

# Are you getting enough subscribers to your business mailing list?

By Sonia Colon

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Are you getting enough subscribers to your business mailing list?

Hopefully the answer to this question is YES. Starting and maintaining a subscriber list is important to your online and offline business. How else will you keep in touch with your customers? Do you want to let them know of new and updated information about your business? Of course you do.

That is why having a sign up form for subscribers to join is imperative to your business.

How do you get them to subscribe?

You need to have a subscriber's opt-in listing to get your subscribers.

Place your email list sign-up on your homepage and other appropriate pages of your site. Whatever you do, don't hide it! Make it easy for site visitors to find and join your email list. Same goes for your guest book. Place it prominently in your office or store. Remind your employees to ask customers if they would like to receive your newsletter, to receive special promotions, or to be notified of private sales and events.

Place a "join our mailing list" link in the email signature of your regular correspondence. The link should go to your home page or the most appropriate page of your site where your signup tag is prominently displayed.

Make it quick and painless. Just ask for limited information (e.g. first name, last name, email address) to start because subscribers are more likely to complete a short form than a longer one at the beginning of a relationship.

Make your privacy policy clear up front. Be sure your subscribers understand how you will be using their email address and let them know what kinds of emails to expect and how often. Finally, confirm that their personal information will not be sold or traded and explain that they can decide to "opt-out" of further communications at any time.

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