

Article

TIPS: USING SOCIAL MEDIA TO GROW YOUR EMAIL LISTS

There's no shortage of posts online in recent times touting that 'Email is dead! It's now all about Social Media'. While most of these articles utilise alarmist headlines like this to get the clicks, there is no arguing that the web is increasingly becoming more social, but...

Can you think of one social platform that didn't require an email to sign up to it? Hint: There's not too many of them around.

Email is, to some extent, one of the core foundations to the entire internet. Successful digital marketers know to disregard outlandish statements like 'email is dead. Social is king'. REALLY successful digital marketers know that combining the two channels - email and social - is where some really big wins can be made.

To help you achieve some of these wins, we've put together a few tips on how you can build your email lists using social media.

CONVERT FACEBOOK FANS

Opt-in Navigation Element & widget

Create an 'opt-in for newsletter widget for your facebook business page. These widgets are most commonly iframed content that you can embed into your business page. All you need is a branded form page hosted on your domain (or elsewhere) and an icon image for your face book page navigation. These little options are a gold mine for social lead conversion.

Fan-gating applications

Similar to the opt-in option above, fan-gating requires a user to like your page in order to enter a competition or promotion. These promotions often utilise forms that require users to sign up to your promotion or service. Combined with competitions (giveaways etc.), fan-gating not only lets you build your email lists but also your Facebook fan-list.

CONVERT TWITTER FOLLOWERS

Email only and membership promotions

Prefacing tweets with incentives can assist with getting more people signing onto your email lists. EG: 'Email Membership can get *insert offer* - sign up today to find out more'

'Thanks for following' tweets

Follow up with people who follow your Twitter account with a tweet saying thanks for following and including a link to your email subscription page - it's the perfect opportunity to promote this feature to a follower when they are most engaged with your brand.

CONVERT LINKEDIN CONNECTIONS

Groups

LinkedIn groups are a great and extremely underutilised resource. The large majority of LinkedIn users are connected to groups that are relevant to their field. If this field or area of expertise is relevant to your offering, then these groups are perfect to promote your content to.

It is crucial to ensure you offer something of value in your group updates though. Straight-up advertorial or promotional content is frowned upon and can result in negative brand exposure. Offering a preview or snippet of a whitepaper or content is the perfect 'in' to encourage users to subscribe for more information.

Social Media isn't the nail in emails coffin; if anything, it's like giving your [email marketing](#) efforts Red Bull. Having your email and social media channels working in parallel can not only yield great conversion results, but can also help you build up a far more engaged audience for your business.

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