

How to build an email list from scratch using your website

1. Add a pop-up offer to your homepage. Could be a free print or % on first sale – make it something they want
2. Put an opt-in form in your navigation or footer – always there & just in case they close the pop-up but change their minds
3. Build personalized landing pages.
4. Include a newsletter sign-up option at checkout – if you have a shop.

What if you haven't got a website

5. A landing page web presence without a full website – a bit about you, your contact details & sign up box + an image of work
6. Add a sign up button to social media or create a post telling your followers why they need to sign up and what they are missing out on – not everyone is on all platforms – don't always see = algorithms!
FB header
7. Engage with online community groups i.e FB hangouts
8. Write a guest blog post on someone else's blog and include your details
9. Ask friends & colleagues – plus their referrals & recommendations
10. Collect emails at your brick-and-mortar or in-person event.

Visitor guest book – comments (can be used for testimonials) + email OR create a simple form – show example

Prize draw – offer something of value – free to enter in exchange for email address

Now you've got the email addresses – what are you going to do with them?

A newsletter is one of the best ways to build an email list. It gives subscribers a reason to provide their information, it's easy to produce, and best of all it's free! Your newsletter can include: what you're studio looks like, what you're working on, exhibition news, sales promotions – additional incentives to subscribers.

Each of these can also be sent out individually i.e. invitation to the exhibition – Black Friday sale if you run them?

Changes by Google & Yahoo – don't recognise gmail as proper business email addresses so you're encouraged to get a domain email address.

Using Mailerlite – FREE – must have proper address

1,000 contacts – 12,000 emails a month – email scheduling – advanced segmentation

Mailchimp - 500 contacts – 1,000 emails per month