
Grow Your Email Newsletter Subscribers

— Matt Campbell - Las Vegas Bloggers Meetup —
September 8, 2020

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Future Presentations

- **September 8, 2020**
 - Grow your email newsletter subscribers!
- **October 13, 2020**
 - TBD
- **November 10, 2020**
 - TBD
- **December 8, 2020**
 - TBD

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.
- **Presentations**
 - Attendee Introductions
 - Slide Show Presentation (Organizer or Guest Speaker) with discussion
 - Review blogs for recommendations and feedback

Who Am I?

- **Organizer: Matt Campbell**
 - Owner of MyWeddingSongs.com
 - Started my online business in 2003
 - Website receives about 4 million annual visitors
 - Elevator pitch - I help couples, DJs, and wedding pros plan their wedding songs.
- **Sponsors**
 - My Wedding Songs

Introductions

Grow Your Email Newsletter Subscribers

Why create an email list?

1. You own your audience - no one can take them from you!
2. Newsletters have higher conversion rates into sales than organic website visitors because they already know you.
3. Newsletters are a great way to connect with your audience.
4. You can increase traffic to your website and get returning website visitors.
5. Subscribers that are excited about what you offer will share it with others!
6. It's easy (and free for up to 5,000 subscribers on Mailchimp).
7. Start TODAY if you don't have one already! Imagine if I started from day one with 20+ million website visitors?

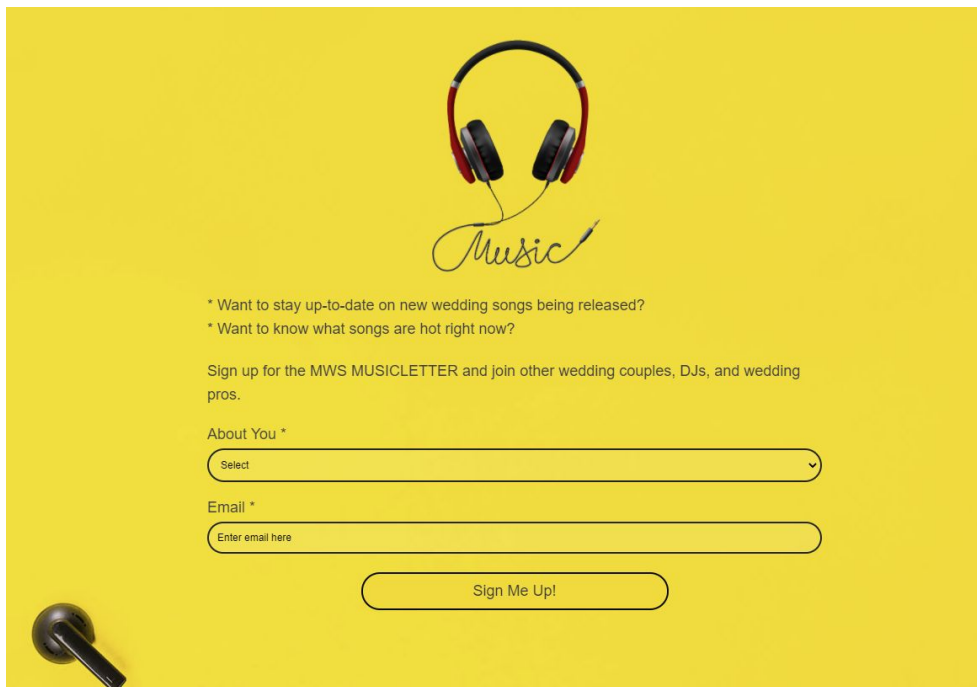
Grow Your Email Newsletter Subscribers


Where to offer a sign-up form?

1. Pop-up newsletter signup form
2. Inline newsletter signup form
 - a. Embedded inside of main content
3. Floating BAR newsletter signup form
4. Floating BOX newsletter signup form
5. Full-page newsletter signup form
6. Sidebar sign-up form (shows on mobile?)

Grow Your Email Newsletter Subscribers

Full-page pop-up newsletter signup form




Music

- * Want to stay up-to-date on new wedding songs being released?
- * Want to know what songs are hot right now?

Sign up for the MWS MUSICLETTER and join other wedding couples, DJs, and wedding pros.

About You *

Select

Email *

Enter email here

Sign Me Up!

Grow Your Email Newsletter Subscribers

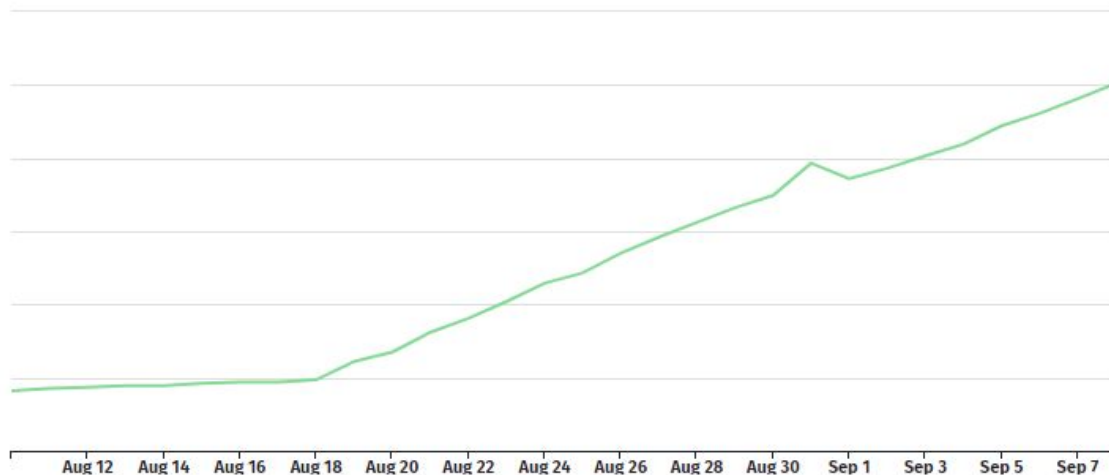
Full-page pop-up newsletter signup form

MailChimp



10,002 ▲4%



● SUBSCRIBERS



Grow Your Email Newsletter Subscribers

Full-page newsletter signup form

Discover Songs. Dance Forever. Our Story | Downloads

 **My Wedding Songs** Home | Charts | Song Ideas | Blog | Podcast | Ask Us [Subscribe](#) 


Hot New Songs Delivered Monthly!

* Want to stay up-to-date on new wedding songs being released?
* Want to know what songs are hot right now?

Sign up now for the MWS MUSICLETTER and join other wedding couples, DJs, and wedding pros.

Email *

About Me:

Wedding Couple | 

Agree

I agree to receive amazing song ideas. I have read and understood My Wedding Songs' [Privacy Policy](#).

[Get Updates!](#)

Grow Your Email Newsletter Subscribers

In-content Call to action

Just to dance with you
Is everything I need
Before this dance is through
I think I'll love you, too

Listen to our Rock Mother-Son songs playlist on Spotify.

If you like this list, you may also check these out too...

- [Best Rock Wedding Songs](#)
- [Power Ballads From Hair Bands](#)
- [Rock Bouquet Toss Songs](#)
- [Rock First Dance Songs](#)

Wedding Song Ideas Delivered Monthly!

SUBSCRIBE

Grow Your Email Newsletter Subscribers

Why would visitors want to give you their email?

- **Offer a “lead magnet” (perceived high value, instant gratification, and showcases your unique selling proposition (USP))**
 - **Product samples**
 - **Training videos**
 - **Downloadable pdf of tips**
 - **Trial period**
 - **Offer monthly sales and/or discounts**
 - **Checklists**
 - **Webinars**

Grow Your Email Newsletter Subscribers

Sidebar lead magnet signup form

[GENRE SONG LISTS](#), [WEDDING SONG LISTS](#)

30 Rock Mother Son Songs To Celebrate A Rockin' Dance

The Mother Son Dance at wedding receptions is a special moment for a mother and her love of her son. For Rock fans, it can be difficult to find songs that fit both your music likings and what your Mom will dance to. Below we provide you with a great variety of rock mother son songs from pop-rock through to hard rock and including fast and slow tempos.



Blog Categories

Select Category

Exclusive First Dance Songs List PDF

Your Email: *

About You: *

Select

CAPTCHA

protected by reCAPTCHA
Privacy - Terms



Download PDF

Popular Wedding Song Lists

[Popular Wedding Song Lists](#)

Grow Your Email Newsletter Subscribers

If possible, segment your subscribers into their own categories. This helps you send a more personalized email.

- **Weddings**
 - **Wedding vendor, bride, groom... specific wedding vendors (DJs, Planners, Florists, etc.)**
- **Food**
 - **Stay-home mom/dad, working mom/dad, restaurant chef, restaurant owner**
- **Travel**
 - **Travel agents, seniors, honeymooners, DINKS (dual income no kids), family-friendly**

Grow Your Email Newsletter Subscribers

Newsletter sign-up strategies:

What benefit will the reader get from signing up???

- **Describe what they get! Why join?**
- **In newsletter: offer forward to a friend and sign-up links**
- **Invite people on social networks**
- **TEST, TEST, TEST**

Grow Your Email Newsletter Subscribers

What happens after they sign-up?

- 1. Double opt-in confirmation email?**
- 2. Send thank you confirmation email?**
- 3. Load thank you page with links to valuable content.**

Grow Your Email Newsletter Subscribers

What about the email itself?

1. Craft the subject like a tweet
 - a. Put subscriber's first name in the subject and email content to personalize email
2. Make the From from a real person
3. Maximize email preview!
 - a. Add preview text that will entice subscribers to open the email.
4. Enter reader benefits in the beginning to make them want to keep reading.



From

Matt Campbell, My Wedding Songs • matt@myweddingsongs.com

Edit From



Subject

Musicletter: August 2020 Hot & New Songs

Preview Text: New songs by Tim McGraw, BTS, Gregory Porter, Kane Brown, LANY, Tiana Major9, Luke Bryan, and more.

Edit Subject

Grow Your Email Newsletter Subscribers

Write an effective newsletter!

See examples of great newsletters:

<https://blog.hubspot.com/marketing/email-newsletter-examples-list>

<https://www.sendinblue.com/blog/best-email-newsletter-examples/>

My past newsletters: <https://milled.com/my-wedding-songs>

Grow Your Email Newsletter Subscribers

Keep everyone on your email list forever? NO!

- **First, send a second email 3 days after the original email to the people that do not open the original email to increase open rates.**
- **“Archive” unsubscribers and bounced email subscribers.**
- **Purge subscribers that don’t open your emails! “Archive” subscribers that have not opened any of your last 5 emails that were subscribed before the 5 emails were sent.**
 - **You can choose to send a “Last Chance” email before unsubscribing.**

Software

- Hello Bar - <https://www.hellobar.com/>
- Mailmunch - <https://www.mailmunch.com/>
- OptinMonster - <https://optinmonster.com/>
- Constant Contact - <https://www.constantcontact.com/>
- Mailchimp - <https://mailchimp.com/>
- ConvertKit - <https://convertkit.com/>
- Drip - <https://www.drip.com/>

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs