



## How to build your permission based database

So, you've read about the wonders of email marketing and are keen to increase your sales by using email marketing. However, one problem stands in your way: you don't have an opt-in list. Here are a couple of ways to build a permission-based database for your email marketing campaign.

### Website:

- Online ordering: ask if they would like to receive information on upgrades, new products etc
- Sign up form for newsletter on prominent pages of website
- Set up strategic alliances with complimentary companies to cross-promote each other's mailing lists.
- Upload the newsletter to your website and optimise it so it can be found when people are searching for a newsletter of your subject.
- If you offer whitepapers/articles on your website, be sure to ask them to subscribe before they download the information.
- Do you have a Demo on your website? If they are required to register before using the Demo, be sure to offer them the chance to subscribe within the Registration form.

### Email Communications:

- Provide either your sign up form (HTML email) or a link (text email) to your sign up form within any or all of your email communications.
- Forward to a friend is a great way to spread the word.

**TIP: Whenever you have any form of contact with your existing or potential customers, be sure to ask them if they would like to be added to your email list.**

### Viral Marketing:

It costs nothing for someone to pass some great information or offer to a friend, or colleague. So make the most of the ease of "Viral Marketing" and create some campaigns to build up your database. Remember though, just because the email has been sent to a recipient, doesn't mean that they have signed up. Make sure that they sign up before you send them any more information/offers. Most viral marketing campaigns are based on one of the following:

- "I got it first!"
- Do a friend a favour
- Win big

**TIP: Most reputable email services will offer a "Forward to a Friend" facility, which allows the recipient to click on a link and be subscribed. It is also a good idea to have your sign up form within the actual email campaign in case the recipient forwards the email manually.**



#### **Advertising/Promotions:**

- You can use advertising to promote your newsletter. Whilst you don't necessarily want to make it THE call to action, you can ask people to subscribe within your call to action.
- Print Advertising: a short sentence within your ad can refer the reader to your website where your sign up form is: " For more information on (your subject), visit [www.yourcompany.com](http://www.yourcompany.com) and subscribe to our newsletter".

**TIP! Remember building a database can take some time. So, patience is the key to success!**

#### **Marketing Materials:**

- Brochures/Direct Mail: Add your registration form to your brochures and other marketing materials. Ensure that the email address is within the form and remember to include the benefits of registering.

#### **Point of sale:**

- If you have a retail store, café, restaurant etc
- Provide a sign up form to gather email addresses from your customers. Let them know that they can receive benefits, specials, notification of sales etc. The better the incentive, the more likely they will sign up.
- Alternatively, you can provide a container and collect the customer's business cards.

#### **Join Associations, Network groups, Chambers of Commerce**

- Actively promote your business by going to functions and networking. When you receive a business card from someone, ask if it is OK to send some information to him or her.

#### **Events**

- Put on an event or seminar. Partner with a complementary business and together actively market the event. The Database will then be available to you and your Co-Sponsor.
- Sponsor an event
- Offer a door prize
- Remember to put your subscription details within the footer of all handouts.

Kath Pay is a Director of Ezemail Pty Ltd, ([www.ezemail.com](http://www.ezemail.com)), an innovative Australian company that provides comprehensive email marketing solutions ranging from DIY email newsletters for small businesses to email campaign management for large corporations. For more information on how easily email marketing can be implemented, please contact Kath at [kath@ezemail.com](mailto:kath@ezemail.com).