# How to Start and Grow an Email List

Amplify Your Nonprofit Consulting

FG   🌿 **bloomerang**

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# Takeaways

- Top things to consider when starting an email list

- How email lists fit into marketing strategies

- Strategies to grow a list that captures your ideal audience

- Segmenting emails to optimize income

# POLL #1

Where are you in your consulting business development?

a. Just tossing around some ideas
b. Side-hustle
c. PT
d. FT

# Top Things to Consider When Starting an Email List

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# Starting an email list might be right if you:

- Want to build a brand;

- Want to grow an audience or online community;

- Want to share your knowledge, provide education, sell products, poll, or survey your audience;

- Want to begin or grow passive income streams;

- Want to incorporate lead magnets into your growth strategy;

- Want to see what branding is working and what isn't;

- Want to increase revenue.

# Starting an email list might NOT be right if you:

- Do not want to grow your business beyond its current capacity;

- You have mostly relied on word-of-mouth referrals, and this is working for you and your current goals;

- You do not have the interest or bandwidth to manage regular messaging, content creation, branding, marketing;

- You don't want to sell products, courses, downloads, or online services.

# Things to consider when starting an email list



- What website platform are you using?

- Which email platforms will integrate well with your website?

- How will you manage adding contacts to your email list?

- Will you have multiple email lists (*segments*)?

- How much will your email platform cost and what are the pricing tiers as you grow your list?

- Which options do you give people to get on your list *(CTA buttons or pops ups on website pages, surveys, posts on social media, newsletters, blogs, sign-up forms on site, download offerings, lead magnets, from product purchases, etc.)*

- What are your email list goals?

- How often will you measure your progress toward your goals?

- What is your budget to start, maintain, and grow an email list?

# Nonprofit Email Benchmarks vs Industry Averages

Source: Campaign Monitor



**Average open rate for all industries vs. nonprofits**
- ❖ Industry average open rate: 17.92%
- ❖ Nonprofit open rate: 20.39%

**Average click-through rate for all industries vs. nonprofits**
- ❖ Industry average click-through rate: 2.69%
- ❖ Nonprofit click-through rate: 2.66%

**Average click-to-open rate for all industries vs. nonprofits**
- ❖ Industry average click-to-open rate: 14.10%
- ❖ Nonprofit click-to-open rate: 12.99%

**Average unsubscribe rate for all industries vs. nonprofits**
- ❖ Industry average unsubscribe rate: 0.17%
- ❖ Nonprofit unsubscribe rate: 0.17%

**Average bounce rate for all industries vs. nonprofits**
- ❖ Industry average bounce rate: 1.06%
- ❖ Nonprofit bounce rate: 1.09%

# Nonprofit Email Marketing at a Glance

**Best days for email marketing**

➢ Highest open rates: Sunday

➢ Highest click-through rates: Tuesday and Saturday

➢ Highest click-to-open rates: Wednesday

➢ Lowest bounce rates: Monday

➢ Lowest unsubscribe rates: Monday

**Worst days for email marketing**

➢ Lowest open rates: Wednesday

➢ Lowest click-through rates: Monday

➢ Lowest click-to-open rates: Monday

➢ Highest bounce rates: Wednesday

➢ Highest unsubscribe rates: Friday

*Source: Campaign Monitor*

# How Email Lists Fit Into Marketing Strategies

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# Email is 40 times more effective at acquiring new customers than Facebook or Twitter.

www.campaignmonitor.com

# Email Lists Allow Businesses To:

- Create and cultivate an online community;

- Establish personalized content and a brand;

- Collect feedback and surveys;

- Generate traffic to a site;

- Plan;

- Expand customer base and reach;

- Provide data on the behavior of your list (what they open, what they click, when they open, what they buy, what they sign up for, etc.);

- Send timely/automated/scheduled campaigns (systematize workloads);

- Increase leads/client prospects and sales;

- Provide a system that integrates with a CRM, online stores, websites, etc., so analytics can be viewed across platforms.

## Once you decide what you want to be known for, you can:

➢ Lay out your marketing strategy and your email campaigns.

➢ Determine what type of work you want to do and what services you want to offer around that focus area. (grant writing example)

➢ Establish the content you'll share to establish your expertise in the field/area?

➢ Create tools you can offer that people need/want?

➢ Cultivate the education can you provide.

➢ List service that the education might lead to or products you could highlight.

➢ Brainstorm potential lead magnets around these areas to grow your list?

*Remember*

Whatever you create can be used in various ways across multiple platforms.
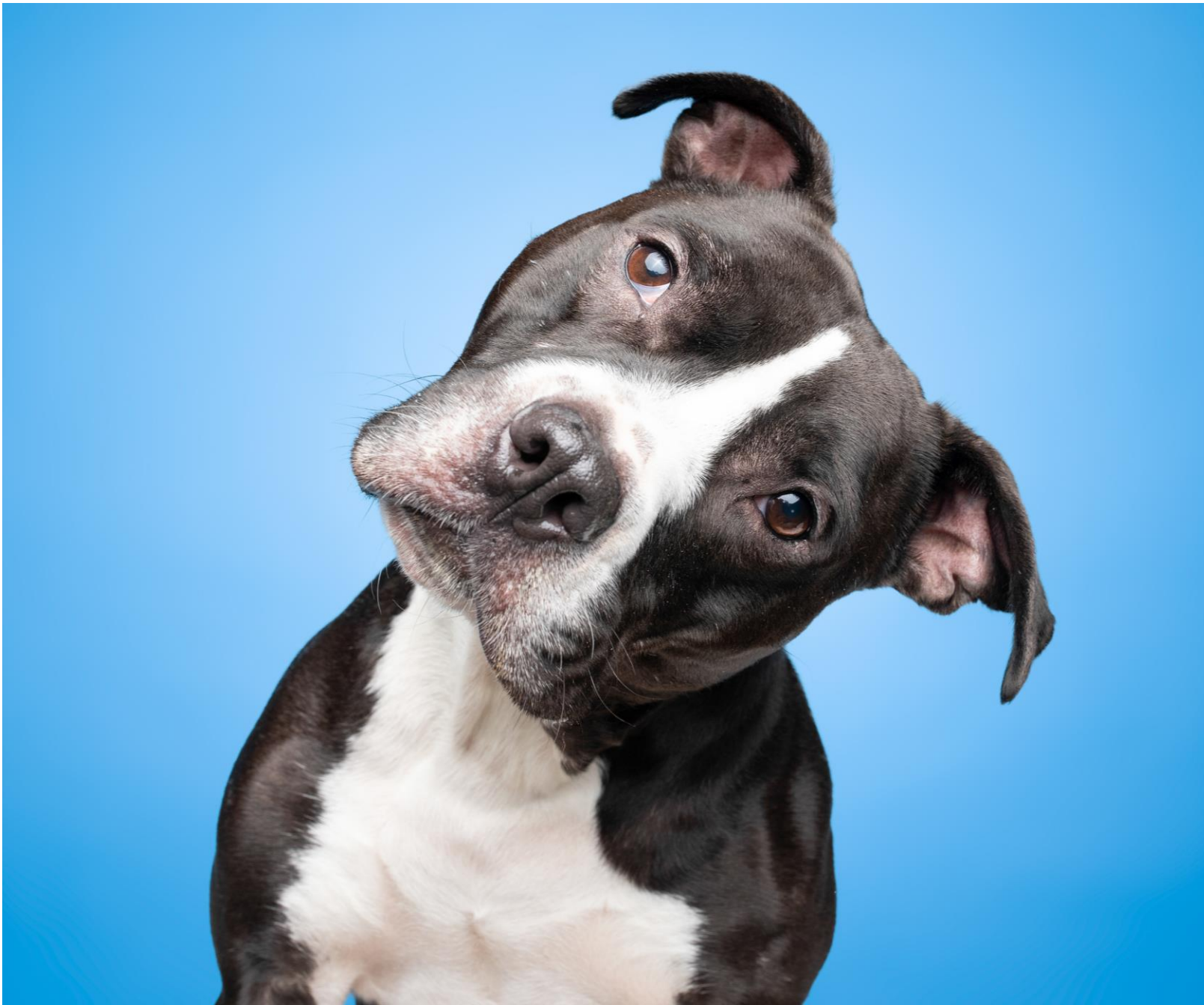
## Questions to Answers About Marketing

- Will you have an annual/quarterly/etc. theme or one-off campaigns? This will help determine your content creation calendar.

- Will you design content in-house or outsource? If you outsource, which parts? (imagery, social imagery and/or post creation, emails, newsletters, posting on website, SEO, video editing/posting, etc.?)

- Will you create cross-marketing all at once (email, social, video, etc.)?

- How will you measure the ROI of your efforts?

# Strategies to Grow a List
# That Capture Your
# Ideal Audience

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Email recipients are more likely to click through emails that cater to their specific interests, so using varying types of email subscriptions to send targeted content to different **segments of your audience** is worth considering.

If you create multiple targeted subscriber types, you'll increase the chance that visitors will subscribe to one of them. In fact, marketers who used segmented campaigns noted as much as a **760% increase in revenue**.

www.hubspot.com

## Ways to Grow an Email List that I have tried.

- Guest presenting at lots of webinars/conferences/events.

- Teach lots of free webinars.

- Offer great lead magnets.

- Change up LMs a few times a year.

- Create content and put it out in the world.

- Pop-Ups, products, LMs, blogs, SEO optimization, LinkedIn.

- Have others share your posts, or guest blog on reputable sites. (Build relationships.. Real ones)

- Buy lists.

# What I've learned

## about growing an email list

- Consistency matters with tone, content, timing, and how much you share versus how much you pitch .

- Quality matters.

- Focusing on a few things, instead of everything you 'could' do.

- Being real, really matters (for my list).

- It's a lot of work.

- Culling is necessary and the list will always fluctuate.

- It takes time to grow a good, solid, reliable list. But, it's worth it.

- No matter how much you have to spend, a list can't be bought overnight and make you millions in passive income.

- Not everything you try will work and you WILL have typos at some point.

- You don't have to send emails every day, but you do need some consistency... especially at first.

- Always optimize for mobile

# More Ways to Grow an Email List
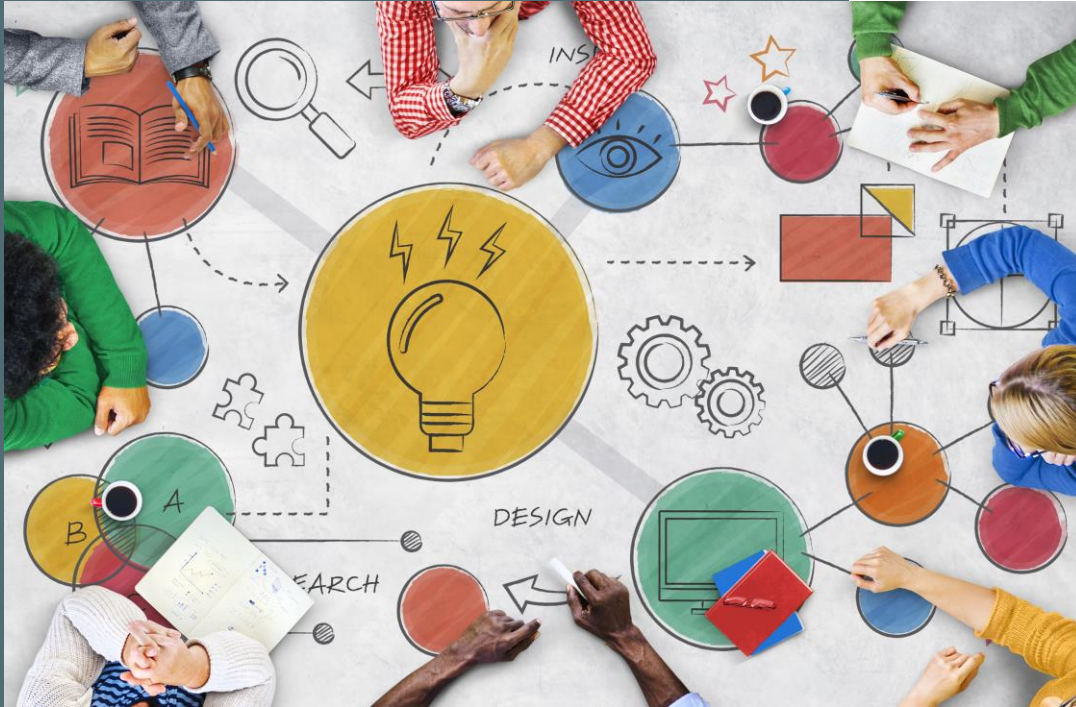
- Host a co-marketing offer with a trusted partner;

- Create sign-up forms for additional info., content;

- List a promo on a partner website, newsletter, social, in a regular publication;

- Become a member of an org that allows you to market, network, promote your services;

- Network online and in-person;

- Create CTAs and LMs on various pages of your website (ex: popups on pages with the highest traffic monthly, pops-ups on blogs that relate to upcoming events);

- Gated content/offers;

- Email sign-up in email signature/social profiles;

- Use sidebars on your website;

- Add links and buttons to your newsletters/blogs;

- Use social share bars/buttons on your emails.

# Segmenting Emails to Optimize Income

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# *Segmentation

- Segmentation allows you to separate your list into several groups based on client/subscriber differences.

- You can segment based on gender preference, location, dollars spent, loyalty, participation, engagement, activity, and much more. Segments allow you to create personalized and compelling direct mail for your online community.

# Potential Segments

- Active subscribers

- Inactive Subscribers

- Members of a program (Vault, Webinar Series, etc.)

- Purchase activity/history

- LM sign-up history

- Event attendees (NPCC 2022, NPCC 2023, etc.)

- Engagement History (clicks, visits to web pages, cart history, etc.)

- How they were added to a list (LM, event, signed up on site, pop-up, etc.)

- Acquisitions (purchased/rented)

- Organization Specific – (educational institutions, consultants, clients, sponsors, members, hospitals, nonprofits, animal welfare, partners, etc.)

# Segmenting Next Steps

**Questions to consider:**

- What lists/segments/tags do we currently have?

- What lists/segments/tags do we want/need in the future?

- How will we collect data for each segment/list/tag?

- How many contacts do we have on each list now (baseline) and how often will we track/update/run numbers for those? What goals do we have for each list?

- How often, and who is responsible for updating segmenting data/tools like tags/lead magnets in our system(s)?

- What are organizational SOPs around updating data and who makes those decisions (ex: adding tags, removing tags, making contacts inactive, etc.)?

- What is our budget for growing our list?

# Are you ready to start or grow a consulting business?

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