

How to build an email list from scratch using your website

Use 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?

1. A landing page web presence without a full website – a bit about you, your contact details & sign up box + an image of work
2. Add a signup 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
3. Engage with online community groups i.e FB hangouts.
4. Write a guest blog post on someone else's blog and include your details.
5. Ask friends & colleagues – plus their referrals & recommendations.
6. Collect emails at your brick-and-mortar or in-person event.
7. Visitor guest book – comments (can be used for testimonials) + email OR create a simple form, this one is available on [Swindon Open Studios resources page](https://www.swindonopenstudios.org/resources) <https://www.swindonopenstudios.org/resources>



If you would like to hear from us again via email, with news and future exhibitions, please tick below and enter your email address

From Swindon Open Studios From the Artist

Name

Email Address

We'd love to know what you thought of Swindon Open Studios

How did you hear about Swindon Open Studios ?

Thank you for your support

8. 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 your 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 mean that most platforms that supply mailshot and contact management systems don't recognise gmail as proper business email addresses so you're encouraged to get a domain email address.

Platforms/ Apps for managing mailing lists

[Mailerlite](#) – FREE – must have proper email address (not hotmail or google)
1,000 contacts – 12,000 emails a month – email scheduling – advanced segmentation

[Mailchimp](#) – 500 contacts – 1,000 emails per month