

Simple ways to increase email sign-up rates

By [Boris Dzhingarov](#)

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Growing an email list does seem simple. After all, you just add some sort of form and you invite people to sign up, right? Things are much more complicated than that...

You need to deal with the competition and you can be sure that the other companies are doing all that they can in order to increase sign-up rates. That is why you have to do the same thing. Below you can find some really simple ways in which you can do just that.

Make the sign-up process really simple

This is something that works really well at the end of the day. [Cividac](#) is just one example of a company that just made a few changes to the sign-up forms and ended up with a drastic increase in rats. The idea is to basically create content that people would want to read, ask permission to send such content to the individuals, ask for permission again and ask some more.

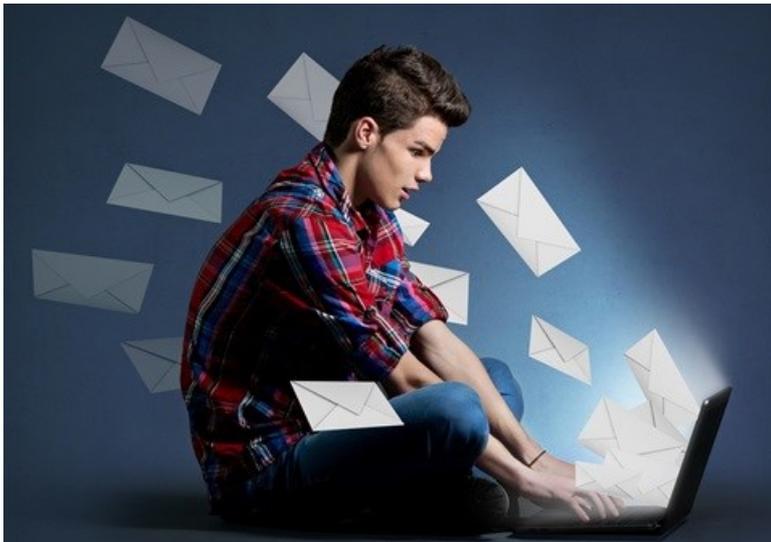


Image via Fotolia.com

Making changes to email sign-up forms can easily double the number of subscribers you get on a monthly basis. Growths of up to 300% appeared in other cases. Although there are always limitations, if the sign-up process is not simple, you can be sure that you do not get all the subscribers you could.

Increasing sign-up sources

Most companies out there just have sign-up forms on their site. This is an incredible limitation while giving the fact that we have access to so many technologies. Your customers are going to be present on so many different platforms. It is normal to have presence on [Facebook](#), use mobile apps and so much more.

With this in mind, one of the easiest ways to increase sign-ups is to make sure that you offer ways to subscribe to newsletters on various different channels. At the same time, we are faced with various ways to get more sign-ups on just one site: slideup forms, homepage email capture, blog email capture, sidebar ad and so on. You can also get sign-ups from Twitter cards, SlideShare or Facebook newsletter sign-up forms.

Offering incentives

One of the easiest possible ways to get new sign-ups is using some sort of incentive. You surely got to see many such incentives used for this purpose in the past few weeks. For instance, offering an ebook with different reports that are valuable for the potential subscribers, is one of the most common used methods at the moment.

Experimenting

The most important thing that you have to do in order to increase sign-up rates is experimenting. This is a necessity that has to be taken into account. Experimentation is the key to success for absolutely everything that you do in marketing. Email marketing is no exception.

The more you experiment, the higher the possibility of increasing the rates for new email subscribers. The real problem is that many do not do what it takes in order to increase the sign-up rates. They just remain stuck and use one option. Do expand and always experiment!

ABOUT BORIS DZHINGAROV

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