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Email Marketing Masterclass

Day 01: Advanced List Growth

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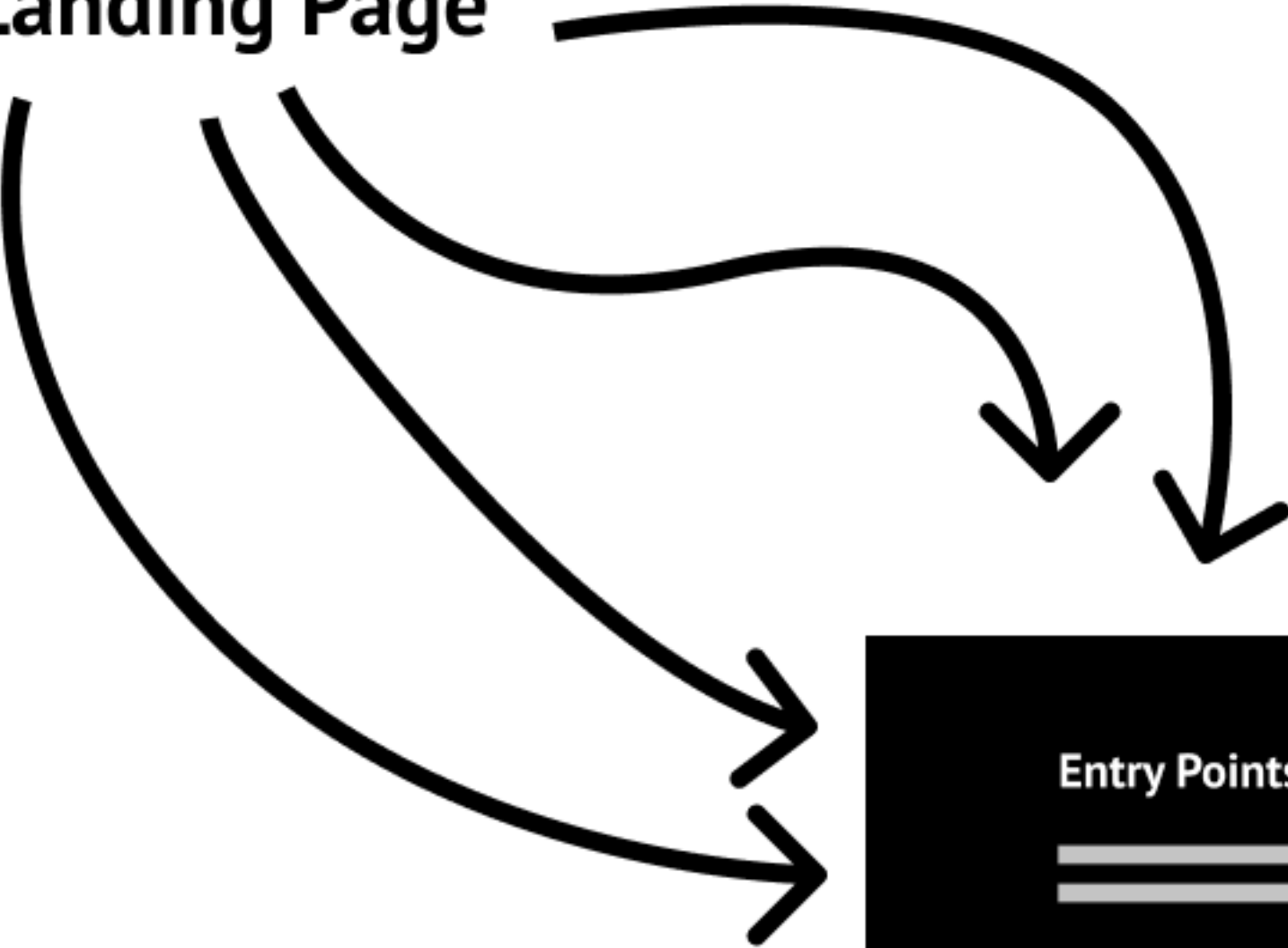
Let's get started

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The roadmap to list growth.

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Traffic To Your Website
or Landing Page



Entry Points From Your Website

Your email...

A black rectangular box representing a website entry point. It contains the text 'Entry Points From Your Website' on the left and a form on the right with a text input field containing 'Your email...' and a 'Subscribe' button.

Your Opt-in Incentives



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During our session together, you'll learn:

1. How to Create Attractive Opt-In Incentives
2. Where Entry Points Should Live
3. How to Increase Traffic and Visibility
4. Other Advanced Tactics

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Rule 1:

Size does NOT matter.

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Rule 2:

Don't be an asshole.

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Part 1

Creating Attractive Opt-In Incentives

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Rule 3:

**Only create content
that you would want
to consume.**

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Types of effective Opt-in Incentives:

1. Ebook/White papers/PDFs
2. Quiz or Assessment
3. Free mini-courses
4. Free Webinars
5. Membership website

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Rule 4:

**The more appealing
your offer, the higher
you will convert.**

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**Why you should
never just offer your
“newsletter”.**

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Part 2

Entry Points: How to Display Your Incentives

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Who has a website?

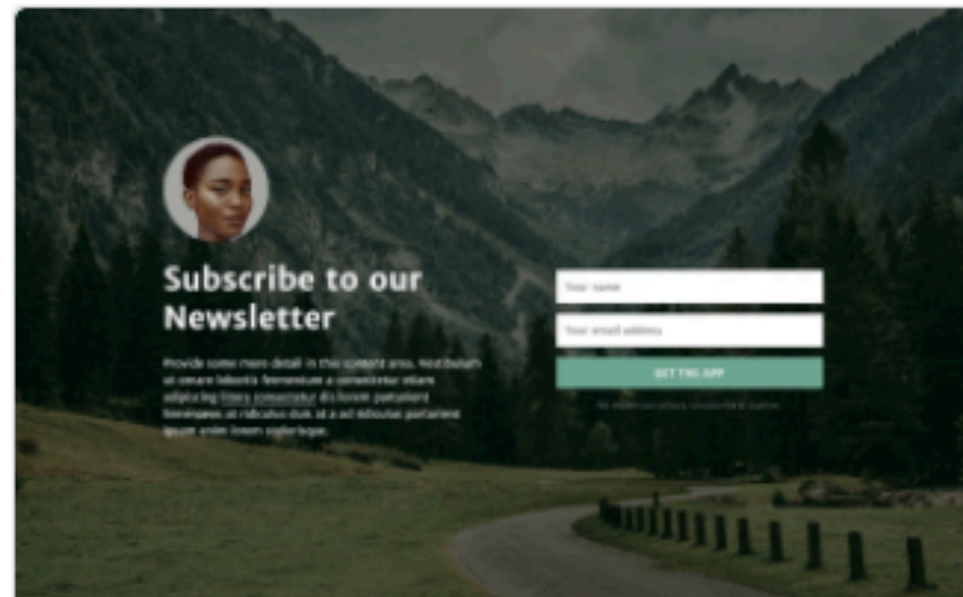
Who does not?

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← → ↻ app.convertkit.com/forms/designers/new



Sort by use case: All eBook Event Newsletter Podcast Product Profile Video Waitlist Webinar



Abbey

Preview

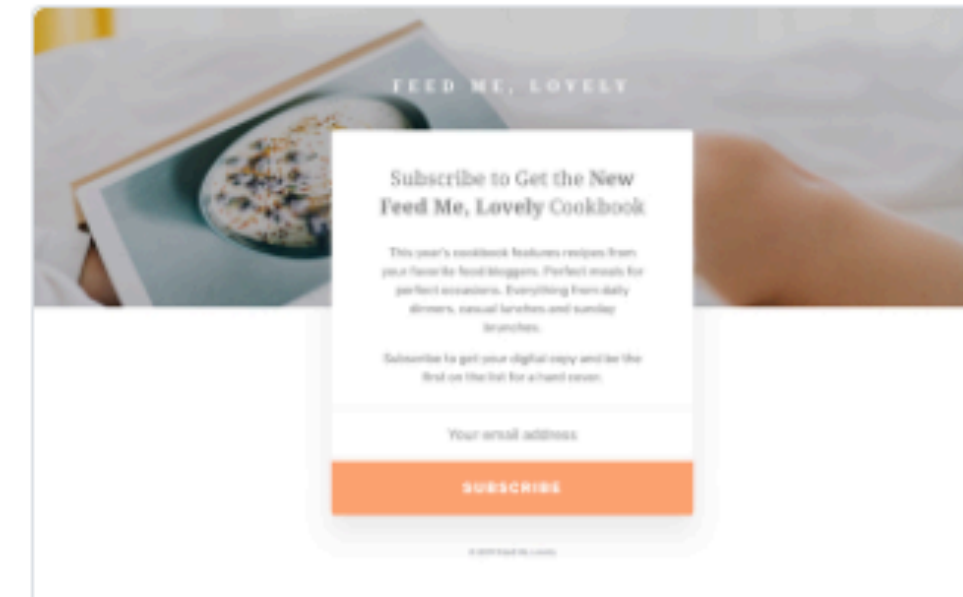
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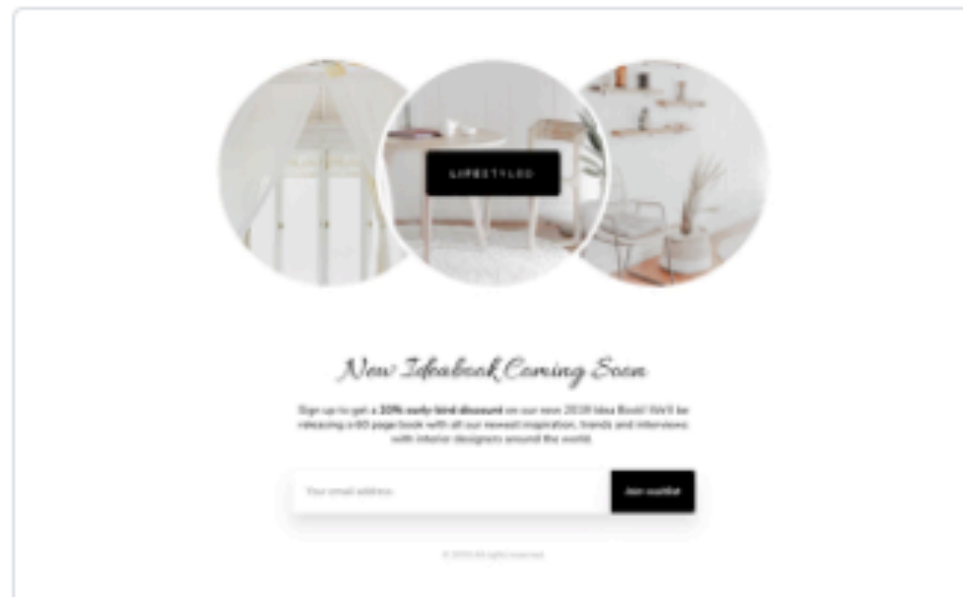
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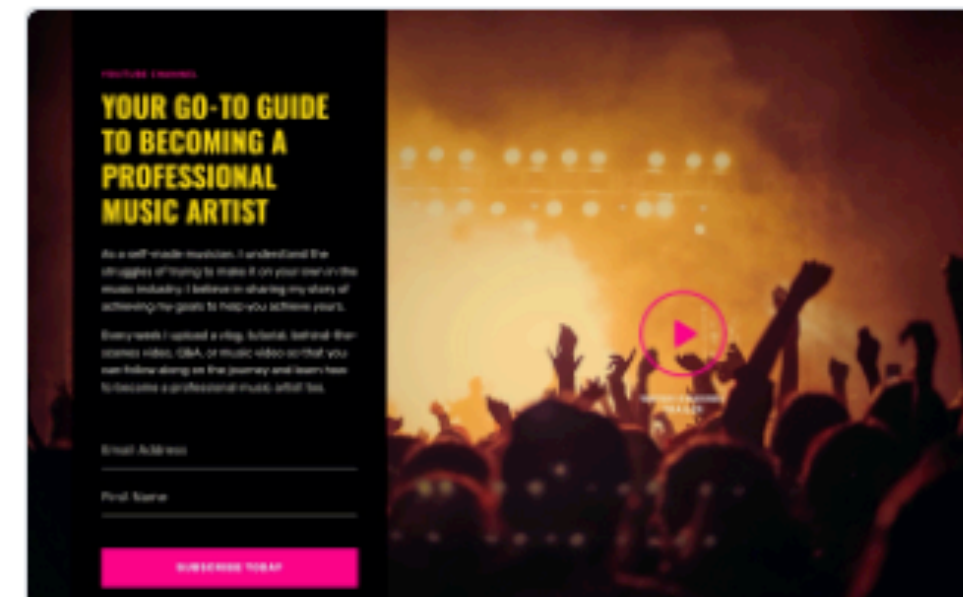
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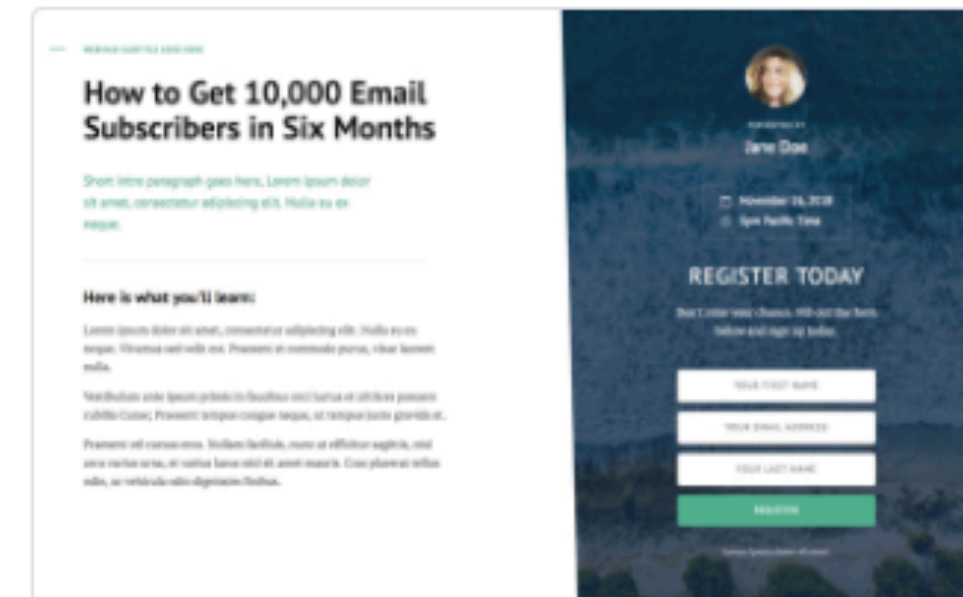
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Where You Should Have Your Entry Points:

1. On your home page
2. Exit Pop-Up
3. Under all posts
4. Content Upgrades
5. Slide In Toaster
6. Sticky Bars

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Rule 5:

Don't be an asshole.

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Part 3

Increase Traffic and Visibility

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Ways to increase traffic to your site:

1. Guest posts
2. Podcast guest
3. Quora/LinkedIn/FB Groups
4. Social Media

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Part 4

Other Advanced Tactics

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Other tactics:

1. Link in your email signature
2. Challenges
3. Host a giveaway
4. Paid advertising

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Questions?