

TEN TOP STRATEGIES FOR CAPTURING EMAIL ADDRESSES

1. **Ask:** Ask for your customer's email address everywhere -- on every page of your website, during every phone call, and on every paper order form.
2. **Tell Why:** People volunteer their email address *in exchange* for something. Make sure you clearly explain what value you are offering through email, how often they'll be hearing from you, and exactly what you'll be sending.
3. **Reassure:** Make sure you have a privacy policy & that it is easily accessible. Even a phrase like "[company] respects your privacy and will never disclose your email address" does wonders.
4. **Give An Example:** On your website, have a link to a sample email.
5. **Leave Plenty of Room:** Make sure you leave sufficient space in your input box for long email addresses; otherwise, you are causing unnecessary typos & frustration.
6. **Have Helpful Error Messages:** Often marketers think that error messages are something for their tech teams to worry about. This is a mistake. Good error messages can increase your email capture rates. For example, many AOL users forget the "@aol.com" part of their email address. How does your site respond?
7. **Catch Typos:** On your website, figure out a way to catch the common errors people make when entering email addresses, e.g. "hotmial.com" instead of "hotmail.com". You can hire a vendor to help you do real-time email address validation or you can build your own solution. Even having a second page that displays what the user typed and asks "is everything correct?" helps tremendously.
8. **Confirm:** Any email address you collect should be confirmed, ideally by a prompt follow-up message.
9. **Append:** When done correctly, email appending can be an effective strategy to quickly increase the percentage of email addresses in your file. Just make sure you work with an experienced vendor whom you trust and who will provide you with only 100% opted-in data.
10. **Reconfirm:** If you've successfully collected an email address, stop asking for it. Instead, focus on reconfirming and collecting an update if the email address has changed. This is harder than it sounds, but remember that over 30% of email addresses change every year, and your database is only as good as your ability to stay on top of list attrition.

ALSO CONSIDER...

- ❑ Utilizing Facebook & Other Social Media
- ❑ Changing the recording on your 'Hold' message
- ❑ Asking on your register receipt
- ❑ Installing a curbside sign in front of your business
- ❑ Bribing!
- ❑ Offer the opportunity to "Be The First To Know"
- ❑ Utilize search to drive to opt-in landing pages.
- ❑ Point of sale / check -in

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