



Sam  
Soley

# How to Start Building an **Email List** in 2021

# Table of Contents

What is an Email List?	01
Types of Marketing Emails	02
Email Marketing Platforms	13
Building an Email List from the scratch	14
Email Marketing Analysis	20
Guidelines to Sustaining a Good Email List	23
Conclusion	26



The internet has helped businesses be open to different opportunities and talk about the easy transmission of information. Digital Marketing involves the use of digital technologies such as search engines, social media, amongst others, to market products and services.

Different forms of digital marketing include:

- Email Marketing
- Affiliate Marketing
- Social Media Marketing
- Video Marketing
- Website Marketing
- Content Marketing

The spotlight would be on Email Marketing: **building an email list from scratch**.

Email marketing is necessary for successful digital marketing for companies and organizations today; It is a very lucrative means of digital marketing. Research has it that one can make about forty times the amount spent via email marketing.

The number of brands investing in email marketing today is on the increase. As a result of this, brands need to know how to get their customers along. The most reasonable solution is email marketing. Digital marketers know that there is a lot to email marketing than spamming customers' inboxes; you have to use the required tools to create engaging emails for different scenarios and measure your progress.

To have an effective email marketing plan, it is important to build trust with your contacts. Read through this article to know the basics of email marketing and building an email list.



# What is an Email List?

An email list is a collation of email addresses of people who have subscribed to your marketing emails. Emails that you gather from the public would also be on your email list. One secret to successful marketing and sales is having interactions. This is why increasing your database of email addresses is vital to increasing your potential leads. These potential leads can be converted to devoted clients later on.

# Types of Marketing Emails

The first step to building an effective email list is identifying the reason for sending out emails to a target audience. Are you sending emails because everyone else is doing the same? Every brand must have a genuine reason for sending an email. The type of marketing email you should send depends on your projected objectives. The major types of marketing emails include:

## 1 NEWSLETTERS

These are emails you often send to specified segments of your email list. The content of journals ranges from a synopsis of recently created content to updates and publications.

If the goal of your brand is to either bring leads and traffic to your site or maintain a satisfactory customer relationship and secure more deals, then bulletins would be a worthy solution. Become proficient in the art of sending effective newsletters and see how worthwhile it is.

April 2020

White Cedar Elementary School Newsletter



Message from Principal  
Natasha Karr

Looks like Spring is finally here, we've got nothing but sunshine and blue skies the last few weeks. I hope everyone is enjoying it. This is just a reminder that boarding for school buses has changed locations due to some construction on the north side of the parking lot. If any students get confused, look for any staff members with reflective vests!

Soccer Team Final Cut

I'm happy to announce our boys soccer team. Take a look below to see if you've made the final cut.

Anthony P | Tony K | Sanjay N Gerald B | Edward T | Aniruth A Kwan P | Danny D | Joseph R Thomas W | Alex C | Aaron B Dwayne J | Alex M | John S Kyle X

We saw a lot of talent out there during try outs, but of course, we can only pick up 16 students. Thanks to everyone for coming out. Any students who did not make it, don't ever quit on yourself. Always keep trying and take every shot you can.

- Mr. Frank Valencia

Parent Teacher Interviews

Every student's favourite time of the year! Our parent-teacher interviews are taking place Wednesday April 16 & Thursday April 17. By now, all students should have returned their interview request forms, signed by their parents or guardians so that your teachers can take care of scheduling interviews. For any students who not yet done this, please do so right away. Speak to your teacher if you need an extra form or if there are any issues with conducting interviews on either day.

Spring Concert 2020

It's that time of year again. Our talented faculty and students will be putting on quite a show for us this Thursday, April 24. Tickets have gone on sale.

1 ticket - 10.00  
2 tickets - 16.00  
4 tickets - 22.00

There were will rehearsals on Wednesday April 15 and Monday April 21 for performers. If you're a performer you will have received an email or letter requesting that you attend both rehearsals. The Concert Planner is Mr. Ted Wolchuck, please direct any questions you might have to him.

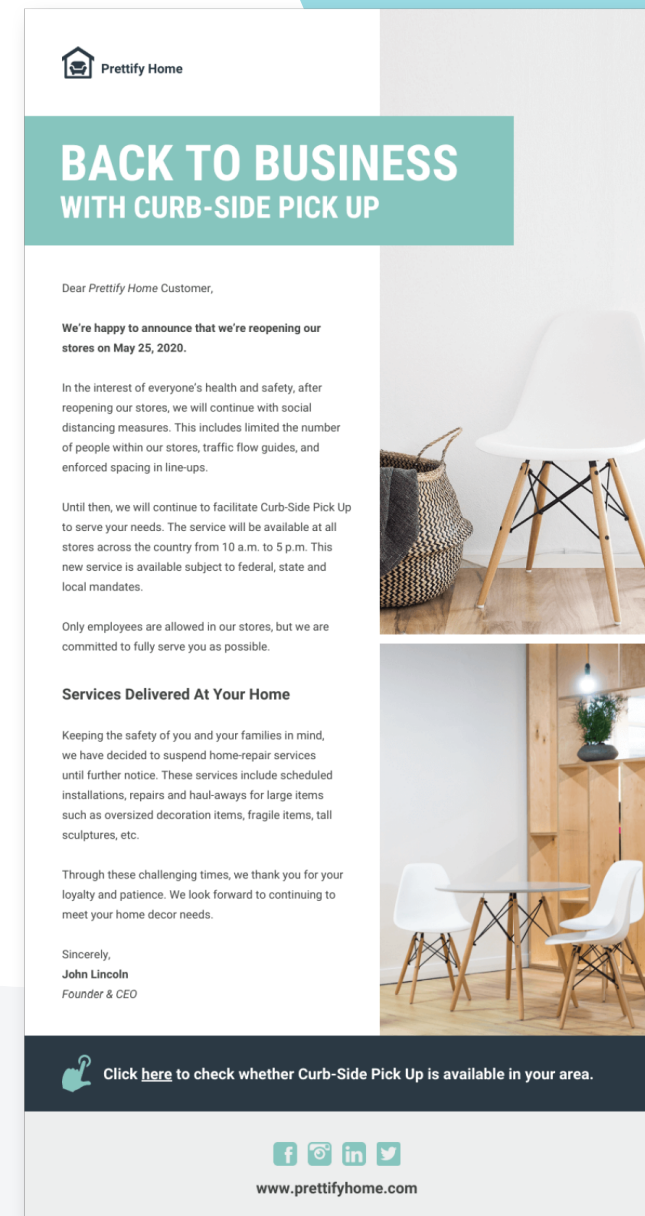
Lost & Found

Last month we found a blue jacket, a pair of running shoes, two t-shirts, and a soccer ball. They are currently in the office. If you feel that one of these items might be yours, please come by the office. We will ask a few questions about the item to make sure it is actually yours and then return it to you.



## 2 INFORMATIONAL EMAILS

Although informational emails deliver recent knowledge to beneficiaries' wide choice, it should not be mistaken for newsletters. Information emails can include announcements about new content, updates on commodities and happenings, future events.



### 3 TRANSACTIONAL EMAILS

From the moment a reader purchases product or signs up for a brand's newsletter, transactional emails are spontaneously prompted. Most transactional emails are:

**Validation Emails:** should be straightforward and brief with information about what you would want the addressee to confirm. All they need to know is that the action they took has been completed.

**Kick-back Emails:** should be automatically sent to lead or customers after submitting a form on your landing page. The only information the reader needs from this marketing email is proof that their content has been redeemed.

**Welcome Emails:** A welcome email is an ideal way of saying thank you to people who sign up for your offers. The welcome email should contain important information about your brand and the values they should expect.

### Tango Design Updates

We're overjoyed to bring you new updates about Tango's design.

We've rebuilt our navigation from the ground up to emphasize the difference between personal and team boxes; we've streamlined the process for creating new boxes; and it's way easier to add your own visual assets.

OPEN TANGO



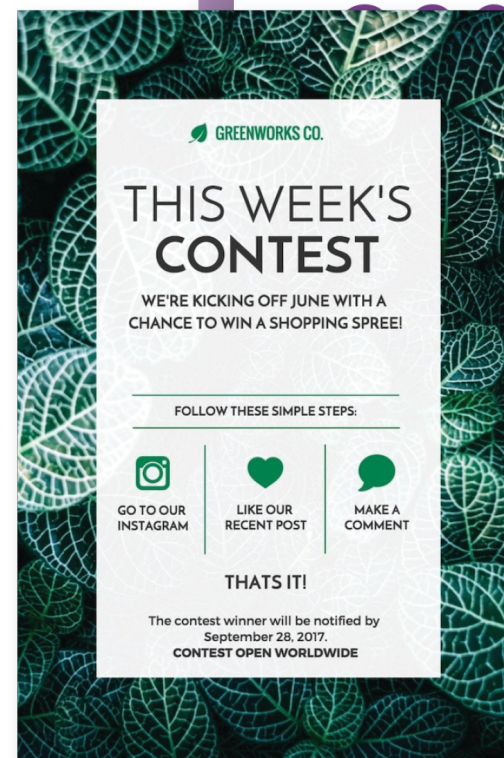
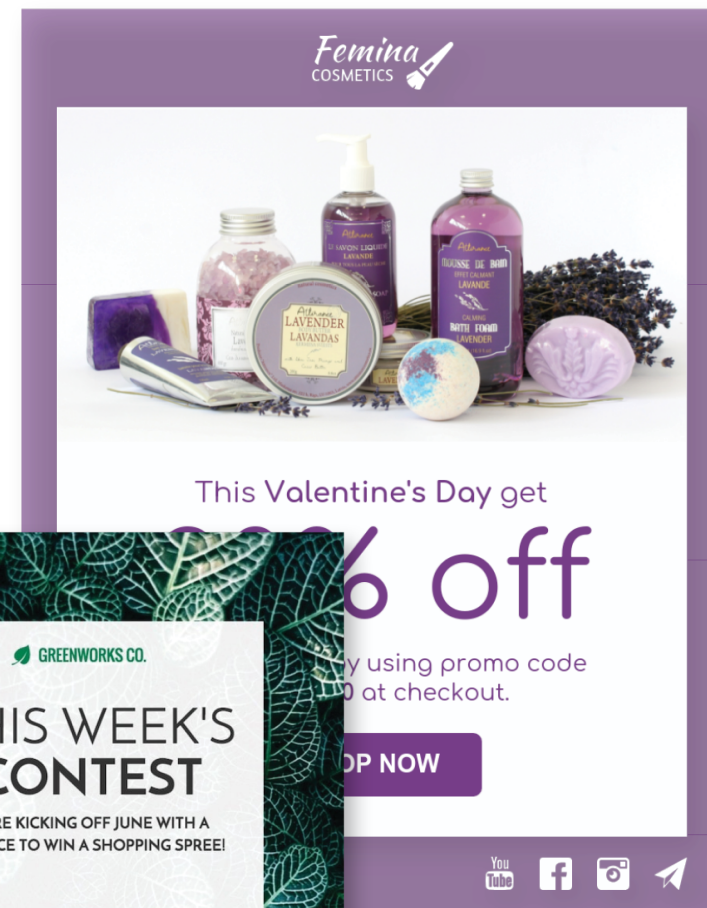
Thanks for signing up!



As the temperatures warm from the runway to the red carpet, we're getting inspired by the season's hottest trends. Whether it's bold printed shorts, as seen on Barbara Bu's catwalk, or a dramatic backless dress like Kate Mara wears above, these chic five trends are guaranteed to have you looking hot this summer.

## 4 EMAILS FOR ANNOUNCING NEW CONTENT

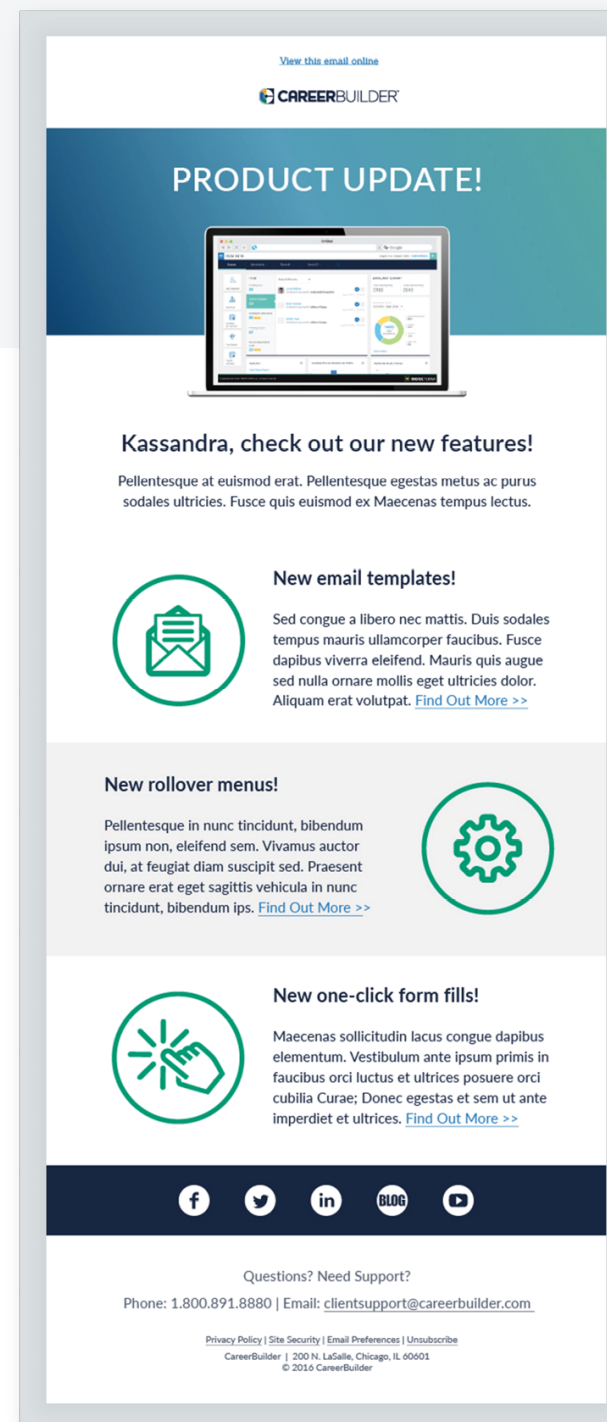
Making use of a new content declaration email to publicize new sales, webinars, e-books, and other promotions would be worth it. When designing this type of email, you must keep it short and straight forward. The aim is to be brief and vivid when publicizing the offer. So, ensure the content is limited to the proposal. The call to action (CTA) is an important feature in new content announcement emails you can use to emphasize specific offers and contents. Make use of the CTA icon for readers to carry out the action you want.



## 5 EMAILS FOR PRODUCT UPDATES

Many brands send product magazines occasionally -every week, once in a month, quarterly, etc. - to their patrons to keep them abreast with their latest features. Product update emails are not easy to write, so you should keep it simple.

There are ways to make your readers thirst for your next publication. You can start by sending a review of products and updates from time to time. Make use of text and non-text elements to exhibit the products.



## 6 EMAILS FOR PROMOTING EVENTS

The importance of emails in promoting upcoming events cannot be overemphasized. You have to make them see reasons to attend your event if you are inviting and want them to enroll in the program. Using visuals in event promotion emails would help your publicity.

### Our programs are now accessible online!

View our newly released mental health support programs and webinars

The Learning Hub (TLH) has been working diligently to continue providing advocacy and support to the community during the growing pandemic. We have moved a majority of our programs to accessible, virtual platforms. In addition, we are offering weekly webinars to provide support and education to our active community. Below is a list of our programs that are now offered online.

### TLH's Crisis Education Support Programs



#### TLH Education Fundamentals

**Duration:** 4 weeks  
**Audience:** Parents & Caregivers

The EF program is a free, 8-session program on education basics geared towards parents, caregivers and family members who provide care for individuals ages 18 and younger who experience mental health symptoms and issues.

[CLICK TO REGISTER](#)



#### For Families: Mental Health Awareness Seminar

**Duration:** 90 minutes  
**Audience:** Parents & Caregivers

Our MHAS for families is a presentation for parents and guardians to help them better understand mental health in their household, particularly for children. We'll identify early warning signs, alternatives for early treatment, and provide coping options and support for parents and guardians.

[CLICK TO REGISTER](#)



#### For School Staff: Mental Health Awareness Seminar

**Duration:** 90 minutes  
**Audience:** Instructors & School Staff

Helping school personnel understand mental illness in the community they serve, particularly students and youth. We will identify early warning signs, reinforce the importance of early intervention, and empower staff to make a lasting difference in the lives of their students.

[CLICK TO REGISTER](#)

Visit us at [www.TheLearningHub.org](http://www.TheLearningHub.org)

TLH is a nonprofit organization that empowers anyone in an education or mentorship position to support youth dealing with poor mental health.

Follow us @TheLearningHub





## 7 LEAD NURTURING EMAILS

Lead nurturing emails are vital in making trades. They are mostly one part of a succession of a sales guide. You should carry your buyer along each stage of the sale.

g

### For Those Very Important Partnerships

You've done some amazing work with them in the past year! Remind your clients and employees why you make such a great team with a **personalized holiday Greetabl**. It's now easier than ever to send 25 or more at once!



+



SUPER EASY TO PLACE LARGE ORDERS

*Reply to this email to learn  
how large orders work, or just  
get started building.*

As mentioned earlier, besides from drafting and sending emails to the target audience, building an email list require specific tools. The following steps are prerequisite to building a successful email list

## 1 MAKE USE OF AN EMAIL MARKETING SERVICE

Email Service Providers are marketing tools that give you the liberty of establishing, personalizing, and optimizing marketing emails. These tools contain features that enable you to custom the best email marketing operations without hiring any designer. ESPs have features that are compatible with all your marketing goals. You can also make evaluations of your projected goals and share the facts with your business crew. An ideal Email Service Provider should

- have positive reviews as an ESP
- have a good reputation with Internet Service Providers,
- have straightforward yet tasteful email outlines
- simple forms, call to action, and landing pages
- have automated messages for email lists and segments
- be able to segment subscribers on different parameters

Different platforms offer email marketing services, and you can utilize these pretty easy. Examples of these platforms include Kajabi, Getresponse, and Constant Contact. More information about these platforms is outlined below in this article.

## 2 UPDATE YOUR EMAIL LIST

Research has it that about 30% of subscribers change their email addresses annually. What do you infer from this statistic? It is only wise that you get rid of redundant email addresses frequently, say once a year. The truth is only people who are aware of you, interact with your brand, and sign up for your marketing emails produce true marketing results. Fix your eyes on how well not how much. Choose quality over quantity.

## 3 PURCHASING AN EMAIL LIST IS NOT THE SOLUTION

One thing you should never do in email marketing is buying an email list. There are lots of people who sell email lists on the internet. If you have ever considered buying an email list, I believe the following reasons should convince you not to.

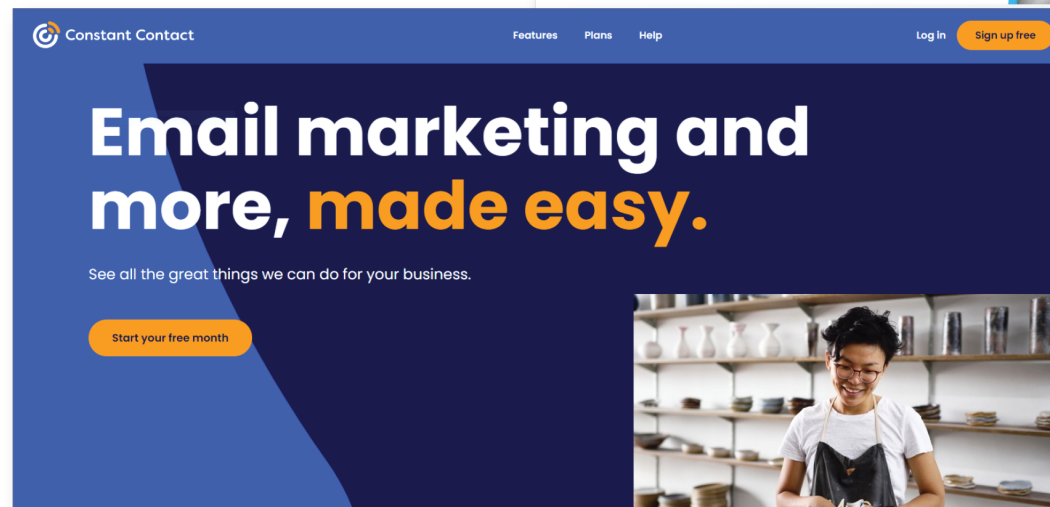
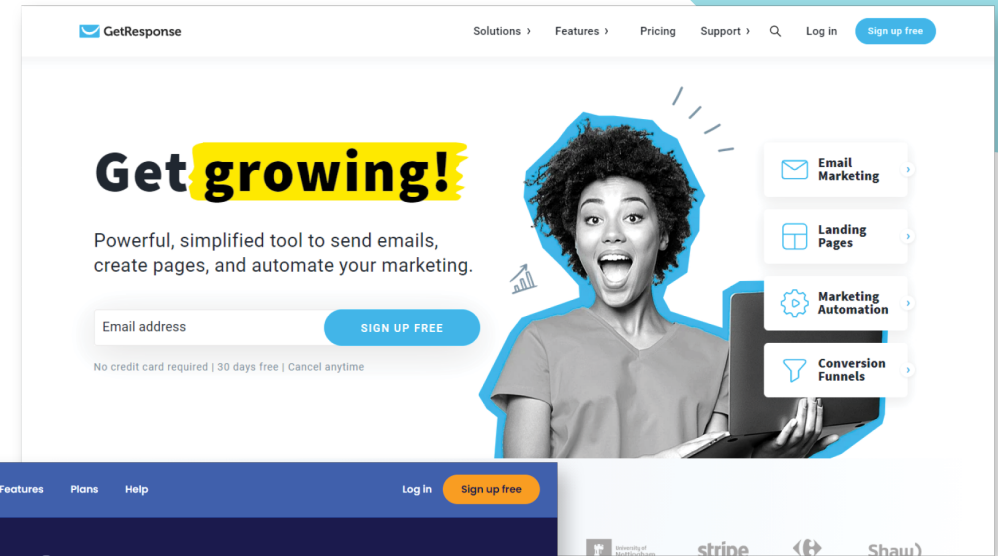
→ Probably, you are not the only person purchasing an email list. There are others that also interested in buying the same email list as you.

- Some email lists have spam traps. Sending emails to recipients on such lists would result in your Internet Protocol (IP address) and email address being blacklisted as spam. You do not want thousands of contacts marking you as spam.
- When spam complaints become too much, Email service providers (ESPs) would have no other choice than to cease your email account.
- Contemplate on this for a second. Is the money you spend buying an email list worth the aforementioned effects? You end up spending a fortune purchasing the list, sending your marketing emails, and crashing out of your email marketing career.



## 4 CUSTOMER RELATIONSHIP MANAGEMENT WITH FREE EMAIL MARKETING

A CRM that comprises of free tools for email marketing would do just the job. You get to realize how your brand from your customers' perspective, making sure your publicity is within the target range.



## 5 APPLY EMAIL SUBDIVISION AND CREATE LISTS

It is advisable to divide large email lists into smaller lists, according to the subscribers' inclinations and features. The reason segmentation is very crucial in email marketing is to avert sending content to the wrong set of people, hence losing subscribers.

Different means to partition your email list include

- Language
- Business
- Geographical position
- Previous associations with your brand etc.

## 6 INCLUDE AUTOMATION IN WORKFLOWS

After segregating your email list, you can send well-aimed preset emails. You can compare workflows to a decision tree that would carry out decisions based on preset conditions. Every action carried out by the workflow is a result of the user's behavior.

## 7 SIMPLE SYNDICATION FEEDS (RSS)

All thanks to RSS Feeds, marketers and blog readers can subscribe and get emails regularly. You do not need to attach blog posts to email templates and send them daily, weekly, or when due.

As mentioned earlier, different platforms offer top-notch email marketing services. You can utilize the services from these platforms. Here's an overview of the platforms mentioned earlier:



**Kajabi:** You can get everything you need for your business from this all-in-one platform. With Kajabi, you can build, market, and sell your membership site, coaching program, webinars, or online course. For any type of business related to webinar and online courses, hands down this is the best platform right now in the market. What's amazing is that you can do this with no learning curve, no hiring, no broken integrations, no plugins, and no coding.

Here's what you'd get with Kajabi:

- Integrated subscriptions and digital products
- Beautiful and faster emails
- Amazing automation
- Track your leads

Kajabi is everything you need.

[Here is a special offer from Kajabi for you!](#)



**Getresponse:** This is a trusted inbound email marketing solution, a simplified and powerful tool to create pages, automate marketing, and send emails. With Getresponse, you can engage with customers, grow your audience, boost online sales, sell your knowledge, and more. Getresponse is what you need to market your business. Use the features to build relationships and reach potential clients.

[You can try Getresponse for free here!](#)



**Constant Contact:** This eCommerce platform is ideal for smart businesses. With Constant Contact, you can grow your brand and reach people through email marketing. The platform also has great eCommerce capabilities, with which you can set up online stores to sell your products.

[Try Constant Contact here!](#)



# Building an Email List from Scratch

Since you are already familiar with the tools and how to best manage them to send the best marketing emails, it's high time you defined the characteristics of the email.

The factors that give your marketing emails the edge over others in the field are the content and your design. With these two determining factors in place, your clients should be eager to reading and relate to the content of your marketing emails. You should also adhere to the following

## 1 THE HEADER OF YOUR EMAIL IS VERY IMPORTANT

Your subject line should be eye-catching because it is the first thing readers see when they receive an email. Proof that your subject line is good is when a reader reads it and is eager to open the email and continue reading. An ideal subject line should:

- Be as short as possible and capture the reader's attention.
- Provide information and value so that they want to open the email
- Be a summary of what readers should expect once they receive the email.

## 2 BE CONSISTENT WITH YOUR BRAND

Even without opening or reading the email, the email recipient(s) should know that the mail was sent from your organization.

Stay true to the appearance, tone, fonts, and colors from your websites, social accounts, and email content. A consistent email design would always remind your subscribers how unique your brand is.

## 3 DEVELOP THE USER EXPERIENCE

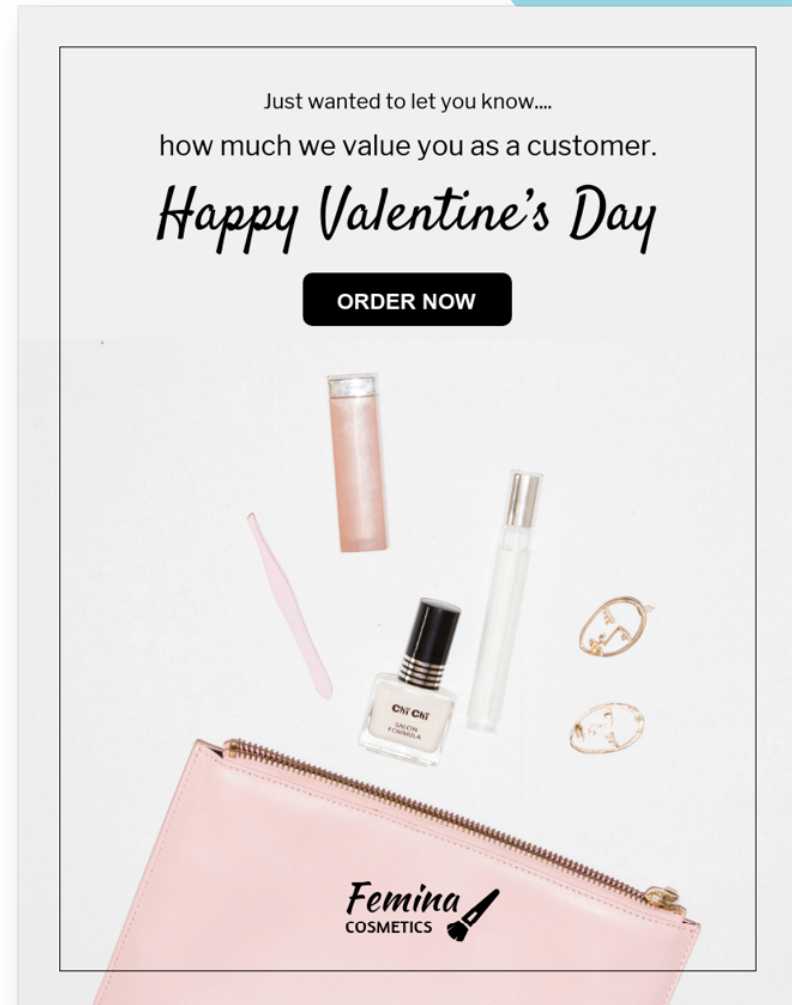
Receiving disorderly and strange emails can earn you a thumbs down from the people on your email list. User Experience (UX) would help you arrange the layout. With UX design, tactically place your both written and visual content and make it easy to navigate. When you make your emails look professional, they would enjoy relations with the content of your business emails. Responsive designs make it possible for readers to view your emails in any desirable screen format. This in turn triggers subscriber retention.

## 4 REMEMBER CTAS FOR EACH LANDING PAGE

Call to action are vital in converting the recipients of your mail. Make use of CTAs to enable recipients to interact with your social media accounts, websites, or even become paying clients.

A standard CTA should be evident, attractive and purpose defined. Tailoring personalized CTAs to specified recipients helps to develop conversions. Be careful when using CTAs in an email so that they do not cancel out one another. Develop emails around a few important CTAs purposed to increase customer-business interaction. For example, if you run an e-commerce store, create a landing page for only a few products that visitors must sign up for before purchasing.

Every individual has specific needs for reading an email and visiting your website or blog. After delivering good content, be sure to add CTAs to that effect. When you offer content specific to the needs of your subscribers, you are a step closer to retaining a long-term customer.



## 5 COME UP WITH A TIMED POP-UP SURVEY

Before you think of requesting viewers' email addresses, you need to present your content as a profitable investment. One way of achieving this is by using surveys related to the content on certain pages. Someone who has developed an interest in such content won't hesitate to take the survey.

Last chance to take our survey and get 25% off your next order. [Start Now](#)  
View this email on a [web browser](#)

KATE SPADE  
**SATURDAY**

FREE SHIPPING BOTH WAYS!

NEW! CLOTHING ACCESSORIES HOME & TRAVEL DESIGN A WEEKENDER FEATURED SHOPS

# CAN WE ASK YOU SOME- THING?

Take our quick survey and  
we'll knock **25% off\*** your next  
Saturday.com order. (And hurry!  
Only a few days left to do it.)

GO

\*Valid at Saturday.com only. Cannot be combined with any other promotion. Not valid on e-gift cards, gift cards or previous purchases. Cannot be redeemed for cash or store credit. Valid until 05.31.13 at 11:59 PDT. Click through survey to redeem. Must complete survey to receive discount. Discount cannot be applied toward the purchase of The Customized Weekender Bag.

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View our [privacy policy](#) and [terms and conditions](#) here.

To contact us, visit our [Help](#) section 24 hours, 7 days a week or write us at:  
Kate Spade Saturday Attn: Web Customer Service | 2 Park Avenue | New York, New York  
10016

Saturday.com

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## OFFER YOUR EMAIL NEWSLETTER ON YOUR SOCIAL ACCOUNTS

Not all businesses started with a large email list. You must use your connections on different social media platforms to an email list. It is easier for your social media followers to subscribe to your newsletters when you propose them. Give them the liberty to decide if they would subscribe to your newsletter or not.

If you do not want to offer your newsletters via social media, you can include a link to the newsletter or a landing page with a CTA to subscribe to your email. People who develop an interest in the content of your emails would require a link to find out more about your brand in depth.





## 7 USE LANDING PAGES EXTENSIVELY

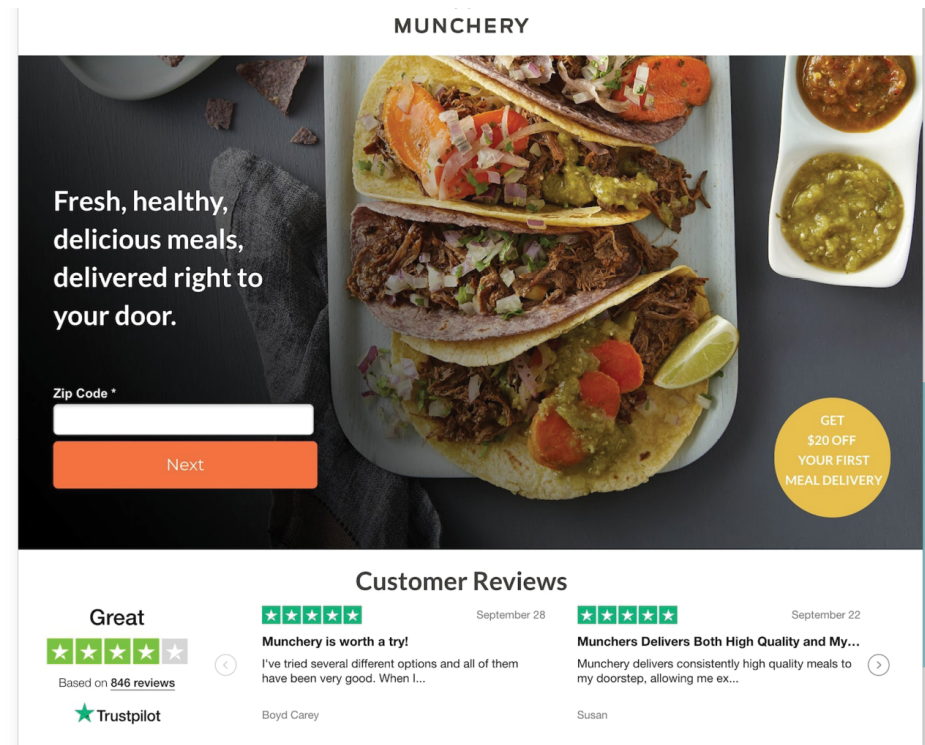
An increase in the number of landing pages would most likely increase leads provided your content is top-notch. Each landing page should proffer solutions for a specific type of need to amass sign-ups. The more landing pages you have, the more customers you attract.

## 8 PERSUADE PEOPLE TO SIGN UP INSTANTLY

Asides from positioning CTAs on landing pages and blog posts, provision must be made for people who wish to subscribe immediately. Create a custom-made CTA that specifies the purpose of your email newsletter.

## 9 ALSO, CREATE A CTA ON YOUR ABOUT US PAGE

The About Us page is an important page in email conversion. First-timers would get an overview of your business on this page but would that be enough to make sales? Include a CTA on the page asking them to subscribe to your newsletter. Remember that building a good customer relationship is very important.



# Email Marketing Analysis

We talked about setting goals for your email marketing career earlier before building an email list. There are measures that you need to study to know whether you are achieving your set goals. Your target goals determine what metrics you would measure. It is normal for your goals to differ from someone else's. The goals of your organization might differ with time.

The following email metrics should be considered:

## 1 CLICKTHROUGH RATE (CTR)

CTR is expressed as the ratio of persons who clicked on your link(s) to the overall number of people who read your email. This email metric simply gives you information about how your readers engage with your content. If you are not satisfied with your clickthrough rate, consider reexamining your email list segmentation to confirm if you are sending emails with appropriate content to the right audience. Also, examine the links for the ones with the highest clicks and get rid of redundant ones.

## 2 CONVERSION RATE

A conversion takes place once a recipient takes an action after following a link in your email. It is measure in percentage, just like the clickthrough rate. To increase your conversion rate, make use of mobile-friendly emails alongside CTAs. The purpose is to ease the conversion of reading emails into carrying out actions for your recipients.

### 3 BOUNCE RATE

You experience an email bounce when an email does not get delivered.

- **Hard Bounce:** occurs when you send an email to an inactive - incorrect or closed - email address. The effects of hard bounces on your brand's goals can be very bad. You are advised to eliminate emails from your email list once you experience a hard bounce
- **Soft Bounce:** You can experience soft bounce when a recipient's inbox is filled up or their server is down. The effects of a soft bounce are temporary and not as serious as a hard bounce. You can either wait to see if the issue gets resolved and the email delivered or resend the emails to the addresses highlighted as a soft bounce.

### 4 LIST GROW RATE

Monitoring the rate your email list grows is necessary. It is normal for your database to reduce. There are factors such as people finding new professions, abandoning old emails, and unsubscribing from your marketing emails that are responsible for the degrading of the email marketing list.

If you need visitors to sign up for your content, you need to offer something in return. You can always make use of on-brand incentives - organize giveaways and interesting contests - to aid the number of active subscribers to your emails.

E-commerce brands, for example, tend to offer a discount on sales or free delivery for a specified period. When discounts and sales do not yield the required results, brands engage visitors in games like Spin the Wheel. Visitors need to sign up before being able to spin the wheel. Rewards in this case usually range from prize money to percentage discount. Games like this are win-win situations whereby visitors make purchases at a cheaper price and you get to increase your email list.

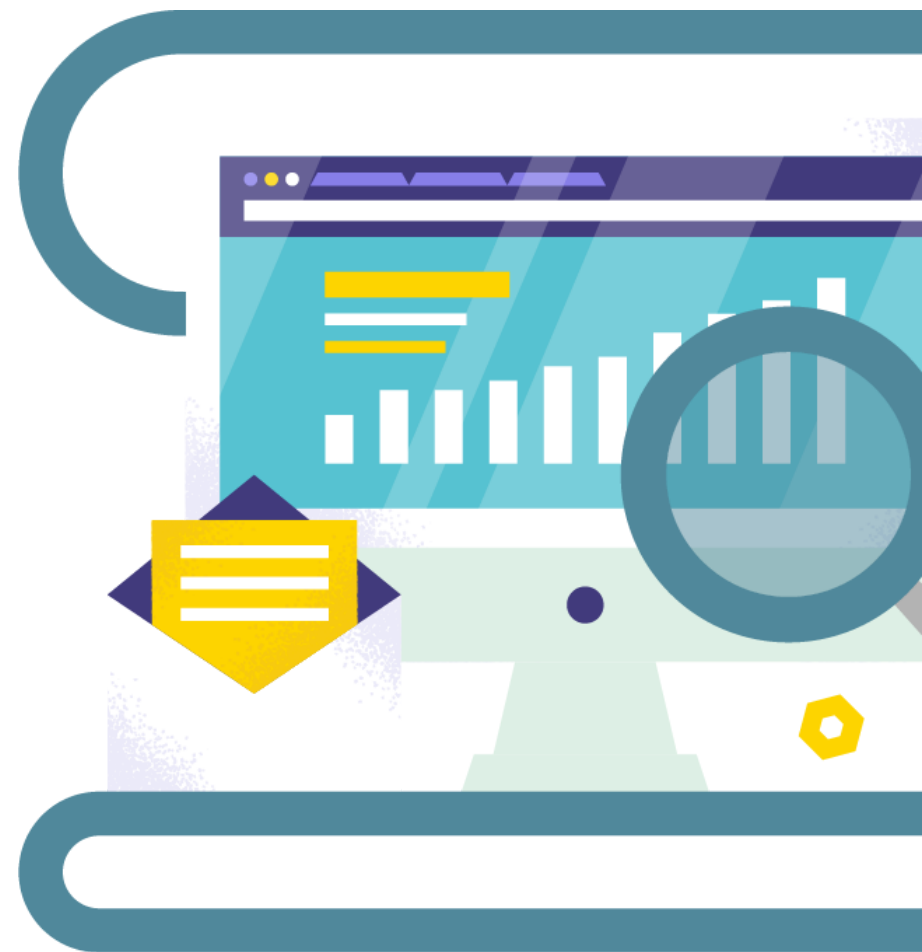
## 5 EMAIL FORWARDING RATE

Studies have it that people tend to share content that they like. Proof that your content is generating new leads is the share or forward button. The email forwarding rate is a statistical representation of the people who have shared or forwarded your content to others. To facilitate this metric value, you can make use of a CTA at the end of an email and implore your subscribers to evangelize the content of your emails.

## 6 RETURN ON INVESTMENT (ROI)

There is an analysis you can carry out to point out how lucrative email marketing is. Research has proven that amongst all the channels of digital marketing, email marketing has the highest ROI - you can recover as much as forty times the total amount you invest in the business.

One hack for getting the most value from your ROI is to send the emails on the days they have the most interactions. Monitor your email operation and determine what days your emails have the best performance.



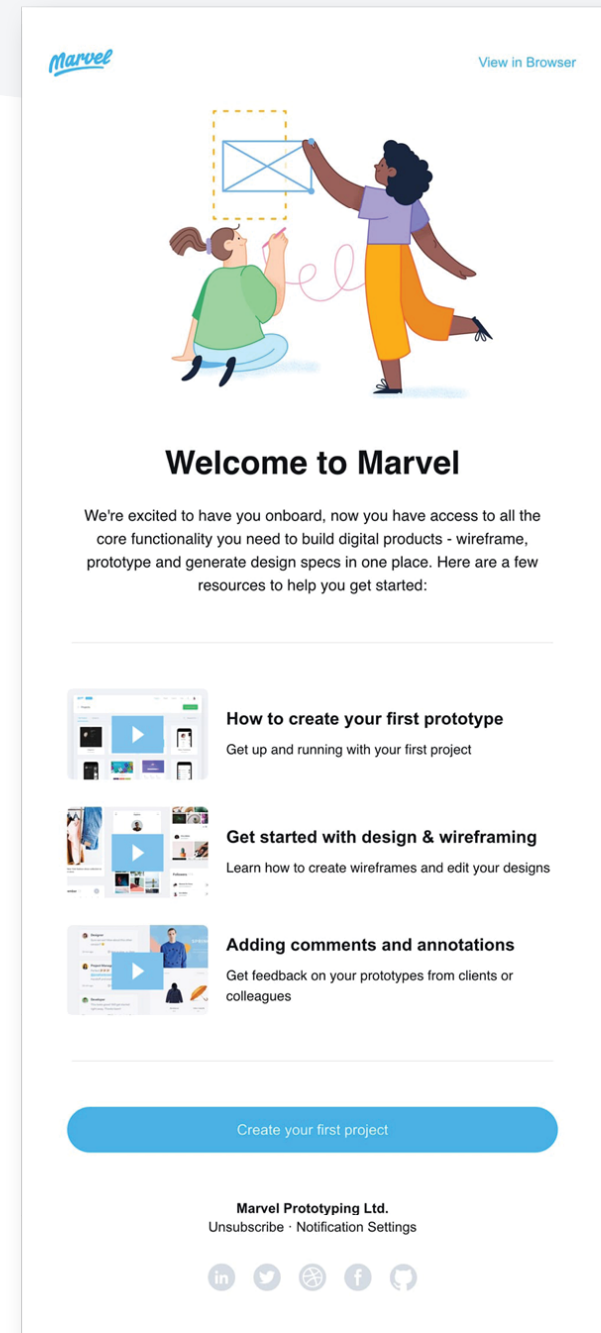


# Guidelines to Sustaining a Good Email List

There are acts included in the General Data Protection Regulation (GDPR) that permit recipients to stop receiving emails from businesses. Businesses and brands who violate these laws would be penalized and heavily sanctioned for infringement of a right and other found charges. Here are a few tips you need to remember to avoid violating rules and regulations:

## 1 INCLUDE A LINK FOR PEOPLE WHO WISH TO UNSUBSCRIBE

You may wonder why one should include a link to unsubscribe when you indeed need more subscribers for your content. It is pointless retaining someone who doesn't want to be on your list. Besides from taking its toll on your interaction rates, it would a huge blow on your credibility if your emails are reported as spam. Make things easier for you and your content viewers, include a button or link for users who wish to unsubscribe.



## 2 GET RID OF PEOPLE WHO HAVE UNSUBSCRIBED

According to the Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM), you are required to eliminate the email addresses of people who have unsubscribed from your email list. To avoid doing this regularly, most email service providers have a feature that removes people who have unsubscribed. This is one advantage of using a credible email service provider.

## 3 INCLUDE YOUR GEOGRAPHICAL LOCATION IN YOUR EMAIL SIGNATURE

The main purpose of including your physical location in email signatures is for credibility. Although it might not seem very important, it is one way to prove that your brand is credible and transparent. You gain trust from your readers and prove to your email service provider that you are a responsible sender. Your location should be in the form of an acceptable postal address.

## 4 GET RID OF PEOPLE WHO HAVE UNSUBSCRIBED

You enter someone's blacklist once they mark your email(s) as spam. As a result, it would become nearly impossible to contact them in the future as all emails you send to them would be sorted out automatically.

A good way to avoid being blacklisted is to request for your subscribers to whitelist your emails. The colors black and white has explained it all. Unlike blacklisting that disregards your emails and sees them as junk, whitelisting saves your email address to the person's address book. Your emails are marked as credible and imperative.

How do you then ask subscribers to add your email address to their address book? Request the welcome email or message when they just subscribe to your list. This is a crucial step because the opportunity to request that you be whitelisted might not be available again. It would also help subscribers who wish to receive updates from you.

# Conclusion

Here we talked about different strategies for email marketing and how you can build your online business using these methods. We strongly recommend you use one of the best software that we introduced to you, [Kajabi](#), [Getresponse](#), and [Constant Contact](#). These three cover almost all type of businesses that you can think of and whatever you do falls into the expertise of one of these platforms. So you don't need to waste your time shopping around, you just choose one of these and you will enjoy the automation that they bring to your business.

P.S. The name of all these 3 platforms mentioned in this guide have been linked to a special offer on their website and by clicking on these links you will get the best possible promotion available at the time.

Don't forget to share our website address and blog with your friends and colleagues!

[www.samsoley.com](http://www.samsoley.com)