

10 Unique Ways to Get More Email Subscribers (plus 19 tried and true methods)



If you're like most businesspeople, finding ways to get names on your emailing list can be exhausting. We all want tons of fans and followers. There's value behind a list of people who are interested in what you offer. Most businesses start their list with people they know. But if you want to turn your email list into marketing gold, you need to get strangers (who will become potential customers) interested in you. That's no easy task.

It's the kind of activity that most of us avoid because the thought of it seems so overwhelming.

The Basics of Building an Email List

At the most basic level, your goal is to get people on your email list who want to stay in contact with you. From a business perspective, most people join an email list because they are hoping for discounts or special deals.

Here's a list of conventional methods to grow your business email list:

1. Website pop-ups – they're annoying but they work
2. Lead magnets (e-books, whitepapers, etc.) – give something to get something

3. Blog subscriptions
4. Newsletter sign-ups
5. Webinars or online events – to view the free webinar they need to join the list
6. Social media promotions/ads
7. Checkout process opt-ins – if you sell online, remind customers to sign up for discounts
8. Contact forms
9. Landing pages
10. Trade shows or in-person events
11. Referral programs
12. Free trials or samples – again, you give to get
13. Contests and giveaways
14. Email signature links – some people like you so much, they’ll click on the link
15. Partner cross-promotions – you see this in webinars often where an influencer will support a fellow influencer with a complementary offering
16. Freemium model for software/apps – offer a product for free (or discount) with sign-up
17. YouTube video descriptions – this is prime real estate; if they like your content, they might “pay” with contact info
18. QR codes on printed materials – this is an easy way to get people to your sign-up form
19. Table tents – if your business has tables with people waiting or sitting at them, creating a table tent with a QR code to your sign-up list will get subscribers

These methods, offer tried and true ways to get more subscribers. But they’re also things that everyone else is doing.

Unique Ways to Get More Email Subscribers

If you want to stand out, try these things:

1. **Interactive quizzes.** Create fun quizzes that provide valuable insights, with results sent via email. These are popular with stylists, trainers, nutritionists, and other personal services professionals.
2. **Virtual reality experiences.** Offer a VR demo or tour of your products/services, requiring email registration. Developers and hoteliers use this for properties that have not yet been built.
3. **Personalized infographics.** Let visitors input data to generate custom infographics, delivered to their email.
4. **Augmented reality business cards.** Design AR-enabled cards that reveal additional content when scanned, prompting email sign-ups.

5. **Gamified loyalty program.** Develop a points-based system where customers earn rewards by providing their email and engaging with your brand. Online games use this approach by offering additional bonus “coins” or “powerups” for reviews and shares.
6. **Time-sensitive digital coupons.** Offer exclusive discounts that expire quickly, encouraging immediate email sign-ups. This is a very popular tactic on e-commerce sites.
7. **Podcast bonus content.** If you have a podcast, offer extra episodes or behind-the-scenes content to email subscribers.
8. **Social media challenges.** Run contests requiring email entry, with user-generated content shared on social platforms.
9. **QR code treasure hunts.** Create physical or digital scavenger hunts using QR codes, with prizes for email subscribers.
10. **AI-powered product recommendations.** Offer personalized suggestions based on user preferences, sent via email.

Growing a business email list requires a multi-faceted approach of conventional and innovative ways. Traditional techniques like website pop-ups, lead magnets, and social media promotions remain effective, while unique strategies such as interactive quizzes, and gamified loyalty programs can get you noticed.

Whether going the traditional route or doing something a little more innovative to get names on your email list, the key is to provide value to potential subscribers. Offer things like exclusive content, personalized experiences, or tangible rewards/discounts.

Ultimately, the most successful email list growth strategies align with your brand's identity and the preferences of your target audience, turning them into long-term, loyal fans.

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