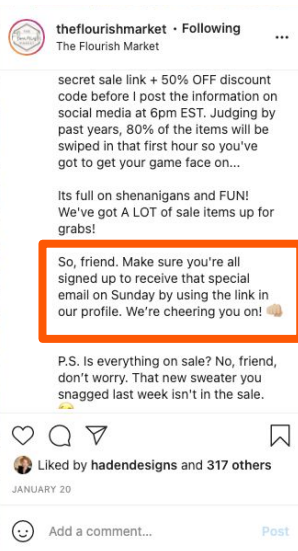


Sync leads in real time





Social Organic



“Make sure you’re signed up to receive that special email.”

Define value with what people can see on your social media vs. in your email. And then cross promote.

Ex:

Email:

Events, sales, season changes, big news

Social:

Day-to-day looks, style tips

Session 4 Takeaways:

Which of these would make sense for you?

- ☐ Paid lead generation ads on social media
 - ☐ What short term win will you use?
- ☐ Organic cross sell on our social media
 - ☐ How is email different than social?
- ☐ Both organic and paid

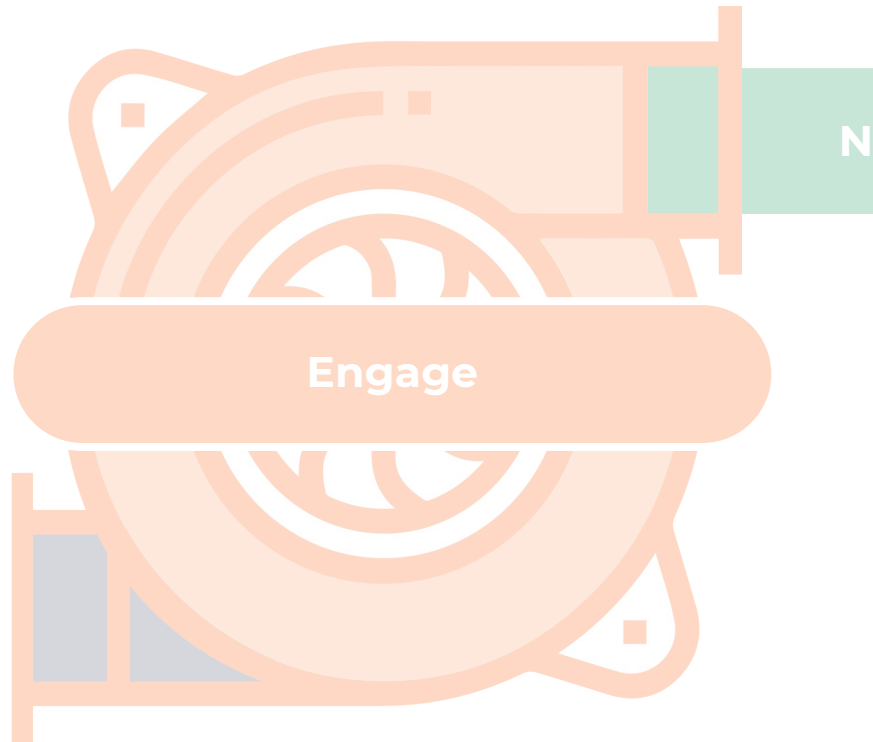
Session 5:

**Off-site list growth with
partnerships and
live events**



How do you grow your list?

Input Sources





How to grow your list

Off-site approaches

Social Lead Gen ads

Organic social posting

Partnerships

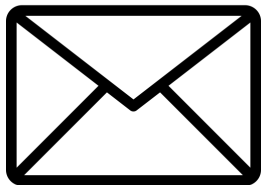
Brick and mortar store

Live/virtual events

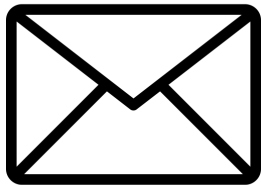




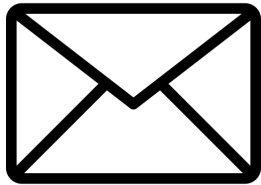
Partnerships



Brand Email



Brand Email



Brand Email

Group landing page

Prizes

Email form

Brand

Brand

Brand

Brand

Brand

Brand



Partnerships



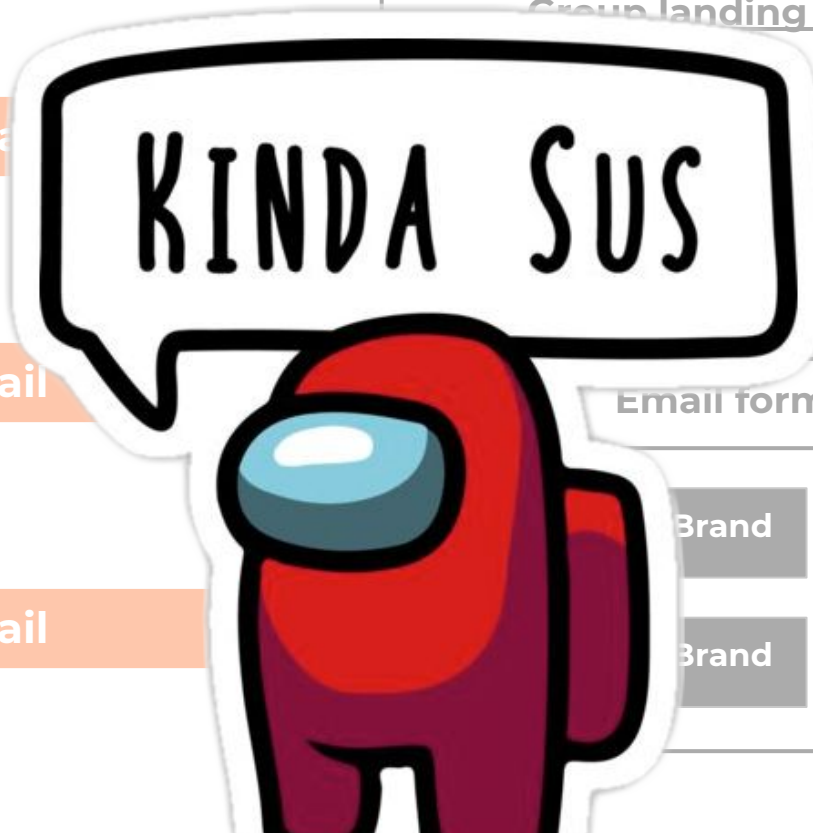
Brand Email



Brand Email



Brand Email



Group landing page

Email form

Brand

Brand

Brand

Brand



What kind of subscribers are these?



Interest level



Partnerships

If you do this remember:

- At the signup spot that your brand is explicitly listed. So people know they are opted in.
- NO “our partners” umbrella agreement
- Don’t give away money, it’s a trap.

After sign up:

- Do another opt-in. That would really clean it, but probably take the list down by 50-80%.
- Send a really awesome welcome program to them RIGHT AWAY.
- Prove your value, give them a unique discount code, or something.





Remember:

List buying/shady list growth
tactics = dumpster meat





Partnerships: my preferred way

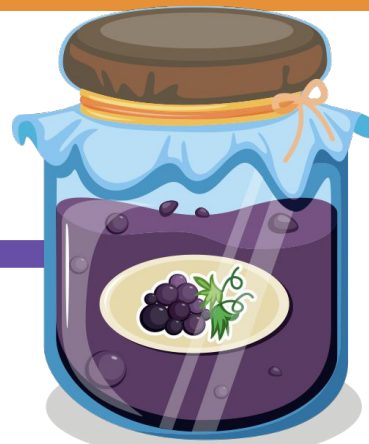
You know me, you love me. Someone I love is **Jelly**, take a look at this cool **Jelly**.

Go check out Jelly: Get 10% off with code xzy.



You know me, you love me. Someone I love is **Peanut Butter**, take a look at this cool **Peanut Butter**.

Go check out Peanut Butter: Get 10% off with code ABC.





Examples

sunbasket + **Grove**
COLLABORATIVE

Spring into a new cleaning routine



Offer Active: FREE Grove cleaning concentrate set!

Grove
COLLABORATIVE



Goodbye, plastic! Hello, clean home.

From natural household to personal care, everything at Grove is better for you and the planet—and really works!

Get Your FREE Plastic-Free Set!

- Free, carbon offset shipping
- Free trial of VIP shopping option
- No monthly commitments required

Enter your email address

[Claim My Offer](#)

By submitting your email, you accept Grove's Privacy Policy and Terms of Use.



Live events/stores

- Promote your email list with a short-term/long-term win. Could be specific to the event.
Something you know they'll value.
- Make it very easy to sign up:
 - QR code
(Shopify has a good generator: shopify.com/tools)
 - iPad/Tablet
- Strong welcome message that thanks them.



Session 5 Takeaways:

Who would make a great partner for you? Who's your PB&J?

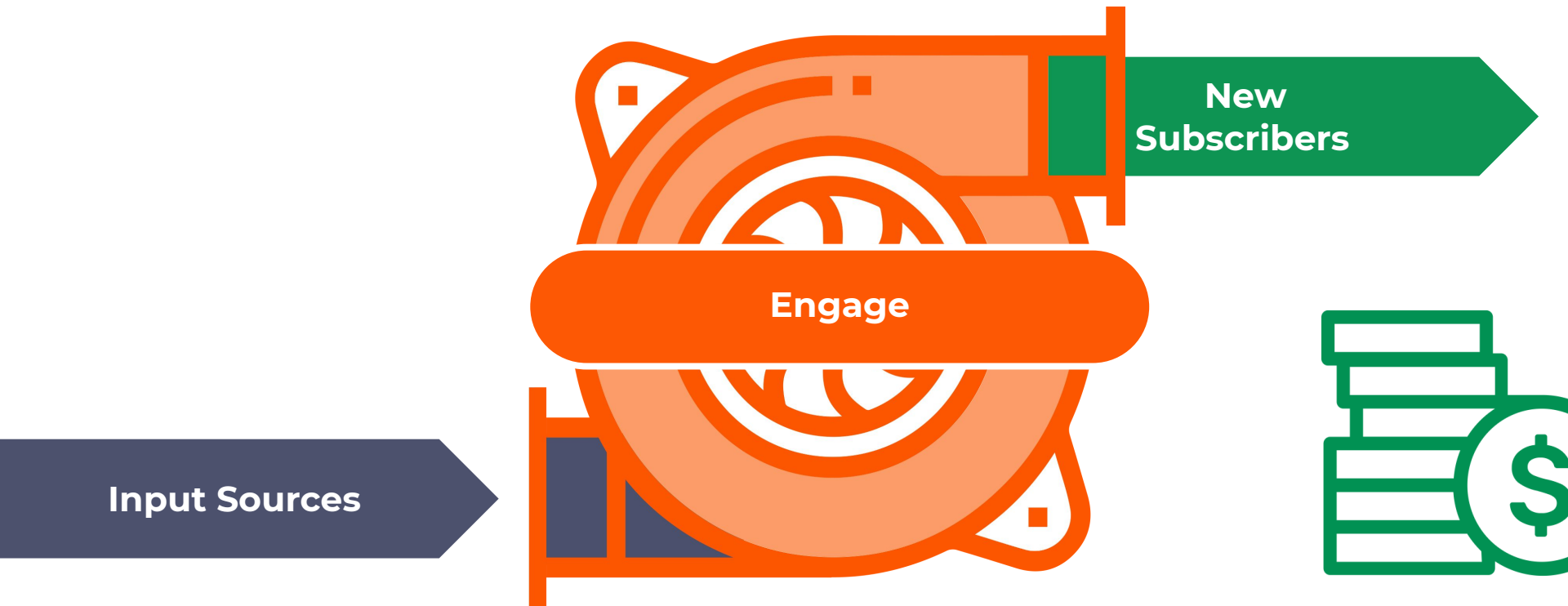
Have a physical location? How can you make signing up for emails simple and rewarding?

Session 6:

Your list growth checklist



How do you grow your list?





The list growth engine checklist



Print me!

- ❑ **Define your short-term and long-term wins for signing up to your list.**
 - Start with one each, but you'll eventually need to come up with more.
 - What does signing up for your emails get me? What pain point does it solve?

- ❑ **Put a popup on your site**
 - Longer wait time = fewer people, but could be more qualified.
 - Just getting started? Try 5 seconds - go look at your Google Analytics and find your avg time on site to help you.
 - Use a flashy short-term/long-term win consider a % off/free shipping.

- ❑ **Optimize your footer/banner**
 - Make it pop by directing it at your niche and emphasize the long-term win.

- ❑ **Consider other onsite popups/exit-intent popups**
 - Be very careful not to overwhelm your visitor; double-check that you don't have overlapping popups.

- ❑ **For the right brand, interactive content can be a gold mine. Is that you?**
 - Recipes, horoscopes, virtual/live events, PDFs, courses, 1:1 time—are you interested in offering these up for an email address?



The list growth engine checklist



Print me!

❑ **Dip your toe into social lead generation.**

- Use a strong short-term win that a stranger would be interested in.
- What social channels is your audience on? FB is a great place to start.

❑ **If you already have a great social media presence, make sure to advertise your email list.**

- Use giveaways/sales/events

❑ **Considering a partner? What does a complementary partner look like? What goes together like PB&J?**

- Investigate and reach out, but make sure they have solid business practices and that your customers will have a good experience.

❑ **Live events/In-store experiences**

- Make it easy and effortless with a great reward, but always lead with the brand USP.
- QR codes that lead to a webform that offers up 10% off is a great place to start.