Alison K CONSULTING

Effective Use Of Your Newsletter On Your Website
The more ways ideal customers and guests can sign up for your newsletter, the better!

A sign-up spot on your homepage

An obvious location, but very effective, especially if you don't have a lot of content on your homepage to begin with. You will increase your chances of sign-ups if you are specific in what the newsletter is about and create a sense of curiosity. "Latest News & Events" is not nearly as effective as:

◦ "Be alerted to early bird discounts"
◦ "Sign up and receive our free camping checklist"
◦ "Every month we send you a recipe from our head chef"

A page dedicated to the newsletter

When promoting your newsletter on social media or other communications, send people to a dedicated page of your site that has a newsletter sign-up form. And don't just stop at the form itself. Be sure to include:

◦ What to expect in the newsletter.
◦ How often they can expect to hear from you.
◦ Any segmenting details your newsletter platform allows you to ask such as their company name, interests, etc.
◦ Links or screen caps of past issues so they can see the value you bring.
◦ Any testimonials from people who have written back to you about your awesome newsletter.

Directly in your pages or posts

This is a great way to break up content in your pages and posts. Place the newsletter ask at least 1/2 way down your content: between two paragraphs or before a new section. This is also a great place to put opt-ins/freebies if you have them. Be sure they make sense in the context of the content they interrupt.

◦ Keep the form simple by only asking name and email.
◦ Experiment with headings and lead-in text to make the newsletter ask more 'topical' with the post/page it is on.

A sign-up spot in your footer

A great solution if you don't have sidebars in your website design, or want to make sure there's a call-to-action on every page of your website.

Remember that on mobile phones, sidebars will be pushed down after content and before the footer, so it may be wise to remove the newsletter in your sidebar in favour of the footer.

Opt-ins need their own page

Opt ins, freebies, lead magnets, one-pagers, one-sheets, white papers: all terms for something users download in exchange for their email information.

Often placed in sidebars or footers, these awesome pieces of content should also have their own dedicated page. This makes it easier to promote on social media and other communications.

Bonus tips

◦ When people sign up for your newsletter, redirect them to a thank you page on your site. You can then track how many people sign up via Google Analytics by making that page a Destination Goal. For more information on destination goals and other neat tips, download my free Google Analytics Cheat Sheet: **http://bit.ly/digiport1**.

◦ If possible with your newsletter platform, don't use one form for all these different locations. Create forms specific for each, so you can monitor which generate more leads than others so you can adjust your marketing.

◦ Leverage segmentation features in your email platform, too! This means tagging people who use a specific form or download a particular lead magnet. This will allow you to target your email marketing communications better.

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