

# Grow Your Email List through Multi Channels



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Email is still considered as the best marketing channel and will continue to be the same for the coming few year at least. If you have bought one email list recently, how can you ensure that it would not become obsolete by the end of this month? And who knows, you might end up sending emails to non-existing email addresses. Do you have an email acquisition plan? May be you might need one... It is very important for savvy marketers like you to have email acquisition plan so that you never have to put your marketing and sales pipeline on hold.

### Web-based email acquisition tactics:

**eNewsletter subscriptions:** eNewsletters are a great way to stay in touch regularly with relevant news or updates. However, before you start off getting a few email addresses, you need to slate a perfect plan that you would have to implement once they sign up for your eNewsletter. Prepare a monthly calendar with the topics you would want to write in that month. You can also get connected with these people using social media channels.

**Resources download:** Do you have educational and informational resources on your website? Associating a web form page with each resource can bring in more leads in the pipeline. These usually prove to be quite effective in B2B marketing. Thought leadership content is always a bait for marketers who are willing to grow their business.

**Trial/Product demo registration:** Having registrations for trial or product demos is a great way of procuring email addresses. But you need to remember that people will sign up for a trial or demo only if they think your product or service is worth enough to share their credentials.

**Tidbit #1:** Keep the sign up form simple and short. Make it clear and correct. Not many people would have the patience to fill your forms with ten or more fields to fill. So collect the most important data and grab more information through other channels like social media.

Ways to procure email addresses using social media: Social territory is a great place to find prospects and customers. You never know, maybe there are many active customers and prospects out there on the social web using channels like Facebook, Twitter, LinkedIn, Pinterest,

etc. You can search out for your existing customers through the social networking sites and chalk out your brand promotion plans accordingly. Referral programs work best on social media. Take advantage of this program by adding links to the content you share on social media.

**Tidbit #2:** Having real-time email verification for sign up forms can save time that goes waste into verifying email addresses. Once you have procured email addresses, make sure to send a confirmation email to know who are interested in what you are offering. Filter out people who are not interested and kick-start your campaigns.

Interested to know more, email us at [info@lakeb2b.com](mailto:info@lakeb2b.com). Want to discuss in details, 800-382-4081 is the number to reach out.

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