5 WAYS TO GROW YOUR EMAIL LIST

ON YOUR REAL ESTATE INVESTING WEBSITE

KC WEBDESIGNZ
DESIGN & DEVELOPMENT

Growing and maintaining your email list is an essential part of any marketing strategy. In a digital world where constant, consistent communication is imperative to attracting new investors, you'll need to build a strong email list in order to convert new website visitors or persuade those on the fence to invest in your new acquisitions. But every unique and recurring visitor to your website isn't going to willingly part with their email address without gaining something in return. That's why it is important to implement the proper funnels and techniques in order to collect their personal data.

Looking to grow your email list on your real estate investing website? Here are five surefire ways to get people invested in your services.

Create a Powerful Lead Magnet

Want to garner new names to your potential investor queue? Create a useful lead magnet that will entice people to part with their personal info.

A lead magnet is any free item or service that is rendered for the purpose of gathering information, such as a channel or email subscriptions. A lead magnet can be something as simple as a white page or e-book or more complex like a webinar or online course. So many investors have created very popular lead magnets such as an online course to assist or mentor other investors in multifamily real estate or by simply just offering an e-book that goes into detail about how new investors can get started in real estate. The key is to create something valuable.

For more information and examples of strong lead magnets, check out this source.

Correctly Utilize Forms and Popups

Similarly to lead magnets, using forms and pop-ups on your real estate investing website is another great way to collect emails. Sign up forms are any embedded form on your website that asks for personal information, such as name, phone number and email address. The simplest and generally most effective way to utilize forms is to add a section on each page asking them to subscribe to your mailing list.

Pop-up forms can also be used in the same way to collect this info. However, most internet users are likely to ignore or routinely close out pop-ups when presented.

Using well-placed and time-sensitive pop ups (triggered after a user has been on your site for a set period of time) can help combat this in many cases.

Increase Website UX

A simplistic, user-friendly web design can also help attract potential investors by guiding their eyes towards your Call to Actions. A modern website should be built so that each section has purpose (usually informative) with clickable links that either direct them to a signup form/landing page or your properties page. Good website design should guide the user towards your CTA's whether through placement, color scheme or even size of buttons/fonts.

Remember, your CTA's should be located throughout your website in various formats. For examples on how to properly implement CTA's, check out this link.

Feel free to book a free call with KC Web Designz so we can let you know more about how we can help you with increasing your website UX.

Sidenote: Good UX is also good for SEO. The more organic traffic you are getting, the more likely someone is to subscribe to your mailing list.

Keep your Audience Engaged

Once you have the basis for your email list, it's time to keep them engaged. How? Create email campaigns that keep your audience's attention.

One of the most common ways to do this is to create a newsletter (weekly, bi-weekly or monthly) to showcase new happenings, events and/or social posts.

Drip campaigns, such as promotional campaigns, re-engagement campaigns and post-purchase drips can also be useful in converting interested or dormant consumers into active subscribers. Remember, the more valuable your content is to your ideal investor, the more likely they are to convert or tell others about the properties you may have available now or in the future. Be sure to add a share widget to the bottom of your emails (especially newsletters). Your most engaged subscribers are a great source of free publicity!

Social media engagement can also help grow your email list. Make posts and graphics that catch people's eyes and get them talking about your brand. Always encourage your followers to subscribe to your email lists and make sure your socials are linked in your emails (widgets are generally best) so your email customers can be more involved with your brand.

This is something else that we do well here at KC Web Designz. Book your free call so we can let you know more about how we use Active Campaigns to create engaging drip content for your investors.

Use Metrics to Inform Strategy

Even for the savvist of marketers, growing your email list isn't always black-and-white. When in doubt, always use metrics to inform your strategy.

Know what metrics are valuable to your business and the growth of your mailing list. Important metrics you should monitor include Click-Through Rates, Bounce Rates, Shared Rates. The best platform to do this with is Google Analytics. Every website should be equipped with analytics to keep you informed about how well not just your CTA's are doing but also your website as a whole.

Remember, it's ok if you do not succeed on the first try or if every method does not work for your specific needs. Pay close attention to your unique and repeat visitors, what they are doing on your site and what CTA's are used most/not at all. Adjust your strategy accordingly when necessary.

If any of these steps discussed are something that you would like to learn more about or get some assistance with, feel free to book your free call with KC Web Designz today.