



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 for email addresses?
- Do you have something at the register to collect email addresses?

Print

- Have you [set up a Text-to-Join keyword](#) and included it on signage?
- 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 sign-up form in your social media posts and profiles?
- Do you link to your sign-up form in your email signature?

Apps & Integrations

- Have you downloaded the [ListBuilder App](#) to collect contacts on a mobile device?
- Have you downloaded the [Constant Contact Forms plugin for WordPress](#)?
- Have you visited our [Apps & Integrations page](#) to see what other integrations might work for you?