

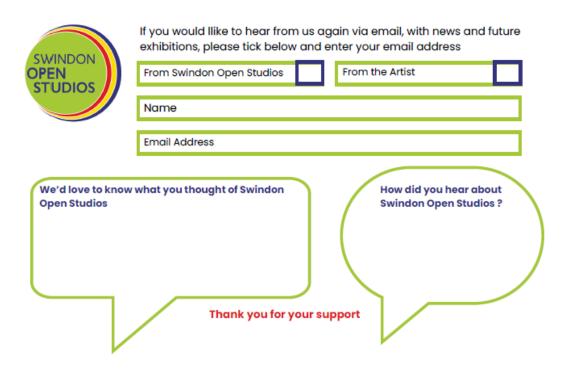
How to build an email list from scratch using your website

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?

- A landing page web presence without a full website a bit about you, your contact details & sign up box + an image of work
- 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





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