



Email Marketing List Growth Checklist



Are you set up to gather email addresses in every situation?
Use this checklist to make sure your business is ready.

Face-to-Face Interactions

- Did you create [your script](#)?
- Have you [trained your staff](#) to ask customers?
- Do you have something at the register to collect addresses?

Print

- Have you [set up a Text-to-Join keyword](#) and hung signage around your store?
- Have you added your Text-to-Join keyword to direct mail pieces?
- Have you added your Text-to-Join keyword to business cards?

Online

- Do you have an [embeddable sign-up form](#) on every page of your website?
- Do you link to your form in your social media posts and profiles?
- Do you link to your sign-up form in your email signature?



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Increase Your Sales with Email Marketing: A Virtual Workshop Series for Retailers