

• A GUIDE BY INSIGHT180 •

How to Grow Your Email List **WITH FACEBOOK**

A Step-By-Step Guide



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• CHAPTER ONE •

OUTBOUND VS. INBOUND MARKETING

OUTBOUND VS. INBOUND

One Way vs. Two Way Communication

Over the past few years the integration of social media into the marketing mix has seemed like a gold rush. This is an exciting time for marketing because the way companies approach customers has changed significantly from outbound to inbound.

Outbound marketing is the traditional form of marketing where a company initiates a message and pushes it out to potential customers – think TV and radio commercials, print and banner advertising, cold calls, among others. Inbound marketing focuses on “pulling” or inviting — promoting interactive communication, engagement in social media — by providing something of value to prospects, entertaining, inspiring or educating leads.

While some elements of outbound marketing are still of value, such as a banner ad on a website, they often have an inbound twist. Now upon clicking that banner ad, a prospect would be brought to a targeted landing page where they would be offered something of value in exchange for an action such as giving their email address, liking your Facebook page or another action item.



• CHAPTER TWO •

WHY GROW YOUR EMAIL LIST?

WHY GROW YOUR EMAIL LIST?

Use Email to Nurture Leads

Through a strategic social media campaign which markets content you created to those who are genuinely interested, you can gain an attentive and engaged audience, so why worry about your email list? These email marketing statistics from Hubspot may surprise you:

- 91% of consumers check their email at least once a day.
- Email marketing has an ROI of 4,300%.
- 66% of consumers have made a purchase online as a result of an email marketing message

While email marketing may appear to be an outbound action on the surface, with the right tactics, you can use email marketing as a lead nurturing strategy.

List Segmentation

In contrast to marketing materials sent by direct mail and posts on social media that aren't specifically targeted, you can know for sure that those on your email list are interested in a product or service that you offer. By understanding and segmenting each person who signs up for your list, you can cater specifically to their needs.

Your leads aren't all the same. To help you segment properly, create personas. Personas are extremely helpful in honing in on possible actions and thoughts of your target audience members. Once established, personas allow you to create content for each specific type of client that your company caters to. This tactic allows for a well-crafted pitch and nurtures leads that will be genuinely interested in what you have to say. Additionally, the data you collect about each lead's journey through the sales process can help you better understand the best way to market to them in the future.



*You've
got
mail!*

WHY GROW YOUR EMAIL LIST?

Better Control of The Sales Funnel

Another reason to build your email list is to better control the route potential leads take through the sales process. By sending relevant, useful content, such as tips, tricks and free downloads, you can guide those on your email list through a specified sales funnel.

GENERATE AWARENESS AND OBTAIN EMAIL ADDRESSES THROUGH CONTENT MARKETING

NURTURE LEADS AND SEGMENT BASED ON INTEREST IN VARIOUS CONTENT

PROVIDE OFFERS BASED ON EACH SEGMENTATION

CONVERT LEADS TO SALES

FOLLOW UP, CREATE A LIFETIME CUSTOMER

• CHAPTER THREE •

CREATE A CUSTOM FAN GATE PAGE

CREATE A CUSTOM FAN GATE

Why Use a Facebook Fan Gate?

When I see something that might be useful to me, it's a free download and only takes about 10 seconds to give my name and email address, nine times out of ten I'll complete the call to action. This happens to me all the time, specifically with Hubspot, which offers lots of useful downloads with marketing stats or free vector images and only requires my name and email to receive. This is why content creation is so valuable—great content that is “gated” is your hook to reel in potential leads. We're not saying give too much away for free, but giving leads a taste of your services could be what pushes them to buy.

Build Your Email List Through Gated Content

So you've created some great content like an ebook, video, webinar or a document that is valuable to your audience. Now what? The first way to grow your email list with Facebook is to market the content you've created with a custom Facebook fan gate page.

Have you ever looked at a page on Facebook but it required you to “like” that page or give your email before you could see a video or download something? Facebook allows you to create a tab within the Facebook interface that you can customize to fit your needs. There are many tools online, both free and paid, which can aid you in creating a custom fan gate.



CREATE A CUSTOM FAN GATE

Tools for Creating a Facebook Fan Gate

There are a couple of different ways to create a custom Facebook fan gate page. Some tools available allow you to drag and drop pre-made content into place, others allow you to create custom header images inside the tool.

When designing your page, just remember, keep it simple. Don't try to get fancy and have too much going on. Stick with one typestyle, as few words as possible to convey your message, and one high-impact image or video. Use a color block behind your text instead of overlaying your text on top of the image. Your text will be easier to read. Here are some great tools to help you create a customer fan gate page.



Thunderpenny is a great tool for creating custom fan gate pages, but you really need a basic understanding of html. When your page is complete, Thunderpenny gives you a link to post that is mobile compatible.

Woobox, like Thunderpenny, is mobile compatible. It has many customizable templates such as sweepstakes pages, photo contests and a leaderboard tab. Try it free, pricing [here](#).

Heyo is yet another tool that allows you to create promotions on a custom Facebook tab. There is a free trial, but then it's \$25 per month for up to two active campaigns.

Other tools for creating Facebook fan gate pages can be found [here](#).

CREATE A CUSTOM FAN GATE

How It Works

On the following page is an example of a fan gate page I created with Thunderpenny. The content is only viewable to those who have liked our page and the ebook can only be downloaded if a name and email is given. This strategy allows you to grow your Facebook following and your email list at the same time!

Remember, while it's great to have followers on Facebook, that doesn't necessarily convert to business. But having those all important emails will provide better marketing leverage through the life of your business.

Other than using your newly created fan gate page to collect likes, another option would be to host the content you want to give away on your own site or landing page and have the custom Facebook tab redirect a user there. One theory is that because the fan gate page is still inside Facebook, users feel more comfortable giving their information. If they're taken to your website and it's not familiar to them, they may not complete the action. Test out these different strategies and find out what works for you and your audience.



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* required

Submit

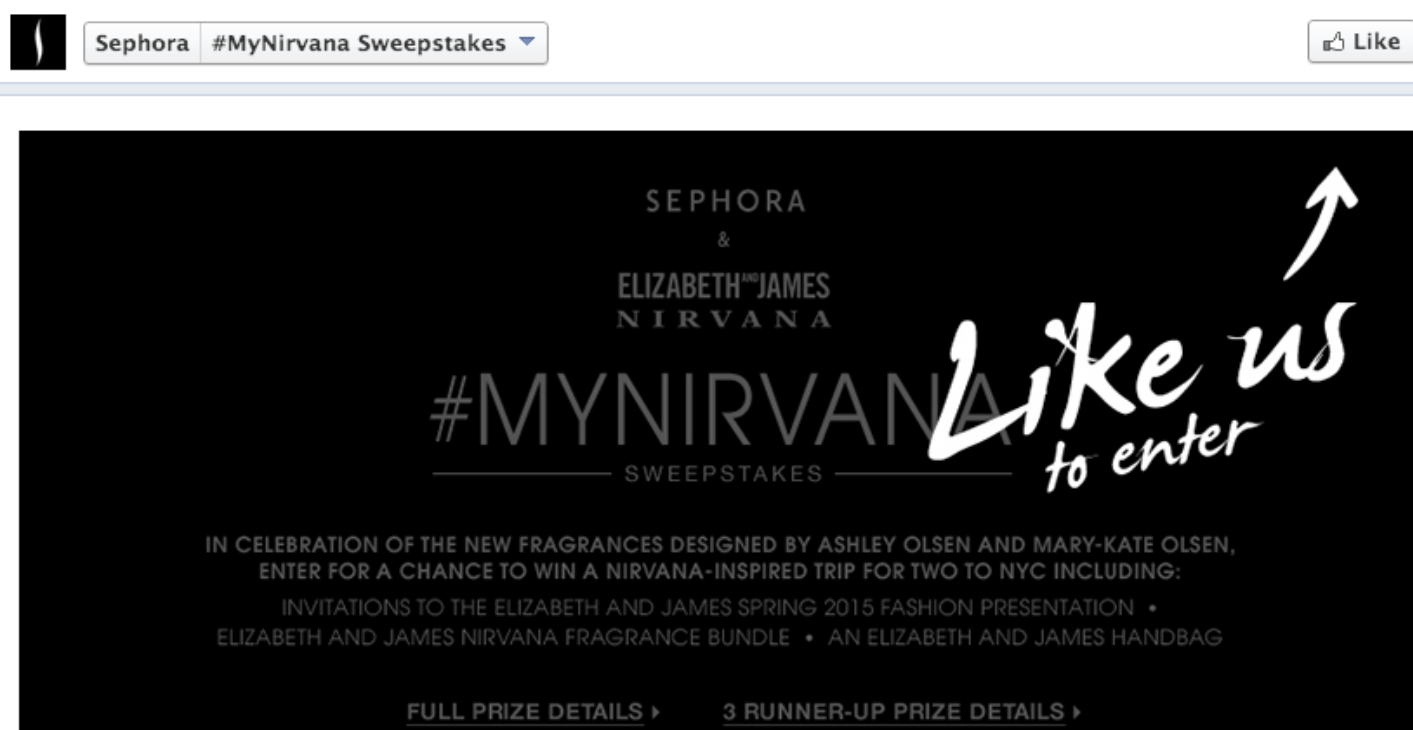
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• CHAPTER THREE •

ENTER TO WIN!

CREATE A CUSTOM FAN GATE

Sweepstakes, Contests and More



In addition to creating a custom fan gate page for gated downloadables, you can also use the same concept for a contest or sweepstakes page. Additionally, some of the fan gate tools aforementioned have templates that encourage your audience to share the page in order to get entered multiple times (more chances to win).

A great example of a sweepstakes done right is one Sephora is currently running. Sephora always has some type of contest or sweepstakes going on with their Facebook page and they always have great calls to action...not to mention great prizes!

For this sweepstakes, you're required to like the page right away before accessing any content.

ENTER TO WIN!

Sweepstakes, Contests and More

Once you like Sephora's page, in order to enter the sweepstakes, they ask for all of your information. Now, because this is a great incentive, a chance to win a trip to NYC for two, they are able to be invasive and ask for all of that information. If your client is just getting a free ebook, you should tone down the contact form to three fields maximum; really, name and email would suffice, not to mention increase your response rate.

To see Sephora's sweepstakes fan gate page in action, [click here](#).

When doing a giveaway, make sure it's extremely valuable to your audience. If you're a consultant, you might give your time or services. You could also give away a ticket to an event you're doing or an hour of coaching or initial consultation.

• CHAPTER THREE •

BECOME AN ADVOCATE

BECOME AN ADVOCATE

Draw Support for a Cause



Especially for non-profits, becoming an advocate of a cause is enough incentive for prospective leads (in this case, potential donors) to give their information. If this technique makes sense for your organization, start a petition, ask your audience to pledge money or complete an action for the cause. Use your fan gate page to collect their “like” and their email address! Citizen Action of Wisconsin provides a great example with the petition on their custom page. To see their petition page in action, [click here](#).

With any promotion, contest, sweepstakes or pledge page, don’t forget a call to action. For Citizen Action of Wisconsin, the call to action is “Sign Our Petition.” Personally, I think it could have been a bit more prominent so that it stood out against the rest of the page, but at least they have one. It’s not enough to just give your audience something they want. The strategy here is to grow your email list. So please, make sure any and all content is gated and the call to action is strong.

• CHAPTER THREE •

**PROMOTE YOUR
GATED PAGE**

PROMOTE YOUR GATED PAGE

Reach Your Target Audience

Promote on Other Social Platforms

Although your page is on Facebook, that doesn't mean you can't promote your gated page across your other social media profiles to drive traffic. You probably have followers on Twitter, LinkedIn and other platforms that aren't currently part of your Facebook audience. Use your gated page to draw them in!

Email Current Audience

Send out an emailer to your current email list about your new content (Download Our New E-book!, Watch Our New Video!) and direct them to your Facebook landing page. This will ensure that anyone on your email list who wants this content will like your Facebook page.

Facebook Ads and Sponsored Stories

Another way to promote your gated page is to buy some Facebook ads or sponsored stories. While Facebook Page organic reach has been declining rapidly over the past six months, it is truly about to take a dive and is projected to drop to a devastating 1-2%. This is bad news for those who have been gathering Facebook fans with no intention of spending a little extra to reach their audience, and beyond.

While this sounds like bad news for businesses on Facebook who have been enjoying the free ride, it may be an opportunity. By pushing businesses to begin spending to reach a targeted market, content will be seen only by those who are truly interested. Also, Facebook is one of the cheapest means of targeted digital marketing. [Read more the our blog](#) about Facebook's imminent changes in organic reach.

• CHAPTER THREE •

KEEP MOBILE IN MIND

KEEP MOBILE IN MIND

Reach Your Target Audience

The use of mobile devices is consistently rising. These mobile stats from Hubspot may surprise you:

#1

The #1 email client for Gmail users is the iPhone's built-in mail program, with 34% of all Gmail opens.

1/2

Over half of smartphone users grab their smartphone immediately after waking up.

64%

64% of decision-makers read their email via mobile devices.

32%

32% of marketers do not have a strategy in place to optimize emails for mobile devices.

Making sure that your landing page works with mobile is essential. The custom Facebook fan gate tools I listed previously: Woobox, Heyo and Thunderpenny, all offer the option for mobile specific or mobile optimized pages.

• Learn More On Our Blog •

YOU MAY BE INTERESTED IN:

[“Your Facebook Page’s Organic Reach is About to Plummet”](#)

[“The Ultimate List of Content Creation Tools for 2014”](#)

[“Why Your Positioning is Weak and How to Fix It”](#)

[“Digital Marketing Predictions for 2014”](#)

[“How Email Marketing is A Little Like Dating”](#)

[“Is It Time For a Brand Refresh?”](#)

