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# How to build an email list from the ground up

# Choose an email marketing platform

Choosing an efficient yet affordable platform can be overwhelming.

Do some research and see what fits for your business. Some common choices are Constant Contact and MailChimp.



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# Motivate customers to sign up for emails

In order to build your email list, you need to incentivize people to sign up. Offer a discount code or freebie to attract new subscribers!

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## Put your social media accounts to use

Utilize your different social media channels to add your existing audience to your mailing list.

# THERE ARE NO STUPID QUESTIONS



**Got Questions? Ask Us!**

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