

GET MORE SIGN-UPS



...BY IMPROVING THE SIGN-UP EXPERIENCE

There are several approaches brands can use to inspire customers to sign up to their newsletter. In this infographic we walk you through our top tips for improving the sign-up experience for your leads, together with a few examples to get your ideas rolling.

WHAT CAN YOU OFFER?

ALWAYS HIGHLIGHT THE VALUE

... of your emails and highlight the benefits, and make the process clear and easy.

Consider your text

A simple "Sign up to our newsletter" might not have any major impact - try to sweeten it up a bit with a clear value proposition.

Like being first?

Stay up to date with our latest trends and offers

Enter your email address

GET STYLE TIPS

BE FIRST

SEND ME UPDATES

Share knowledge

Most people won't mind giving you their email address if the content is valuable and relevant.

Tell or show your leads what type of content they can expect as a subscriber.

Call-to-action tips

Use your CTA button to tell people what signing up will really give them

Give Something

Users have a higher tendency to sign up if they get a special offer. Monetary incentives, such as a discount, or gift with purchase are often the most effective, but it is also possible to highlight VIP access or styling tips.

Sign up to get 10% off your first purchase



Don't undermine your brand by giving discounts to every visitor every time. Use discounts when it aligns with your strategy and goals, or to boost your lead database.

EMAIL FIRST – QUESTIONS LATER

Don't spoil the new found interest in hearing more about your brand by expecting the user to spend time on a complex form.

GET THE LATEST STYLE NEWS

Enter email address

MEN

WOMEN

Just ask for the basics, and then reach out for more information later in your email flow.

PLACEMENT IS KEY

Even though you love your brand, it's unlikely visitors would enter your website and immediately choose to sign up to your newsletter. However, there are some best practices you can follow to avoid annoying your visitors.

Consider the user experience across your website so they aren't bombarded with sign-up pushes.

Where?

Not all pages on your website are relevant for asking your visitors to sign up to your newsletter. Evaluate which pages on your site make sense, and make sure to exclude the rest.

Tip: Always exclude visitors who are already subscribed or arrive directly to your site from one of your email campaigns.

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When?

Timing is important, so make sure you consider when it is relevant for your visitors to see a sign-up overlay.

Like being first?

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Tip: Make sure your overlay is optimized for the mobile experience.

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Make it easy

Signing up should be easy, so make sure you provide the option throughout your website - e.g. in a fixed position in the header or footer.

Enter email address

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MAKE IT CLEAR

Create trust with potential leads by outlining the process up front and aligning expectations



Limit privacy fears

Tell the user how their information will and won't be used.



Align expectations

Inform visitors of how often they can expect to hear from you and what type of content they should expect.

Tip: Give your subscribers the option of choosing their desired frequency via a profiling page

KEEP TRACK – AND TEST

All brands and target groups are different, which is why it is important to track and test different features, strategies, and designs in order to find out what works best for your brand.



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