

List Building Checklist with Jennifer Henczel

Shocking Facts

- ✓ 91% of online customers check their email on a daily basis.
- ✓ There are more than 2.5 billion active email users worldwide, including active email accounts owned by businesses and their customers.
- ✓ 68% of people said that they prefer to receive commercial communications via email.
- ✓ 66 % of online customers made a purchase as a result of an email marketing message.
- ✓ Only 59% of companies in the electronic commerce field are integrating their mailing lists and social media channels into their marketing efforts.
- ✓ 48% of emails are opened on mobile devices like smartphones and tablets.
- ✓ Emails need their layouts to be optimized for mobile devices, yet only 11% are being optimized for such devices.
- ✓ 69% of mobile device users ignore or flat out delete those emails that are not optimized for mobile devices.
- ✓ Around 17% of online marketers don't analyze or track metrics from their companies' email marketing efforts.
- ✓ 54% of small businesses surveyed rated email as their top online promotional tool to drive internet users and overall customers to their web sites.
- ✓ Email marketing has a higher rate of return on investment in comparison to other forms of marketing, because it turns an average profit of \$57 for every dollar invested.
- ✓ 7 in 10 people say that they have used coupons or discounts they received in their email inboxes, which means that 70% of people will open an email if it contains an offer and are likely to act on it.
- ✓ 82% of customers open an email when it comes from a company.



Amazing Benefits

- ✓ You built it, it's yours
- ✓ It is simple to use, both for you and for your customers
- ✓ It grants you exclusivity
- ✓ It is better for creating reminders, making announcements and selling products
- ✓ It is cost effective
- ✓ It's private and can be targeted

How to build your list, Step by Step.

- ✓ Reverse-engineering the Masters
- ✓ Preparing the Lead Magnet.
- ✓ Setting up the Lead Capture Page.
- ✓ Setting up email automation.
- ✓ Setting up the Tracking Strategy.
- ✓ Free ways to build your list.
- ✓ Paid ways to build your list.

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10 DOs

1. Personalize your emails.
2. Use blogging and Landing pages.
3. Make good use of Lead Magnets.
4. Use 100% effort when creating your emails' content.
5. Allow guest posting.
6. Use a professional list building / email marketing service.
7. Give away stuff to your subscribers, so they reciprocate.
8. Study your customers, so you can properly target them.
9. Work on follow-up emails.
10. Run periodic maintenance checks on your Mailing List.

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10 DON'Ts

1. Don't think about list building as a one-act task.
2. Don't think about your mailing list as a short term recruiting tool.
3. Don't focus sales on everybody.
4. Don't focus entirely on marketing somebody else's product.
5. Don't buy lists of Email addresses.
6. Don't take Email addresses from external websites.
7. Don't flood your subscribers with email.
8. Don't send out information without value.
9. Don't make your mailing list a one-way channel.
10. Don't trick prospects.

Advanced Instagram Marketing Strategies.

1. Work hard on your lead magnets, make them look like \$50 books.
2. Work on attracting more traffic.
3. Sponsor a list building challenge with other marketers.
4. Use content upgrades.
5. See where your competition is getting their traffic from.
6. Use social proof and boast about it.