



PET CREATIVE & MARKETING SERVICES

The pet marketing tools you need at the price you can afford. Exclusively for pet businesses & pet entrepreneurs!

8 TIPS TO BUILD YOUR MAILING LIST



1 Create amazing email content.

Learn how to write email marketing copy that converts.

2 Segment your email list

to create targeted content that your subscribers will love. Here are 50 ways to segment your mailing list!

3 Use Facebook ads

to drive traffic to your optin landing page. Just make sure you optimize your Facebook ads to increase conversion rates.

4 Create a quiz

and require users to enter their email address before they can download their results. You can use tools like Interact or Qzr to do this.

5 Offer a coupon

in exchange for an email address instead of a traditional lead magnet if you have an eCommerce site.

6 Promote content on Pinterest.

Create Pinterest boards by topic and pin beautiful visuals with links to your site.

7 Answer Quora questions

that are related to the topic of your lead magnet. Then include a link to your optin landing page for further reference.

8 Participate in LinkedIn groups

to become known as an expert, and then post the link to your optin landing page when the time is right.