

Grow Your Email Marketing List

When it comes to developing and maintaining brand-to-customer relationships, it's hard to beat email. Highly valued by both businesses and consumers, email continues to deliver impressive return on investment (ROI) and remains one of the most potent, popular, and effective marketing tools available.

Consider the latest data:

- **Email has the highest ROI.** The Direct Marketing Association (DMA) puts email marketing's ROI for 2012 at \$28.50 for every \$1 invested. This compares to display advertising's return of \$22.38, search's return of \$19.71, mobile's return of \$11.37, and direct mail's return of \$7.00.
- **Buyers prefer email to other communications channels.** A 2012 survey of consumer channel habits and preferences found 77% preferred to receive permission-based promotions via email; only 6% preferred such messages via social media. A similar survey of UK consumers found 69% preferred email as the channel for brand communications.
- **Buyers make more purchases from email communications.** 66% of online Americans say they have made a purchase as a result of an email from a brand, more than three times the percentage of people who have purchased in response to a message delivered via Facebook (20%) or text message (16%).

Given the continued revenue and customer-relationship potential of email, growing your email list is essential to your sales success. Let's examine the key ways to do that.

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1. Plan, prepare, and get permission
2. Gathering email addresses
3. Buying third-party data

1. Plan, prepare, and get permission

Begin with the end in mind

The goal is to create and grow a house list of email subscribers who genuinely want to hear from you. Which means they've given permission – by opting into your email program.

The importance of getting permission cannot be understated, and it's a big deal for two specific reasons:

- **Brand integrity.** Getting permission to push your messages to someone is simply good business. Polite. Neighborly. You attract a lot more interested prospects with “please” and “thank you” than with “Surprise! Here are 12 wholly unsolicited offers that I really really want you to know about. Aren't you happy to see me taking up all of this real estate in your inbox?” (They won't be.)
- **You'll be punished.** Using tactics that appear underhanded will never serve you. That is, not if you're a legitimate business. In today's hyper-connected, always-on world, deceptively trolling for

