

# The List Building Checklist

An addon checklist to:

[68+ List Building Tactics & Ideas  
for eCommerce & Beyond \(∞ Link\)](#)



# 1. Gather Preliminary Data [9]

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- Determine month over month list growth rates
- Determine (or guesstimate at least) revenue/subscriber
- Determine current subscriber acquisition cost
- Determine your current forms' conversion rate
- Determine current unsubscribe rates
- Define your customers' journeys and map touch points
- Map existing content to the customer journey
- Determine top converting pages (and find out why they are the top)
- Save heat maps for top converting pages

## 2. Web Properties Integration [38]

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### 2.1. Blog Integration [14]

- Analyze your blog for the best possible subscription form locations
- Add forms to: top of the sidebar
- Add forms at: the end of your posts
- Add forms as: a large feature box on your blog
- Add forms on: author pages



## 2.1. Blog Checklist [14]

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- Experiment: setup a fixed (sticky) sidebar form
- Experiment: use opt-in content lockers on large posts
- Experiment: insert a sticky Hello bar
- Experiment: insert a slide-in panel
- Experiment: integrate an exit-intent popup with exclusive content
- Tweak: popup behavior (exit-intent vs. behavior settings)
- Tweak: adapt newsletter incentives per content type/location
- Compare conversion rates / form and choose the best combination
- Make sure to assess the impact of multiple forms over engagement and content shareability.**

## 2.2. eCommerce Integration [11]

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- Add a checked “Subscribe me to the newsletter” box at checkout
- Use a form analytics tool to make sure it does not affect conversion / form completion rates
- Insert post-checkout subscription details and incentives
- Feature: implement a product stock notification system and add a second subscription question/step (use AJAX)
- Feature: implement a product price change feature and add a second subscription questions/step (use AJAX)



## 2.2. Online Store Integration [11]

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- Feature: add a subscription center in account settings
- Add a subscription option on registration
- Link your email marketing service to your loyalty program
- Condition your loyalty program members to subscribe
- Insert newsletter incentives and CTAs into transactional emails
- Insert newsletter incentives and CTAs into support emails / tickets

## 2.3. Other Web Properties [8]

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- Check for outdated microsites, landing pages and campaigns
- Adapt content & copy so that the CTA is subscribing to the newsletter
- Experiment with: ideas such as “Sign up to get more offers like this.” or using teasers for upcoming campaigns in these locations
- Integrate subscription in customer satisfaction surveys (and other)
- Feature: develop a community forum and integrate subscription
- Feature: create a web accessible newsletter archive
- Optimize your archive for “%topic% newsletter” searches
- Optimize newsletter web editions for long tail keywords



## 2.4. Integrate & Test Incentives [14]

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- #1: Develop financially appealing incentives: discounts, coupons, free shipping, discounted shipping etc.
- Integrate incentive details on all existing subscribe forms
- Determine if your incentives are profitable (financial incentives may be redundant or not even required for certain segments)
- #2: Develop exclusive content based incentives
- Test between financial incentive types
- Test content access vs. financial incentives
- Adapt incentives offered based on stage of customer journey
- Adapt incentives offered based on customer segments
- Test: run a monthly subscriber sweepstakes as an incentive
- Test: run and provide access to exclusive customer education programs (webinars, email series, in-depth guides etc.)
- Test: use the access to a special/exclusive customer community as an incentive (ex.: Organic Food Loving Hipsters)
- Test: use free samples / free trials (if possible) as an incentive
- Test: promise visitors a surprise if they sign up (it can be any incentive form above – make sure it's something they will appreciate).
- Track changes and assess improvements on a 30 day period



## 3. Increasing Conversion [28]

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### 3.1. A/B Testing [8]

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- A/B Test: form layout and background colors
- A/B Test: newsletter forms placements
- A/B Test: number of form fields
- A/B Test: calls to actions
- A/B Test: forms copy
- A/B Test: button colors
- A/B Test: incentives offered
- A/B Test: element animations vs. static forms

### 3.2. Increasing Trust [6]

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- Integrate social proof: number of subscribers, number of fans etc.
- Guarantee data safety, state your no SPAM and privacy policy
- Showcase previous newsletters to prove quality of content
- Integrate testimonials regarding the quality of content
- Use an influencer to vouch for your newsletter's usefulness
- Get a human face visible (maybe showcase the marketing team)



## 3.3. Other useful points & steps [8]

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- Create a dedicated newsletter subscription landing page
- Create a email preference center for existing subscribers
- Test: offer subscription interest options (i.e. multiple lists)
- Test: offer subscription frequency options (ex. Weekly / Monthly)
- Test: integrate Facebook box near forms (may increase conversion)
- Create time sensitive offers conditioned by newsletter subscription
- Integrate content personalization based on visitor segments
- Enrich existing subscriber data to deliver more engaging newsletters

## 3.4. Testing & Compatibility [6]

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- Test cross-browser compatibility for your forms
- Test mobile versions of your forms
- Test forms with validation rules
- Test error messages (no input, invalid email, timeout etc.)
- Test submit button clickable area (often a problem)
- Review heat maps for invalid clicks near forms (warning sign)



## 4. Increasing Exposure [14]

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- Create an overwhelming welcome email exposure
- Design a share-able welcome email (give reasons)
- Implement a referral engine into your newsletter program
- Implement social sharing buttons into your newsletters
- Link social sharing buttons to web versions of the newsletter
- Integrate a subscription option in newsletter (in case they are forwarded, the receive has an easy way to subscribe)
- Partner with other brands that sell complementary products and create integrated campaigns to build each brand's subscriber base
- Partner with bloggers to promote your newsletter
- Let bloggers re-use your email content as long as they mention your newsletter landing page
- Create social promotions (contests, sweepstakes, raffles etc.) that have viral components built in
- Condition participation on social promotions to subscription
- Experiment with: daily deals websites and design the offers in a way that you get access to customer data
- Process existing contacts, CRM databases and other departments' existing data and create a newsletter promotion campaign for those contacts you've gathered (some might be old customers).
- Create a brand ambassador program and link it with your newsletter



## 5. Content Marketing Steps [15]

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- Create content that users expect in a consistent manner
- Link your content items to specific newsletter exclusive content
- Constantly create post series that build anticipation
- Promote rich teasers and content/product previews
- Create content exclusive to email and promote it cross-channel
- Create downloadable resources and use opt-in lockers on them
- Make sure to offer a “taste” of resources that are email gated
- Create rich & interactive surveys that offer subscription options
- Condition access to survey results on newsletter subscription
- Integrate and promote user generated content (especially from your newsletter subscribers – try UGC based contests)
- Try building share-able interactive experiences or stories
- Start a content curation program and expand it with your newsletter
- Create valuable web or mobile based tools that require users’ email
- Integrate email subscription into your brand video (hint: Lead Player)
- Highlight valuable content from other brands’ newsletters and ask them to reciprocate the favor by sharing your newsletters



## 6. Integrate Advertising [6]

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- Drive paid traffic to email gated landing pages
- Start an affiliate program that pays out on subscribers
- Run retargeting campaigns to convert segments prone to subscribe
- Experiment with interests based campaigns (match with your topics)
- Experiment with Twitter's lead generation cards
- Use services like Kwanzoo to add lead generation/subscription forms to your display advertising

## 7. Integrate Social [7]

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- Constantly tease your fans with newsletter exclusive content
- Link often to email gated landing pages and offer previews
- Optimize newsletter pages & content for social media feeds
- Add a Twitter auto-reply with a newsletter CTA
- Integrate social sharing into your newsletters
- Make sure to adapt your content calendar between all mediums
- Make sure you have an integrated digital marketing strategy that covers a wider range of conversions and channels cross-promotion tactics



## 8. Offline Tactics & Other [6]

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- If you're offering free WiFi, make sure to ask for users' emails
- Train your store employees to present the benefits of subscribing to the company's newsletter
- Always add links to pages that contain signup forms on your marketing collateral
- Use product packaging inserts that incentivize users to subscribe
- Create or co-market offline events that require online registration
- Use ads in print magazines (niche especially) – use cautiously

**Also, here's a complete toolkit:**



**But wait...**

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# THERE'S EVEN MORE!

This checklist is part of [The Epic List Building Guide](#) series on the [KommerZen blog](#), which includes 68+ list building tactics, 80+ list building tools, top 10 list building strategies, 50+ newsletter content marketing ideas and many more actionable tips to help you grow & sell more online!

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