

EMAIL MARKETING

Email List Building Guide

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

Email List Building Guide

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Grow Your Email List Fast (The Right Way)

Why List Building Matters

Metric	Value
Email ROI	\$42 for every \$1 spent
Owned audience	100% yours
Social reach	2-5% organic
Email reach	85-95% delivery

Your email list is the only marketing asset you truly own.

Part 1: Lead Magnet Ideas

High-Converting Lead Magnets by Industry

Industry	Best Lead Magnets
E-commerce	Discount codes, style guides, product quizzes
SaaS	Free trials, templates, ROI calculators
Service	Checklists, free consultations, case studies
Info/Coaching	Ebooks, webinars, mini-courses
B2B	Whitepapers, industry reports, tools

Lead Magnet Types Ranked

Type	Conversion Rate	Effort
Discount/Coupon	7-15%	Low
Quiz	5-12%	Medium

Type	Conversion Rate	Effort
Checklist	4-8%	Low
Template/Swipe	4-7%	Medium
Ebook	2-5%	High
Webinar	3-6%	High
Free Trial	5-15%	Low

Lead Magnet Formula

Promise: Specific result **Timeframe:** Quick win **Format:** Easy to consume

Examples:

- "10 Email Templates That Get Replies"
- "The 5-Minute Website Audit Checklist"
- "Instagram Growth Calculator"

Part 2: Opt-In Form Best Practices

Form Placement

Location	Visibility	Conversion
Above fold (homepage)	High	2-4%
Exit intent popup	Medium	1-3%
End of blog post	Medium	1-2%
Sidebar	Low	0.5-1%
Footer	Low	0.3-0.5%

Form Fields

Fields	Conversion Impact
Email only	Highest (baseline)
Email + Name	-10-20%
Email + Name + Company	-30-40%
4+ fields	-50%+

Rule: Only ask for what you need.

Form Copy That Converts

Headlines:

- "Get [Result] in [Timeframe]"
- "Free [Resource]: [Benefit]"
- "Join [X] [People] Who [Achievement]"

Button Text:

Generic	Better
Submit	Get My Free Guide
Sign Up	Start Growing
Subscribe	Send Me Tips

Social Proof:

- "Join 10,000+ marketers"
 - "Rated 4.9/5 by subscribers"
 - "Featured in [Publication]"
-

Part 3: Website Opt-In Strategies

Essential Opt-In Points

1. Homepage Hero

- Clear value prop
- Single CTA
- Above the fold

2. Exit Intent Popup

- Delay: 5-15 seconds
- Show once per session
- Strong offer

3. Content Upgrades

- Match blog topic
- Embedded in content
- Specific to article

4. Sticky Bar

- Top or bottom of screen
- Minimal, non-intrusive
- Clear CTA

5. Slide-In Box

- Trigger at 50% scroll

- Bottom right
- Less aggressive

Popup Timing Rules

Trigger	When to Use
Time delay (5-15s)	New visitors
Scroll (50-70%)	Engaged readers
Exit intent	All visitors
Click trigger	Specific CTAs

Mobile Considerations

- No aggressive popups (Google penalty)
- Use slide-ups from bottom
- Larger tap targets
- Shorter forms

Part 4: Traffic Sources for List Building

Organic Sources

SEO/Content Marketing

- Create searchable content
- Add opt-ins to all posts
- Target long-tail keywords
- Guest posting for links

Social Media

- Link in bio to landing page
- Content → Lead magnet CTAs
- Stories with swipe-up/links
- Pinned posts

Paid Sources

Channel	Cost	Quality
Facebook/Instagram Ads	\$1-5/lead	Medium
Google Ads	\$2-10/lead	High
LinkedIn Ads	\$5-20/lead	High (B2B)
Pinterest Ads	\$1-3/lead	Medium

Channel	Cost	Quality
YouTube Ads	\$2-8/lead	Medium

Partnership Sources

- Co-marketing campaigns
- Newsletter swaps
- Joint webinars
- Affiliate programs
- Bundle giveaways

Part 5: Landing Page Optimization

High-Converting Landing Page Structure

1. Headline (benefit-focused)
2. Subheadline (details)
3. Lead magnet image/preview
4. Bullet points (3-5 benefits)
5. Opt-in form
6. Social proof
7. Privacy note

Headlines That Work

Formula	Example
How to [Achieve] Without [Pain]	"How to Get More Clients Without Cold Calling"
The [Timeframe] [Result]	"The 7-Day Email Mastery Course"
[Number] Ways to [Achieve]	"10 Ways to Double Your Open Rates"
Free [Resource]	"Free Template: Email Sequence Generator"

Testing Checklist

- Headline variations
- Button colors
- Form field count
- Lead magnet offer
- Social proof placement
- Page load speed

Part 6: List Hygiene & Quality

Quality vs Quantity

1,000 engaged subscribers	10,000 unengaged subscribers
40% open rate = 400 opens	5% open rate = 500 opens
10% click rate = 40 clicks	1% click rate = 50 clicks
5% conversion = 2 sales	0.5% conversion = 2.5 sales
Better deliverability	Spam complaints
Lower costs	Higher costs

Double Opt-In Benefits

- Confirms real email addresses
- Proves engagement intent
- Reduces spam complaints
- Improves deliverability
- GDPR compliance

List Cleaning Schedule

Frequency	Action
Monthly	Remove hard bounces
Quarterly	Re-engage inactive
Bi-annual	Purge non-openers (180+ days)

Re-Engagement Campaign

Email 1: "We miss you"

- Remind value
- Ask if they want to stay

Email 2: "Last chance"

- Clear deadline
- Easy unsubscribe

Email 3: Automatic removal

- Remove from list
- Update suppression list

Part 7: Legal Compliance

CAN-SPAM Requirements (US)

- Accurate sender info
- Clear unsubscribe option
- Physical address included
- No misleading subjects
- Honor opt-outs within 10 days

GDPR Requirements (EU)

- Explicit consent
- Clear privacy policy
- Right to be forgotten
- Data portability
- Consent records

Best Practice

Checkbox: "I agree to receive marketing emails from [Company].
I can unsubscribe at any time."

Privacy link: "View our privacy policy"

Part 8: Measuring Success

Key Metrics

Metric	Benchmark	Your Goal
Opt-in rate	2-5%	___%
List growth rate	10-25%/year	___%/year
Unsubscribe rate	<0.5%	<___%
Bounce rate	<2%	<___%

Calculate Your Numbers

Cost Per Lead (CPL)

$CPL = \text{Total Spend} / \text{New Subscribers}$

Lead Magnet Conversion Rate

$CVR = (\text{Opt-ins} / \text{Visitors}) \times 100$

List Value

$\text{List Value} = \text{Subscribers} \times \text{Email Revenue Per Subscriber}$

Quick Wins Checklist

This Week

- Add exit intent popup to site
- Create simple lead magnet (checklist)
- Add opt-in to top blog posts
- Set up welcome email

This Month

- Test 3 different lead magnets
- Add content upgrades to 5 posts
- Create dedicated landing page
- Set up re-engagement campaign

This Quarter

- Build quiz or calculator
- Launch referral program
- Test paid acquisition
- Clean inactive subscribers

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- Smart opt-in forms
- A/B testing built-in
- Automated welcome sequences
- List hygiene automation
- Compliance features

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The money is in the list — but only if you build it right.

Version 1.0 | GetMailer

The List-Building Math (Fill In Your Own Numbers)

Before you optimize anything, know your starting point. Pull these from your analytics and ESP:

```
Monthly site visitors: _____
Current opt-in rate: _____ % (benchmark: 2-5%)
New subscribers / month: _____ (visitors × opt-in rate)
Monthly unsubscribe + bounce loss: _____
```

Net list growth / month: _____ (new - lost)

Revenue per subscriber / year: \$ _____

(\$1-3 is a common range)

The one lever that moves everything: lifting opt-in rate from 2% to 4% *doubles* new subscribers with zero extra traffic. Fix the form before you buy more traffic.

90-Day List-Building Plan

A sequenced plan — each phase builds on the last. Don't skip to paid traffic before the capture layer converts.

Days 1-30 — Fix capture (target: double your opt-in rate)

- Add one exit-intent popup with a specific, single offer
- Replace generic button copy ("Submit") with benefit copy ("Get my free guide")
- Cut every opt-in form to email-only unless a field earns its keep
- Add a content upgrade to your 3 highest-traffic blog posts
- Set up a welcome email that fires within 5 minutes

Days 31-60 — Add capture surface area

- Build one dedicated landing page using the 7-part structure above
- Add a sticky bar with your best-performing offer
- A/B test two lead magnets head-to-head, keep the winner
- Launch a 3-email re-engagement series for contacts inactive 90+ days

Days 61-90 — Scale what converts

- Build one interactive magnet (quiz or calculator — highest conversion types)
- Test one paid channel against a \$X cost-per-lead ceiling you set in advance
- Set up a referral incentive ("refer a friend, both get [X]")
- Run your first quarterly list clean: remove hard bounces and 180-day non-openers

Don't Sabotage the List You Just Built

The fastest way to wreck deliverability is to grow fast and mail carelessly. As your list grows:

- Confirm intent.** Double opt-in costs you ~10% of signups and saves you far more in spam complaints and bounces.
- Mail engaged contacts more, inactive contacts less.** A growing list of non-openers drags inbox placement down for everyone.
- Watch the leading indicators weekly:** bounce rate (keep < 2%), spam complaints (keep < 0.1%), unsubscribe rate (keep < 0.5%). A spike means a bad source — find and fix it before it poisons your sender reputation.

TAKE THE NEXT STEP

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